

## Heartland Update

What are the benefits of Lamont County's involvement in Alberta's Industrial Heartland?

Lamont County was one of the founding municipal partners of Alberta's Industrial Heartland Association (AIHA). Since its inception in 1998, the Association has benefitted from the positive contributions of its members like Lamont County. In return, what has the County gained from the active role it plays with AIHA?

Partnership positions Lamont County to capture important investment opportunities in the region. Through marketing efforts, Alberta's Industrial Heartland is now recognized nationally as well as internationally as a major center for development. This draws investors from around the world to the region and showcases opportunities in Lamont County. There aren't many counties in Alberta, or Canada that enjoy this international exposure and as part of AIHA, Lamont County is on the world's radar.

Being a partner also provides the County a strong voice on issues affecting growth and development in the Heartland. Topics such as transportation, utilities, and land use extend beyond municipal boundaries. Lamont County's participation ensures that its interests and priorities are heard and acted upon.

While most development in the Heartland has occurred in other municipal jurisdictions to date, Lamont County well suited to capture future opportunities as a partner in AIHA. Available pre-zoned industrial land, access to both national railways, and being at the crossroad of oil, bitumen and natural gas pipelines makes our County the next major destination for investment. As Alberta's resource industry continues to grow, so will the opportunities available to Lamont County.

Next Month: Planning for Transportation

*Heartland Update is a monthly feature, keeping area residents informed about Alberta's Industrial Heartland. Future articles will include discussions on the challenges, issues and opportunities in the region. For more information visit [www.lamontcounty.ca](http://www.lamontcounty.ca) and go to the Heartland Update section or the Heartland website at [www.industrialheartland.com](http://www.industrialheartland.com).*