



March 14, 2018

## **City of Lloydminster Names New Economic Development Officer**

**Lloydminster, AB/SK** – With the recent hiring of an Economic Development Officer, the City of Lloydminster has set a new trajectory for business and tourism growth in the Lloydminster region.

Katlin Ducherer will support Council and Administration in the development and management of initiatives to strengthen the business environment in Lloydminster and surrounding area. Ducherer will also be tasked with promoting Lloydminster as a destination for investment, matching prospective businesses with land and other required resources.

Mayor Gerald Aalbers said City Council looks forward to setting Lloydminster on a path to renewed prosperity through new economic leadership and collaboration with local stakeholders.

“We have seen our local economy make incremental improvement over the past year. As a Council and Administration, we have decided now is the time to get this important resource in place to ensure Lloydminster is prepared to strike when the iron is hot,” said Mayor Aalbers. “Katlin joins us with a strong working knowledge of modern economic development and tourism practices, but most importantly, she understands the complex mechanics that make the Lloydminster economy tick.”

Ducherer has held roles with the former Lloydminster Economic Development Corporation (LEDC), as well as the City’s Communications department.

### **Background**

In January 2017, Lloydminster City Council voted to dissolve the City-funded Lloydminster Economic Development Corporation and move to an in-house model; the change was expected to save the City approximately \$220,000 annually.

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