

## Study shows impact of CLC could reach \$286 million

**December 3, 2007:** A study released today shows the Community Learning Campus (CLC) is expected to create an estimated \$286 million in economic impacts from 2006-2036 and create 996 person-years of employment over the six year construction and start-up period.

The Economic and Social Impact Study, prepared by Schollie Research & Consulting of Red Deer, calculated the figures by using Alberta Finance's economic impact model. The study concluded the CLC will generate a total of \$9.4 million in tax and royalty revenue at all government levels and, by 2011 when the start-up period concludes, the annual economic impact is estimated to be \$9.3 million and support 81 person-years of employment.

"The study makes it very clear that the CLC will have enormous economic impact in Central Alberta for many years to come," said H.J. (Tom) Thompson, CLC Chair and Olds College President. "The impact will be far greater than dollars and cents, however. The study also looked at the social impact of the CLC and those benefits are limitless."

By providing enhanced opportunities in education, technology, recreation, health and wellness, and arts and culture, the CLC is expected to increase community involvement and enhance individual and community quality of life. The CLC concept of a seamless transition from high school into post-secondary is expected to increase both high school completion rates and post-secondary transition rates.

The link between physical health and learning success is the focus of a CLC project already underway with partners in the David Thompson Health Region and the Town of Olds. A 'Creating Sustainable Active Leadership' project will create teams of students from junior and senior high schools throughout Chinook's Edge, who will identify health priorities and plan a course of action to optimize the physical and social environment in their schools. This is the first of many CLC projects that will link partners in initiatives that create both social and economic benefits for residents throughout Central Alberta.

The study highlights many specific spin-offs from the CLC, from nurturing a more skilled workforce that will attract increased business investment to drawing larger conferences into the area. The creation of Community Engagement Sites in 12 other rural communities will link residents with SuperNet and provide access to technologies such as video conferencing. This will improve access to all levels of learning, from basic education to post-secondary programs, skills development and ongoing professional development.

"We have been convinced from the very beginning planning stages that the Community Learning Campus will provide untold opportunities for every resident in this area and surrounding communities," said Jim Gibbons, CLC Vice-Chair and Superintendent of Chinook's Edge School Division. "This study delivers the numbers that prove the economic and social impact of the CLC will help create a sustainable economic and cultural future for Olds and area. It is becoming more and more obvious that the CLC and its many components are creating a structure for rural development – economic, social and cultural development."

- 30 -

For more information contact:

Dot Negropontes

Director

Community Learning Campus

(403) 556-4762 or 227-3652

[dnegropontes@oldscollge.ca](mailto:dnegropontes@oldscollge.ca)

Mark Keller

Manager, Marketing

Olds College

(403) 507-7710

[mkeller@oldscollge.ca](mailto:mkeller@oldscollge.ca)

Sandy Bexon

Communications Officer

Chinook's Edge School Division

(403) 227-7085

[sbexon@chinooksedge.ab.ca](mailto:sbexon@chinooksedge.ab.ca)



Community  
Learning  
Campus