

Indicators of Implementation Progress

Principle and Action	Indicators of Implementation Progress
<p>PRINCIPLE 1 - We will support new and established businesses and entrepreneurs to thrive in the new economy</p>	
<p>ACTION 1: Leverage projects designed to improve Edmonton's regulatory processes and reduce red tape so that we are agile</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The City continues work on a number of red tape initiatives:</p> <ul style="list-style-type: none"> • The creation of the temporary patio / retail space program. • The new Business Licence Bylaw, which came into effect on January 17, 2022, will reduce business license fees and regulations. • Zoning Bylaw Renewal which is currently 60 per cent drafted. • Permit and Licensing Improvement initiative. Please refer to the cross-referenced report UPE00910 Permit and Licensing Improvement (PLI) Initiative for an update on an initiative designed to reduce barriers to investment in Edmonton. <ul style="list-style-type: none"> ○ Improvements made to the permit and licensing processes between 2018-21 saved businesses 261,000 days and \$4.6 million annually. <p>The Edmonton Chamber of Commerce works with the City to amplify the voice of business in policy decisions. This ensures that the business perspective is clearly understood when making decisions. Resolving red tape and permitting delays is one of the top priorities that The Edmonton Chamber continues to advocate for.</p>
<p>ACTION 2: Align relevant economic development activities, reporting metrics, funding agreements, and grants to ensure we're working together as effectively as possible</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The City is working with a subset of its partners to implement the Economic Action Plan by aligning performance measures and reporting, improving collaboration, and working to ensure a shared, consistent pitch when promoting Edmonton.</p>

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<p>ACTION 3: Support building capacity and access to resources for entrepreneurs from marginalized communities, such as racialized entrepreneurs, and newcomers</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The Making Edmonton Digital program helped over 706 businesses improve their digital profiles with 276 of them coming from equity deserving groups.</p> <p>The City provided Edmonton Economic Recovery, Business Association Stream grants to the Islamic Family and Social Services Association (\$74,000), Black Canadian Women in Action (\$37,500) and Grow Women Leaders (\$75,000). The grants leverage \$319,340 in private funds.</p> <p>78% of the support provided through the Edmonton Economic Recovery City Stream grants went to businesses owned by people who identify with equity deserving groups.</p> <p>Amii's Machine Learning Technical Certification Scholarships is a nine-week program which empowers participants to gain new skills and abilities toward technical careers in artificial intelligence (AI) and machine learning. The scholarships will cover the full cost of registration with a focus on giving access to individuals who are typically underrepresented in STEM fields, who are recent immigrants to Canada or who live in rural settings.</p>
<p>ACTION 4: Prioritize local and equitable procurement through a local procurement policy</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>Administration has drafted a Local Procurement Policy, Social Procurement Policy and Indigenous Procurement Policy. The policies will seek City Council approval in 2022.</p> <p>The Edmonton Chamber of Commerce Shop Local (Better When It's YEG) Campaign launched a series of initiatives aimed at highlighting the local businesses, makers and creators of the Edmonton Metropolitan region. Resources were used to showcase, promote, amplify, support, enhance small business, and encourage patronage.</p>
<p>ACTION 5: Support projects aimed to strengthen or eliminate gaps within existing local supply chain networks</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>The Edmonton Chamber of Commerce's Trade Accelerator Program (TAP) helps small and medium sized businesses reach global markets through an innovative, results focused program that provides education and access to industry experts who help them develop and execute a personalized market-entry export plan.</p> <p>Edmonton Global launched the Global Growth Trade Services program in September 2021 to support</p>

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	<p>Edmonton Metropolitan Region’s small and medium sized businesses to expand globally.</p> <p>The Edmonton Screen Industries Office has partnered with Alberta Film to promote a provincial directory of goods and service providers. Local goods and service providers have been contacted and asked to enroll in the directory.</p> <p>The Edmonton Screen Industries Office partnered with unions and guilds to address the shortage of trained crew through free professional development workshops as well as hiring locals and training them to support these industries.</p> <p>Amii's Supply chain AI West Accelerator sees the organization working with nimble startup teams to provide hands-on training and act as a coach as they build AI-powered supply chain products and solutions. The accelerator is focused on creating the disciplined environment required for founders to establish an AI strategic direction and begin execution while also bringing together a community of experts to provide advice and access to their extended networks.</p>
<p>PRINCIPLE 2 - We will seize the potential of our existing land, assets, and physical attributes.</p>	
<p>ACTION 6: Leverage Edmonton’s digital infrastructure, including Open Data, fibre optic network and the innovation corridor, to link research, educational and technology organizations</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>The City is working with partners to compile an inventory of digital infrastructure (boxes and wires) and assets (software and data). Once created, it will make recommendations for how it could be leveraged by businesses or investors.</p> <p>A key driver for growth in the health sector is enabling industry access to health data. Health Cities partnered with the Ministry of Health, Alberta Health Services and Office of Information and Privacy Commissioner of Alberta to create a pathway to share health data with industry. Secondly, through the HaTCH program, Health Cities created a platform that enables local companies to integrate directly with our health electronic medical records - a key step in allowing companies to test and validate digital solutions in our health system. Both are firsts in Canada.</p>

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	Amii's Advanced Tech Program accelerates the research and development process through scientific guidance and access to talent pool, de-risking the adoption of advanced technologies leveraging Edmonton's digital infrastructure.
<p>ACTION 7: Align outstanding City of Edmonton Industrial Action Plan actions to other work currently occurring, and prioritize key outstanding activities related to funding tools</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	Administration has either completed, or successfully aligned with other work, five of the dated Industrial Action Plan actions. Administration is continuing to address the remaining four actions, and will also determine how those actions will be realigned to the Economic Action Plan and other strategic plans like the City Plan. Some, such as flexible industrial design standards, will be addressed by working with developers on actual projects as they become available.
<p>ACTION 8: Clearly identify economic development outcomes in City Capital Budget requests</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	Administration has developed draft budget prioritization criteria that will consider the economic development impacts of the City's capital investments. This criteria will be available for the next capital budget update. Opportunities exist in the capital budget process to further evaluate and entrench economic development considerations in budget planning and expenditure.
<p>ACTION 9: Create a development strategy for the new non-residential lands adjacent to the Edmonton International Airport</p> <p>Long Term (2027-2030 budget cycle)</p>	Non-residential lands immediately to the north of the Edmonton International Airport are being developed in accordance with the Crossroads Area Structure Plan. The development of other land adjacent to the airport would require the approval of an Area Structure Plan which is typically developer-driven. Conversations between the City and its partners about this land are ongoing and the development of this area will be considered in the regional context.
<p>ACTION 10: Develop tools and strategies to attract commercial, residential and mixed-use development in nodes and corridors</p> <p>Long Term (2027-2030 budget cycle)</p>	The City is offering several programs that advance Action 10 such as the 2021 Economic Incentive Construction Grant (10 agreements worth approximately \$19 million leveraging \$551 million in investment), Community Revitalization Levies (value of building permits in CRL areas in 2021 was \$93.4 million), Storefront Improvement Program (12 grants worth \$386,556, leveraging \$493,634 in private funding for exterior commercial renovations), Development Incentive Program (12 grants worth \$279,908, leveraging \$7.1 million in private funding including new construction & interior renovations), Corner Store Program (20

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	<p>grants worth \$300,792, leveraging \$2.13 million in construction value) and the Downtown Vibrancy Strategy (\$639,570 in support provided to 15 vibrancy projects, leveraging an additional \$1,114,409 in investment).</p> <p>In addition to these programs, Administration has identified the need for infrastructure investments and incentives to be directed at the areas of greatest growth (priority growth areas) and to create complete communities. Through growth management, improvements in public infrastructure will aim to support population and dwelling growth and align with private investments in these areas and remove barriers to densification in the nodes and corridors.</p>
<p>ACTION 11: Support enhanced experiences by encouraging opportunities for low impact businesses to operate in parks and public space</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>In alignment with The City Plan, Administration is seeking out additional opportunities for vendors to activate strategic locations such as Hawrelak Park, Victoria Oval and the city-owned golf courses. Vendor activation will complement users in an effort to enhance the space.</p> <p>Additionally, the River Valley Planning Modernization Project will renew the City's strategic planning for the River Valley and the processes and tools for evaluating and regulating development that is proposed within the system.</p>
<p>PRINCIPLE 3 - We will support growth and diversification of our economy in a sustainable and equitable way.</p>	
<p>ACTION 12: Develop tools to facilitate growth in green economic sectors</p> <p>Long Term (2027-2030 budget cycle)</p>	<p>The Edmonton International Airport (EIA) and Air Canada entered into a partnership in May 2021 which is aimed at using EIA lands as a test site for emerging green-technologies, supporting Actions 12 and 14.</p> <p>Amii's REMI Program (Reducing Emissions through Machine Intelligence) supports businesses to achieve greenhouse gas reductions in their operations. REMI is highly applicable to companies in the Renewable Energy sector.</p> <p>The Emissions Neutral Building Industry Advisory Committee was initiated in January 2022. This Committee brings together industry stakeholders to advance work in Edmonton on emissions neutral building best practices and technology.</p>

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	<p>The City of Edmonton has grants available, related to commercial buildings energy efficiency and solar installation that supports growth in those green economic sectors.</p>
<p>ACTION 13: Work together to support emerging made-in-Edmonton technology solutions</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The Edmonton International Airport (EIA) partnered with Innovative Fuel Solutions (IFS) and KAG Canada to see new fueling technologies, developed by IFS and installed in KAG Canada trucks on routes that deliver aviation fuel to EIA. This supports Actions 12, 13, 14 and 16.</p> <p>As part of a funding partnership with the three levels of government including the City of Edmonton, Innovate Edmonton is funding three world-class accelerators, Alberta Accelerator by 500, Plug and Play Alberta, and Community Safety & Wellness (CSW) Accelerator powered by Alchemist. Concurrently, Innovate Edmonton is also funding and launching Alberta’s pre-accelerator in partnership with Platform Calgary, with a new suite of programs for early-stage founders, supporting pathways to success and economic diversification.</p> <p>Innovate Edmonton's Startup Edmonton provides support for founders and entrepreneurs as they launch and build innovative products and companies with four stages of programming: Foundations (Business Model 101, Discover & Validate Series, Foundations For Black Founders), Preflight: Build, Test & Learn, Preflight: Market, Sell & Pitch, and Propel.</p> <p>Innovate Edmonton's Scaleup Edmonton provides programming to help companies scale their business once they have validated their product-market fit through the ERIN PSI Program, and the ERIN Coach Program (including the Fundraising SWAT Team Program). Scaleup Edmonton also provides Investment & Funding Support through the EDGI and Start Alberta platforms to connect to investment, programming, and resources.</p> <p>Health Cities launched Companies Growing Companies Series to help companies find market success in the health sector in Canada and beyond.</p> <p>The University of Alberta Health Innovation Hub supports health and life-science startups, affiliated to the</p>

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	<p>university, from ideating through to scaling. The hub provides space, resources, support, coaching and networks to guide and support companies through the commercialization journey.</p> <p>Amii provides the following services: advice and guidance, corporate training for digital transformation, talent recruitment and development, creating and supporting deep-tech startups, and advanced research through industry sponsored projects.</p>
<p>ACTION 14: Support emerging off-shoots of the energy sector</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>Edmonton Global and the City of Edmonton worked together to attract Air Products' \$1.3 billion investment in a net-zero hydrogen production facility.</p>
<p>ACTION 15: Advance a coordinated approach to growing the local food economy</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>Supported by Edmonton Global, in August 2021 Labatt Breweries celebrated its \$54.8 million investment into the Edmonton Metropolitan Region helping to boost Edmonton's beverage industry.</p>
<p>ACTION 16: Develop Edmonton's competitive advantages as an international logistics hub and hub to Northern Alberta, the North West Territories and beyond</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The Edmonton International Airport has undertaken new apron and terminal infrastructure projects that support new investments and capacity in air cargo.</p> <p>The City committed \$9.8 million to the Air Services Opportunity Fund over three years, which will be administered by Edmonton Global. This program targets the attraction of new direct flights to and from Edmonton.</p>
<p>ACTION 17: Promote affordable, accessible, high-quality, and inclusive early learning and child care.</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>Administration supported the Alberta Urban Municipalities Association (AUMA) resolution 2021.C1: Advocacy for a National Early Learning and Care Program which advocates for a sustainable, high-quality, inclusive, affordable and accessible early learning care program.</p>

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PRINCIPLE 4 - We will remain and become a destination of choice for talent and capital.	
<p>ACTION 18: Develop an integrated Investment Intake, Business Retention and Expansion and Aftercare Program that supports Edmonton Global and others' efforts to attract foreign direct investment as well as existing and new Edmonton businesses</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The newly-developed Business Friendly Edmonton Initiative is a highly-integrated, equity-based and agile approach to supporting all businesses as they seek to start, grow and invest in Edmonton. Business Friendly Edmonton also directly advances Actions 3 and 13. The guiding principles, framework and suite of services can be found in cross-referenced report UPE00985 - Business Friendly Edmonton.</p>
<p>ACTION 19: Develop and implement an integrated place brand strategy</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>Place brand advice and support is ongoing, and the City is developing content and an online portal where the City and its partners can access digital assets, including images, video, stats, stories and profiles, to use for branding, communications and marketing. The site will go live in early Q2 2022 and will provide new and dynamic content in an ongoing way.</p> <p>The Edmonton Screen Industries Office, in partnership with Alberta Film, populates and promotes a directory of locations available for filming (Reel Scout).</p>
<p>ACTION 20: Promote and support academic programs that advance the local economy</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>Senior Advisory Committee meetings between executives from all eight post-secondaries in Edmonton and Administration highlighted the Economic Action Plan Grant as a tool post-secondaries could leverage. Meetings are held annually to support and advance the shared commitment to talent attraction and retention as part of the four collaboration pillars: People and Prosperity; Brand Edmonton; City-Building and Innovative Problem-Solving. Several executive-championed initiatives are already underway.</p> <p>Amii's Leadership Training in Artificial Intelligence (AI) combines the applicants' executive experience with AI strategies to create business solutions across industries such as health, finance, oil and gas and supply chain management.</p>
PRINCIPLE 5: We will embrace and grow our relationships and partnerships.	

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<p>ACTION 21: Expand on existing relationships with the City's Indigenous memoranda partners by improving supports for economic development opportunities</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>The City approved an Urban Reserve Strategy in June 2021. The strategy clarifies the City's role in the urban reserve development process and vision, values and set of principles the City will use to work alongside First Nations interested in developing urban reserves.</p> <p>The City and the Confederacy of Treaty 6 First Nations renewed a 2012 Memorandum of Cooperation and Dialogue on September 15, 2021. It will, in part, facilitate relationship building, education and promote opportunities. The City's existing memoranda with the Métis Nation of Alberta (2013) and Enoch Cree Nation (2017) continue to serve as an entry point for dialogue on a wide range of matters of mutual interest, and economic development discussions will form part of these dialogues in 2022.</p> <p>The City has also signed a Memorandum of Cooperation and Dialogue with the Kehewin Cree Nation as a framework for ongoing discussions towards establishing an urban reserve. Agreements still need to be developed to establish services like fire and infrastructure.</p>
<p>ACTION 22: Coordinate with our regional partners to ensure seamless integration and reduce barriers for businesses and entrepreneurs that work across multiple jurisdictions</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>Administration developed a project approach to pursue the creation of a 'shared business license'. Additionally, the City will review its non-resident business license fee.</p>
<p>ACTION 23: Advance collaborative Shared Investment for Shared Benefit initiatives with regional partners</p> <p>Medium Term (2023-2026 Budget Cycle)</p>	<p>The City is actively working with the 13 municipalities in the Metro Region to develop a Collaborative Economic Development (CED) framework that will attract new business investment, create new jobs and allow municipalities to invest in projects outside of their municipal boundaries and receive direct returns on that investment. Phase 2 of 4 of CED is complete.</p> <p>The Edmonton Metropolitan Region Board, of which the City is a member, finalized a shared investment for shared benefit initiative for projects of regional significance.</p>
<p>ACTION 24: Utilize and coordinate the City of Edmonton's event</p>	<p>Event attraction is a joint effort between the City and Explore Edmonton. Events in Edmonton provide direct</p>

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<p>strategy and Explore Edmonton Tourism Master Plan as tools to support investment by creating awareness about local opportunities for businesses and people</p> <p>Short Term Within Current Budget Cycle (2021-2022)</p>	<p>economic benefits through the event delivery and indirect impacts on these sectors: construction, retail, hospitality, arts, retail, and airlines. In addition, events contribute to the City's Place Brand efforts and make Edmonton a more desirable place to live, visit and invest in.</p> <p>Direct Economic Impact from 2021 Attracted Events</p> <ul style="list-style-type: none"> ● IIHF World Junior Championship - \$15.1 million ● FIFA World Cup Qualifier matches - \$29.1 million ● World Triathlon Championship Final - \$8.5 million ● HSBC Canada Sevens Rugby - \$7.9 million ● CEBL Championship Weekend \$1.3 million