

Business Friendly Edmonton Program Activities

Education & Business Outreach

- Partner with industry groups and organizations to deliver specialized programming to enhance understanding of doing business in the City and the City's business-related initiatives
- Educate businesses so they understand:
 - Their role and responsibility as an applicant and the role of a professional (e.g., architect, engineer) in making an application to the City; specific responsibilities in achieving certain critical success factors that drive timelines and process experiences
 - The role of the City as a regulator and enabler
- Produce clear and understandable communications materials that give businesses the information they need to make business decisions

Investment Attraction and Aftercare

- Develop a site selection resource that integrates intelligence, perspectives, and relationship networks from across the corporation and City to make strong and competitive pitches on major Foreign Direct Investment leads
- Coordinate investment attraction activities to support lead partners (e.g., Edmonton Global) and convene the applicable City people to respond
- Develop and maintain relationships that support business expansion and continued investment in Edmonton (e.g., aftercare), including identifying potential issues early
- Facilitate strategic relationships between senior leaders of the City of Edmonton and key corporate partners, in alignment with the City's Relationships and Partnerships Framework and External Relations

Steward Innovation

- Through the new innovation stream, shepherd innovative businesses with a product or service to test in/with the City in alignment with our external partners such as Innovate Edmonton/Intake and connect businesses with the appropriate City section (e.g. how to partner with the City to test a concept that demonstrates benefit to the City and the business)

Tailored Business Supports

- Prepare City of Edmonton service references (eg. visuals and fact sheets) for businesses so they understand:
 - The full municipal regulatory journey, including typical steps, permit costs, timelines, common challenges and tips to help along the way
 - How, when and who they need to speak with at the City depending on their business idea
 - The importance of a full and complete application and how that contributes to permitting timelines and their ability to begin to

Attachment 2

generate revenue

- Connect businesses with the appropriate City services and teams
- Incorporate equity principles into business facilitation to account for the unique needs and experiences of members of under-represented communities, including supporting the capacity-building efforts of local organizations
- Route and respond to emergent issues and inquiries so that businesses can find a resolution to their situation in alignment with broader inquiry management initiatives