



# Edmonton Economic Action Plan - Mobilization of Capital and Red Tape Reduction

## Permit and Licensing Improvement (PLI) Initiative

### Business Friendly Edmonton

April 13, 2022

[edmonton.ca/economicactionplan](https://edmonton.ca/economicactionplan)



# Economic Action Plan

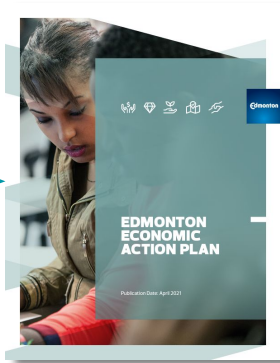


Edmonton

## EDMONTON CITY PLAN



## EDMONTON ECONOMIC ACTION PLAN



**BUSINESS FRIENDLY EDMONTON**

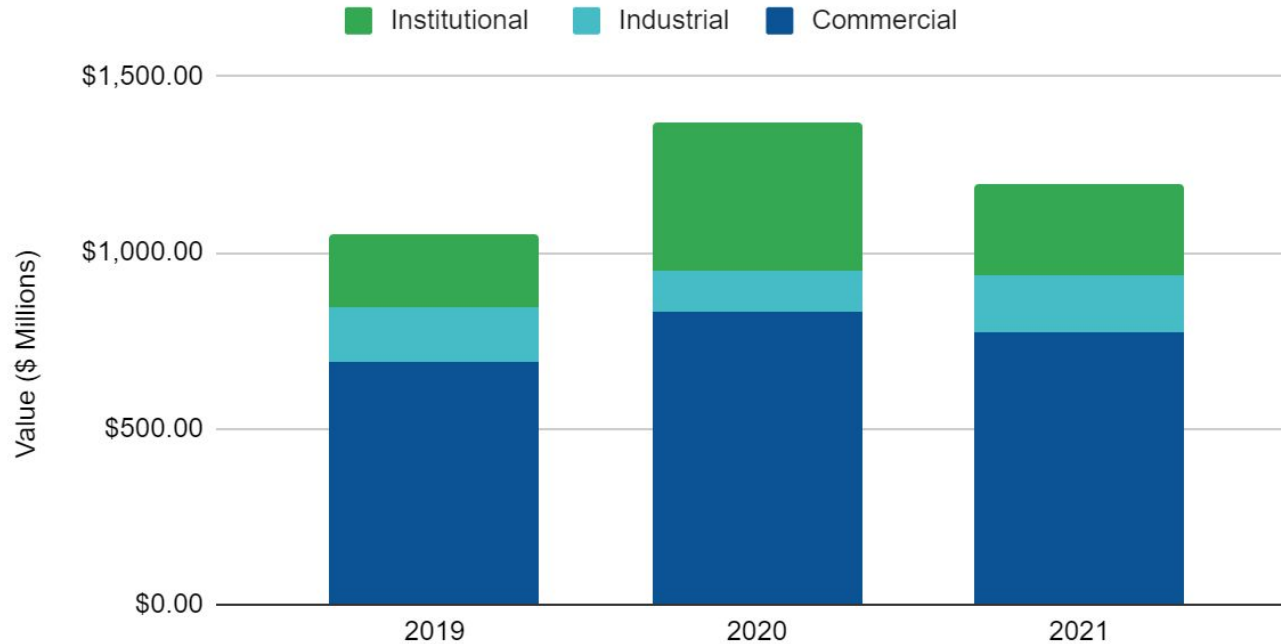


**PERMIT & LICENSING IMPROVEMENT**

# Economic Action Plan

## Mobilization of Capital

### Value of Non-Residential Building Permits Issued in Edmonton



# Role of the City in Economic Development

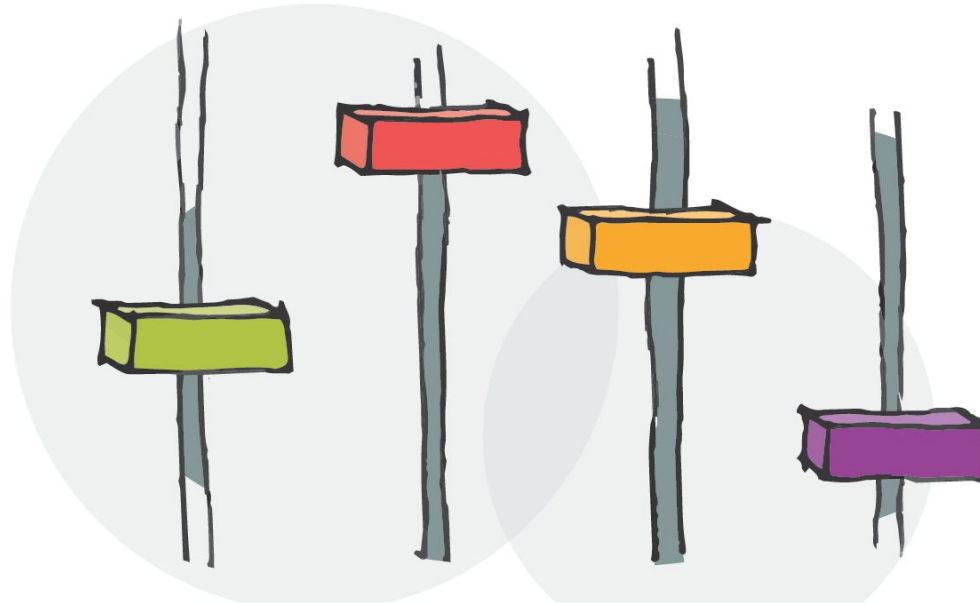
## Levers For Change

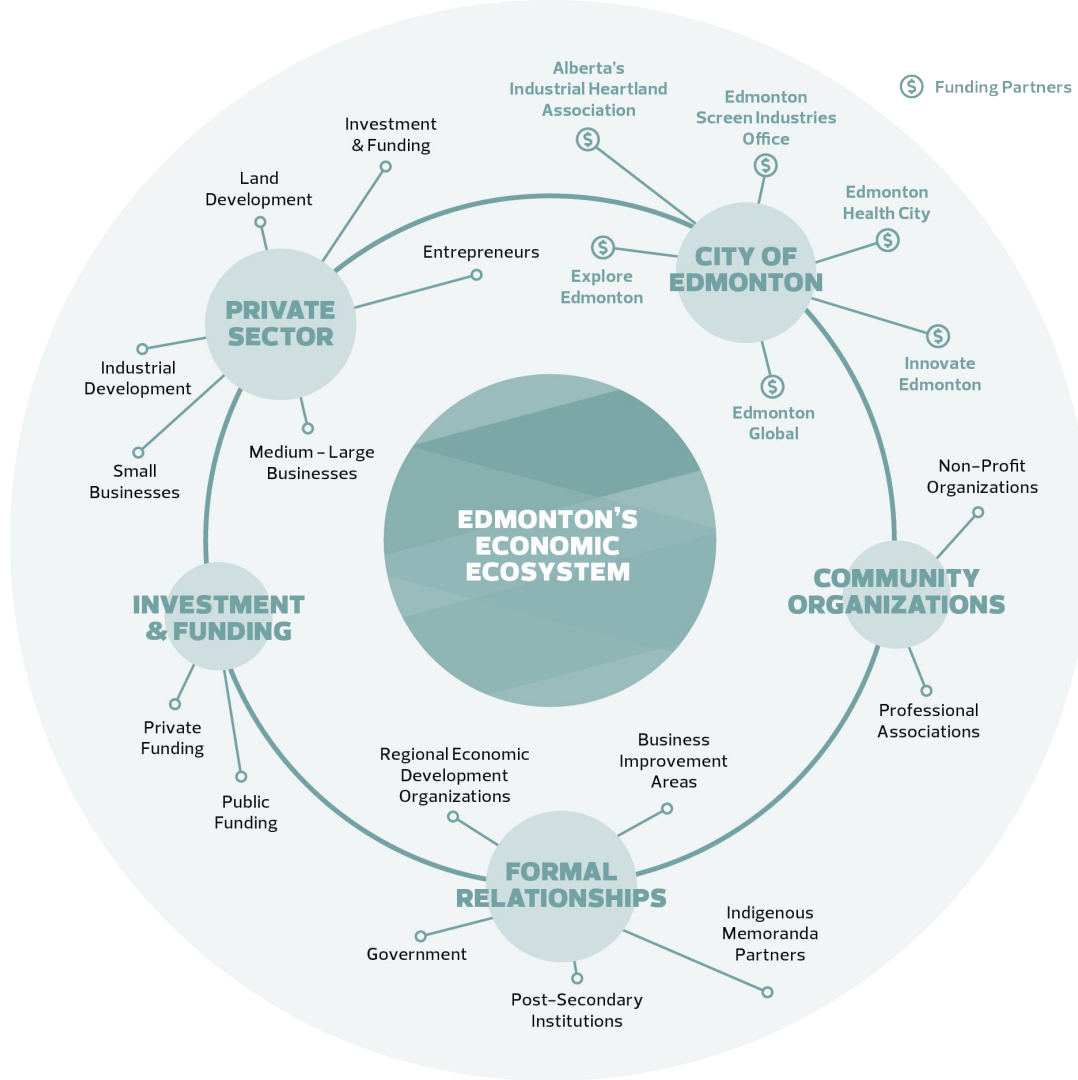
POLICY &  
REGULATIONS

INVESTMENT

ADVOCACY &  
PARTNERSHIPS

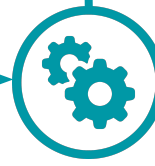
PRICING &  
SUBSIDIES





# The Road Ahead

Strong Relationships



Provide Support and Services  
to Businesses

Performance Measurement  
Framework

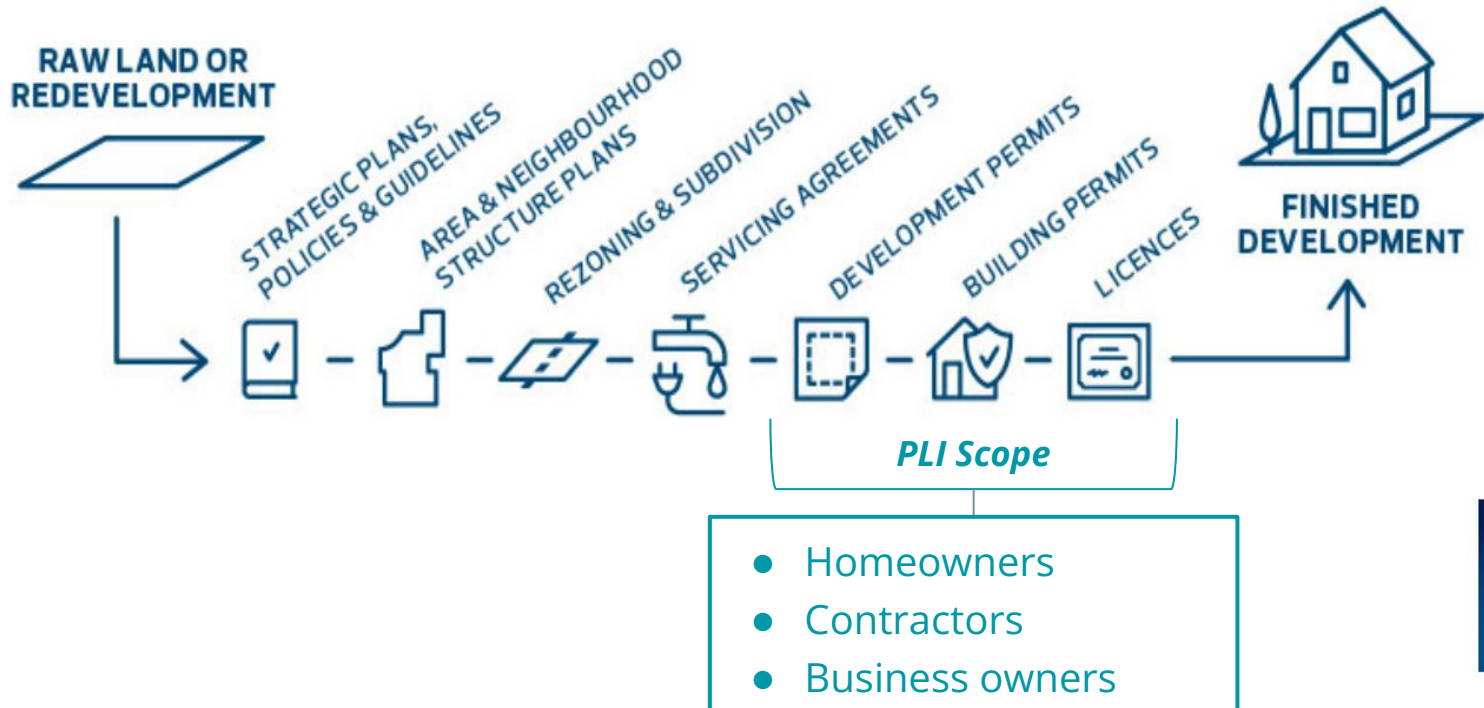
# Permit and Licensing Improvement



“Develop regulations and processes that are efficient, streamlined and easily understood in order to enhance Edmonton’s competitiveness for investors and entrepreneurs.”

- The City Plan

# The Permit and Licensing Improvement (PLI) Initiative



Red tape reduction efforts implemented between 2018 and 2021 will save customers and businesses **261,000 days** and **\$4.6 million annually**.

# Highlights

## Policy & Regulation

- Zoning regulation reductions
- Business Licence Bylaw Renewal

## Service Delivery & Experience

- Business licence approval timeline reduction by 50%
- Partial commercial building permits for tenant improvements
- Sign permit timeline reduction by 50%
- Automated residential permit reviews
- Remote video inspections
- Safety Code Inspector optimization
- eServices enhanced based on customer feedback

## Completed or Underway in 2022

- Setting service levels for permitting and licensing services - ***Completed***
- Permitting transformation for businesses
- Enhancing home improvement permitting
- Customer feedback management

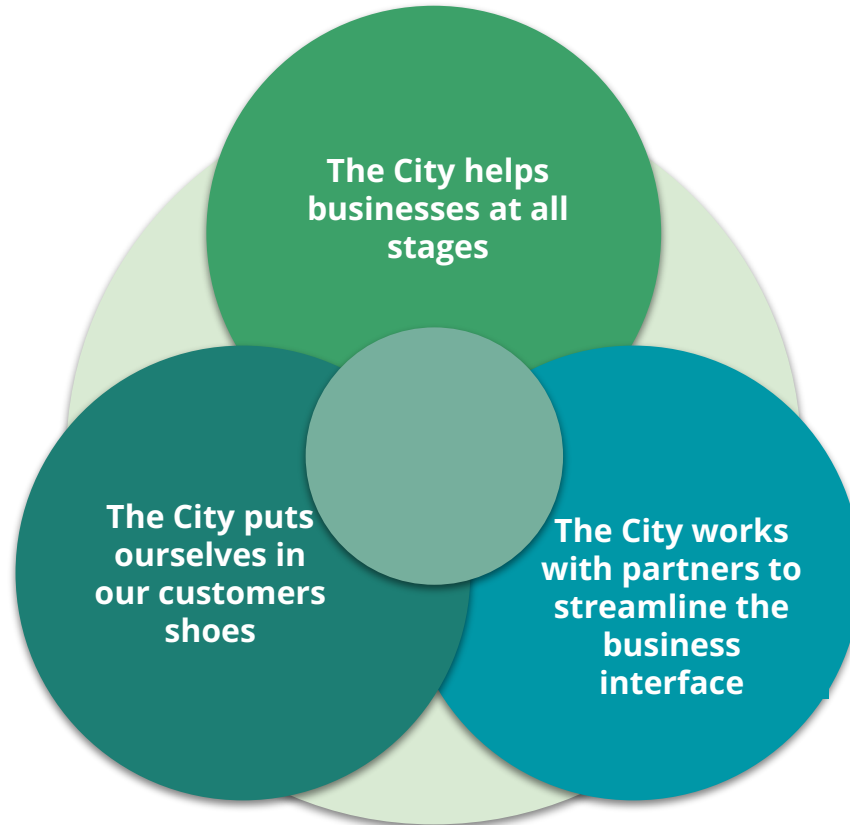


# Business Friendly Edmonton



Edmonton

# What is Business Friendly?



# How the City Helps

## Tailored Business Supports

- Connecting businesses to the right City people
  - One-on-one support program

## Community Programming

- Support building capacity and access to resources for entrepreneurs from equity deserving groups
  - Customized workshops for community partners

## Steward Innovation

- Shepherd innovative businesses with a product or service to test in or with the City
  - Innovation Stream

## Investment Attraction

- Investment readiness
  - Edmonton Global partnership

## Aftercare

- Formalized aftercare program tailored to each client type



# What Can Businesses Expect?

**Focus on  
Relationships &  
Accountability**

**Clear  
Communication  
& Relevant  
Information**

**Empathy,  
Respect,  
Honesty and  
Support**

**Clearly  
Articulated  
Next Steps**

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# Thank you.

April 13, 2022  
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The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue square background.

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