

Collaborations between the City of Edmonton and Make Something Edmonton/EEDC since 2015

City of Edmonton

Edmonton

Updated April 2017

The City of Edmonton and Edmonton Economic Development Corporation have collaborated in advancing Edmonton’s national and international positioning and engaging Edmontonians in a number of marketing activities. To date, initiatives have centred around two streams of effort:

1. Major events and conferences
2. Community relations

Results are seen in economic impact generated, national and international awards and rankings received, and participation or attendance by Edmontonians and visitors attracted to the specific activities. Below is a list of the joint efforts:

Major Events and Conferences:

Year 2015:

Initiative: Major Events	Period	City of Edmonton	Edmonton Economic Development Corporation
<p>Red Bull Crashed Ice (Mar 12-14, 2015)</p> <ul style="list-style-type: none"> - First host city in western Canada of this international winter extreme sport - Boosted \$5.5 million in economic impact (Edmonton GDP) - Attracted 74,600 people to enjoy the event in downtown - Generated 114 media stories - Gave Edmonton the first choice amongst other western Canadian cities to host the event again 	Oct 2014 - Mar 2015	Co-leading	Co-leading
<p>FIFA Women’s World Cup Canada 2015™ (Jun 6 - Jul 5, 2015)</p> <ul style="list-style-type: none"> - One of the 6 host cities across Canada - Host city of the Opening Game, featuring Canada vs China and drawing a crowd of 53,058 at Commonwealth Stadium - First host city to set new national spectator record for any Canadian (men’s and women’s) national team home game - First host city to set new TV viewership record in Canada, reaching 1.6 million viewers worldwide on the Opening Game - Drew over 207,000 spectators over 8 matches hosted in Edmonton - Generated 608 media stories - Boosted \$26.3 million in economic impact (Edmonton GDP) 	Jan - Jul 2015	Co-leading	Co-leading

Initiative: Major Events (con't)	Period	City of Edmonton	Edmonton Economic Development Corporation
FIBA Americas Women's Championship Canada 2015 (Aug 9-16, 2015) <ul style="list-style-type: none"> - Generated 107 media stories, including Toronto Star - Boosted civic and national pride with our home-grown Canada Senior Women's National Team winning the Championship on home soil in Edmonton 	Jun - Aug 2015	Co-leading	Co-leading
2015 World Triathlon Series Edmonton (Sept 4-6, 2015) <ul style="list-style-type: none"> - Attracted 1200 athletes from around the world to Edmonton - Generated 68 media stories 	Jul - Sept 2015	Co-leading	Co-leading
2015 Tour of Alberta Final Stage (Sept 7, 2015) <ul style="list-style-type: none"> - Attracted 120 cyclists from 22 countries to Edmonton - Generated 78 media stories - Boosted \$10.6 million in economic impact to Alberta 	Jul - Sept 2015	Co-leading	Co-leading
Achievements	<ul style="list-style-type: none"> - <i>National Geographic</i> named Edmonton one of the 10 Best Summer Trips of 2015. - <i>Around The Rings</i> ranked Edmonton as #10 on the world's top sports cities, ahead of all North American cities being ranked. - At the 2015 Canadian Sport Tourism Alliance PRESTIGE Awards, Edmonton Events, a partnership between the City of Edmonton and Edmonton Tourism, won the Sport Tourism Organization of the Year. FIFA Women's World Cup Canada 2015™, co-hosted in Edmonton, won the International Sport Event of the Year. - The top 3 international events -- Red Bull Crashed Ice, FIFA Women's World Cup and Tour of Alberta -- boosted \$48 million in economic impact and brought in over 538,000 in attendance or participations by Edmontonians and visitors. 		

Please see Appendix for detailed reporting on achievements via hosting major events.

Initiative: Conference	Period	City of Edmonton	Edmonton Economic Development Corporation
Winter Cities Shake-Up Conference (Jan 27-30, 2015) <ul style="list-style-type: none"> - An inaugural international conference led by City of Edmonton 	Oct 2014 - Feb 2015	Leading	Support
Achievements	<ul style="list-style-type: none"> - Over 400 delegates from 52 winter cities in 11 countries attended - Over 30 positive media stories, including Fast Company, Wired Magazine, BBC and majority of the local media - Approval and funding from Council to host the second Winter Cities Shake-Up Conference (see CR 2310 - Results of the Winter Cities Conference) 		

Year 2016:

Initiative: Major Events	Period	City of Edmonton	Edmonton Economic Development Corporation
100in1Day (Jun 4, 2016) - Joined in the global festival of community engagement and invited 101 placemaking projects from Edmontonians to animate spaces and streets across the city	Feb - Jun 2016	Co-leading	Co-leading
Canadian Track & Field Championships and 2016 Olympic and Paralympic Games Selection Trials (Jul 7-10, 2016) - Broke 12 Canadian Championships records set in front of 26,000 fans - Boosted \$2.2 million in economic impact (Edmonton GDP)	Apr - Jul 2016	Co-leading	Co-leading
Edmonton Marathon (Aug 20-21, 2015) - Drew 4,500 participants from around the world to Edmonton downtown	May - Aug 2016	Leading	Supporting
2016 Tour of Alberta Stage 4 and Final Stage (Sept 4-5, 2015) - Reached 37 million international TV viewership on broadcasts, showcasing Edmonton's beautiful river valley and revitalized downtown - Boosted \$7 million in economic impact (Edmonton GDP)	May - Sept 2016	Co-leading	Co-leading
Opening of Rogers Place - Generated 880K impressions via a 5-week digital advertising campaign - Rogers Place continues to be a boost to Edmonton's economy and livability (872K attended events in Rogers Place in the first 115 days)	Mar - Sept 2016	Leading	Supporting
FISE (International Festival of Extreme Sports) World Edmonton (Sept 16-18, 2016) - First and only Canadian city to host one of the largest summer extreme sports in the world - Attracted 275 athletes from 21 countries and 23,300 in attendance - Boosted \$1.1 million in economic impact (Edmonton GDP)	May - Sept 2016	Co-leading	Co-leading
Achievements	<ul style="list-style-type: none"> - <i>Around The Rings</i> ranked Edmonton as #7 on the world's top sports cities, up from #10 and the only North American city, alongside cities like London and Beijing, on the top 10 list. - At the 2016 Canadian Sport Tourism Alliance PRESTIGE Awards, the Canadian Track and Field Championships and 2016 Olympic and Paralympic Games Selection Trials won the Canadian Sport Event of the Year. - Jumped 17 spots in two years, Edmonton is now the only North American city ranked in the top 20 of Sportcal's Global Sports Cities Index (of 621 cities) 		

- The top 3 major events -- Canadian Track & Field Olympic and Paralympic Trials, Tour of Alberta and FISE World Edmonton -- boosted **\$10.3 million in economic impact** and brought in over **74,300 in attendance or participations** by Edmontonians and visitors.

Year 2017 (until March):

Initiative: Major Event (con't)	Period	City of Edmonton	Edmonton Economic Development Corporation
Canada 150th of Confederation Launch (Jan 1, 2017) - Kicked off the celebration with spectacular New Year's Eve fireworks that drew a crowd of 36,000 , up from 25,000 in 2015	Jan - Jul 2015	Leading	Supporting

Initiative: Conference	Period	City of Edmonton	Edmonton Economic Development Corporation
The 2nd Winter Cities Shake-Up Conference (Feb 16-18, 2015) - Hosted the second Shake-Up conference led by COE - Attracted over 326 delegates from 41 winter cities	Oct 2014 - Feb 2015	Leading	Support

Community Relations:

In support of the joint efforts, a number of external committees were formed in activating the community and raising awareness of the various initiatives:

1. Downtown Partners Working Group

- An ongoing volunteer working group, started in November 2014
- 14 members from the public and private sectors, the downtown community league and Edmonton Economic Development Corporation
- Focuses on creating a common voice on a revitalized downtown and sharing latest activities happening in downtown

2. Winter Cities Shake-Up Conference Steering Committee

- An ad-hoc volunteer committee, assembled specifically to offer advice and support to the two Winter Cities Shake-Up Conferences
- 16 members from the community, including Edmonton Economic Development Corporation, and joined by Councillors Henderson and McKeen

3. Canada 150 Celebration Committee

- A volunteer, ad-hoc committee assembled in September 2015
- 14 community organizations, including Edmonton Economic Development Corporation
- Focusing on the community-driven, City-facilitated year-long celebration of Canada 150

Appendix: 2015 Big 5 Events

Overview

- In 2015, Edmonton hosted 5 major international sports events -- Red Bull Crashed Ice, FIFA Women's World Cup Canada 2015™, FIBA Americas Women's Championship Canada 2015, ITU World Triathlon Series and Tour of Alberta.
- Tremendous media attention was drawn to our city. In 36 weeks, we attracted 975 media stories. That's 27 stories a week -- 18 stories a week from local media outlets and 9 stories a week from media outlets outside of Edmonton, including Toronto Star, Vancouver Sun, Ottawa Citizen, New York Times, BBC, Daily Mirror and Fast Company.
- Hosting the 5 major events also drew awareness to Edmonton over social media. We attracted over 1.9 million impressions on Twitter for 205 tweets from the City of Edmonton. That's over 9,500 impressions per tweet -- roughly 3,000 impressions per tweet more than the average City of Edmonton tweet on our regular activities.
- While we haven't received all reports from organizing committees, **the hosting of Red Bull Crashed Ice and the FIFA Women's World Cup Canada 2015™ alone brought an economic impact of \$70.4 million to Edmonton**

Other Noteworthy Facts

- *National Geographic* named Edmonton one of the 10 Best Summer Trips of 2015.
- *Around The Rings* ranked Edmonton one of the world's top 10 sports city, the only North American city alongside cities like London and Beijing on the top 10 list.

2015 Big 5 Events	RBCI	FIFA	FIBA	ITU	TOA	Total
weeks tracked	6	19	5	3	3	36
Media	114	608	107	68	78	975
<i>Local</i>	78	439	60	35	52	664
<i>National</i>	25	56	22	16	23	142
<i>International</i>	11	113	19	17	3	163
Social Media						
# of City Of Edmonton tweets	30	121	23	14	17	205
Total impressions	383,655	1,109,714	228,369	98,612	134,483	1,954,833
Tot impressions / tweet	12,789	9,171	9,929	7,044	7,911	9,536
Total engagements	14,218	13,017	4,347	2,546	1,835	35,963

2015 Red Bull Crashed Ice Cross Downhill World Championship March 12-14, 2015

Media tracking started in February for 6 weeks.

- Total media stories: 114 (average 19 stories a week)
- Total media stories reported by Edmonton outlets: 78 (12 stories a week)
- Total media stories reported in Canada, but outside of Edmonton: 25 (average 4.4 stories a week)
- Total media stories reported internationally: 11 (average 2 stories a week)

In social media:

- Total number of tweets: 30
- Total impressions: 383,655 (average tweet impressions =12,788)
- Total engagements: 14,218
- Total retweets: 630
- Top impressions in March: Red Bull Crashed Ice in Edmonton's river valley

Extreme sports have been gaining popularity -- anticipation has been built up in the community since the announcement of hosting the final of the Championship in 2014. Edmonton was the first Canadian city to host this event outside of Quebec. Aside from the attention drawn over media and social media, the organizer also invested heavily in advertising locally, nationally and internationally, further hyping up the awareness of Edmonton. The novelty and electrifying experience brought by this event created vibrancy in our downtown and legacy in Edmonton, further establishing our city as a leading host city in Canada.

Other achievements via hosting of the event include

- More than 74,600 spectators gathered in the river valley to witness the 2015 Ice Cross Downhill World Championship.
- The event brought an economic impact of \$14.4 million (\$5.5 million in civic GDP) to Edmonton.
- The #crashedice hashtag was trending on Twitter and Facebook across Canada on Saturday night.
- TV broadcast was targeted to reach over 100 million people in 50 countries.

FIFA Women's World Cup Canada 2015™ June 6 - July 5, 2015

Media tracking started in end February for 19 weeks.

- Total media stories: 608 (average 32 stories a week or 5 stories a day)
- Total media stories reported by Edmonton outlets: 439 (23 stories a week)
- Total media stories reported in Canada, but outside of Edmonton: 56 (average 3 stories a week)
- Total media stories reported internationally: 113 (average 5 stories a week)

The FIFA Women's World Cup Canada 2015™ drew attention from 6 continents in the world to Edmonton. All local media outlets were already reporting intensely on the tournament prior to and throughout the event. The biggest lift of hosting the World Cup was the opportunity to put Edmonton on the map, advancing national and international awareness of our city and reinforcing our "great host" status.

Some notable media outlets include New York Times, Washington Post, USA Today, BBC, Daily Mirror, Around The Rings, Toronto Star and The Globe and Mail. The FIFA Women's World Cup also attracted

attention beyond the industry spaces of sports and public sector -- unusual outlets, such as Marketing Magazine and Fast Company, also chimed in and reported on the world's largest women sport hosted in Edmonton. The local, national and international attention drawn to our city was brought a new height in 2015.

The FIFA Women's World Cup also trumped on City's awareness in the social media landscape:

- Total number of tweets: 121
- Total impressions: 1,109,714 (average tweet impressions = 9,171, 1.5 times over City's average at 6,063)
- Total engagements: 13,017
- Total retweets: 1,106

Promotions for the World Cup also topped City's monthly achievements on Twitter:

- Most impressions in February -- 100 days to FIFA Women's World Cup Canada 2015
- Most impressions in April -- Tickets on Sale and the Big Jersey launch
- Top media tweet in May -- Andrew Ference signing the Big Jersey
- Top mention in June -- Big Jersey presentation to the Canada Women's National Soccer team

Other achievements include

- First host city to break spectator record for any Canadian national team home game -- 53,058 on Jun 6
- 305,692 spectators in 8 days -- more than that in Ottawa, Montreal, Winnipeg and Moncton
- First city to break record on TV viewership in Canada -- 1.6M on June 6
- Economic impact of \$56.4M in Edmonton and \$78.3M in Alberta
- Mobilized 359 volunteers
- Boosted civic pride and built legacy of hosting the world's largest women's team sport

FIBA Americas Women's Championship Canada 2015

August 9-16, 2015

Media tracking started in July for 5 weeks.

- Total media stories: 107 (average 21 stories a week)
- Total media stories reported by Edmonton outlets: 60 (12 stories a week)
- Total media stories reported in Canada, but outside of Edmonton: 22 (average 4.4 stories a week)
- Total media stories reported internationally: 19 (average 4 stories a week)

In social media:

- Total number of tweets: 23
- Total impressions: 228,369 (average tweet impressions = 9,929)
- Total engagements: 4,347
- Total retweets: 210

FIBA also took the top tweet (most impressions) and top mention (most engagements) of City's Twitter activities in the month of August.

Edmonton is home to Canada Senior Women's National Team. The hosting of FIBA Americas Women's Championship Canada 2015 not only brought media attention to our city (notable media outlets include USA Today, Olympic.ca, Toronto Star and Ottawa Citizen), but further established city's image as a leading host city in Canada for developing sporting excellence. Having the Canada Senior Women's National Team

win the Championship on home soil in Edmonton was icing on the cake -- and a pivotal moment that boosted civic and national pride.

ITU World Triathlon Series, the penultimate stop in 2015 September 5-6, 2015

Media tracking started in August for 3 weeks.

- Total media stories: 68 (average 23 stories a week)
- Total media stories reported by Edmonton outlets: 35 (12 stories a week)
- Total media stories reported in Canada, but outside of Edmonton: 16 (average 5 stories a week)
- Total media stories reported internationally: 17 (average 6 story a week)

In social media (one week):

- Total number of tweets: 14
- Total impressions: 98,612 (average tweet impressions = 7,044)
- Total engagements: 2,546
- Total retweets: 56

Despite of the incident with blue-green algae and the less-than-ideal weather, the City of Edmonton was able to, once again, deliver a successful event, attracting 1200 athletes from around the world, and generating 68 local, national and international media stories to our city.

Tour of Alberta Final Stage September 7, 2015

Media tracking started in August for 3 weeks.

- Total media stories: 78 (average 26 stories a week)
- Total media stories reported by Edmonton outlets: 52 (12 stories a week)
- Total media stories reported in Canada, but outside of Edmonton (mostly in Alberta): 23 (average 8 stories a week)
- Total media stories reported internationally: 3 (average 1 story a week)

In social media (two weeks):

- Total number of tweets: 17
- Total impressions: 134,483 (average tweet impressions = 7,911)
- Total engagements: 1,835
- Total retweets: 87
- Top media tweet in September: Mayor Iveson and Ms Sarah Chan joining the Tour of Alberta

The organizer's 2015 post event report indicated that the event drew

- 120 cyclists from 22 countries from around the world
- 52,000+ spectators in Edmonton, 183,400 in Alberta
- 47 million international TV viewers from 161 countries

Edmonton is the only city that has hosted the event since its inception.