



Explore Edmonton Budget 2023-26

EXPLORE
EDMONTON

KEY TAKEAWAYS

Explore Edmonton is evolving to deliver on its mandate

- What Explore Edmonton has become is different than what was contemplated three years ago.
- The current funded NOR does not align with the expanded scope and mandate.
- Investment in Explore Edmonton creates opportunity for others
- Our service packs are about positioning Edmonton to aggressively compete in the post-pandemic tourism and events boom.

Explore Edmonton's return on investment: \$2.5 in direct economic impact for every \$1 invested, based on 2021 results.

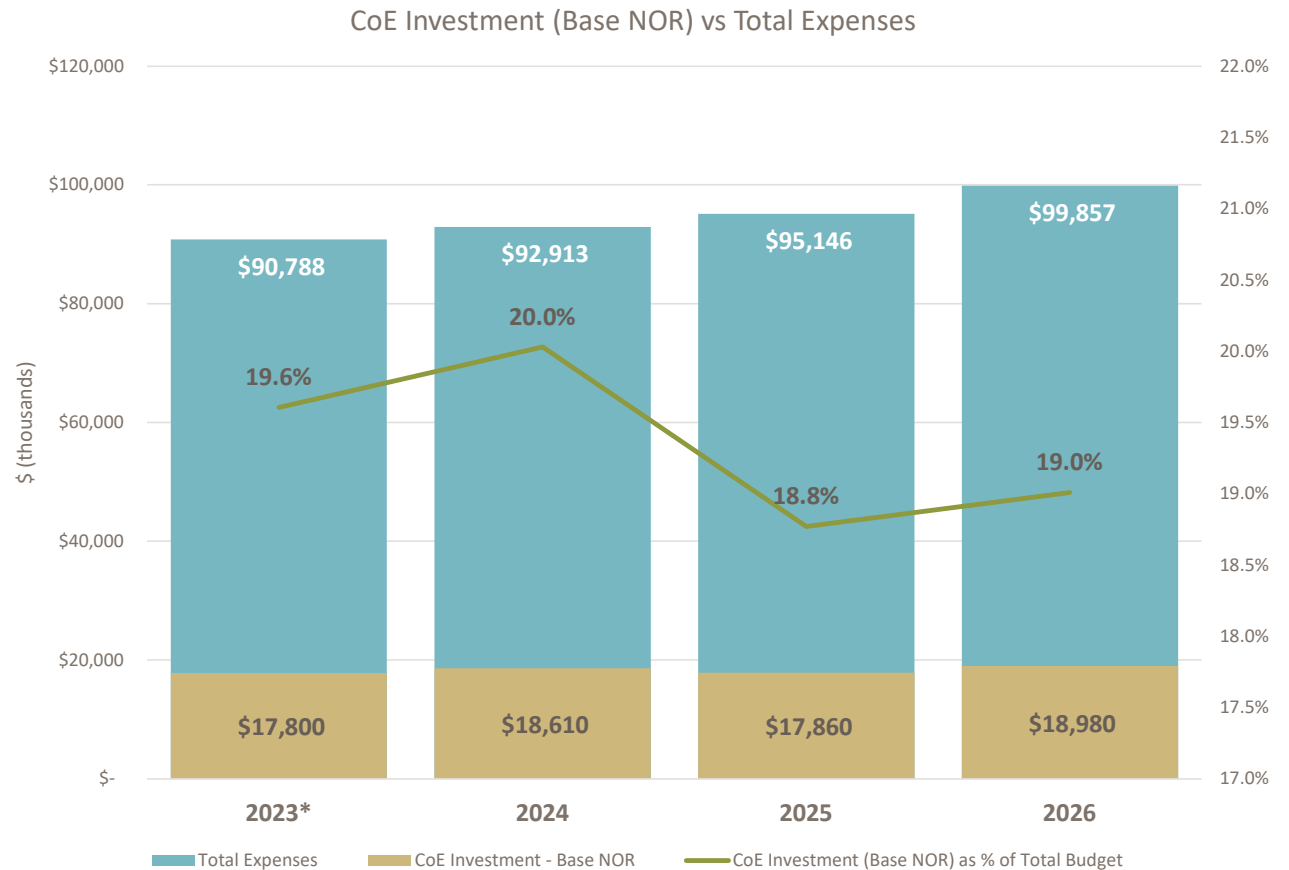
EEC-CHANGE IN SCOPE



INVESTMENT AS A SHARE OF TOTAL EXPENSES

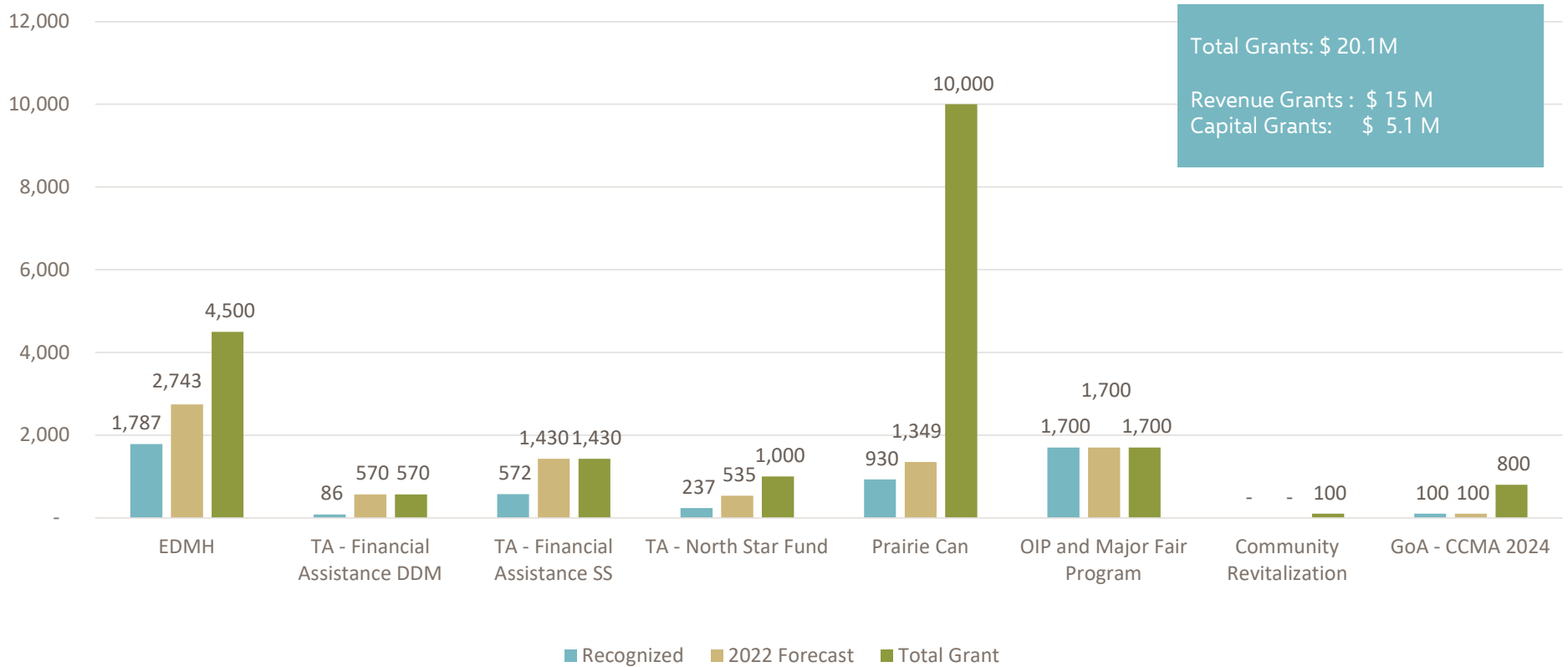
Leveraging Investment; CoE Funding Averages Less than 1/5th of Total Expenses

The NOR funding invested by the City of Edmonton represents 20% of Explore Edmonton's overall expenses.



Grant Tracking

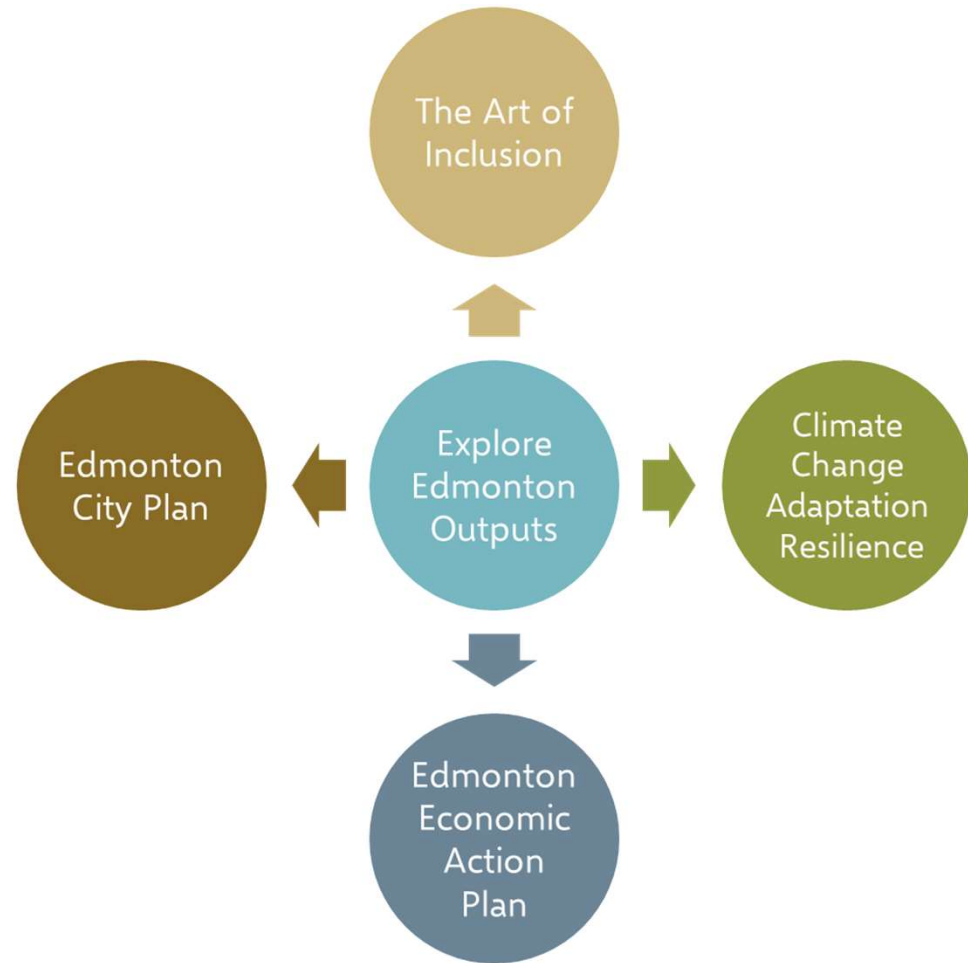
Projects/Grants Expense Tracking (in \$1,000s)



VALUE FOR INVESTMENT

More than Money; Social Benefits, Quality of Life and City Priorities

With an investment from the City of Edmonton representing 20% of total expenses, there is 100% alignment with the City's priorities and strategies.



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Questions

