

Draft Program Criteria

Applications will be rigorously assessed for their degree of alignment with program objectives and the ability of the applicant to carry out the project successfully. Alignment to program objectives would be measured through the following eight criteria:

Economic Impact	The proposed project's forecasted impact on Edmonton's economy. This may be measured through the organization's revenue growth.
Job Creation	The number and quality of jobs created by the proposed project.
Key Industries and Emerging Sectors	Investment in key industries and/or emerging sectors is desirable, including but not limited to hydrogen, global logistics and supply chain, food and agriculture, artificial intelligence and technology, and health and life sciences.
Innovation and Sector Benefits	The proposed project's expected contribution towards attracting and/or propelling industrial or technological innovations into the city.
Public and Private Sector Initiatives	Proposed projects that are aligned with other corporate initiatives (e.g. Downtown Vibrancy, Economic Action Plan) have a potential for greater impact, as it benefits from and contributes to other activities.
Social Benefits	The project's expected contribution to the broader community and public good (e.g. community safety and well-being).
Inclusive Growth	The project incorporates inclusive lenses (e.g. Indigenous-led, Women in Science, Technology, Engineering and Math (STEM), GBA+).
Climate and Environment	The project's expected contribution to the City's climate and environment goals.