

Actions Within Municipal Influence

The Alberta Esports Strategy: The Alberta Esports strategy outlines the background, projected opportunity for esports worldwide, four key pillars for a sustainable esports ecosystem, three “winning paths” for Alberta, and a timeline of suggested steps and stakeholder involvement.

Two of the three winning paths for Alberta contain actions that could fall within an area of municipal influence. These are ‘Esports as a platform for bolstering events, travel and tourism’, and ‘Esports as a platform for enhancing the innovation economy’. The tables below outline the actions that fall within municipal influence, their status of implementation and potential leads on implementation for each.

City budgets do not have funding allocated for dedicated esports work. Some multi-discipline partners are actively engaged with esports events and seek funding from Council for overall operations.

The potential leads identified are based on Administration’s review of existing mandates and involvement in esports activities to date. Should this work move forward, partners will be consulted and positions and work plans confirmed. Administration understands that reprioritization of work, and additional budget and resources, would likely be required to shift the focus to esports.

Esports as a Platform for Bolstering Events, Travel and Tourism

Key Strategy Action	Status of Implementation	Proposed Implementation Lead	Additional Proposed Stakeholders
Foster collaboration amongst regions and municipalities to create package offerings and/or associated events that encourage lengthened stay and travel to varying areas	<p>Considered to be a near term (one to three years) goal by Alberta Esports Strategy.</p> <p>Work has yet to begin, and would be developed in concert with larger esports events.</p>	<ul style="list-style-type: none"> Explore Edmonton 	<ul style="list-style-type: none"> City of Edmonton Edmonton Global
Work with organizers of current large-scale events and venues to embed esports and gaming elements	<p>Considered to be a near term (one to three years) goal by Alberta Esports Strategy.</p> <p>Work is underway.</p>	<ul style="list-style-type: none"> Explore Edmonton 	<ul style="list-style-type: none"> City of Edmonton
Collaboration between levels of government, municipalities, venues and hotel associations to generate attractive travel packages that increase quantity and spend of tourism	<p>Considered to be a medium term (four to six years) goal by Alberta Esports Strategy.</p> <p>Work has yet to begin.</p>	<ul style="list-style-type: none"> Explore Edmonton City of Edmonton 	<ul style="list-style-type: none"> Edmonton Global
Bid for and host, a large, high-profile and recognized esports event	<p>Considered to be a near term (one to three years) goal by Alberta Esports Strategy.</p> <p>Game Con Canada is confirmed at the Edmonton Expo Centre for 2024 through 2026.</p>	<ul style="list-style-type: none"> Explore Edmonton Edmonton Screen Industries Office 	<ul style="list-style-type: none"> City of Edmonton

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Develop an awareness campaign leveraging digital content and storytelling to raise awareness of Alberta's events	Considered to be a medium term (four to six years) goal by Alberta Esports Strategy. Work has yet to begin.	<ul style="list-style-type: none"> • City of Edmonton • Explore Edmonton 	<ul style="list-style-type: none"> • Edmonton Global
Establish a perennial large, recognized esports event within Alberta.	Considered to be a long term (seven or more years) goal by Alberta Esports Strategy. Work has yet to begin, and may be negated depending on the growth of events like Game Con Canada in Edmonton.	<ul style="list-style-type: none"> • Alberta Esports Association • Explore Edmonton • City of Edmonton 	<ul style="list-style-type: none"> • City of Edmonton

Esports as a Platform for Enhancing the Innovation Economy

Key Action To Achieve Goal Within Municipal Control	Status of Implementation	Municipal Lead Responsible for Implementation	Additional Proposed Stakeholders Involved
Generate a working group to further explore esports industry sector overlaps, and explore trends at the intersection of emerging technology (e.g. Blockchain, virtual reality, gaming, metaverse, etc.)	Considered to be a near term (one to three years) goal by Alberta Esports Strategy. Work has yet to begin, but is proposed as an option for a role for the City within the Council Report on Esports.	<ul style="list-style-type: none"> • City of Edmonton 	<ul style="list-style-type: none"> • Explore Edmonton • Edmonton Global • Edmonton Unlimited
Work with government stakeholders to unlock, provide opportunities for, or allocate funding aimed	Considered to be a medium term (four to six years) goal by Alberta Esports Strategy.	<ul style="list-style-type: none"> • City of Edmonton 	<ul style="list-style-type: none"> • Explore Edmonton • Edmonton Global • Edmonton Unlimited

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specifically at enabling innovation and technology development related to esports to further make Alberta an attractive place to do business	Work has yet to begin.		
Create a physical innovation hub that can be home to rapidly growing startups, and be a place for meaningful collaborations between innovative organizations and stakeholders	<p>Considered to be a long term (seven or more years) goal by Alberta Esports Strategy.</p> <p>Work has yet to begin.</p>	<ul style="list-style-type: none"> • Edmonton Global • City of Edmonton 	<ul style="list-style-type: none"> • Explore Edmonton • Edmonton Unlimited