



Community Services and Urban Planning and Economy

Edmonton

- **UPE02247 Destination Marketing and Attraction Activities**
- **UPE01388 Nighttime Economy Strategy**
- **CS02246 Edmonton Sport and Cultural Attraction Plan Update**

April 10, 2024 Executive Committee

EXPLORE EDMONTON



Photo courtesy of Explore Edmonton

UPE02247 Destination Marketing and Attraction Activities

- Explore Edmonton leads and conducts destination marketing which includes promotion of various experiences and attractions in Edmonton
- Opportunities exist for enhanced collaboration between Explore Edmonton and attractions





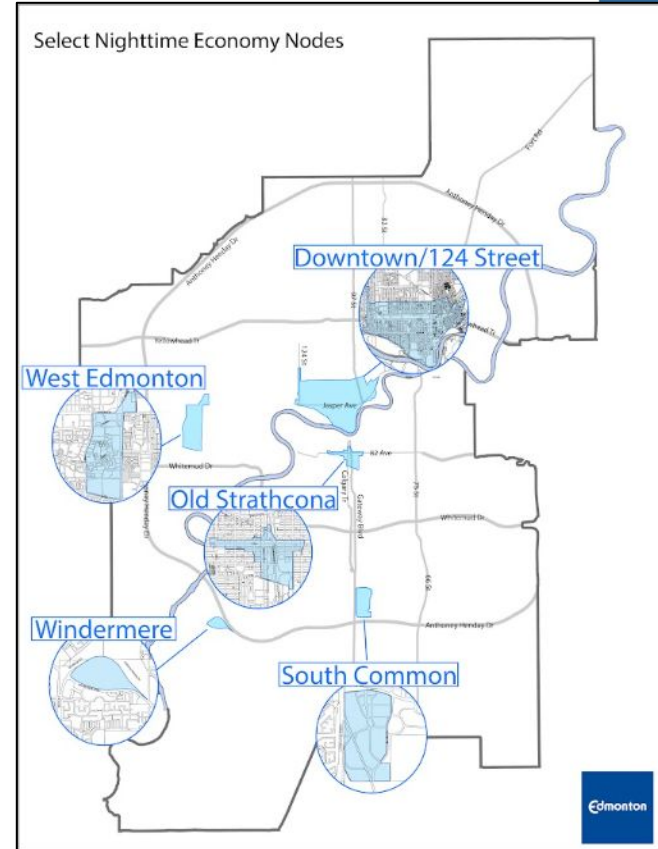
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UPE01388 Nighttime Economy Strategy - Evaluation Framework and Performance Measures

April 10, 2024 Executive Committee

What is the nighttime economy and why is it important?

- Development of the nighttime economy is a strategic goal of Explore Edmonton's Tourism Master Plan
- Perception of nightlife contributes to tourism, attraction of entrepreneurs and startups, and ultimately economic stimulus
- Nighttime economic activity supports businesses and provides jobs
- Positive return on investment

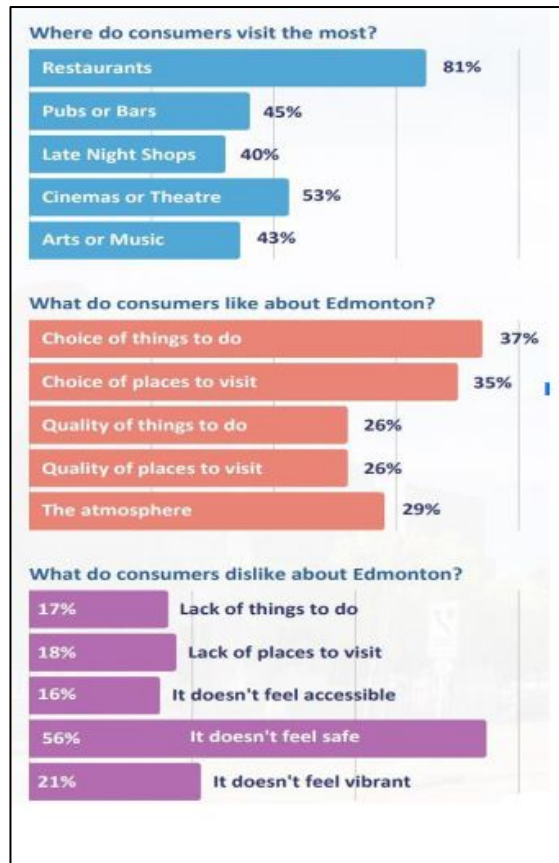




Key Findings

- 80% go out in Edmonton during the hours of 5 p.m. and 6 a.m.
- More communication and collaboration
- 85% of businesses believe that improving lighting will increase appeal
- Improve lighting and wayfinding
- Public transportation seen as inconvenient and unsafe at night

**Note: Key findings collected December 2022 and February 2023*



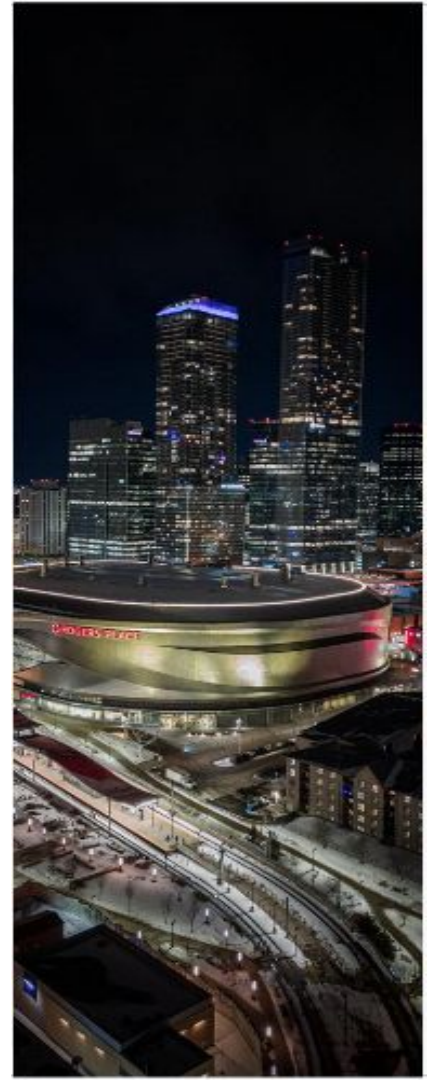
Nighttime Economy Strategy - Recommendations

- A. Establish and implement a framework for a Nighttime Economy Lead and accompanying Nighttime Economy Alliance.
- B. Creation of a nighttime inventory.
- C. Create a city-wide culture and creativity action plan.
- D. A robust engagement strategy should be created for sustainable access to the ENTE and information sharing with new initiatives.
- E. Development of a public realm master plan for Edmonton.
- F. Development of a night safety and welfare strategy.
- G. Development of a transportation improvement strategy and activation plan.



PROPOSED APPROACH

- Begin with Recommendation A
 - Establish a Nighttime Economy Lead position within City Administration
 - Create a Nighttime Economy Alliance (NEA)
 - Assess and recommend further actions and corresponding success indicators

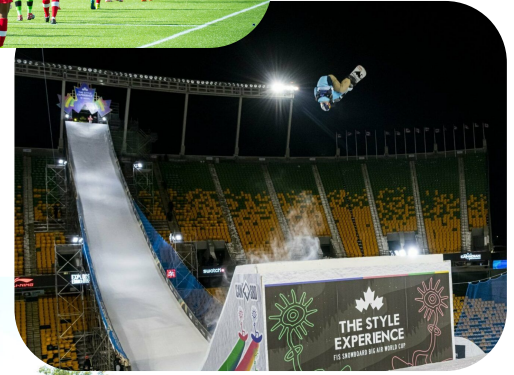




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CS02246 Edmonton Sport and Cultural Attraction Plan Update

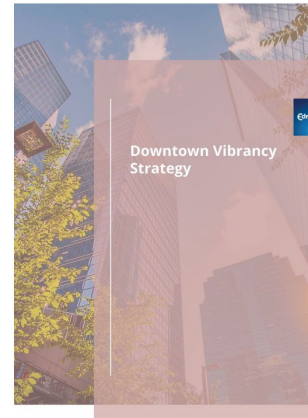
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Background

- Guidance documents: Event Policy, Event Strategy, Edmonton Events Sport and Culture Attraction Plan & Event Delivery Action Plan approved by Council
- Supporting documents: City Plan, Economic Action Plan, Tourism Master Plan





Vision:

Ensure sport and culture attracted events achieve a legacy that builds a more vibrant, inclusive, healthy and prosperous Edmonton.

Mission: Attract major sport that enhance the well-being of our citizens, diversify our economic region and strengthen our global reputation.

Objectives: 7 objectives to fulfill Vision & Mission statements


Edmonton's collaborative approach to event attraction and delivery is a model that functions well and consistently delivers results.



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Updates to the Framework

- Environmental scan
- Outlines roles and inputs for event stakeholders
- Clarifies event bid consideration and negotiation process
- Recognition for need of leverageable, sustainable municipal funding
- Outlines 7 strategic actions
- Defines two types of events to be sought:
 - Recurring: recur annually, allows Edmonton to align with certain sports, efficient knowledge transfer, attract repeat visitors (triathlon)
 - One time: events that allow Edmonton to breakthrough to new demographics, keep event calendar fresh and exciting (Heritage Classic)
- New Event Scorecard




Attracted Events Evaluation Tool

To ensure that the attraction of Major Sports Events is prioritized in line with the Strategic Focus Areas, an Event Evaluation system has been designed directly aligning to such attributes.

The Scorecard is built of two parts. Firstly, an initial **Applicability Assessment (1/2)** to see if the event is within reach of Edmonton. This is composed of binary Yes/No questions. Should the event pass such an Assessment, it will then be judged through a more subjective **Event Evaluation Scorecard (2/2)**, composed of measurement criteria based on the economic, reputation and social benefits that the event will bring.

All applicable Major Sports Events will be measured through this system, composed of 20 questions – each with a score of 1-5 (not at all to very much) – creating a total score out of 100.

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* Indicates required question

Email *

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What organization do you represent? *

City of Edmonton

Explore Edmonton

Other: _____



A wide-angle, high-angle photograph of a large stadium filled with spectators at night. The stadium lights are on, and the sky is dark blue. The crowd is dense, and the field in the center is illuminated. The text "Thank you" is overlaid in large white letters across the middle of the image.

Thank you

Jen Flaman, Deputy City Manager,
Community Services

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Alisa Laliberte, Branch Manager
Economic Investment Services

The logo for the city of Edmonton, featuring the word "Edmonton" in white text on a blue rectangular background.

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