

## Urban Planning and Economy

# Research Park Economic Development Opportunities - Next Steps

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## Advisory Group: Vision Statement

*The Edmonton Research Park is an interconnected destination for infrastructure-intensive innovation and supporting businesses to establish, create, develop and grow - locally and globally.*



# Advisory Group: Recommendations (1 of 3)

## COMMUNICATIONS

- Create a communication strategy that raises the profile of the ERP locally and globally.
- Re-evaluate and communicate the vision for the ERP.



## Advisory Group: Recommendations (2 of 3)

### INFRASTRUCTURE AND DEVELOPMENT

- Introduce additional incentives or programming tailored to businesses and landowners within the ERP, or to attract potential investors.
- Create opportunities for further development and redevelopment in the ERP.



## Advisory Group: Recommendations (3 of 3)

### PROGRAMS AND SERVICES

- Designate an ERP Steward whose function is responsible for implementing programming and supports.
- Create opportunities for economic development organizations to have an on site presence in the ERP.



## Next Steps

### **STEWARD ROLE IMPLEMENTATION**

API is creating a part-time ERP Steward position, with the potential to scale it to a full-time position.

This role will serve as a primary ERP point of contact for internal community members and external stakeholders.



## Next Steps

### STEWARD ROLE DETAILS

- Structure: creation of a program within API focused on supporting the ERP.
- Steering Committee: an evolution of the Advisory Group, with collaboration from the Edmonton Research Park Business Consortium and open to other ERP stakeholders.
- Program Lead: create the role within API who will serve as the primary ERP point of contact, coordinating access to broader API amenities and resources.

## Next Steps

### **BROADER API SUPPORT FOR THE ERP**

- Relaunch the ERP webpage as a standalone site, and ensure branding is independent from API's.
- Launch an intranet or other portal for park members.
- Hire a development team to explore the formulation of additional land acquisition from the Province; develop a strategy aimed to activate large scale projects within the ERP.
- Undertake a strategic planning process with Edmonton Unlimited and Edmonton Global to support integrated communications and explore programing for the ERP community.



# The Latest Updates

## RECENT WORK TO SUPPORT THE ERP COMMUNITY

Brand refresh and website updates:

<https://edmontonresearchpark.com/>



Bid for International Association of Science Parks and Areas of Innovation 2026 World Conference

## Additional Outcomes

### ENHANCED RELATIONSHIPS

The Advisory Group has led to stronger relationships between the ERP community of businesses and organizations, and Edmonton's economic development partners including Edmonton Unlimited, Edmonton Global and City Administration.



# Questions and Thank You

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