

Edmonton Folk Music Festival

# EDMONTON PLACE BRAND FRAMEWORK 2026-29

## LAND ACKNOWLEDGEMENT

The City of Edmonton acknowledges the traditional land on which we reside, is in Treaty Six Territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as nêhiyaw (Nay-hee-yow) / Cree, Dene (Deh-neyh), Anishinaabe (Ah-nish-in-ah-bay) / Saulteaux (So-toe), Nakota Isga (Na-koh-tah ee-ska) / Nakota Sioux (Na-koh-tah sue), and Niitsitapi (Nit-si-tahp-ee) / Blackfoot peoples. We also acknowledge this as the Métis' (May-tee) homeland and the home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all peoples who come from around the world to share Edmonton as a home. Together we call upon all of our collective, honoured traditions and spirits to work in building a great city for today and future generations.

Edmonton owes its strength and vibrancy to these lands and the diverse Indigenous peoples whose ancestors' footsteps have marked this territory as well as settlers from around the world who continue to be welcomed here and call Edmonton home.



Flying Canoë Volant Festival

## INTRODUCTION

### Edmonton is a strong, vibrant and growing city

Edmonton is one of Canada’s fastest growing cities. It has builders, innovators, industrial leaders and entrepreneurs. It is connected to the world and earning international attention from visitors everywhere. The visitor economy is one of Edmonton’s most powerful economic engines. It is a sports and entertainment city that hosts national and international events. It has an amazing and thriving art scene. It has world-class educational institutions. It has restaurants that are nationally recognized. The city has a lot that differentiates it from every other city. Edmonton has a lot to be proud of.

There is a prime opportunity to capitalize on the city’s abundant strengths and build a clear and meaningful place brand that accentuates the many great and unique things about Edmonton and collectively tells our story in a way that is clear, memorable and easy to understand.

#### Establishing a strong place brand for Edmonton

A strong place brand is not a standalone campaign or a logo. It is a long-term, relationship-driven commitment that shapes how Edmonton is understood and trusted. The brand amplifies Edmonton’s strengths and presents a clear, credible and consistent value proposition that attracts investment, talent and opportunity. It is a living, evolving brand that grows as the city continues to grow. When done well, it is expected to strengthen economic development outcomes, build civic pride and ensure Edmonton shows-up consistently and credibly on the world’s stage.

## Edmonton by the numbers

**#1** Sport Events Host City in Canada

915,043 contacts received by 311

Edmonton has the second largest urban Indigenous population in all of Canada

500,000 hours of facility bookings

813 events and festivals supported

32,548 development and building permits issued

Ranked 2nd in North America for AI research, fifth in the world

AA+ credit rating

>12,333 km of paved roads

>41,079 active business licences

178,000 safety code inspections

**10,000+ ha** of park and open spaces including the river valley

**Total social media followers**  
 Instagram 108,662  
 X (Twitter) 272,221  
 Facebook 141,941

61.6 million transit trips completed (2024)

Edmonton twice ranked #1 in country by CHBA for development processes

Nearly 40,000 Edmontonians are members of 2SLGBTQIA+ community

8 post secondary institutions with over 130,000 students

First generation newcomers make up 32 per cent of the region’s population

Permit and license service improvements save applicants \$9.2 million and 167,600 days collectively each year

more than 125 languages are spoken in the Edmonton region

Housing starts over the first three quarters of 2025 totalled 12,105, up 21 per cent compared to the same period in 2024

The City maintains more than 5,000 vehicles and 900 buildings

River Valley is North America’s largest urban park system (22 times larger than Central Park in New York)

**8.8 million** visits to recreation facilities

## TABLE OF CONTENTS

<b>PROPOSED FRAMEWORK</b> .....	<b>5</b>
LETTER FROM THE CHIEF COMMUNICATIONS OFFICER.....	6
<b>ENGAGEMENT</b> .....	<b>7</b>
PUBLIC ENGAGEMENT VISION.....	7
GUIDING PRINCIPLES.....	8
<b>ARTICULATING EDMONTON'S COMPETITIVE ADVANTAGE</b> .....	<b>9</b>
FOUR CORNERSTONES.....	9
<b>CITY OF EDMONTON'S ROLE</b> .....	<b>10</b>
PLACE BRAND ASSETS.....	10
<b>KEY PARTNERS</b> .....	<b>11</b>
PLACE BRAND ECOSYSTEM.....	11
PARTNER CATEGORIES.....	12
<b>STRATEGIC POSITIONING</b> .....	<b>13</b>
KEY MESSAGES.....	13
<b>KEY CONSIDERATIONS</b> .....	<b>13</b>
MEASUREABLE OUTCOMES AND INDICATORS:.....	14

## PROPOSED FRAMEWORK

With many of the 2021-2023 Place Brand Strategy objectives completed, and with a heightened corporate focus on economic development and financial sustainability, Administration has been developing a refreshed four-year (2026-2029) Edmonton Place Brand Framework. The timeframe was intentionally chosen to better align with the City's four-year budget cycle, Council's term and to better enable conditions to measure progress and success. It also intentionally concludes in 2029 to align with the 125th anniversary of the City of Edmonton's incorporation.

The shift from strategy to framework is intentional. Mindful that different partners have unique mandates and may have different needs (and therefore different marketing strategies) at different times. Administration determined a framework approach would be better suited to enable the ecosystem's collaboration, coordination and overall collective success.

The proposed Framework is an opportunity for city leaders to come together, leverage their individual strengths and stories through an ecosystem that is designed to maintain and enhance momentum around Edmonton's unique story. It will be imperative to enable each partner organization to have the "room to breathe" with their own brand strategies and communications while also capturing Edmonton's place brand in their work.



## OPEN LETTER

*From Jennifer Badry, Interim Chief Communications Officer, City of Edmonton*

### **Edmonton is a special place.**

*I would like to first acknowledge Mayor Andrew Knack and City Council for their leadership, support, and commitment to this work. Your guidance and stewardship set the direction for how Edmonton grows, competes and thrives.*

*Over the years, our city has been known by many names and stories — the City of Champions, a Winter City, a Festival City. We are all of those things and more. Whether you are new to Edmonton or been here all your life, it becomes quickly obvious that Edmonton is a place of ingenuity, resilience and community pride. Each chapter reflects a moment in time, shaped by the people who invest, live, learn and play here. Together, they form a rich and evolving identity that continues to define Edmonton's reputation at home and beyond.*

*This proposed place brand framework builds on that legacy. It is informed by more than a decade of research and strengthened by the leadership and expertise of academic, business, cultural and economic partners across the city. The framework is guided by clear principles, dynamic roles and four foundational cornerstones designed to scaffold award-winning, data-informed work into the next iteration of Edmonton's place brand.*

*Having a strong place brand provides Edmonton with an advantage. Although rapidly growing, Edmonton is competing in an increasingly complex global environment for investment, talent, visitors, and opportunity. To remain competitive, we must better align how we tell our story, how we amplify our strengths and how we work together to position Edmonton as a city of choice. Place brand is a powerful tool to support economic development, manage growth and realize the full potential for economic resilience and prosperity. City Administration's role is to steward this work with accountability to residents, businesses and City Council.*

*Edmonton is a relationship-based city, and our greatest successes happen when we move forward together. Partners bring expertise, credibility and reach across sectors and audiences; the City helps align and amplify that work so Edmonton tells one coherent, compelling story. By working collaboratively, we can elevate what is already happening across the city and create greater impact than any one organization could achieve alone.*

*So, thank you to the many partners — past, present and future — who contribute to Edmonton's story every day. Your leadership, creativity and commitment are essential to shaping a place brand that reflects the full breadth of who we are and where we are going. This framework will continue to be informed by listening, learning and working alongside you.*

*Together, we are not just refining a place brand. We are strengthening Edmonton's reputation, supporting economic growth and shaping the future for our city. And together, Edmonton's next chapter begins. By leaning into our rich history and our unlimited potential, let's show the world why they want to invest, live, learn and play here.*

*Jennifer Badry  
Interim Chief Communications Officer, City of Edmonton*

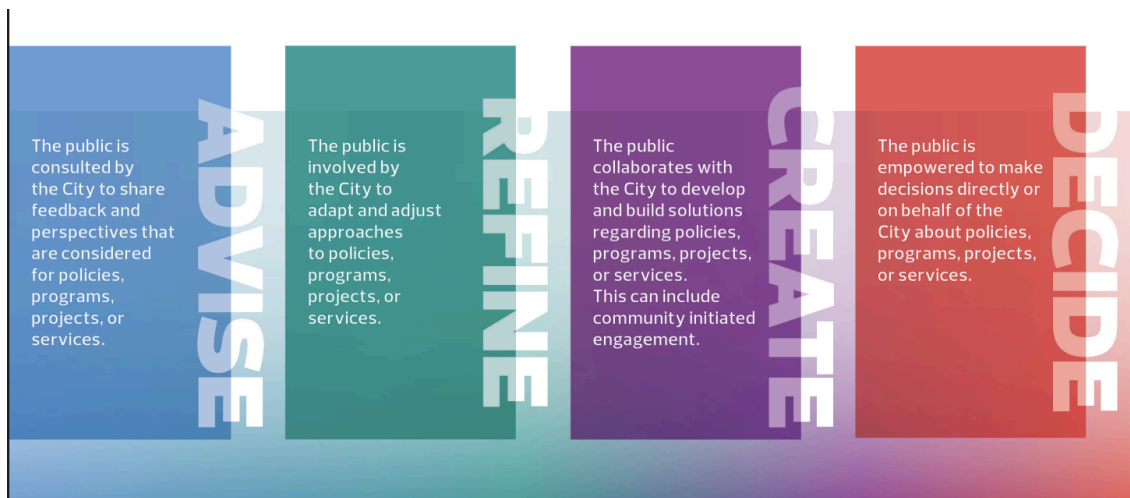
## ENGAGEMENT VISION AND GUIDING PRINCIPLES

### PARTNER AND PUBLIC ENGAGEMENT VISION

Leveraging the City of Edmonton’s award-winning public engagement approach (2025 and 2014), the vision for the proposed Edmonton Place Brand Framework engagement vision is two-fold, including a public and partner component.

Public engagement activities at the City of Edmonton fall within four categories: Advise, Refine, Create, and Decide, and follow a six-step process: Identification; Strategy; Planning and Design; Implementation and Data Collection; Analysis and Reporting; and Evaluation.

Administration envisions engaging partners at the ‘create’ level and the public at the ‘advise’ level.



The City is positioned to commence engagement in Q1, 2026 in two phases:

#### Phase 1: Discovery

The discovery phase focuses on listening, learning, and aligning around common goals, current perceptions, and opportunities for strategic differentiation. Through facilitated conversations and a review of existing research and brand materials, this phase will lay the foundation for a place brand that partners can ultimately champion and activate because they have a sense of shared ownership. Key deliverables include a Project Expectations Summary and a concise Key Messaging guide to support consistent and coordinated engagement.

Discovery is about alignment before action. It focuses on:

- Clarifying shared objectives and success measures
- Understanding existing research, context and constraints
- Building a common starting point among the City and core partners

The intended outcome is clarity: *What are we trying to do, and why?*

#### Phase 2: Engagement

The engagement phase starts to bring Edmonton’s place brand to life from the market’s perspective. Using a consultative approach, the City will listen to partners and interested-parties to understand how Edmonton is experienced today and what perceptions

shape the overall city's reputation. This phase focuses on surfacing identity while also identifying gaps and opportunities. Inclusive engagement, including Indigenous and community voices, will inform the next iteration of Edmonton's place brand.

Engagement is about testing and shaping in the real world. It focuses on:

- How Edmonton is experienced and perceived in the market
- Partner and audience perspectives that challenge or confirm assumptions
- Building buy-in by involving those who will champion and activate the brand

The intended outcome is to build, trust, confidence and ownership: *Does this resonate, and will people carry it forward?*

Discovery aligns the resources and existing individual brand assets. Engagement mobilizes the entire ecosystem.

## GUIDING PRINCIPLES

### Collaboration and Shared Stewardship

Edmonton's place brand is built through collaboration and shared responsibility. The process of creating the place brand is as important as the final product. The City of Edmonton convenes and guides this work, providing clarity, coordination and governance while enabling partners to contribute authentically within a unified Edmonton narrative. The brand is city-owned and led, but partner-enabled and community-activated.

Success is defined by shared ownership. A strong place brand cannot be created in isolation; it is sustained when partners feel accountable for its impact and confident in their role advancing it. Through open, two-way and inclusive engagement, we will ensure diverse voices are heard and valued, strengthening collective trust and alignment across the ecosystem.

### Research and Credibility

The City of Edmonton has been tracking perceptions of Edmonton as a place to attract talent, investment, and tourism among urban Canadians for nearly 20 years. This comprehensive research will be used as a valuable foundation to the Framework.

Research tells us that there continues to be strong civic pride, another important component of successfully telling our collective story, whether that's the nostalgic City of Champions, embracing Winter City or taking pride as a Festival City. Edmonton is all those things and more. At the same time, current research highlights opportunities to strengthen awareness and reputation beyond the region. These insights guide where the ecosystem can focus, amplify and grow Edmonton's profile nationally and internationally.

### Data-informed, Continuous Analysis

This proposed framework is intended to be iterative, responsive, and grounded in evidence. We will be continually reliant on credible data that informs each stage of work from development through activation and evaluation. Outcomes will be monitored, analyzed, and refined over time to ensure the brand remains relevant, meaningful, and reflective of Edmonton's evolving reality.

Place branding is not a one-time initiative. It is a long-term investment that requires ongoing learning, adaptation and stewardship as the city grows and changes.

### **Authentic and Replicable**

Edmonton's place brand is grounded in real experiences, lived stories, and proven strengths. Authenticity is what makes the brand believable; consistency is what makes it powerful. By anchoring the brand in shared truths and clear guidance, partners across sectors can apply it in ways that fit their context while reinforcing one coherent Edmonton story.

From business investment to tourism experiences, the brand must be easy to understand, easy to use and easy to replicate. When partners can confidently translate the brand into their own work, Edmonton's reputation grows through many voices - consistently, credibly, continuously.

### **Assessment and Accountability**

Meetings with leaders, partners and organizations will be ongoing. Building Edmonton's place brand relies on continuous participation and collaboration. By anchoring this work in accountability and performance assessment, the City reinforces its role as a trusted steward of Edmonton's reputation, one that empowers partners and Edmontonians alike to confidently and unapologetically tell their stories about what makes Edmonton the place to be.

## **ARTICULATING EDMONTON'S COMPETITIVE ADVANTAGE**

### **FOUR CORNERSTONES**

The city's competitive advantage will be highlighted through four cornerstones that are key storytelling pillars. They are intentionally designed to meet the distinct and evolving needs of various diverse partners and members of the public. The cornerstones are created to culminate into a unique selling proposition that everyone can easily integrate into their own narratives - whether business or casual conversation. The city can embrace the full Edmonton experience, offering a coherent narrative that is flexible for many voices yet strong enough to feel unmistakably Edmonton.

#### **Invest**

- Edmonton is a beacon of creativity, technological advancement and entrepreneurial energy
- Benefit from a business-friendly city with award winning planning and development processes, offering a unique market advantage
- Edmonton ranks #4 in the world for Artificial Intelligence/Machine Learning research
- The City holds a AA+ credit rating

#### **Live**

- The largest urban park system in North America with a River Valley 22x the size of New York's Central Park
- One of Canada's most sunny major cities
- Consistently scores very high on quality of life indexes
- Edmonton has the second largest urban Indigenous population in all of Canada.
- Over 125 languages are spoken in the Edmonton region, and 26 per cent speak a language other than English

### Learn

- Embracing the world-class technology, trades and post-secondary institutions in the city
- Edmonton is home to eight post-secondary institutions and over 100,000 students - representing the wealth of talent and potential our city holds.
- Edmonton was the first City in Canada when it joined the UNESCO Global Network of Learning Cities in 2022

### Play

- Investing in tourism, world class signature events and civic pride
- The world's largest three-day multiculturalism celebration with Edmonton Heritage Festival and North America's largest fringe theatre festival
- Home to ICE District: the largest mixed-use sports and entertainment district in Canada and the second-largest in North America

## CITY OF EDMONTON'S ROLE

### City Administration is equipped and ready to steward place brand creation

City Administration is uniquely positioned to convene, cultivate, coordinate and align this collaborative ecosystem to create a meaningful place brand that is authentic, inspiring and relevant to individual leading organizations.

The City is the project management lead, the integrator and the resource to the business partners.

With a neutral mandate, strong governance structures and accountability to Council and taxpayers, the City can ensure collective efforts are focused, complementary rather than competing narratives, and grounded in research and data.

This proposed 2026–2029 Edmonton Place Brand Framework builds on prior Council-approved work and aligns with The City Plan, ConnectEdmonton and economic development priorities. It deliberately focuses on Edmonton's authentic strengths, choosing when and where to lead based on evidence, readiness and opportunity. It is adaptive by design, allowing messaging to shift as market conditions change, while maintaining a consistent, values-based narrative about who Edmonton is and where it is going.

Administration's leadership role is to set the Framework, provide shared tools and data, steward partnerships and measure progress. Partners lead where they have reach and expertise; the City amplifies, aligns and ensures Edmonton tells one coherent story. This approach multiplies impact, protects public investment and positions Edmonton to compete more effectively for talent, investment and opportunity over the long term to both national and international audiences.

### PLACE BRAND ASSETS

There are tools and platforms the City of Edmonton can leverage to test the place brand as it develops. Although the channels and platforms are distinct from the collective place brand work, the corporate identity assets provide a strong foundation for Edmonton's place brand framework.

[Why.Edmonton.ca](https://www.why.edmonton.ca) is the City's official place brand website. Its development fulfilled one of the key deliverables from the 2021-2023 strategy. Why Edmonton is a library of data-informed stories and digital assets, including complimentary high-resolution audio, photo, and video files. Currently, the site has 24,000 unique active users from markets across the country where the City has run marketing campaigns. On average, users have spent over two minutes per visit and downloaded 1.8 assets from the comprehensive Digital Asset Library. Over the past few years, City Administration has been populating and refining the site, ensuring search optimization and incorporation of the highest standards based on Web Content Accessibility Guidelines. As a result, Why.Edmonton.ca earned the international Digital Gold Award from AVA Digital Awards in early 2025. This has positioned the next iteration of place brand strategy for success, ensuring resources are in place for longer-term brand sustainability.

Supporting the place brand site are other brand collateral, including social media channels. The City has leveraged the reach and engagement built up over time and has demonstrably capitalized on uniquely Edmonton opportunities. For example, Edmonton has had several viral posts, including during the Edmonton Oilers' playoff runs. This has contributed to a solid brand architecture for Edmonton. One that can be leveraged among the City and its partners in the years to come.

## **PLACE BRAND VISUAL/CREATIVE DEVELOPMENT**

The visual identity of Edmonton's place brand will be independent from the City of Edmonton branding.

Place brand creative will be unique and diverse from any other brand and will be strongly tied to the overall place brand content, voice and tone, that is meaningful and representative of Edmonton. We have a unique opportunity to seed our vision for Edmonton collectively with input from contributors in the collaborative ecosystem.

## **KEY PARTNERS**

### **Edmonton's Place Brand Ecosystem**

Edmonton's place brand cannot be designed in isolation and must be created in ongoing collaboration with partners. It cannot be controlled by only one entity. Best practice shows that successful place brands are built through alignment across many voices: economic development, tourism, arts and culture, business, educational institutions and residents. The brand is strengthened and longer lasting when partners contribute in ways that align with their own organization's mandate, reach and resources. We know partner entities will have oversight over their own stories. Each partner will need to feel they are receiving value from a common place brand while they also define their own specific stories.

It is important to understand that Edmonton's place brand outcomes cannot possibly be 'everything to everyone' at the same time. The place brand opportunities for partner messaging will vary depending on the story being told and the audience and the individual partner's own strategies.

It will require a thorough, inclusive engagement process that validates needs, and adoption requirements across internal interest holders, partners, equity-deserving communities, and Indigenous partners. In addition, they require guidance on partner brand integration that respects and aligns with partners' existing brand efforts, cycles and events, including principles for

co-marketing, attribution and asset sharing.

These organizations intentionally overlap with Edmonton's economic development ecosystem and include, but are not limited to:

- **Edmonton Chamber of Commerce:** Older than the City of Edmonton, the Chamber's mission includes inspiring the growth of Edmonton's business community and the profitability of member-businesses by being an innovative and dedicated advocate, connector, and service-support provider.
- **Explore Edmonton:** responsible for tourism, visitor economy and venues. They also operate Edmonton's conference venues. Edmonton is the sole shareholder and provides the operational funding for this organization.
- **Edmonton International Airport:** Canada's fifth-busiest airport by passenger traffic and the largest major Canadian airport by land area, YEG aspires to ignite prosperity for the region and its people.
- **Edmonton Global:** responsible for foreign direct investment and trade. Edmonton is one of nine regional municipal shareholders and provides approximately 66 per cent of the operational funding for Edmonton Global.
- **Edmonton Screen:** supports creators in the film, television and video game sectors. The City is the main funder through an operational grant.
- **Edmonton Unlimited:** provide innovation leadership, fundraising, marketing, monitoring and support for start ups and scale-ups. Edmonton is the sole shareholder and provides the operational funding for this organization as well.
- **Indigenous Tourism Alberta:** Enhances economic viability, engages and supports Indigenous peoples, and nurtures partnerships throughout the province by sharing Indigenous stories, culture, and experiences with a global audience.
- **Indigenous partners:** Edmonton continues on a journey of reconciliation and recognizes the importance of Indigenous voices in shaping the overall place making and place brand efforts.
- **Immigrant and Newcomer-centric organizations:** which may be represented by the Newcomer Centre and/or Edmonton Multicultural Coalition.
- **Post-secondary institutions:** In 2022, Edmonton became the first Canadian city to join UNESCO's network of top education cities in the world. The city is home to over a 100,000 post-secondary students across eight post-secondary institutions.

Additional partners of the place brand work could include major festival and event organizers, large corporations, and the City's various agencies, boards and commissions.

Future updates will be provided with more defined progress as the approach is further refined and shared more widely with interested-parties.

### Partner Categories

Partners can be categorized based on their level of involvement, resources and influence, with each playing a distinct role in advancing Edmonton's place brand. These roles will evolve as different themes or projects within the place brand framework take priority. Any one partner could hold a different role at any given time depending on the intended outcome or opportunity related to Edmonton's overall place brand.

- **Champions:** City Council, City Administration, prominent individuals or representatives from agencies, boards, and committees. Champions endorse, advocate for and legitimize the place brand at the highest levels, helping to embed it into policy, civic priorities and public discourse.

- **Catalysts:** Organizations that are deeply invested in the city's success but may not have the same level of capacity or broad influence. They play an important role in sparking action and engaging their own networks
- **Activators:** Organizations that have the reach, resources and influence to engage broad audiences within Edmonton and across industries and audiences. They play a leading role in driving and shaping initiatives.
- **Supporters:** Organizations that provide support where possible but have limited resources or influence to contribute on a large scale. They help maintain momentum within their capacity.

## STRATEGIC POSITIONING

It will be necessary to develop key messages that the champions, activators, enablers and supporters can use when talking about the importance of having a sustainable place brand. A coordinated and aligned approach will not only build trust and confidence across Edmonton's ecosystem but it holds the potential to mitigate mis- and dis-information.

### Key Messages (draft):

- We are in it together: partners and the City collaborate to build a cohesive, authentic place brand.
- Unapologetically unique: Edmonton offers one of a kind experiences and opportunities.
- Edmonton is extraordinary: a strong place brand attracts talent, investment, tourism, and civic pride.
- This is the next chapter - history in the making: the place brand is never finished; it grows as Edmonton grows, reflecting our shared identity. To maintain momentum, an ongoing commitment to place brand is necessary to realizing a healthy return on investments.

## KEY CONSIDERATIONS

Community insights are also gathered through key contributors to Edmonton's overall place brand. In February 2025, Explore Edmonton hosted a facilitated place brand session. Nearly 30 participants represented 10 organizations, including the City of Edmonton, Explore Edmonton, Chamber of Commerce, HealthCities, University of Alberta, Edmonton International Airport, Edmonton Arts Council, Edmonton Global, Edmonton Unlimited, and Indigenous Tourism Alberta. During the half-day session, it was identified that the participants saw Edmonton's current place branding as disjointed and expressed a desire for either a shared brand (71 per cent) or unified brand (23 per cent).

It is important that partners see the value for their own organization in the overall, collective place brand. Some partners are already moving forward with place brand development within their own organizations and audiences, so building relationships to align and understand a common value and benefit will be strategically important.

We want to avoid redundant efforts and demonstrate how much stronger a place brand can be when all partners work together and align behind one common Edmonton theme. It is a valuable opportunity to showcase the ability for Edmonton organizations to come together and

build a place brand in a collaborative ecosystem. Edmonton is a true relationship-based city and we will leverage those existing good connections between all the key partners to collectively develop something that is meaningful to the partners, visitors and community members alike. The place brand will be truly enabled by the collective partner community.

### MEASURABLE OUTCOMES AND INDICATORS

Actions will have unique measurement tools and baselines to track progress. These could be used to better define success and indicate the need for adjustments. They range from broad scope to specific stats, including:

- Related economic impact analysis and /or data undertaken by the City or available from partners
- Any analysis and /or data on changes in civic pride or national perception research; specifically improvements to public perception and attitudes toward Edmonton
- Ongoing monitoring of Edmonton’s representation in national and international rankings, lists and awards, with measures for frequency and quality
- Achievement of individual campaign and ongoing goals and strategies
- Number and sentiments from ambassador network
- Number and achievement of opportunities and department alignments
- Number of downloads of brand assets and how each asset is being used
- WhyEdmonton.ca visits and engagement
- Social media engagement, both from locals and users outside of Edmonton
- Number, range and type of profiles/stories/testimonials produced
- Number and type of inquiries for place brand promotional support

Part of the City’s accountability will be measured and demonstrated through partner feedback, place brand adoption, as well as engagement and sentiment through social media posts and [Why.Edmonton.ca](http://Why.Edmonton.ca) visitors and their time spent on the site. Ongoing town halls and partner meetings will be scheduled on a continuous basis as a way to capture feedback for Edmonton’s place brand.



*A shared effort is fundamental to the sustained successful promotion of Edmonton.*

*A recent example of successful place making includes the CBC’s live-stream national broadcast of Edmonton’s New Year’s Eve Downtown Festival and Fireworks in Churchill Square for the second consecutive year. 2024’s broadcast garnered over 6.8 million viewers. However, in 2025, the City secured mainstage brand placement, which ticked viewership up to an estimated 10 million nationwide views. Edmonton and Toronto were the only two cities selected for this opportunity. In addition to the livestream, coverage aired across all CBC platforms (TV, Radio, Gem, News Network and YouTube).*

### STRATEGIC OUTCOME

The strategic outcome is to create a thoughtful and inclusive approach designed to capture and highlight what makes Edmonton extraordinary. Through rich storytelling, we want to leave a lasting impression about why people want to Invest here, Live here, Play here and Learn here.