

Office of the City Manager

Image and Reputation Budget Packages

Edmonton

Global City of the Future



The Way We Prosper – Goal 1

- Edmonton -- A confident and progressive global image
 - Positioned nationally and internationally
 - Deliver a well-coordinated metropolitan marketing campaign
 - Globally recognized

Three funded packages

- Edmonton image and reputation
- Long-term events strategy
- Winter Snow and Ice Congress

City Image, Reputation and Marketing

- \$2 million base funding
- Funds used in 2013 to support community task force and strategy development
- Community-led
- Build on efforts already underway
- Process as important as the results
 - image matters
 - inspire local pride

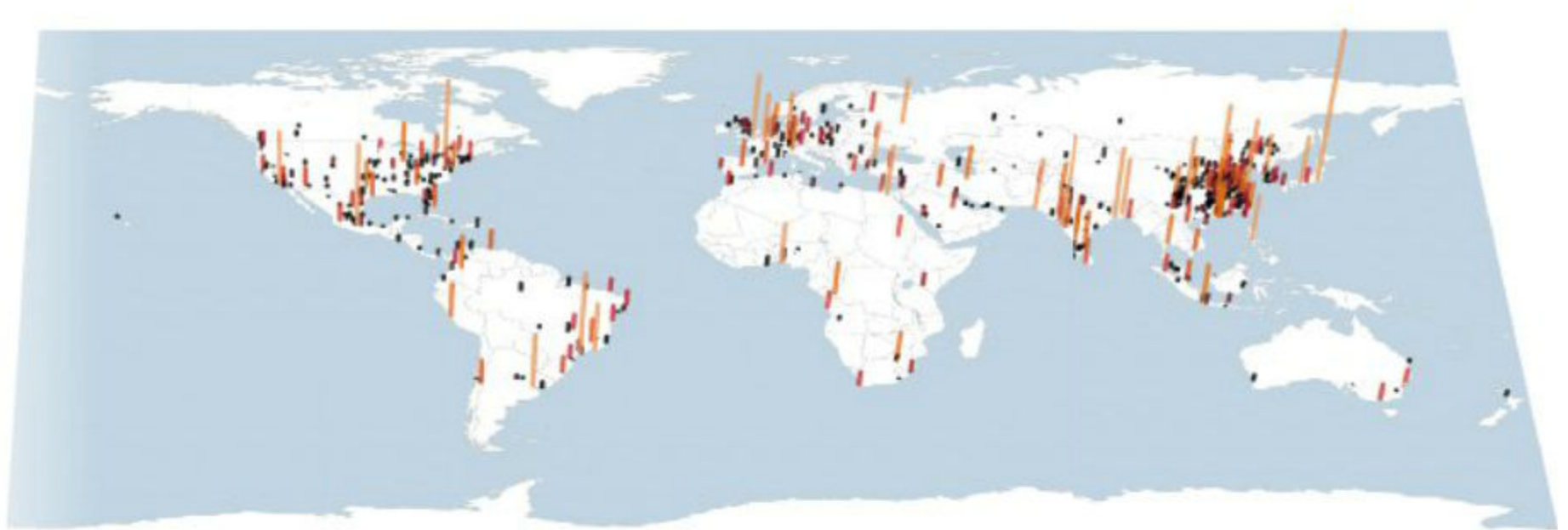
Long-term Event Attraction Strategy

- \$1 million base funding
- Competition is increasing
- New cities entering the market
- Formalized marketing approach
- Research, analysis, measurement

Winter Cities Ice and Snow Congress

- One-time funding
- Committed to host in 2015 (one year later than originally planned)
- Package decreased by \$400 K and available to City Council in 2013 for one-time funding
- International profile, showcasing our winter-city expertise

Top 600 Cities



*McKinsey Quarterly:
Global cities of the future: An interactive