



**City of Edmonton  
Budget Presentation**

**December 4<sup>th</sup>, 2012**

# Agenda

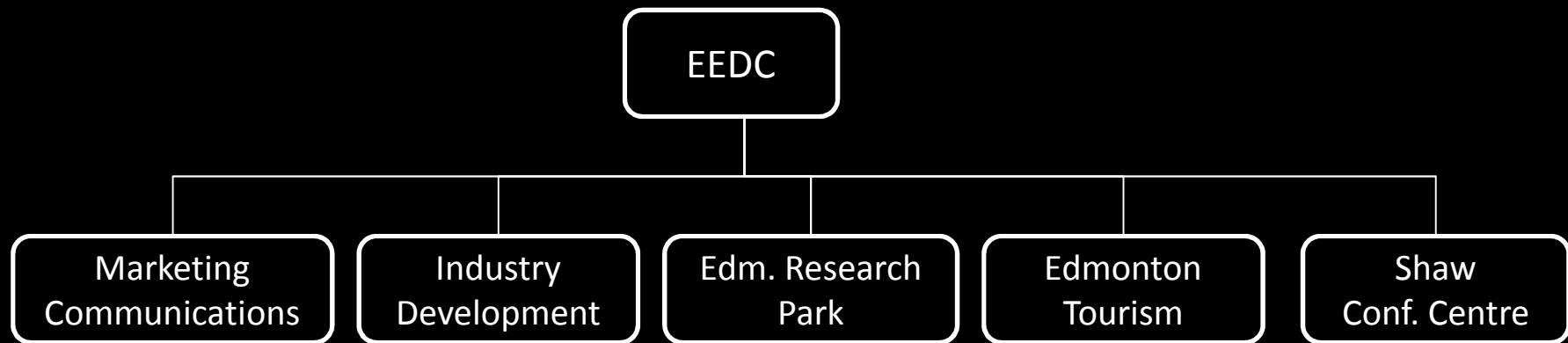
- 1. EEDC Strategy & Priorities**
- 2. Coordination with TWWP**
- 3. Budget Request in 2013**
- 4. Redefining Value & Accountability**

# Our Responsibilities

EEDC is responsible for **providing leadership** to Edmonton's economic growth strategy, with specific accountability for the following core functions:

1. **Supporting Industry Growth and Diversification**
2. **Stimulating Entrepreneurism and Innovation**
3. **Marketing the City Brand in Target Markets**
4. **Managing the Shaw Conference Centre**
5. **Boosting Tourism, Events and Attractions**
6. **Enriching the Edmonton Research Park**

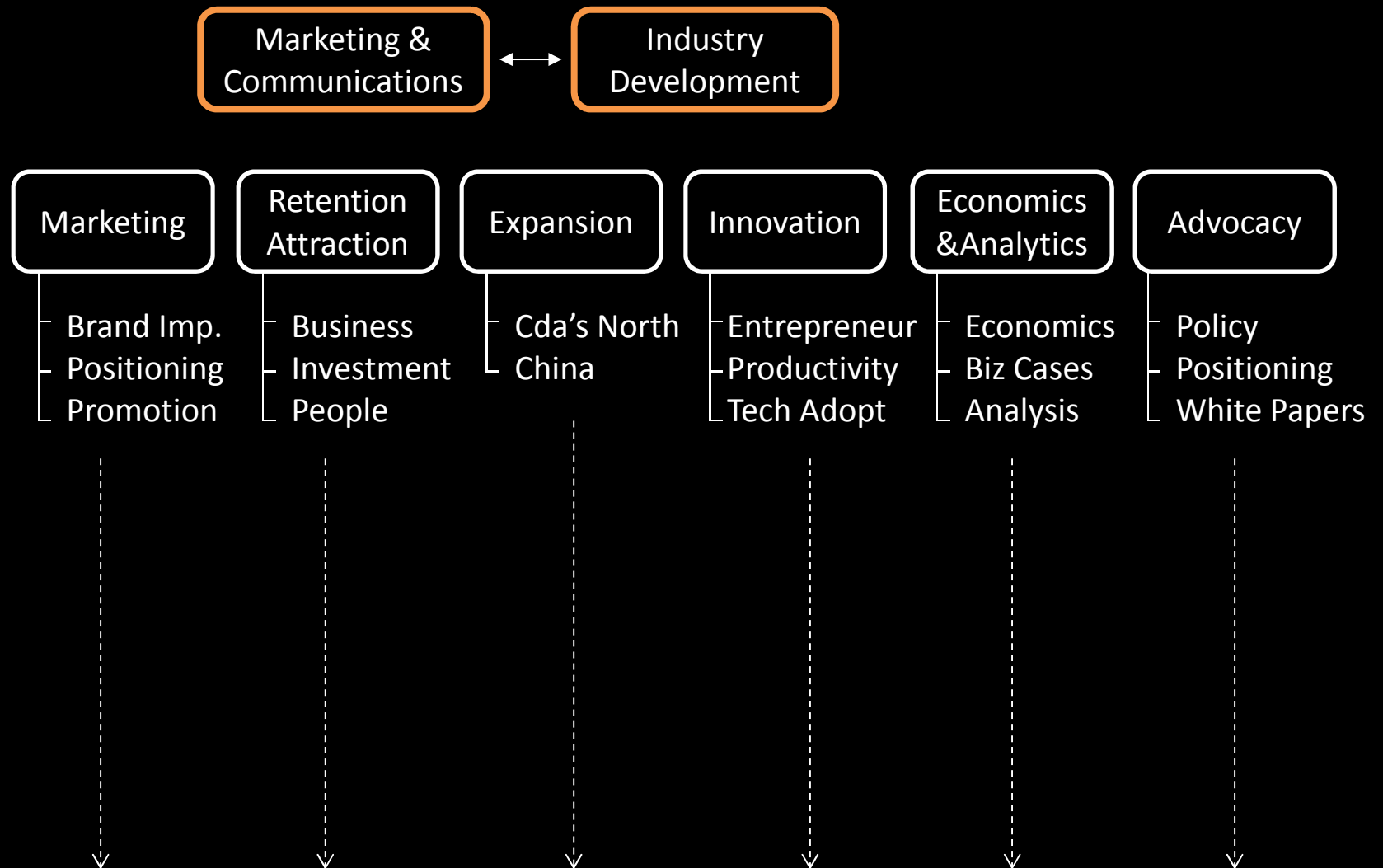
# Our Divisional Approach



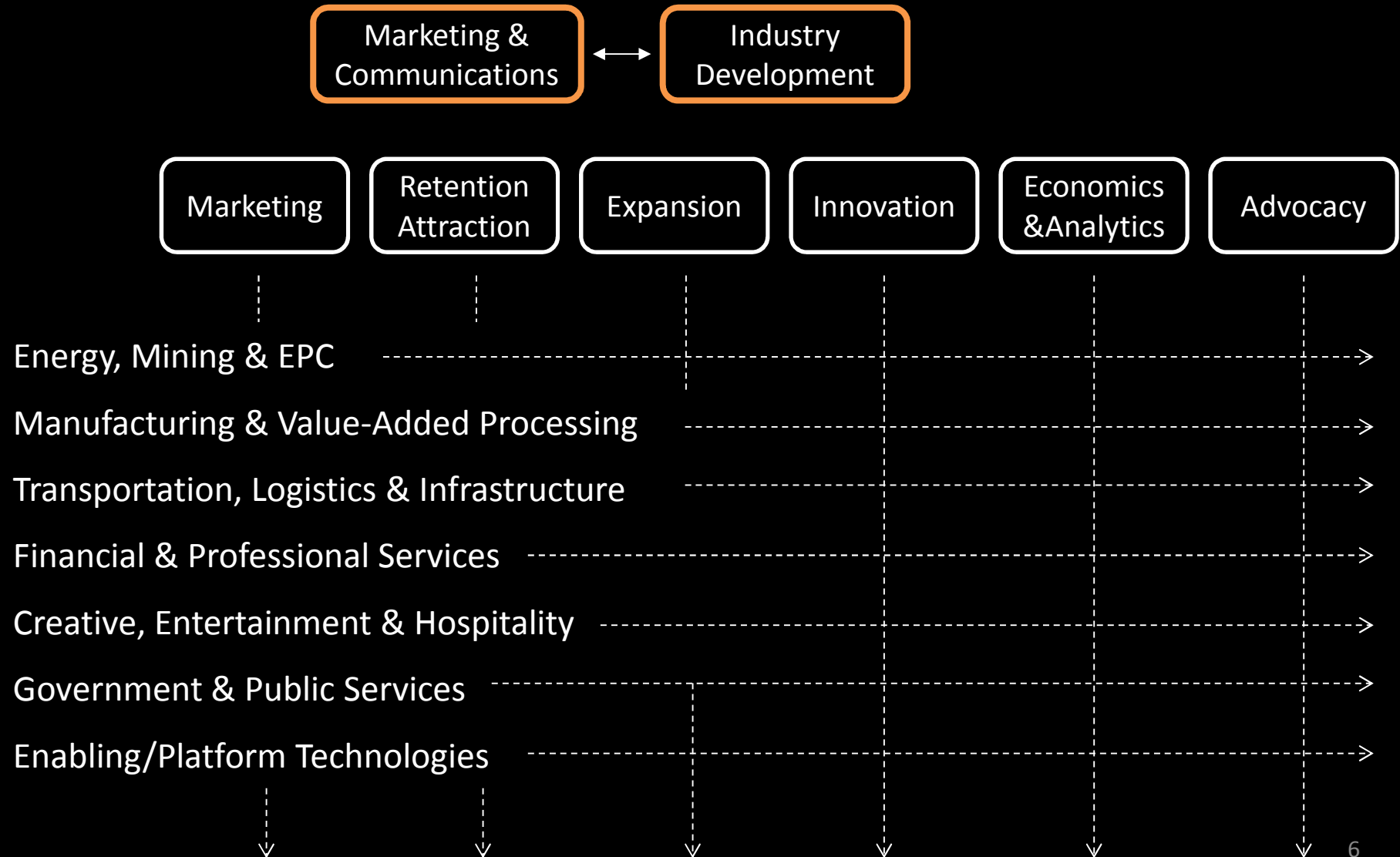
## Outcomes

1. Accelerated inflow of new business, investment and people;
2. Confident, authentic image/brand that is well marketed in targeted jurisdictions;
3. Competitive business environment that facilitates entrepreneurialism, innovation and business expansion;
4. Resilient and diversified industry growth and employment opportunities; and
5. Informed, networked and engaged business and stakeholder community.

# Functional Strategy



# Market Strategy



# Measures of Success

The changes EEDC is making are significant, and 2013 is a critical year for transitioning to a **performance-based** organization.

## Industry Development

XXX New Businesses Engaged  
\$X.X Billion in new investment  
XX% industry funded strategies  
ROI = XX% on Public Funds

## Marketing & Communication

XX% Brand Awareness/Esteem  
XXX Business/Brand Stories  
\$XX Million Media Value  
XX% City Satisfaction

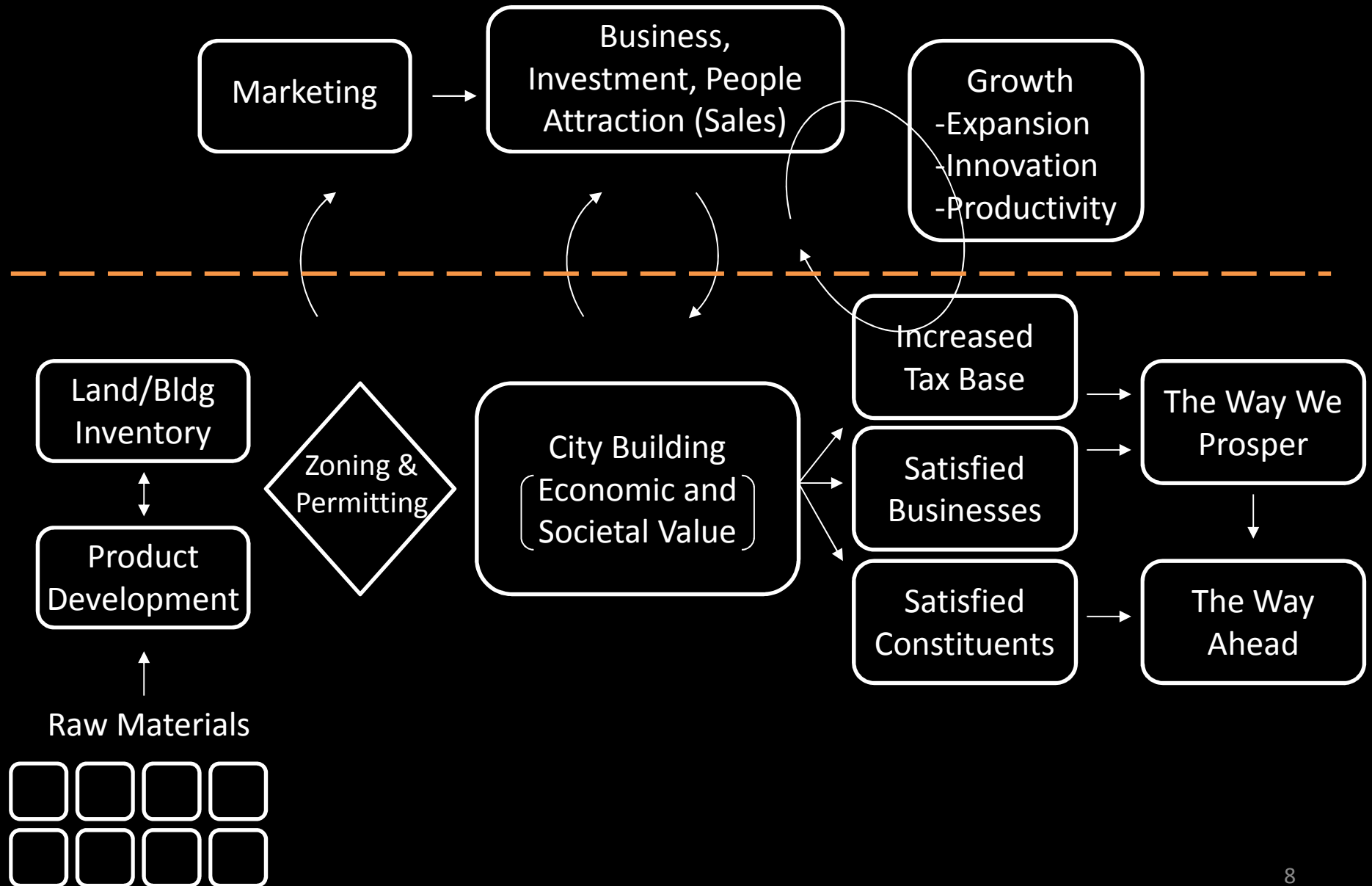
## Edmonton Tourism

XX% Growth in Rubber Tire  
XX% in Dollar Leverage  
+XX% in Partner Engagement  
+XX% in Sales Conversion

## Shaw Conference Centre

XX% Reduction in Tax Levy  
Economic Impact >\$XX Million  
X% Increase in Revenue  
XX% High-Quality Service

# EEDC | CITY





# Budget Highlights

## Proposed 2013 Budget – Net Requirement by Branch (\$000)

|                            | 2011<br>Actual | 2012<br>Budget | 2013<br>Budget | \$ Change<br>'12-'13 | Unfunded<br>Request |
|----------------------------|----------------|----------------|----------------|----------------------|---------------------|
| Industry Development       | 4,568          | 4,639          | 5,788          | 425 +                | 725                 |
| Edmonton Tourism           | 3,050          | 3,314          | 3,793          | 228 +                | 250                 |
| Shaw Conference Centre     | 2,379          | 2,377          | 1,832          | (545)                |                     |
| Edmonton Research Park     | 1,087          | 1,007          | 1,007          | 0                    |                     |
| Marketing & Communications | 1,915          | 1,999          | 1,980          | (19)                 |                     |
| Transfer to Reserves       | 87             | 0              | 0              | 0                    |                     |
| Net Operating Requirement  | 13,086         | 13,336         | 14,400         | 89 +                 | 975                 |

Core Funding Requirement +0.7%

Unfunded Service Packages +7.3%

# Budget Highlights

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|----------------------|----------------|----------------|----------------|----------------------|---------------------|
| Industry Development | 4,568          | 4,639          | 5,788          | 425 +                | 725                 |

~70% Salaries

\$505,000

- 4 New FTEs
- 6 FTEs Repositioned
- 2 FTEs Labour Spin Out

~30% Programs

\$220,000

- Expansion Strategies
- Entrepreneur Connections

\$725,000

# Budget Highlights

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|----------------------|----------------|----------------|----------------|----------------------|---------------------|
| Industry Development | 4,568          | 4,639          | 5,788          | 425 +                | 725                 |
| Edmonton Tourism     | 3,050          | 3,314          | 3,793          | 228 +                | 250                 |

100% Program  
- LPGA

\$250,000

# EDMONTON

Canada's Economic & Entrepreneurial Powerhouse

## Objective

Edmonton and the Capital Region will **outperform** every regional economy in North America over the next 20 years.



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