

City Image and Reputation Initiative

Recommendation:

That the July 17, 2012, Office of the City Manager report 2012CMC010, be received for information.

Report Summary

This report outlines an approach to enhancing Edmonton's image and reputation with the goal of moving the City to a more prominent position on the world stage.

Report

- In recent years, members of City Council have expressed the need for focused efforts and initiatives that would enhance Edmonton's profile and image nationally and internationally.
- The consultation conducted as part of The Way We Prosper development demonstrated that community and business leaders have a strong desire to better define and communicate the City's identity. Image and reputation building will therefore be a key aspect and outcome in the Way We Prosper Plan.
- There are also many community, arts and business groups in Edmonton that are discussing the City's image and reputation.
- In order to bring these efforts together, a new community/business led task force is being formed.
- All sectors in Edmonton can potentially benefit from developing a well-defined, marketable identity. The City of Edmonton will facilitate a

business/community-led effort to consult, study and define the strategy and structure needed to address the need for a renewed focus on image and reputation work for the City - focusing on how we can best communicate within our city and to the rest of the country and the world.

- Two volunteer community champions will co-lead the task force and a broader community committee will be recruited to assist with this effort.
- The new task force will also consult closely with major institutions, key stakeholders, and community partners such as The Chamber of Commerce, Edmonton International Airport, Educational Institutions, business, volunteer, arts, and cultural sectors.
- The task force will build on work done to date including the 2008 Longwoods International research, other awareness initiatives such as Edmonton Stories and the City's Event Strategy. Work presently being undertaken either by the Edmonton Economic Development Corporation or the City will be aligned with this new effort.
- Preliminary work will be funded through existing resources. Further dollars will be recommended for the 2013 operating budget.
- City Administration will provide coordination support to the initiative.

Corporate Outcomes

City image building activities directly or indirectly support several of the goals in The Way Ahead, particularly related to improving Edmonton Livability, ensuring Edmonton's Financial Stability and diversifying Edmonton's Economy.

Others Reviewing This Report

- R. G. Klassen, General Manager, Sustainable Development
- L. Rosen, Chief Financial Officer and Treasurer