

Concurrent Economic Development Initiatives

The Executive Committee requested Administration to undertake concurrent implementation actions while *The Way We Prosper* was being developed. These actions will be integrated into the comprehensive *The Way We Prosper* implementation program which will be prepared for Council. The implementation plan will integrate with the other Ways implementation plans to ensure cross plan alignment to other goals and outcomes.

The following are the major areas of focus

1. Image and Reputation Management

Initiative: There is an identified need to enhance Edmonton's image and reputation provincially, nationally and internationally. Image and reputation management has been initiated and is being led corporately through the City Manager's Office.

Relationship to *The Way We Prosper*:

- Goal Edmonton – A Confident and Progressive Global Image

2. Industrial Development Program

Initiative: Continue implementation of a strategic industrial development program that facilitates investments in Edmonton's industrial neighbourhoods. The implementation plan includes preparatory work to improve the investability of the Edmonton Energy Technology Park.

Actions:

Industrial Land approvals and transactions

- Sold approximately \$25 million of Edmonton corporate industrial land property and with \$10 million in sales pending
- Approved 38 building permits for industrial development valued just over \$41 million (Year to date-end of April 2012)
- Walton zoning application for Edmonton Energy and Technology Park expected for a July 2012 Council Meeting. Northern Premier zoning application in process.

Marketing

- Improved Edmonton's investment promotion materials and revamped the industrial pages on Edmonton.ca
- Developing a new land for sale database and website
- Supported Mayor's Asia business development mission
- Ongoing work to facilitate key investment opportunities in Edmonton.
- Fund and participate in the Alberta Industrial Heartland Association
- Worked collaboratively with the Province on energy investment attraction

Strategy and Policy Activity

- Development of eco-industrial principles and concepts for Edmonton Energy Technology Park
- Proposal development to address EETP residential owners
- Ongoing work to resolve issues regarding existing industrial roads in annexed areas of the City
- Preliminary work to identify servicing strategies to bring additional industrial lands on stream in a cost effective manner.

Relationship to *The Way We Prosper*:

- Goal Edmonton – A Confident and Progressive Global Image
- Goal Edmonton – Internationally Renowned as a Powerhouse of Industry
- Goal Edmonton - An Unrivalled, Competitive Business Climate

3. Northern Circumpolar Leadership

Initiative: To build relationships with government, industry and cultural and tourism organizations promotes partnerships and joint action. To foster business activity and position Edmonton as the major gateway to northern Alberta and the circumpolar region.

Actions: Co-Chairs Stephen Mandel and Andy Clark hosted an inaugural meeting May 1, 2012 and a follow-up meeting on June 27, 2012 with selected business and community leaders from Edmonton and various northern communities and business sectors.

The following early themes emerged from these 2 meetings.

- Maximize Edmonton's strategic value as hub/gateway to the north and south.
- Maximize the critical mass and expertise of Edmonton's education, training and development.
- Maximize the full array of Edmonton's skills and expertise relative to the resource sectors that include Mining, Oil and Gas, Pipelines
- Maximize shared Tourism opportunities.
- Support growth in the North through a focus on trades, training and collaboration with academia, the community and industry.
- Look for innovative medical service opportunities to northern communities.
- Liaise with other gateway cities such as Winnipeg and Ottawa and investigate a collaborative approach to working across the wide expanse of the Arctic.
- Reinvigorate "Meet the North Conference".
- Consider transportation, logistics and connecting the communities with Air Carriers in the North that are important and vital for industry and tourism.
- Construction as it pertains to housing that is suitable for remote communities requires innovation and presents business to business opportunities.
- Transfer of knowledge through municipal administrative exchanges.

Relationship to *The Way We Prosper*:

- Goal Edmonton – A Confident and Progressive Global Image
- Goal Edmonton – Internationally Renowned as a Powerhouse of Industry
- Goal Edmonton – An Environment for Innovation

4. Labour and Workforce

Initiative: Demands for workforce, professionals and skilled technical people continues to grow in Alberta, requiring industry, business, education and government to collaborate on meeting demand.

Actions:

Support Edmonton Economic Development Corporation led initiatives on Workforce Growth and Labour Attraction through:

- Edmonton Economic Development Corporation/ Industry led missions to attract both professional and skilled employees-accompanied by companion NAIT program to test and provide follow-up training.
- Edmonton Economic Development Corporation has launched a pilot project to help business recruit "hard to find" employees from other regions of Canada and internationally. The pilot program has been met with some enthusiasm by local industry and is just now underway. No measureable results are available at this point in time.
- Support foreign student attraction and retention-joint industry hosting programs.
- Edmonton Economic Development Corporation/Skills Canada joint program to promote recruitment into trades.

Relationship to *The Way We Prosper*

- Goal Edmonton – Internationally Renowned as a Powerhouse of Industry
- Goal Edmonton – A Confident and Progressive Global Image

5. Transformative Projects

Initiative: Transform the city through implementation of major economic initiatives.

Actions:

- The Arena and Entertainment District: Being advanced.
- The Quarters Downtown: Ongoing improvement programs, CRL implementation, district heating exploration, surface parking plan, communication plan, environmental assessments, land acquisitions, sales and leases, 3 year plan with Epcor for undergrounding overhead power lines.
- City Centre Redevelopment: public input complete, initiate new partnerships for development, negotiations of land sale to NAIT, sustainable utility planning in 2012.
- West Rosedale Urban Design Plan: business case drafted, servicing and parking studies initiated, working with Province to integrate neighbourhood with the Legislature, mechanized River Valley access business case development underway, negotiation and transfer of site to City ownership.

Relationship to *The Way We Prosper*

- Goal Edmonton – A Confident and Progressive Global Image
- Goal Edmonton – A Vibrant, Livable City

6. Community Economic Development

Initiative: Supporting the growth and sustainability of small business and enterprise development that ensures a thriving sustainable local economy.

Actions

Business Revitalization Zones Development Incentive Program This grant funding program is designed for revitalizing and reinvesting in Edmonton's main street commercial areas. Program activities in 2012 to date are:

- Paid out two projects total. \$ 39,000
- Committed two multi unit residential projects. \$408,000
- Anticipated applications from all enterprise areas. \$639,000
- Additional interests from all enterprise areas. \$ 85,000
- Earmarked for Chinatown Demonstration Project. \$100,000
- Earmarked for Stony Plain Demonstration Project. \$447,000

Facade Improvement Program

The Façade Improvement Program encourages commercial building owners to invest in façade renovations and storefront upgrades by providing matching grants to cover a portion of renovation costs. Program activity in 2012 to date:

- Completed 8 projects \$215,264
- 10 projects underway \$404,278
- Estimated additional 6 projects \$240,000
- Possible additional applications 6 projects \$206,820

BRZ strategic planning

- Preparing a Business Revitalization Zones Strategic Business Plan is underway that involves City departments and representatives of Business Revitalization Zones. The business planning process includes a best practice review and workshop style input during May and June involving City staff, BRZ personnel and the BRZ Council. A vision, goals and strategies document will be completed in the fall of 2012.

Live Local Initiative-small business

Housing and Economic Sustainability is working in collaboration with the Edmonton Economic Development Corporation.

- Edmonton Economic Development Corporation will lead with support from City of Edmonton Economic Sustainability staff and will work together to develop strategies and actions that can be carried out to grow local business capacity, emphasize buy- local, shop local and increase local supply chain purchasing that supports this growth and development of small business.
- A workshop is planned in mid August 2012 to engage local small business and other stakeholders in community economic development that will examine opportunities for creating more live local purchasing and small business growth.

- Results of this workshop will help to formulate follow-up and actions.

Relationship to *The Way We Prosper*:

- Goal Edmonton – An Unrivalled , Competitive Business climate
- Goal Edmonton – A Vibrant, Livable City

7. Working Together - Regional Economic Development

Initiative: Maintain strategic linkages with other municipalities and regional organizations to encourage regional collaboration in regional economic development.

Actions:

- Participate in regional economic development organizations including Alberta’s Industrial Heartland Association, the Greater Edmonton Economic Development Team (Economic Development Officers) and Port Alberta
- Coordinated the META Venture Enterprise Initiative business case development on behalf of four municipal partners

Relationship to *The Way We Prosper*:

- Goal Edmonton - Internationally Renowned as a Powerhouse of Industry
- Goal Edmonton - An Environment for Innovation

8. Working Together - City of Edmonton and Other Related Organizations

Initiative: Actively engaging with Edmonton’s organizations, agencies and businesses to encourage and support the broader economic development agenda.

Actions:

- Extensive consultation with business and community leaders in development of *The Way We Prosper*.
- Participation on EEDC board and strategy making committees
- Support for Edmonton Economic Development Corporation labour workforce initiatives.
- Continuing relationship building with the Uof A, Nait, TEC Edmonton and Start Up Edmonton
- Regular meetings with Urban Development Institute

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- Goal Edmonton – An Environment for Innovation