



Urban Form & Corporate  
Strategic Development

# **Economic Action Plan**

UFCSD00208rev

April 19, 2021  
[edmonton.ca/EconomicActionPlan](http://edmonton.ca/EconomicActionPlan)

**Edmonton**



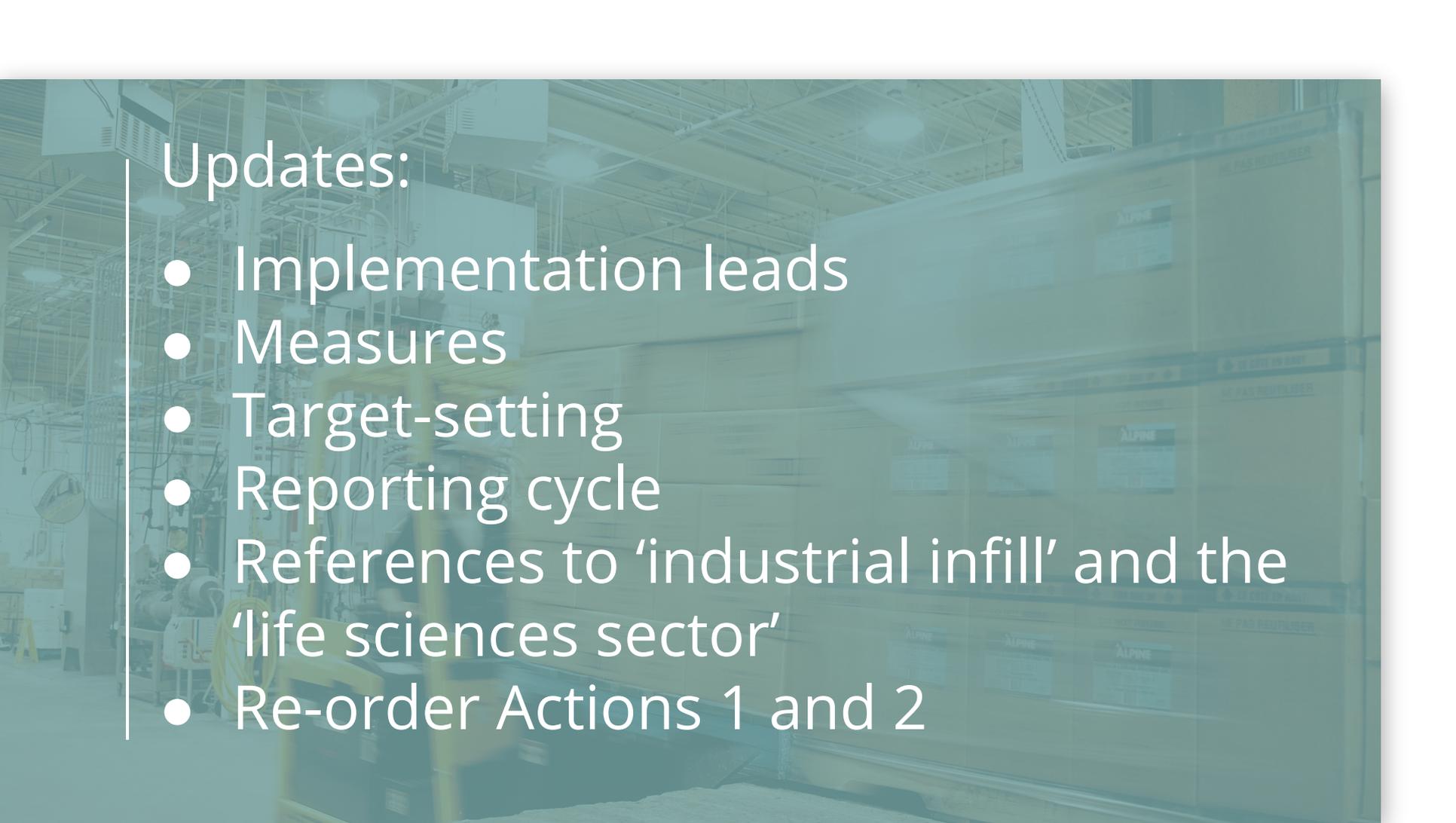
Edmonton

# EDMONTON ECONOMIC ACTION PLAN

Publication Date: April 2021

---

The Edmonton Economic Action Plan is our roadmap to build a vibrant, inclusive, and sustainable economy.



## Updates:

- Implementation leads
- Measures
- Target-setting
- Reporting cycle
- References to 'industrial infill' and the 'life sciences sector'
- Re-order Actions 1 and 2



In planning for a city of two million people, we must set an **intentional course** that grows economic opportunities and meets the challenges of a new economy.

# The City Plan Implementation Approach



## Planning, Policy & Regulation

### Examples

- District Planning
- City Planning Framework
- Zoning Bylaw Renewal



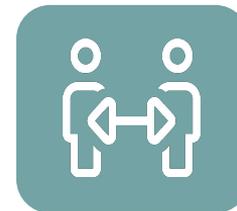
## Process & Service Delivery

- Prioritized budgeting
- Business planning
- Operational service delivery



## Data & Measurement

- Measures and targets
- Transparent reporting



## People, Partnerships & Change Management

- Organizational change management
- External relationships and partnership



# Our Key Principles



## PRINCIPLE 1

*We will support new and established businesses and entrepreneurs to thrive in the new economy*



## PRINCIPLE 2

*We will seize the potential of our existing land, assets, and physical attributes*



## PRINCIPLE 3

*We will support growth and diversification of our economy in a sustainable and equitable way*



## PRINCIPLE 4

*We will remain and become a destination of choice for talent and capital*



## PRINCIPLE 5

*We will embrace and grow our relationships and partnerships*



This action will include supporting new and existing businesses, either on a permanent or temporary basis, that complement current activities.

---

Cascading from the five principles are **24** tangible actions that will support the creation of thousands of jobs and the growth of Edmonton's economy.

## Performance Metrics

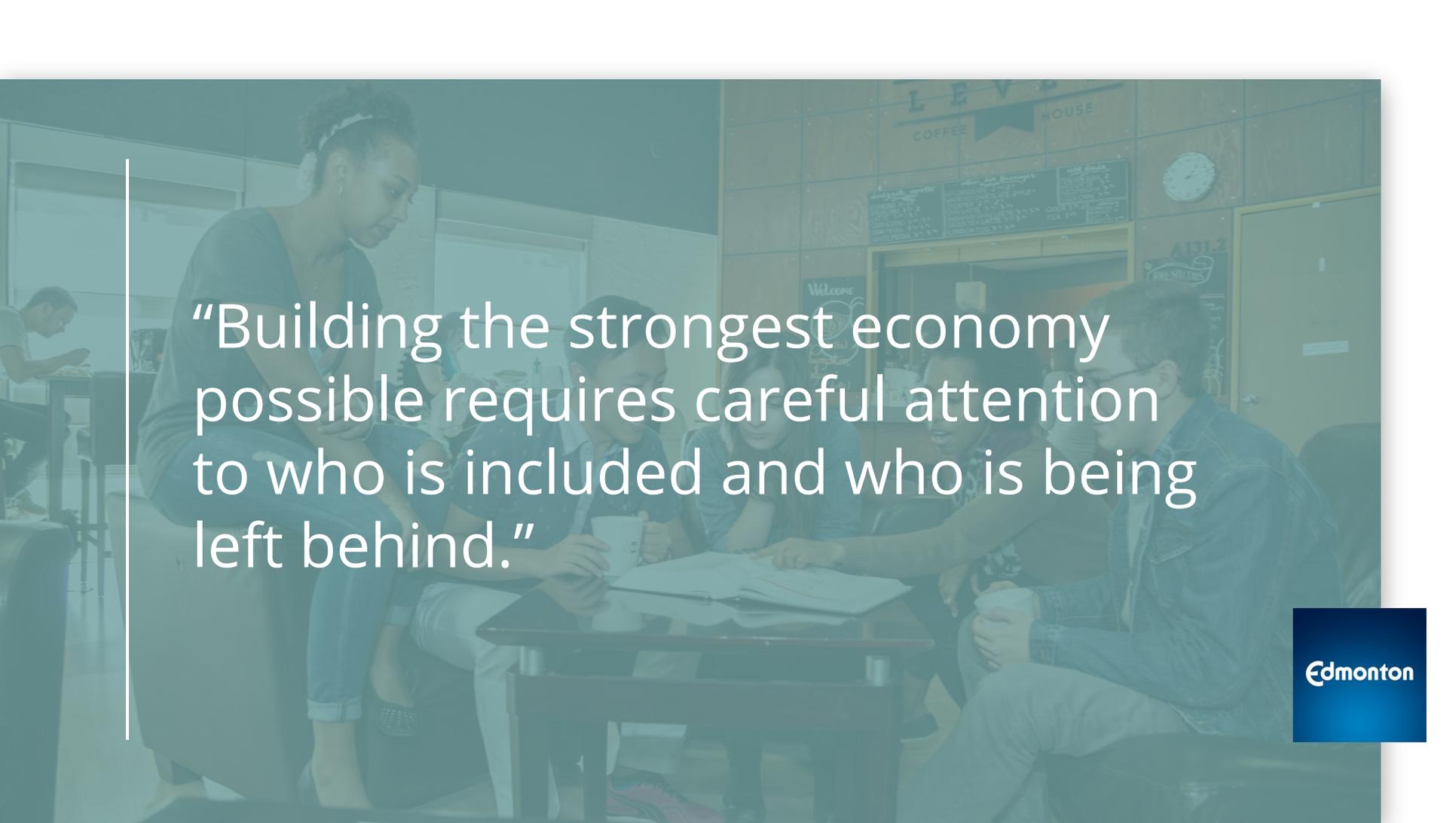
### → ★ ACTION 7

Align outstanding City of Edmonton Industrial Action Plan actions to other work currently occurring, and prioritize key outstanding activities related to funding tools

---

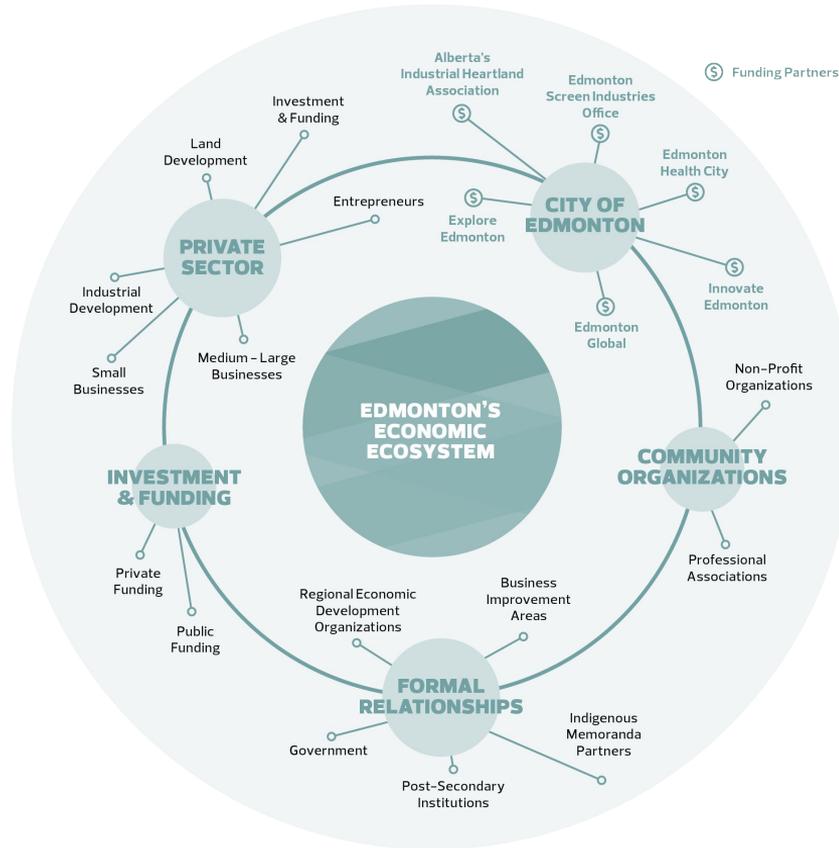
#### **Performance Measures**

- Value and number of Industrial Building Permits (The City Plan)
- Employment in Edmonton's industrial areas

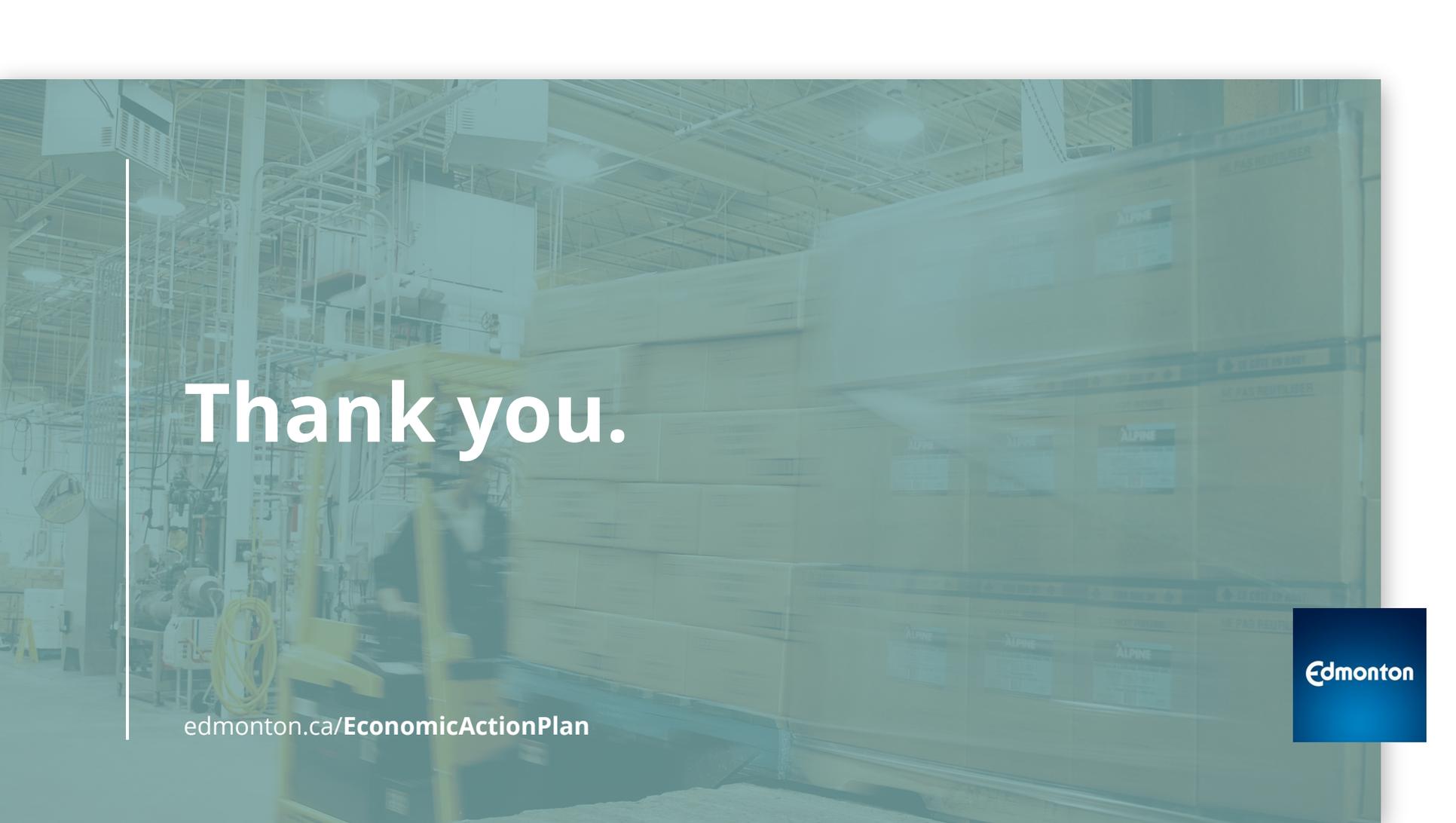
A group of diverse young people are sitting around a dark wooden table in a coffee house. They are looking at documents and talking. In the background, there is a menu board and a clock. The scene is overlaid with a semi-transparent teal filter.

“Building the strongest economy possible requires careful attention to who is included and who is being left behind.”

# Partnership



Our implementation plan identifies potential leads, time frames, and resource requirements for the 24 actions. Some of these actions are already underway.



Thank you.

[edmonton.ca/EconomicActionPlan](https://edmonton.ca/EconomicActionPlan)

Edmonton

## Changes from April 12

### → ★ **ACTION 7**

Align outstanding City of Edmonton Industrial Action Plan actions to other work currently occurring, and prioritize key outstanding activities related to funding tools

---

#### **Performance Measures**

- Value and number of Industrial Building Permits (The City Plan)
- Employment in Edmonton's industrial areas