



Urban Form & Corporate
Strategic Development

Economic Action Plan

UFCSD00208
EXECUTIVE COMMITTEE

April 12, 2021
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.



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.

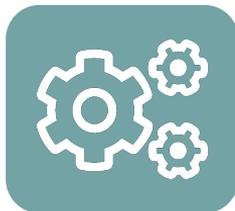
The City Plan Implementation Approach



Planning, Policy & Regulation

Examples

- District Planning
- City Planning Framework
- Zoning Bylaw Renewal



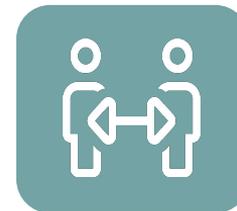
Process & Service Delivery

- 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.

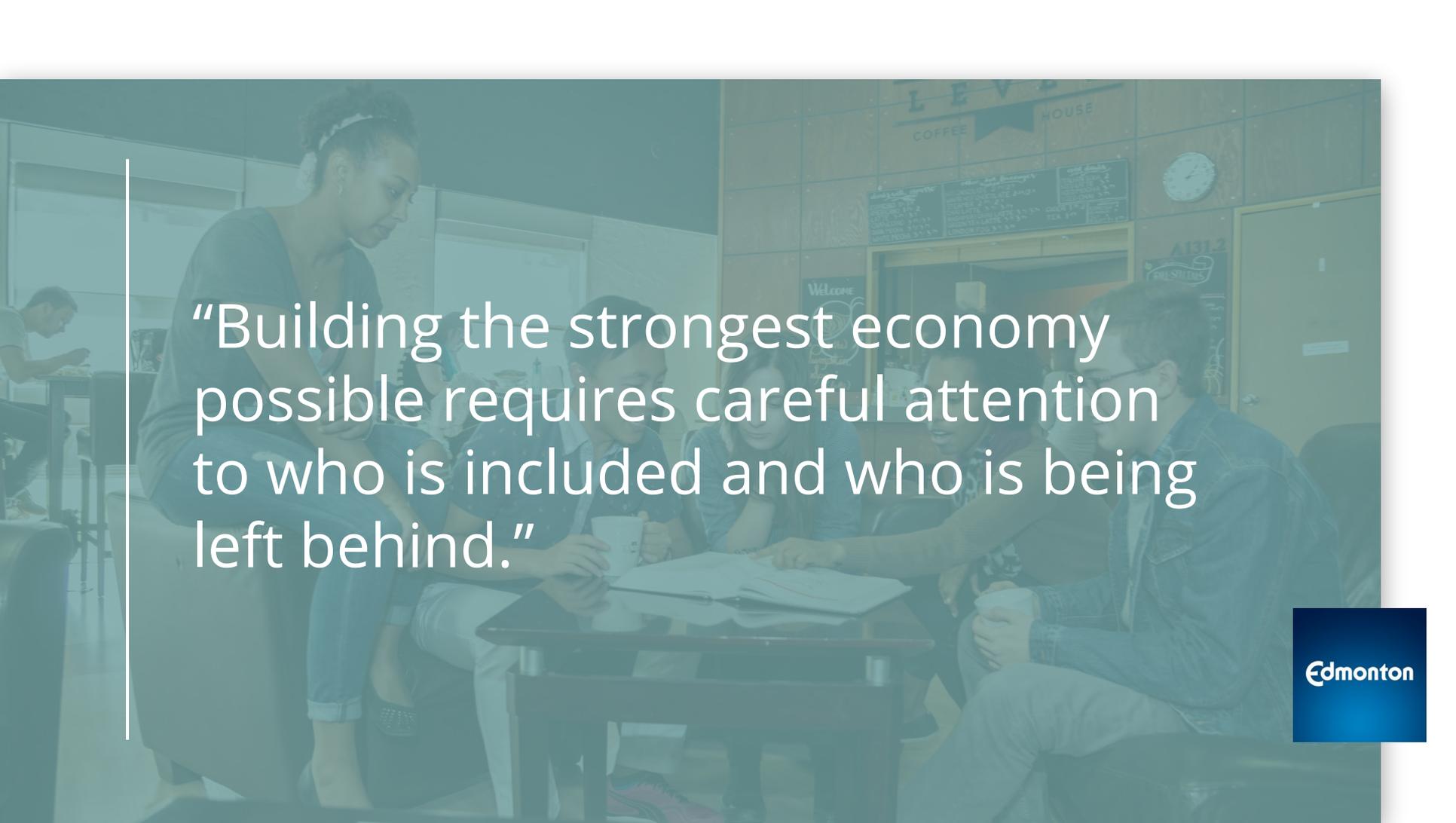
Performance Metrics

→ ★ 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

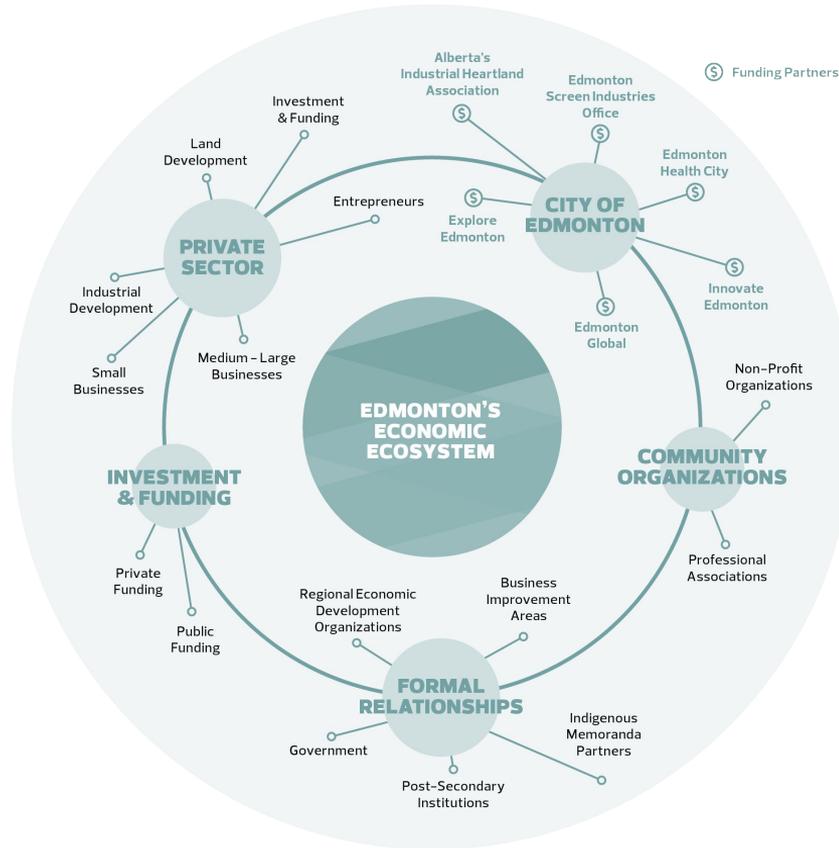
Performance Measures

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

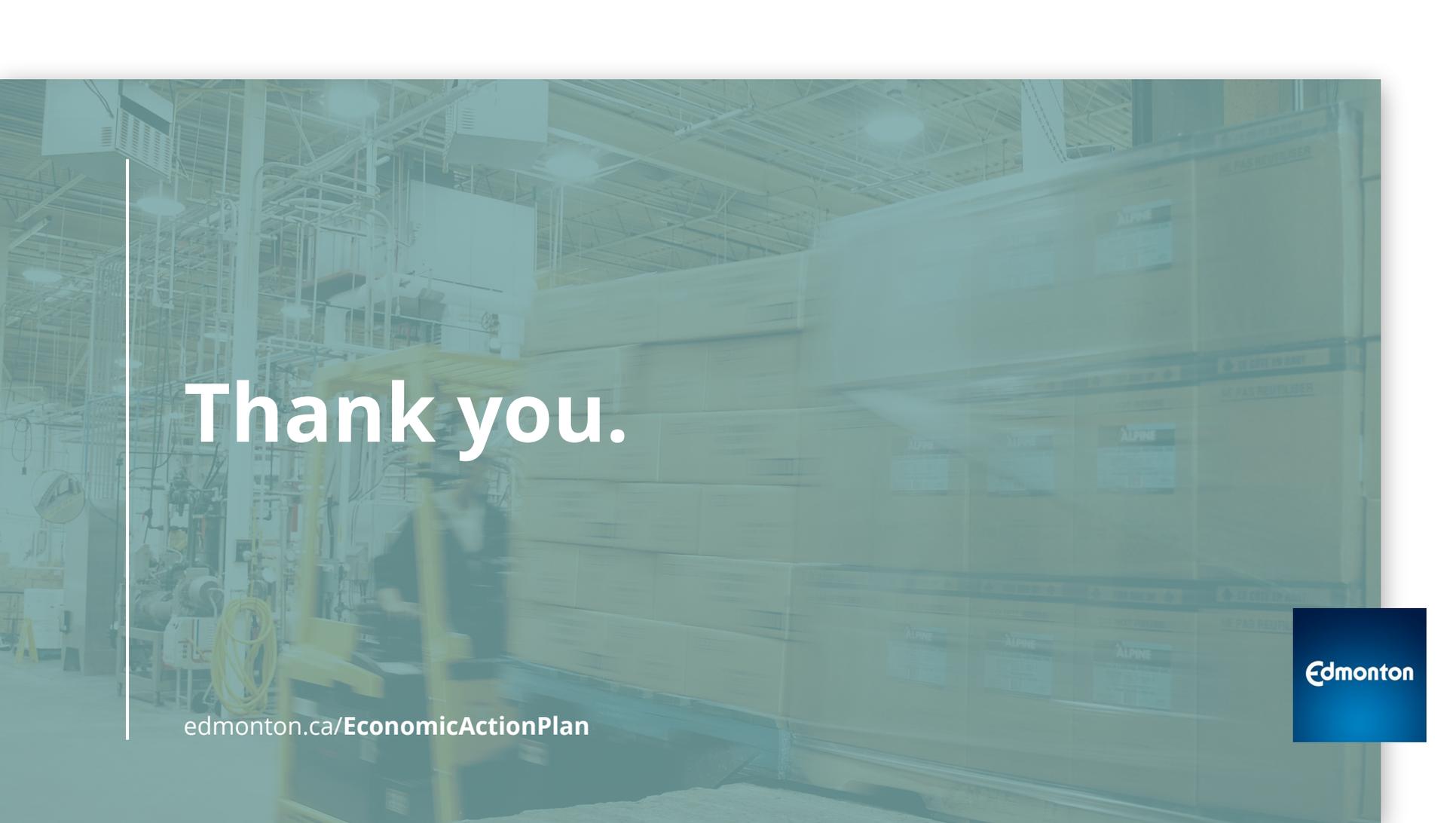
A group of diverse young people are sitting around a dark wooden table in a coffee house. They are looking at documents and talking. In the background, there are wooden lockers, a menu board, and a clock. The scene is overlaid with a semi-transparent teal filter.

“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

Edmonton