

Edmonton Economic Action Plan Grant Proposed Metrics

Administration will measure the impact of performance of the Edmonton Economic Action Plan Grant through the evaluation of key metrics tied to the performance measures of the Edmonton Economic Action Plan. Below is a summary of proposed metrics to evaluate program success. These metrics and associated targets are aligned with the Edmonton Economic Action Plan and may change as the action plan is implemented over the coming months. Businesses and organizations who receive funding will report back on the outcomes that apply to their projects.

Outcome	Metric	Target
Action 3: Support building capacity and access for entrepreneurs from marginalized communities, such as newcomers and Indigenous entrepreneurs	Employment created by entrepreneurs who identify with a marginalized group.	New jobs created by entrepreneurs who identify with a marginalized group.
Action 5: Support projects aimed to strengthen or eliminate gaps within existing local supply chain networks	Number of businesses reporting improved distribution of their goods / services (City Plan).	Businesses report improved distribution of goods / services. Businesses report an increase in revenue or market reach (actual and potential customer base) year-over-year as a result of addressing gaps in their supply chain.
Action 6: Leverage Edmonton's digital infrastructure, including Open Data, fibre optic network and the innovation corridor, to link research,	Employment associated with businesses using Edmonton's digital infrastructure.	Increased employment in businesses using Edmonton's digital infrastructure. (Includes both new positions created at the applying businesses and job opportunities

educational and technology organizations.		created via subcontractors, contractors, etc. hired to implement projects)
Action 10: Develop tools and strategies to attract commercial, residential and mixed-use development in nodes and corridors.	Number of businesses within nodes and corridors. (City Plan)	Increased number of businesses in nodes and corridors.
Action 11: Support enhanced experiences by encouraging opportunities for low impact businesses to operate in parks and public space.	Number of businesses operating in public spaces	Increased number of businesses operating in parks and public spaces.
	Employment associated with businesses in parks and public spaces.	Increased employment in businesses operating in parks and public spaces. (Includes both new positions created at the applying businesses and job opportunities created via subcontractors, contractors, etc. hired to implement projects)
Action 12: Develop tools to facilitate growth in green economic sectors	Employment in green economic sectors.	Increased employment in green economic sectors. (Includes both new positions created at the applying businesses and job opportunities created via subcontractors, contractors, etc. hired to implement projects)

Action 13: Work together to support emerging made-in-Edmonton technology solutions.	Employment in Innovation Corridor (The City Plan) Employment in Edmonton's Information and Communication Technology sector	Increased employment in the Innovation Corridor or Edmonton's Information and Communication Technology sector.
Action 14: Support emerging off-shoots of the energy sector.	Employment in off-shoots of the energy sector.	Increased employment in off-shoots of the energy sector.
Action 15: Advance a coordinated approach to growing the local food economy	Employment in the food sector including: agriculture, food manufacturing, beverage manufacturing, food retail and food services	Increased employment in the local food sector. (Includes both new positions created at the applying businesses and job opportunities created via subcontractors, contractors, etc. hired to implement projects)
	Resiliency of food businesses applying to the program.	Businesses report an increase in revenue.
	Manufacturing capacity	Increased output (# of units).
Action 16: Develop Edmonton's competitive advantage as an international logistics hub and hub to Northern Alberta, the North West Territories and beyond.	Employment in the Transportation and Warehousing industry (The City Plan)	Increased Employment in the Transportation and Warehousing industry. (Includes both new positions created at the applying businesses and job opportunities created via subcontractors, contractors, etc. hired to implement projects)

Action 17: Promote affordable, accessible, high-quality, and inclusive early learning and child care.	Number of early learning and care spaces available per children aged 0-4 in Edmonton.	More than 3.7 spaces per 10 children (current availability of spaces for children aged 0 - 4 in Edmonton)
Action 20: Promote and support academic programs that advance the local economy.	Employment of Edmonton post-secondary institution graduates (ConnectEdmonton).	Increased employment of post-secondary institution graduates. (Includes both new positions created at the applying businesses and job opportunities created via subcontractors, contractors, etc. hired to implement projects)
Program Efficacy	Number of businesses / organizations supported	83+ businesses / organizations supported by the grant.
	Employment in businesses supported	Businesses supported by the grant report increased employment.
	Number of businesses supported by industry	40% of total grants to target industries (food economy, green economic sectors, new & emerging industries).
	Leverage of grant dollars to private money invested	Greater than a 1:1 ratio of grant to private money invested.
	Grant & matching funds invested in the local economy Examples: <ul style="list-style-type: none"> grant-funded salaries of employees stationed in 	20% of grant and matching funds reinvested in the Edmonton CMA.

	Edmonton <ul style="list-style-type: none">• grant-funded equipment /services purchased from local companies	
	Number of entrepreneurs who identify with a marginalized group supported.	30% of business owners supported through the grant program identify with a marginalized group.