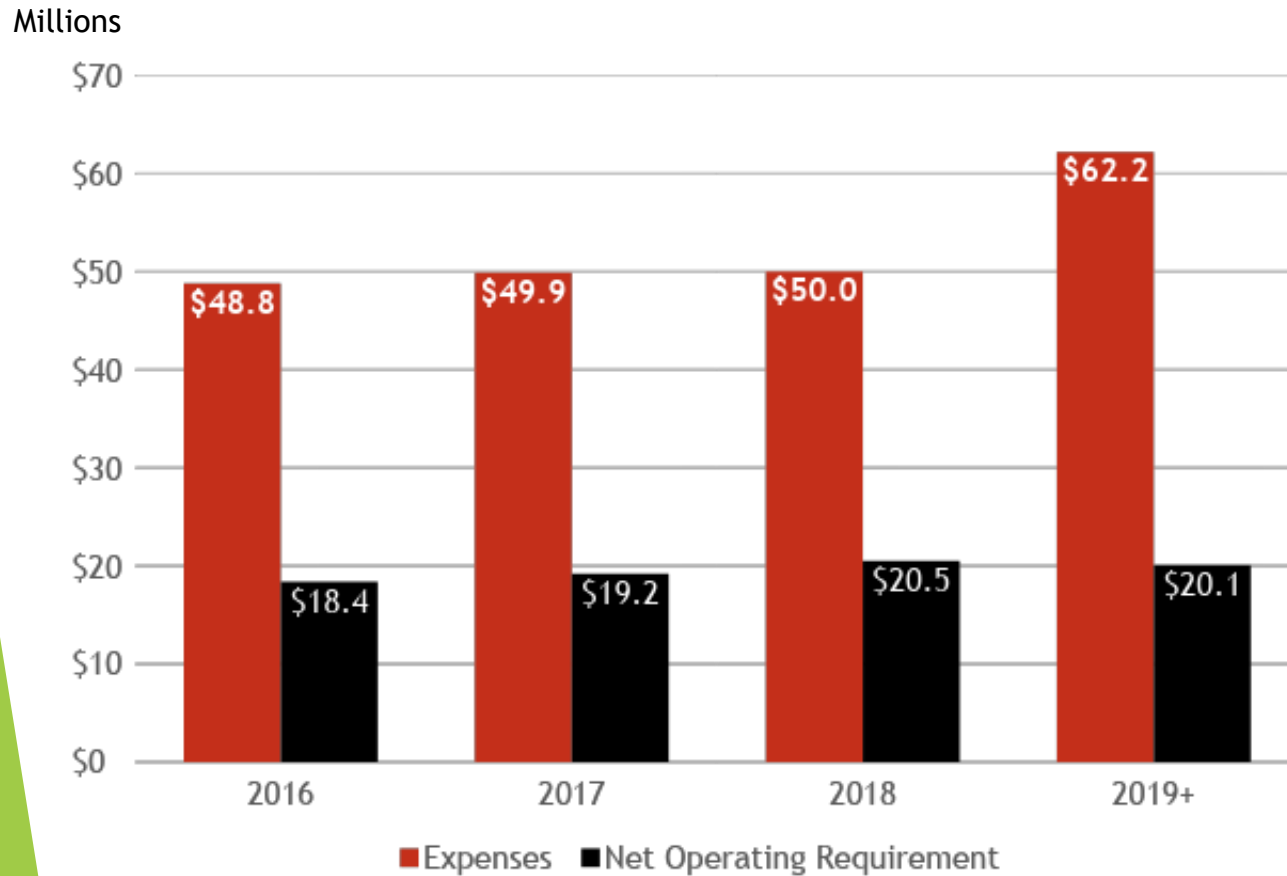


# PROPOSED OPERATING BUDGET

EDMONTON ECONOMIC  
DEVELOPMENT  
CORPORATION  
2019 - 2022

# Shareholder Funding vs. Expenses



## 2018 - 2019 Changes

- 2019 Increase Largely Due To EXPO
- 2019 - 2022 Budget Flat
- 2018 \$700K Reallocated To Edmonton Global

# Investing in the Innovation Economy

## INNOVATE EDMONTON

- Collaboratively create an environment that accelerates innovation, entrepreneurship and the growth of new technology companies.

Two Service Packages Submitted in September:

1. “Innovation Hub” (Infrastructure) - **withdraw**
2. “Evolve And Scale Startup Edmonton” (Programming)

## CRITICAL PATHS TO DETERMINE SPECIFIC PROGRAM INVESTMENTS

- Full scale entrepreneur engagement
- Edmonton Advisory Council on Startups (EACOS)
- TEC Edmonton Taskforce

# Divisional Focus Areas: 2019-2022

## **ENTERPRISE EDMONTON**

- Competitively position Edmonton as an economic engine, a successful market for local business growth, and new investment

## **EDMONTON TOURISM**

- Build image awareness of Edmonton in regional and international markets to drive net new revenue from visitation

## **EDMONTON EXPO CENTRE & SHAW CONFERENCE CENTRE**

- Value creation between EXPO Centre, Shaw Conference Centre, and Edmonton Tourism
- Execute 4-year capital, maintenance, special projects plans

## **CORPORATE DIVISION**

- Economic development strategy with shareholder

# Corporate Focus Areas: 2019-2022

## 1. ECONOMIC DEVELOPMENT STRATEGY

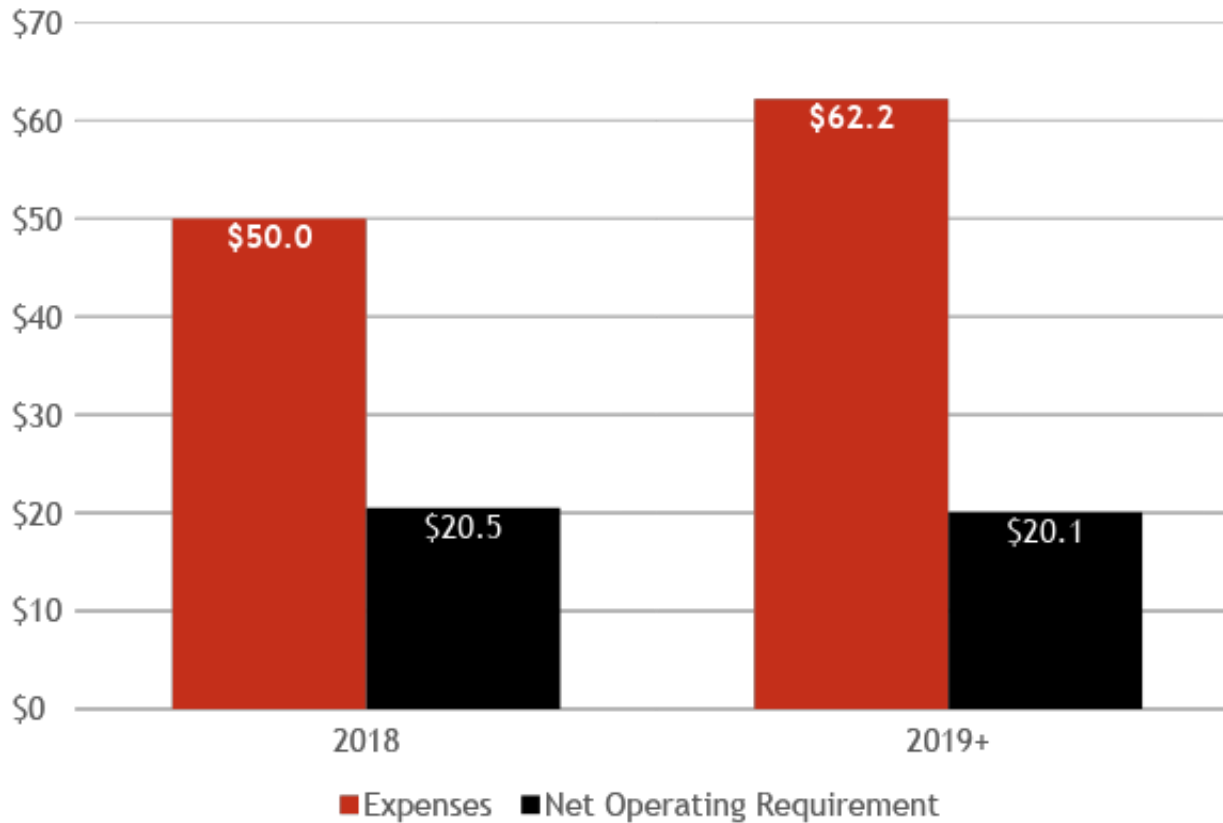
- Q4 2018 - Discovery phase: testing ideas and gathering input from key stakeholders
- Q1 2019 - Process phase: mobilizing early adopters; accelerated & broader engagement
- Q2 2019 - Content phase: increased, high frequency, engagement with multiple community stakeholders
- Q3 2019 - Assessment phase: prioritizing of economic intelligence, formation of strategies

## 2. ENHANCED PERFORMANCE REPORTING

- Strategic outcomes confirmed with shareholder
- Redefined EEDC value proposition
- Robust metrics development to coincide with strategy development

# Summary

Millions



## 2019+

- Broader mandate
- Increased investment opportunities
- Innovation demand