









**We are connected
to Edmonton's future.**

In 2019 EEDC made an Economic Impact of \$418 Million

EDMONTON TOURISM

\$144.9 Million

EDMONTON CONVENTION CENTRE

\$39.4 Million

EDMONTON EXPO CENTRE

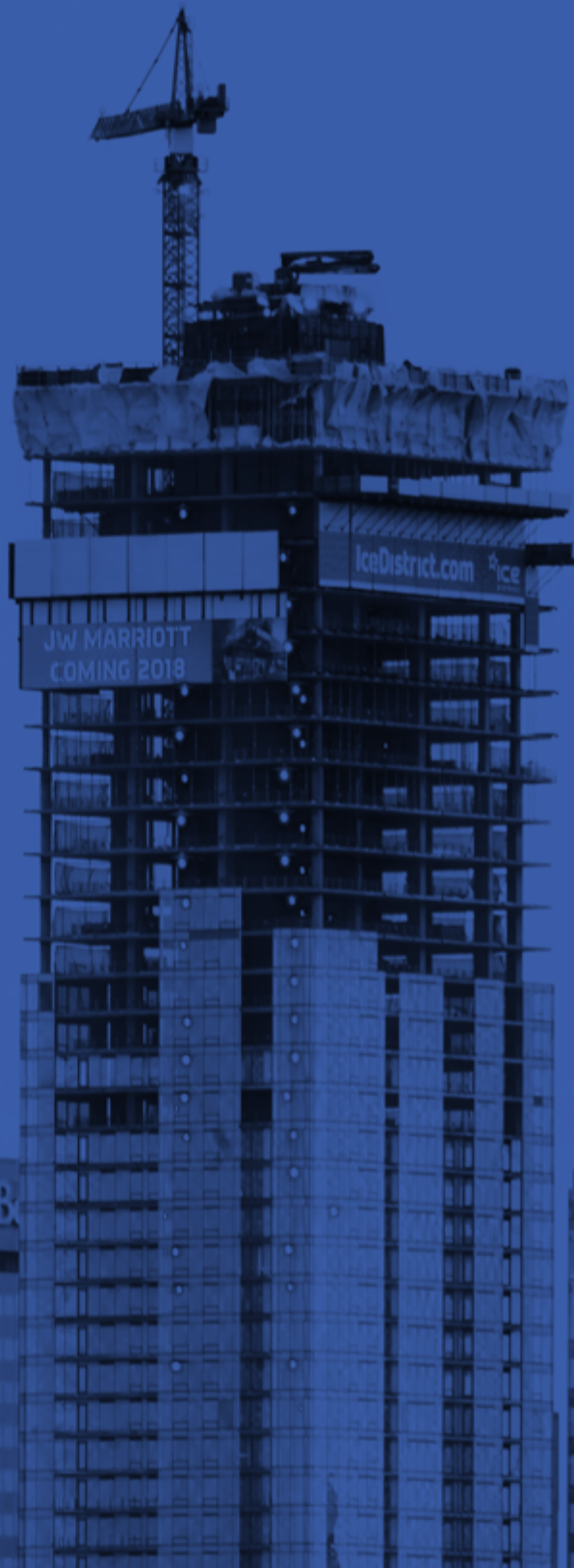
\$74.4 Million

INNOVATE EDMONTON

\$36 Million

RESEARCH & STRATEGY

\$123 Million



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PART

01

Message From Our Board Chair 2019

Report to the Community: Connecting Edmonton

As Chair of the Board of Directors of Edmonton Economic Development Corporation (EEDC), it is my pleasure to present EEDC's 2019 Report to the Community, titled "Connecting Edmonton."

Since my appointment in April 2019, I have considered it a great honor to serve this Board and I would like to thank Angela Fong, Past Board Chair, for her many years of service, dedication and leadership.

My journey with EEDC began in 2016 and the motivation to be part of this Board remains as true today as it did then—EEDC has always been a place for leaders and innovators. Our collective commitment to connecting our community to opportunities, each other and the world has never been more relevant.

Over the last 27 years, EEDC has operated in a state of change and evolution. Our ability to foresee what the city needs and the skills it takes to provide the results, no matter the economic climate, has been essential to expanding Edmonton's economy and making Edmonton a desired place to do business and invest.

We are energized when we see a business succeed and grow. We are passionate about supporting entrepreneurs who are creating the next transformational idea and connecting potential to investment.

And whether it's hosting conventions or seeing visitors from every corner of the globe learning about and exploring our city, and then telling the world "you have to come to this place"—we love showcasing everything that is possible here. EEDC is about making our city a better place—for Edmontonians and beyond. The individuals who serve on this Board share a deep desire and enthusiasm for building a better Edmonton, and I want to thank them for their tireless dedication. I also want to thank Derek Hudson, CEO, and his management team for their commitment to EEDC's values and the city we call home. The difficult economic climate of 2019 presented challenges for all sectors of our economy and collectively, EEDC divisions were able to support and impact the strategies and actions required to build economic resiliency in our city.

EEDC's accomplishments also reside heavily with the team members who continue to make an impact and act as public stewards for Edmontonians. Thank you for what you do every day.

I also want to acknowledge the myriad of critical stakeholders who help us make a difference: The City of Edmonton, Mayor and Council, Edmonton Global, Edmonton Chamber of Commerce, Travel Alberta, the Province of Alberta and countless community leaders who make Edmonton such a vibrant place to live, work, invest, learn and play.

The highlights and successes presented within our Report to the Community are stories of a community that is resilient and proud. The testimonials from our clients and stakeholders express the real impact, and we are grateful for their generosity and continued partnership.



JOSEPH DOUCET
Chair, EEDC Board
of Directors

Board Members

Joseph Doucet, Board Chair
Dean, University of Alberta, School of Business

Kris Hildebrand, Board Vice-Chair
President, Western Canadian Buildings
and Civil Infrastructure, PCL

Paul Alpern
Senior Vice President & General Counsel, Stantec

David Bryan
Private Company Services – Energy Services
& Industrials Sector Leader and Alberta
Region Leader, PwC

Angela Fong
Chief Corporate Officer, AIMCo

Chantell Ghosh
Executive Director, Citadel Theatre

Rohit Gupta
President, Rohit Group of Companies

Matthew Havertape
Vice President, Finance and IT,
Little Potato Company

Alyson Hodson
President and CEO, Zag Creative

His Worship Don Iveson
Mayor of Edmonton

Marcela Mandeville
CEO, Alberta Women Entrepreneurs (AWE)

Chris Micetich
Founder, President and CEO, Brass Dome Ventures
Ltd. And Fedora Pharmaceuticals Inc.

Karen Oshry
Oshry & Company

Catherine Vu
Owner and CUO, Pro-Active IT Management Inc.

Paul Whittaker
President and CEO, Alberta Forest Products
Association







PART

02

EEDC Description

It's About A Stronger Economy For Us All

The Edmonton Economic Development Corporation respectfully acknowledges that we are located on Treaty 6 territory, a traditional gathering place for diverse Indigenous peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Iroquois, Dene, Ojibway/Saulteaux/Anishinaabe, Inuit, and many others whose histories, languages, and cultures continue to influence our vibrant community.



Edmonton Economic Development Corporation (EEDC) was established in 1992 by the City of Edmonton as an independent, not-for-profit corporate entity. EEDC reports to a Board of Directors that is appointed by Edmonton City Council. Our Board is comprised of business and community leaders who confirm the goals and strategies of the organization to achieve the level of economic impact that is desired by the Shareholder, the City of Edmonton.

EEDC is a unique model in Canada. We are a multi-divisional, multi-location organization aligned through unified purpose, vision and values.

Our unique operating and governance model allows us to leverage a platform that supports EEDC's dynamic operations and expertise. This expertise spans multiple business sectors that contribute collectively to the economic prosperity and quality of life for Edmontonians.

Growing prosperity by driving innovation, competitiveness, and relevance for businesses at the local level.

Our unified approach is founded on principles of scalability, adaptability and leveraging public assets for the single purpose of growing our economy. This means that our city can take the lead on new initiatives, take on bigger risks and achieve more than anyone could have expected.

At EEDC, we know that economic development is a team sport, and our divisions work in unison on initiatives that generate economic impact and build the brand and reputation of our city.

- **Research & Strategy**

Improves Edmonton's economy through local business growth and wealth creation ventures. These activities build Edmonton's international business profile and position Edmonton as a great place to invest.

- **Innovate Edmonton**

Collaborates to create the best possible environment for tech-enabled startup and scale up company growth. IE helps founders and their teams bring ground-breaking ideas to market by bringing together the right people, resources and funding. Innovate Edmonton is inclusive of:

- *Startup Edmonton*

Since 2009, Startup Edmonton has brought together entrepreneurs, developers, students, founders, mentors, and investors to transform ideas into some of Canada's most exciting and successful startup and scaling companies.

- *Edmonton Made*

Launched in 2016, Edmonton Made helps local entrepreneurs tell their stories, grow their customer base and leverage the technology they need to be successful and sustainable.

- *Edmonton Research Park*

An incubator and accelerator space home to more than 1,500 members at over 55 companies in diverse fields from biotechnology to energy.

- **Edmonton Tourism**

Edmonton's destination sales organization and the marketing voice for our city's visitor experience – regionally, nationally and internationally.

- **Edmonton Convention Centre**

Edmonton's downtown convention centre, a unique meeting location where people gather to learn, innovate, trade and celebrate. We are recognized as one of North America's top five performing venues.

- **Edmonton EXPO Centre**

The largest venue in Alberta, the 522,000 square-foot facility in central Edmonton is designed for large trade and consumer shows, conventions, and special events with functional, adaptable indoor and outdoor spaces.

- **Corporate Services Division**

These teams of subject matter experts deliver excellence and scalable services to all divisions while driving internal operations and external stakeholder relationships. Together, these teams provide essential shared services such as Finance, Information Technology, Human Resources, Market Intelligence, Communications, Stakeholder Relations and Administration.

EEDC Values

Although the model is important, and its unique benefits are remarkable, what truly defines the EEDC team are our core values. We are proud of our dedication to these values and how they are present in our daily actions and decisions. We thank all the EEDC staff who create a shared experience based on our five core values:

- **Public Stewardship** We have been given a tremendous responsibility to be stewards of public trust as well as architects of bold ideas.
- **Selfless Approach** Everything we do is done in collaboration—with others on our teams, across our divisions and with our stakeholders—and when we win, we win together.
- **Lead the Way** We step up. Start something. Change something. Connect and support others who are willing to take a risk—on our teams, in our city.
- **Make an Impact** When every action, big or small, can make an impact, every action contributes to building a city that matters.
- **Caring for One Another** We have a genuine commitment to the success of each other, our shareholders and our community.



PART

03

Edmonton Tourism

Making Edmonton a bucket list destination

As the city's destination management and marketing organization, Edmonton Tourism—comprised of Meetings & Conventions, Edmonton Events, Marketing, and International Market Development—contributes to Edmonton's success as a tourism destination. In partnership with its stakeholders, they work to deliver on the brand promise that makes Edmonton a great place to visit.

As the trusted experts and resource for sales and the marketing of our city, Edmonton Tourism wants visitors to have more reasons to visit, explore, stay longer and spend more. They work to attract events and visitors that support a vibrant city bustling with sport and cultural events, festivals, meetings and conventions 52 weeks of the year.

The goal: increase year-round sustainable visitation through programs and initiatives that positively impact Edmonton's image and awareness, and drive visitation from regional and international markets.





Photo source: JW Marriott Edmonton Ice District



"I couldn't be more grateful for the partnership and professionalism I have experienced with the Travel Media team. They worked tirelessly with me, my PR agency as well as brand PR in executing numerous media events, always available to provide ideas and 100% trustworthy in executing our common goals. Thank you!"

Steven Walton

JW Marriott Edmonton ICE District

Key Performance Indicators



\$144.9 Million in Economic Impact generated by Edmonton Tourism



133,799 hotel room nights booked in 2019 through Edmonton Tourism's sales efforts



Media coverage, secured through Travel Media's efforts, reached 185 million people



The Tourism Development team worked with 35 local tourism businesses to develop new products and enhance existing offerings that are ready to sell internationally



The Explore Edmonton Visitor Information Team interacted with 22,126 visitors at 34 events and festivals



Edmonton Tourism provided 325,509 web referrals to industry partners



Meetings & Conventions

The Meetings & Conventions team drives qualified leads to our stakeholders and works closely with the Edmonton Convention Centre and the Edmonton EXPO Centre. The team researches, prospects and bids on meetings and conferences that fit with Edmonton's economic sectors.

In 2019, these efforts generated over \$37.3 million in economic impact and secured 38,961 room night bookings. Some meetings and conventions secured in 2019 include the 2019 *SingularityU Canada Summit*, the 2019 *Assembly of First Nations Forum*, the 2019 *Nano Canada and CMC* and the 2021 *Canadian Association of Medical Radiation Technologists*.

Edmonton Events

Edmonton Events is a partnership between the City of Edmonton and Edmonton Tourism. They attract and support world-class sport and cultural events in Edmonton and work closely with event rights holders to bid, enhance and execute sport and cultural events of all kinds.

In 2019, the team generated over \$95.3 million in economic impact and secured 54,675 room night bookings, securing many events such as the 2019 *Canadian Ultimate Championships*.

"It was a big leap of faith at first, but now, with the benefit of hindsight, it was the best decision we could have made. [...] There is something unique happening in Edmonton. For us and for the participants, it was really important that we could go back and say: 'You see, this is why we chose Edmonton.'"

Oren Berkovich

CEO of SingularityU Canada
on the 2019 Summit in Edmonton



Marketing

The multi-award-winning marketing team inspires travellers to explore Edmonton through original content, stunning visuals and compelling stories. They shine a spotlight on Edmonton through digital and experiential campaigns, connecting visitors to the best authentic Edmonton experiences. In 2019, the team partnered with 34 organizations for campaign work, including 26 local partners.

One highlight of 2019 was a campaign with the Heritage Festival aimed at increasing visitor attendance from Calgary. The campaign resulted in a doubling of Calgary-based web visitors and an overall increase of 20,000 people in festival attendance. This partnership led to an ALTO Award for Marketing Excellence.



The Marketing team also won the IABC Award of Excellence for [ExploreEdmonton.com](https://www.exploreedmonton.com) and the ACE Award of Distinction for the *Choose Your Own YEGventure Map*, in partnership with Jill Stanton.

Finally, the team introduced Adara as a measurement tool, which establishes a direct link between digital advertising and the amount of hotel revenue generated from those ads. In 2019, hotel revenue tied to ads totalled \$948,687,* resulting in a larger economic impact of \$7.5 million.

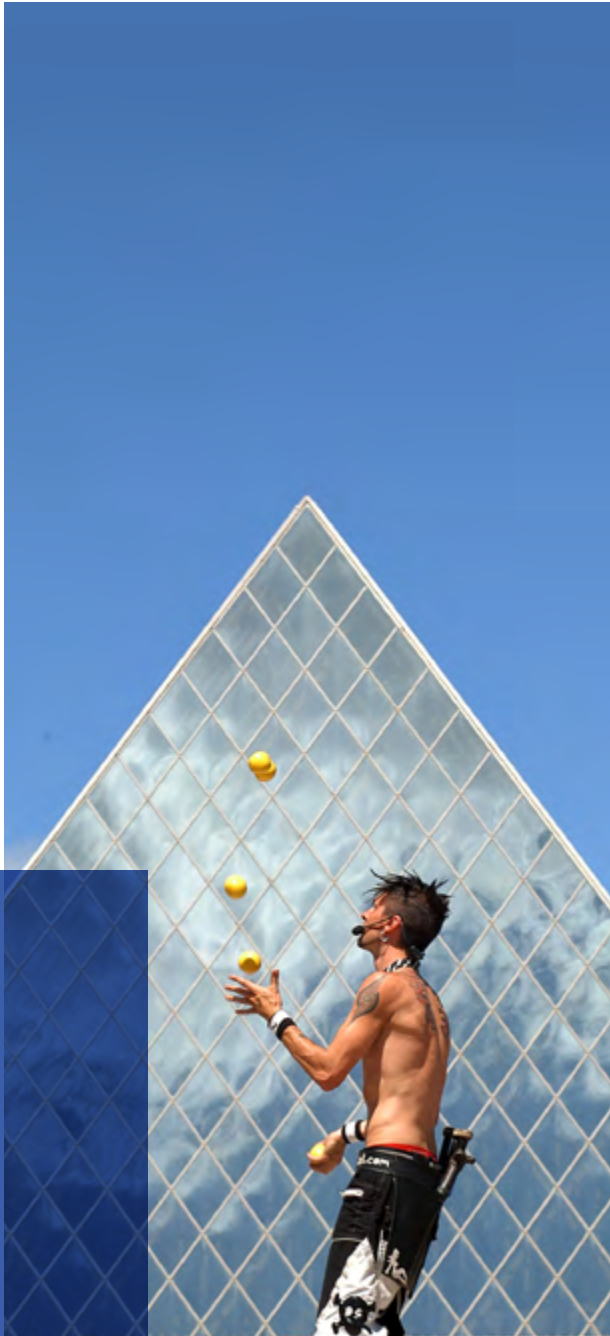
*Potential travellers are tracked for 90 days. The economic impact it generates is calculated by taking the number of travellers, room nights and average daily rate into account.



"The Edmonton Heritage Festival has been working with Edmonton Tourism to increase awareness of our summer festival outside of the Capital region. We have seen substantive, measurable growth in visits (both electronic and in-person) from targeted areas. The program has been so successful, we are planning to expand it this year."

Jim Gibbon

Executive Director of the Edmonton Heritage Festival on their Alto-award winning campaign partnership with Edmonton Tourism



International Market Development

The International Market Development team includes Travel Media, Travel Trade, Tourism Development, Edmonton Experience and Stakeholder Relations.

TRAVEL MEDIA

Travel Media helps build Edmonton's image by securing media coverage to generate awareness for Edmonton as a year-round travel destination. In 2019, the team hosted 56 media visits in Edmonton and attended six marketplaces in key markets including GoMedia 2019. This resulted in a media coverage distribution reach of over 185 million people.

Notable coverage includes: [A Foodie Tour of Edmonton, Canada's Most Exciting Culinary City](#) (The Independent, UK), [Alberta, Canada Has More To Offer Than Just Banff](#) (Mic.com), [A Place I've Never Been](#) (Out There Magazine) and [The Best Way To Spend a Weekend in Edmonton](#) (PasteMagazine.com).

TRAVEL TRADE

Travel Trade sells Edmonton and its experiences to global tour operators and works closely with Edmonton International Airport to develop and support direct air access. In 2019, the team hosted 31 familiarization tours and attended nine marketplaces and sales missions in key markets, including Rendezvous Canada 2019.

These efforts resulted in the development and sale of 152 new itineraries, generating over \$4.8 million in economic impact and securing 19,114 room night bookings.



"Edmonton Tourism has been instrumental in increasing awareness of Silver Skate and our brand locally, nationally and internationally. We are blessed to be working with this incredible team.

Erin Di Loreto

Executive Producer
of Silver Skate Festival

EDMONTON EXPERIENCE

Edmonton Experience engages with visitors around the city to provide information about the destination and encourage them to further explore Edmonton. The team provides YEG Expert destination training to frontline staff in the hospitality industry to help them share Edmonton favourites with visitors.


In 2019, the Explore Edmonton Visitor Information Team interacted with 22,126 people at 34 events and festivals. This team also conducted 4,487 intercept surveys—a project launched in 2019 in partnership with Edmonton Arts Council providing vital real-time visitation research for festivals and events. Another pilot project, the Explore Edmonton visitor kiosk, was also developed and deployed in high-visitor traffic locations.

TOURISM DEVELOPMENT

Tourism Development works closely with stakeholders to grow their businesses through authentic-to-Edmonton products and experiences that are ready to sell regionally and internationally.

In 2019, Tourism Development qualified 35 new experiences including The Commonwealth Walkway's *Quest for the Golden Key* and Métis Crossing's *Paddle into the Past*. The team delivered five workshops, including Indigenous Awareness Training, to over 200 stakeholders and launched the Marketplace Development Program working with Telus World of Science and Get Cooking.

Additionally, the Canadian Experiences Fund granted \$1.4 million in federal funding with support from the Tourism Development team. The funding supported Prairie Gardens & Adventure Farm, Métis Crossing, Edmonton International Airport, Flying Canoë Volant Festival and the Silver Skate Festival.



“Edmonton Tourism has been instrumental in helping us realize our dream. In the beginning it was just an idea, but with the ongoing support and encouragement from [Edmonton Tourism], Flying Canoë Volant is only now touching on its full potential as a unique Edmonton winter experience and story.”

**Daniel
Cournoyer**

Producer of Flying Canoë
Volant Festival

STAKEHOLDER RELATIONS

Stakeholder Relations further developed the [industry website](#) that provides our industry stakeholders with information on leads, tools, resources, training, assets, content, reports and campaign opportunities. The site also provides Edmonton Tourism's annual business plan, as well as services that support our Edmonton businesses.

In 2019, Stakeholder Relations hosted 29 on-site orientations for Edmonton Destination Marketing Hotels in partnership with the Meetings & Conventions and Edmonton Events teams. Upgrades to the website improved the filtering functionality for the Accommodations and Offsite Venues webpages.



"Edmonton Tourism has an unquenchable commitment to growing tourism in this region. This dynamic team has gone above and beyond to not only respond to requests for assistance, but to identify opportunities for Métis Crossing. I have complete confidence that the contribution that tourism makes to the Edmonton and area economy will grow with the Explore Edmonton team pushing us forward!"

Juanita Marois

Executive Director of Métis Crossing



PART

04

Venues

Connecting Edmonton spaces to unforgettable experiences

[The Edmonton Convention Centre](#) and [Edmonton EXPO Centre](#) have the ability to bring people together, create destinations and shape a collective experience among visitors.

Together, these teams share a vision of being among North America's top performing venues—and plan to reach that goal through a commitment to generating a positive social, economic and environmental impact.

BETTER TOGETHER

In 2019, the Edmonton Convention Centre and Edmonton EXPO Centre united to leverage the resources and expertise of both venues as well as increase collaboration with partners. National and international events that choose Edmonton will benefit from a team who works together to deliver exceptional outcomes.

With a combined 672,000 square feet of space and more than 1,200 full- and part-time industry professionals, the Edmonton Convention Centre and Edmonton EXPO Centre are well-positioned to continue attracting economically impactful events to the City of Edmonton.





Key Performance Indicators



Total Economic Impact of \$113.8 Million

Edmonton Convention Centre: \$39.4 Million

Edmonton EXPO Centre: \$74.4 Million



Client satisfaction: +66 Net Promoter Score



Guest satisfaction: +46 NPS



\$39.2 Million in joint venue revenue



Certificate of Recognition Safety Audit 91.5%





Edmonton Convention Centre

WELCOME (BACK) TO THE EDMONTON CONVENTION CENTRE

The Edmonton Convention Centre began 2019 by returning to its original name after 21 years operating as the Shaw Conference Centre.

Recognized by the International Association of Venue Managers as one of North America's top five performing public assembly venues, the Edmonton Convention Centre brings people together to learn, innovate, trade and celebrate in the heart of downtown Edmonton.

The ECC maintains its roots in the North Saskatchewan River Valley through sustainable business practices, a dedication to locally sourced cuisine and a commitment to people.

In 2019, the Edmonton Convention Centre hosted 447 events. Highlights include the first carbon-neutral convention in Edmonton, 21 high school graduations, 41 conventions, plus several weddings, concerts and more.

"We were so excited to have the opportunity to once again work with the Edmonton Convention Centre. The level of professionalism and expertise that everyone at ECC brings to all of our events is second to none."

Alberta Health Services



Environmental Sustainability

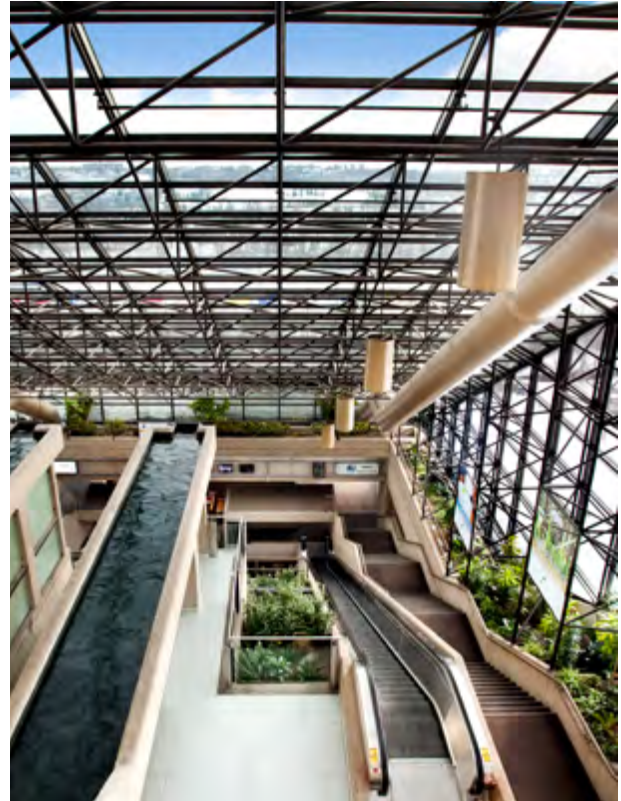
RESPONSIBLE MEETINGS PROGRAM

The Edmonton Convention Centre launched its [Responsible Meetings Program](#) with Edmonton's first carbon-neutral convention, SPARK 2019: Carbon Positive from October 28–30. The Responsible Meetings Program was created in response to a growing demand by the events industry to have more environmentally responsible solutions for meetings and events.

The goal of the Responsible Meetings Program is to integrate sustainability into every conversation and provide value to clients who select plant-based menus, reduce single-use items, opt-in to donation programs and participate in carbon offsetting and post-event reporting.

SUSTAINABLE FROM THE GROUND UP

In 2019 the Edmonton Convention Centre was the first convention centre in Canada to launch a full plant-based menu. Forty-five per cent of the culinary team's purchases were made through partnerships with local producers and growers, leading to a reinvestment of more than \$750,000 into Edmonton's economy while reducing greenhouse gas emissions from food production and transportation.



ATRIUM CONSTRUCTION

On June 27, the City of Edmonton announced a \$10.8 million atrium modernization project that included the replacement of the venue's 35-year-old skylight units with building-integrated photovoltaic (solar) glass units. Once complete, the project will be the largest building-integrated solar installation in the country and will generate an estimated 227,000-kilowatt hours of electricity.

GREENHOUSE GAS REDUCTION PLAN

On November 5, the Edmonton Convention Centre released its [Greenhouse Gas Reduction Plan](#) that commits the venue to reducing greenhouse gas emissions 15% by 2025 and 30% by 2035.



Community Connections

In 2019, the Edmonton Convention Centre was recognized with an Education & Service award from the International Association of Venue Managers (IAVM) for commitment to the community—the only Canadian venue to receive this honour since 2013.

In April and October, the Edmonton Convention Centre collaborated with Homeward Trust to host Homeless Connect, an event held at the Edmonton Convention Centre since 2009.

As part of an ongoing commitment to the Edmonton Food Bank's Second Helping Program, more than 5,079 pounds of excess food was frozen and donated to those in need in 2019.



Edmonton's Community Canvas

Seventeen pieces from seven local artists were placed in high traffic areas as part of the annual [Community Art Program](#). In addition, approximately 45 pieces of student art were selected from the Edmonton public school board and Edmonton Catholic school board to be displayed in the centre's pARTnership Gallery.





Edmonton EXPO Centre

As the largest Canadian venue of its kind outside of Toronto, the Edmonton EXPO Centre is a powerful economic catalyst, providing authentic experiences and limitless opportunities in an imaginative event space. The Edmonton EXPO Centre was designed with adaptability and scale in mind. It has deep roots in Edmonton as a place to come together for amazing event experiences.

In 2019, more than 1.3 million people visited the venue to enjoy *Disney on Ice*, the *PBR Canada Edmonton Classic*, plus 40 different trade and consumer shows. A large number of those visitors came for *Glow Gardens*, one of Edmonton's largest indoor holiday light displays. The festival ran for 53 consecutive days between November and January and took nearly 15,000 venue staff hours to execute.



Hall D arena

In 2019 the Edmonton EXPO Centre Hall D arena was renovated to elevate the venue as a destination for major sporting and entertainment events. As the only mid-sized arena venue of its kind in Edmonton, the space was equipped with new LED sports lighting, retrofitted washrooms and change rooms and venue beautification.

The improvements served as a catalyst for the Edmonton EXPO Centre to pursue more national and international sporting events including the *FIBA Women's Olympic Pre-Qualifying Tournament*, where the top women's basketball players in the world faced off on the road to the Tokyo 2020 Olympic Games.



HOME OF THE EDMONTON STINGERS

The Edmonton EXPO Centre became the official home of the hive, as the Canadian Elite Basketball League's (CEBL) [Edmonton Stingers](#) kicked off their inaugural season at the Hall D arena. Thousands of basketball fans swarmed to the Hall D arena over the course of the season to cheer on their new home team.



ENDLESS POSSIBILITIES

Designed for adaptability, the opportunities for unique events at Edmonton EXPO Centre are limitless. In October, the bulls came back to Hall D arena and brought along 60 tons of dirt for the *PBR Canada Edmonton Classic*. Within days, the team flipped the space for *Farmfair International* from November 6-10 and then again for the *FIBA Women's Olympic Pre-Qualifying Tournament* from November 14-17. The basketball court immediately gave way to ice for 12 performances of *Disney on Ice presents: Mickey's Search Party* from November 20-24.

"The Edmonton EXPO Centre is hands down one of the best venues to do business with. They treat us more like a partner than a client. The Edmonton Home Shows are trusted, local events that bring close to 90,000 homeowners to the Edmonton EXPO Centre every year—we need the customer experience to be spot-on from the minute they park their cars until they leave the Home Show with their purchases in hand. The Edmonton EXPO Centre helps us create that satisfying experience."

Marketplace Events

Community Impact

In 2019 the Edmonton EXPO Centre provided in-kind support to several neighbouring organizations including the Special Olympics, Santa's Anonymous and Kids Up Front.

The expansive space is a valuable resource for partners like Junior Chamber International. In December, the JCI Holiday Hamper team utilized the venue for more than 2,500 drivers who picked up Christmas hampers for delivery in the community.



A CANVAS FOR COMMUNITY ART

The Edmonton EXPO Centre partnered with the Nina Haggerty Centre for the Arts to showcase works by artists with developmental disabilities in the new [EXPO Art Pavilion](#). Eighteen pieces have been installed for guests to enjoy throughout the public gallery spaces.

ENVIRONMENTAL IMPACT

Buzzing with new rooftop tenants.

As a newly licensed City of Edmonton urban beekeeping facility, the Edmonton EXPO Centre welcomed two beehives to the rooftop of the venue. Each hive holds a colony of approximately 20,000 bees which are expected to grow in numbers as they continue to settle into their new home.



05

Innovate Edmonton



Connecting Edmonton's best ideas to the people who need them

[Innovate Edmonton](#) helps founders and their teams bring ground-breaking ideas to market. We collaborate to create the best possible environment for technology innovation and tech-enabled startup and scale up company growth.

THE ALBERTA INNOVATION CORRIDOR

Ninety per cent of Alberta's tech companies are located in either Edmonton or Calgary: The Innovation Corridor Partnership aims to pool resources and compete together in the global market in ways neither city could do alone. [The Alberta Innovation Corridor](#) strategy is a coordinated effort to create maximum opportunities for Alberta-based entrepreneurs and tech companies.

YEG INNOVATION COMPASS

[The YEG Compass action plan](#) represents the efforts of hundreds, if not thousands, of passionate voices who believe deeply in the potential of Edmonton's tech-innovation ecosystem.

After many studies, meetings, public hearings, media articles and engagements, the entrepreneurial community and the organizations that support it are unified in the idea that we are done talking—it's time, as a community, to act.

Using the YEG Innovation Compass Report as a guide, we have developed five priority action areas to focus the efforts of our coordinated impact approach and the work of our community to create the highest possible impact:

- Investment
- Talent
- Customers
- Marketing
- Governance



Key Performance Indicators



\$72 Million investment raised by client companies of Startup Edmonton and ATC.



\$36.3 Million impact of Divisional Activities.



285 Ecosystem entry point meetings.



254 Tech jobs created by client companies of Startup Edmonton and ATC.

EDMONTON

CALGARY IS HERE.

aws

“TURN YOUR ONTO SOMETHING INTO SOMETHING”

#3

ONE OF THE YOUNGEST, FASTEST GROWING CITIES IN THE COUNTRY

95.0%

START START START

SHIP SHIP SHIP

SCOPE

BIOWARE FOUNDERS RECEIVED THE ORDER OF CANADA IN 2018

“STARTUP EDMONTON IS AN INCREDIBLE CHAMPION FOR TECHNOLOGY COMPANIES IN OUR COMMUNITY”

Startup Edmonton

Supporting entrepreneurs as they build and grow tech-enabled products and companies is at the heart of [Startup Edmonton](#). Since 2009, it has connected entrepreneurs, developers, students, founders and investors to transform ideas into some of Canada's most exciting and successful start-up and scaling companies.

MICROSOFT FOR STARTUPS

Startup Edmonton was named the flagship Alberta partner for Microsoft's global startup program. The partnership with Microsoft for Startups is an amazing opportunity to enhance opportunities for local founders to increase their skill-base and expand their networks to the world. Eligible Startup Edmonton members participating in the program will have access to Microsoft for Startups' enterprise-grade technical support, development tools and up to \$120,000 in free Azure credits.

AMPLIFYING OUR STORY

Startup Edmonton shared stories of the Edmonton tech community's founders, companies and ecosystem with 25,000 attendees at Collision in Toronto. These stories were also presented alongside Calgary Economic Development at Inventures. Startup Edmonton and Startup Calgary then partnered to produce DemoCamp Alberta, a collaborative event that brings together developers, creatives, entrepreneurs and investors to showcase the best up-and-coming tech products in our province.



"The Collision event was a prime example of what start-ups need. It was a collaborative effort which I believe will provide tangible benefits to the participating companies and further Edmonton's brand as a start up hub."

Teruel Carrasco

Chief Revenue Officer, Dealcloser

STUDENT FOUNDERS PROGRAM

Startup Edmonton was awarded a \$250,000 grant from Western Economic Diversification (WD) Canada that will launch the Student Founders Program in 2020.

The program will offer young entrepreneurs who are building early-stage tech-enabled products or businesses \$10,000 to work full-time over the summer to launch their start-ups towards success.



LAUNCH PARTY 10

Launch Party 10 marked a significant milestone for the start-up community—a decade of product launches. Edmonton Startup Week saw record-breaking attendance of 4,500, with 48% of attendees brand new to the start-up community.

The Startup Edmonton student program saw rapid growth with more than 8,000 student interactions and a 197% increase in student membership.



"Founding, scaling, and ultimately exiting our company in Edmonton wouldn't have been possible without the community fostered by organizations such as Startup Edmonton. Since we were acquired by Microsoft the opportunities to take Mover to the next level have been limitless.

This partnership between Microsoft and Startup Edmonton, along with the support provided, will undoubtedly help local entrepreneurs achieve more."

Eric Warnke

former co-founder and CEO of Mover.
Mover started as a company that was spotted at a Launch Party

EDMONTON RESEARCH PARK

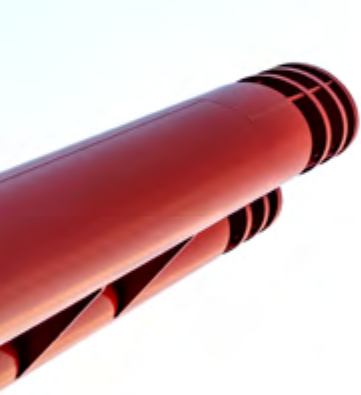
[The Edmonton Research Park](#) (ERP) is home to more than 1,500 members at 55+ companies working in diverse fields, ranging from energy to biotechnology.

ADVANCED TECHNOLOGY CENTRE

[The Advanced Technology Centre](#) provides a collaborative work environment, with short term leases for growth-stage technology companies. They offer peer-to-peer networking, accelerating partner programs and community support services.

ATC tenant company Nanoprecise Sci Corp was selected among the top 12 startups from 60 companies in the global ATCE Startup Village Competition. The company also won the People's Choice and Rising Star Award worth \$20,000 at the International Startup Village ATCE Competition.

Another ATC tenant, Trifork Learning, was acquired by the Netherlands based Citrus Andriessen and was renamed TEN SPD. The company continues to operate at ATC as Citrus Andriessen's North American HQ. The company is hiring 10 new employees.



Shop Local



EDMONTON MADE

[Edmonton Made](#) helps local entrepreneurs promote their products, grow their audiences and connect with the resources they need to be successful.

The Edmonton Made program and platform aims to encourage companies to leverage technology and enhance the exposure of locally based companies to make it easier for Edmontonians to shop local and find distinctly Edmonton products and experiences.

The third edition of the [Gifted Catalogue](#) launched in September 2019 and was the largest yet, featuring 107 products from 86 local businesses. Distribution has doubled since last year with 10,000 catalogues circulated to over 60 locations.

The Gifted Catalogue also successfully piloted a digital magazine that, along with website visits, contributed to 20,000 unique page views.



PART

06

Research & Strategy

Connecting Edmonton's economy to a world of growth

The Research & Strategy division of EEDC (formerly known as Enterprise Edmonton) improves Edmonton's economy through local business growth and wealth creation ventures. These activities build Edmonton's international business profile and position Edmonton as a great place to invest.

The team coached and supported local companies to successfully pursue and achieve growth opportunities in Edmonton and in markets beyond.





Key Performance Indicators



\$123 Million
in Economic Impact



55 Companies enrolled in Trade
Accelerator Program, an increase
of 175% from the previous year



\$40 Million Value of
Growth, Expansion
and Trade



10 Outbound
Missions Executed



36 Inbound
Missions Executed

Major Outcomes

TRADE ACCELERATOR PROGRAM

The EEDC team, in collaboration with the Edmonton Chamber of Commerce, continued to prepare companies for expansion and growth into new markets through the [Trade Accelerator Program \(TAP\)](#).

In 2019, our team ran four cohorts consisting of 16 workshop days for 55 companies and worked with over 20 community sponsors. In partnership with Health City, the team delivered a health-sector focused cohort and welcomed companies from both Edmonton and Calgary. TAP graduates have entered many new international markets, including Indonesia, the USA, Japan, the European Union and more.

SECTOR-FOCUSED EXPORT ACTIVITIES

Building on the success of TAP and in response to demand from the growing number of companies with viable export plans, the team set out to help more Edmonton companies execute their plans through export sales-focused trips.

EDMONTON.COM

Both Research & Strategy and Innovate Edmonton provide services and programs to help local companies start, grow and expand beyond Edmonton. The redesigned and repurposed [Edmonton.com](#) provides access to EEDC's suite of offerings for entrepreneurs and organizations.

Visitors can also read Edmonton business success stories and learn about upcoming business events. Since launching in April, Edmonton.com has been visited by over 85,000 unique users.



"There are many Edmontonian businesses that have worked with—and greatly benefited from—EEDC's mandate to grow trade and export opportunities and volume. In addition to sharing our gratitude, we take this moment to congratulate EEDC and their staff on the business wins that they have planted across the community."

Keenan Pascal

CEO, Token Naturals

Highlights



Tokyo Bar Show 2019

Three Edmonton companies participated in the exclusive Tokyo Bar Show, an international event for those in the liquor and bar industry. As a result, two of the attending companies were listed in one of the world's most exclusive department stores.



CosmeTokyo 2019

Three Edmonton companies participated in this international skincare show in Tokyo. The Research & Strategy team collaborated with the Alberta Japan Office to build a Canada pavilion at the show. One company found a distributor and is now in over 80 major department stores in Japan. Both other companies found markets in Hong Kong, Singapore and Malaysia as a result of connections made at CosmeTokyo.



Germany Agri-food Product Development

Five Edmonton companies in the agri-food sector attended ANUGA, the world's largest trade show for food and beverage companies in Dusseldorf, Germany.

The EEDC team worked with a member of the consumer-packaged goods industry in Berlin to help companies understand the needs and nuances of the German market. Companies established essential relationships in Germany and had the opportunity to refine their product and market-entry strategies.



"Having successfully exported products in prior ventures there was still a lot of value in [TAP]. Staying current with ever changing global dynamics and staying informed of the resources available to help export successfully are just two of the benefits we derived from participating in this program. It's worth the time and effort."

Don Murphy

COO, Stream Technologies





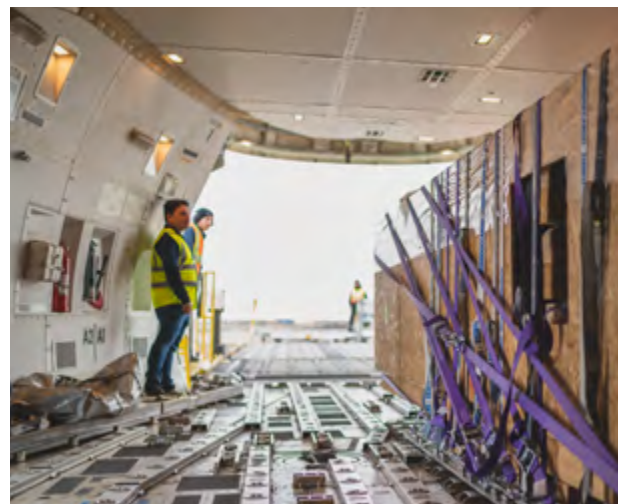
EXPORTITUDE

The Research & Strategy team identified an opportunity to encourage Edmonton-based companies to grow through export by executing story-driven campaigns and providing programs and services that move them along their export journey.

MEDIA AND DIPLOMATIC INBOUND MISSIONS

The Research & Strategy team hosted 36 international media and diplomatic visits from 12 countries and jurisdictions:

- Belgium
- France
- Germany
- Hong Kong
- Italy
- Japan
- the Netherlands
- South Korea
- Taiwan
- Ukraine
- United Kingdom
- United States





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↑

→ Luggage - 1-800-4-AIRPORT
→ U.S. Quick Connect
→ Immigration - 1-800-4-AIRPORT
↑ Baggage Claim
↑ Lost & Found

Heineken

PART

07

EEDC Financial Results

For the year
ended December 31, 2019
(In CAD)

SUMMARY STATEMENT OF OPERATIONS

	2019 Actual	2019 Budget (Unaudited)	2018
City of Edmonton	\$20,089,844	\$20,042,000	\$18,542,000
External revenues	47,963,951	42,557,762	50,753,231
	68,053,795	62,599,762	69,295,231
Operating & program expenses	67,254,015	65,177,663	66,741,887
Operating surplus before amortization & interest	799,780	(2,577,901)	2,553,344
Net amortization	457,762	265,875	332,572
Interest	179,017	178,460	187,612
	636,779	444,335	520,184
Net surplus (deficit) for the year	\$163,001	\$(3,022,236)	\$2,033,160

DIVISIONAL RESULTS	Edmonton Convention	EXPO Centre	Edmonton Tourism	Research & Strategy	Innovate Edmonton	Corporate Services	2019 Total
City of Edmonton	\$ -	\$ -	\$5,983,673	\$2,491,798	\$3,232,835	\$6,881,538	\$18,589,844
External revenues	18,863,470	20,498,902	5,698,517	760,229	1,671,955	470,878	47,963,951
	18,863,470	20,498,902	11,682,190	3,252,027	4,904,790	7,352,416	66,553,795
Operating & program expenses	18,725,426	20,412,304	10,244,397	3,151,106	5,514,892	7,705,890	65,754,015
Operating surplus before amortization & interest	138,044	86,598	1,437,793	1 00,921	(610,102)	(353,474)	799,780
Net amortization	89,385	34,026	35,890	16,153	226,159	56,149	457,762
Interest	-	-	-	-	179,017	-	179,017
Net surplus (deficit) for 2019	89,385	34,026	35,890	16,153	405,176	56,149	636,779
Net surplus (deficit) for 2019	\$48,659	\$52,572	\$1,401,903	\$84,768	\$(1,015,278)	\$(409,623)	\$163,001

STATEMENT OF FINANCIAL POSITION

Assets	2019	2018
Current Assets	\$20,462,811	\$23,059,892
Long-term Assets	8,505,220	6,445,235
Total Assets	28,968,031	29,505,127
Liabilities		
Current Liabilities	13,625,240	13,153,252
Long-term Liabilities	6,301,851	7,473,936
Total Liabilities	19,927,091	20,627,188
Share Capital and Net Assets		
Share Capital	100	100
Net Assets	9,040,840	8,877,839
Accumulated Operations	-	-
Accumulated Remeasurement	9,040,940	8,877,939
Total Liabilities, Share Capital and Net Assets	\$28,968,031	\$29,505,127

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