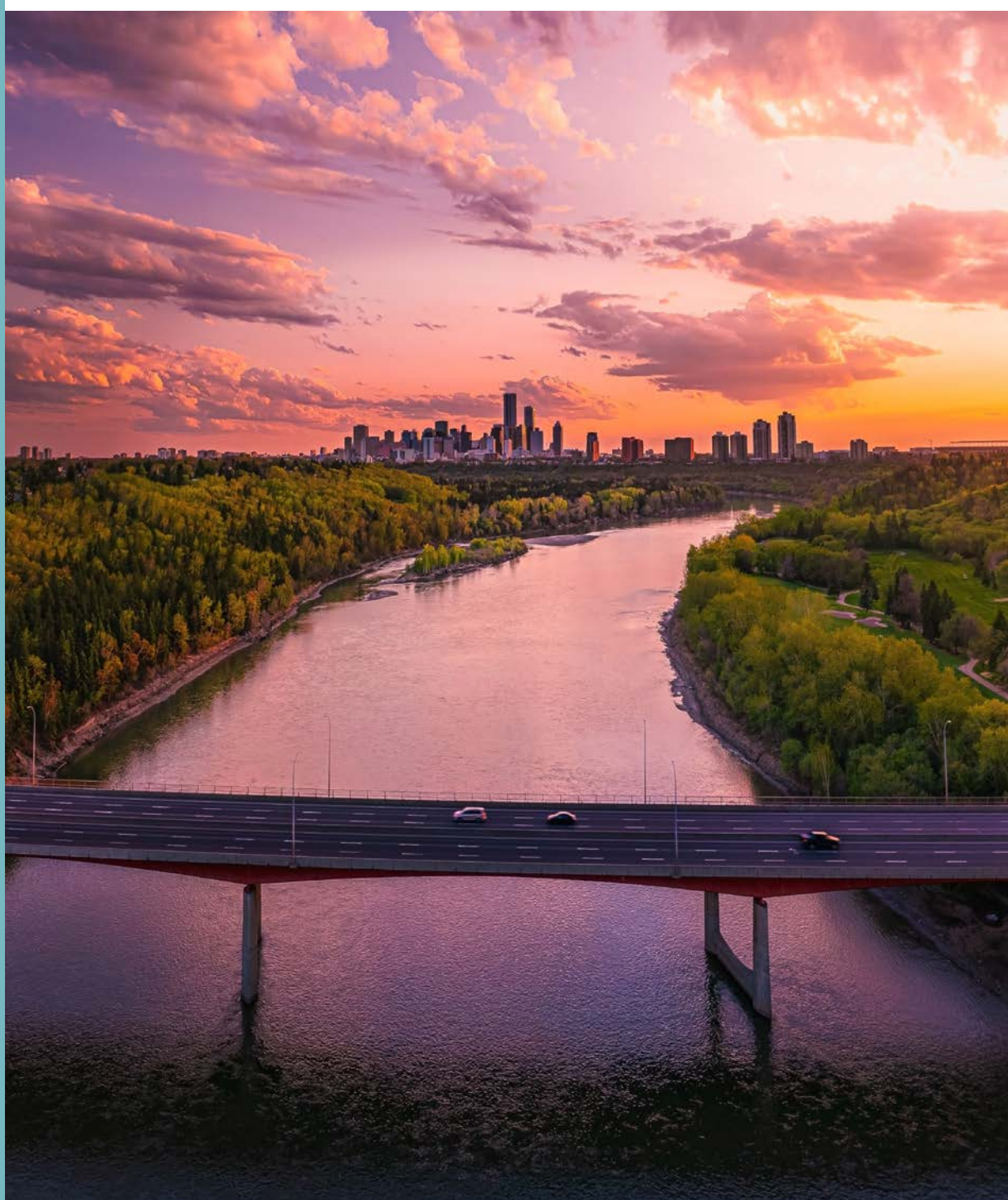


2021

EXPLORE EDMONTON CORPORATION

ANNUAL REPORT



TREATY ACKNOWLEDGMENT

Explore Edmonton respectfully acknowledges that we are located within Treaty 6 territory, and Métis Nation of Alberta Region 4. We acknowledge this land as the traditional home for many Indigenous Peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Dene, Saulteaux, Anishinaabe, Inuit and many others whose histories, languages, and cultures continue to influence our vibrant community.



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MESSAGE FROM THE BOARD CHAIR, MARCELA MANDEVILLE

When I look back on 2021, I think of resilience, hope, and perseverance. We've all overcome, endured, and still succeeded in many ways. The pandemic has continued to wreak havoc on lives and businesses, but it has also clearly shown us how important the visitor economy is.

As Chair of the Board of Directors of Explore Edmonton Corporation, I am continuously in awe of the resiliency demonstrated by the people in our organization, the tourism industry, and our entire city. It takes a different kind of strength to withstand the hardships of the last two years, but we've done it. Together we've accomplished so much, as you can see throughout this report, and there's more to come.

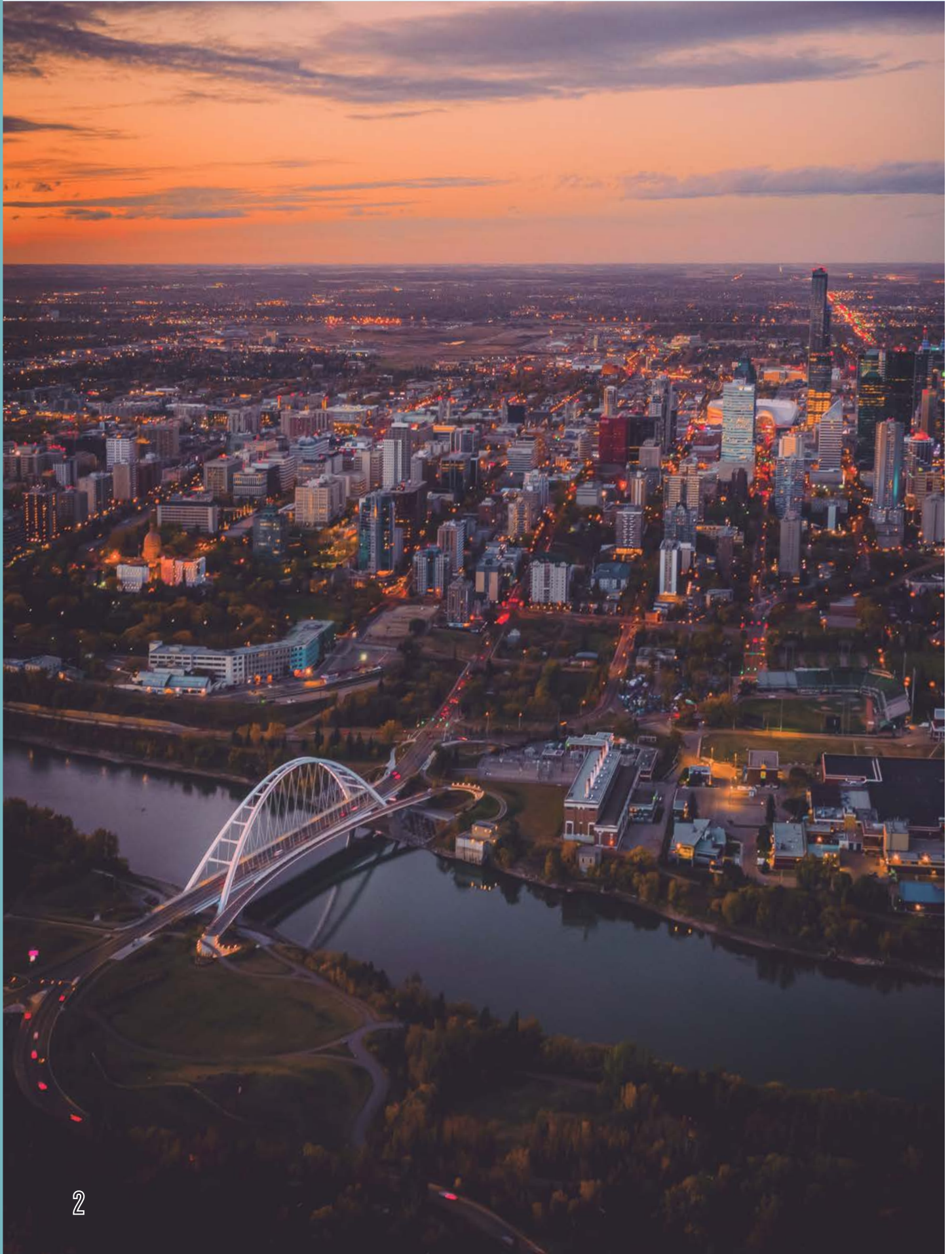
I believe it wholeheartedly when I say that this city, our city, is truly unlike any other. I think a big part of what makes Edmonton so special is the people: our entrepreneurs, trailblazers, artists, and industry leaders. At Explore Edmonton, our job is to market the city and help develop transformational experiences, but it truly is each of you that help ignite our passion for Edmonton.

So, thank you for everything you've done throughout 2021 and we can't wait to continue to work together to share Edmonton with the world.



MARCELA MANDEVILLE

Chair of the Board of Directors
of Explore Edmonton Corporation



MESSAGE FROM THE CEO, TRACI BEDNARD

One of my best experiences of 2021 was joining Explore Edmonton as President and CEO. I've worked closely with many people on the team already and I know what they are capable of. I want to thank Maggie Davison, Interim CEO, for the incredible work she has done in building our tourism team and then leading this team throughout the global pandemic; it was certainly not an easy feat.

While 2021 was plagued with uncertainty and (many) ups and downs, we were able to begin transitioning our marketing and advocacy effort from basic survival to planning for the future and jumpstarting the visitor economy. Our messaging shifted from 'Stay Home' and 'Support Local' to 'Stay Safe, Support Local,' and then finally to safely welcoming visitors back to Edmonton. We were able to host some truly incredible events in our city that not only provided reprieve and exciting experiences for Edmontonians, but also much-needed revenue for our economy. And Edmonton, with partners across the tourism industry working together, became Canada's first GBAC-Star accredited destination. The cleaning industry's only outbreak prevention, response, and recovery accreditation.

Each action we took this year reflects our goals and the steps that we are taking toward recovery. I am proud to share the work that our team at Explore Edmonton has accomplished throughout 2021 in this report. With each challenge came an opportunity for us to demonstrate our grit – and I think you'll see that we did just that.

Supporting the tourism and events sector in Edmonton will be challenging work in the coming year, but there is also exciting, impactful work ahead to elevate Edmonton as a destination of choice. I am optimistic that 2022 will be the year we kickstart the recovery of the industry and get back to business. The last two years have shown us how important tourism is to our economy. Put simply, there will not be a full economic recovery without the tourism industry.

I want to acknowledge our shareholder, the City of Edmonton, as well as partners and stakeholders for all that they do to help make Edmonton a destination of choice for travelers around the world. We are lucky to work with such talented individuals who pour their hearts and souls into everything they do, who strive to offer one-of-a-kind experiences in our city, and who make Edmonton a great place to visit, live, learn, work, and play.

The world needs more Edmonton, and when our visitor economy thrives, so do Edmontonians!



TRACI BEDNARD
President and CEO
Explore Edmonton

DESTINATION MANAGEMENT & MARKETING ORGANIZATION

We are Edmonton's Destination Management and Marketing Organization (DMMO), responsible for driving tourism revenues within the visitor economy. The DMO landscape is vast and varied in terms of scope, budget, and strategy. In Canada, DMOs are categorised into three tiers: national, provincial, and regional.

Our organization is unique in Canada because over the past two years, we've made the strategic switch to elevate our work in the destination development and management space in addition to our marketing efforts. Destination management is the intentional work to develop and shape tourism experiences, products, events, and the legacy of a destination, that aligns with visitor expectation, responsible management, and a long-term approach. This is reflected in the two award-winning, GBAC-accredited venues we manage, the Edmonton Convention Centre and the Edmonton EXPO Centre, in our industry-leading marketing teams, and in our sport, cultural, and business event attraction and hosting capabilities.

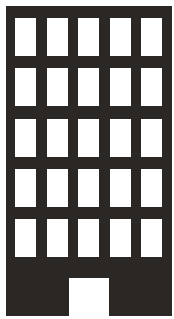
In collaboration with our shareholder, the City of Edmonton, we are committed to executing our mandate in alignment with Edmonton's Economic Action Plan, Vision 2050 City Plan, and with our economic development partners, Edmonton Global and Innovate Edmonton. We recognize that while our efforts create economic benefits for our partners and shareholder, what we do also enhances the quality of life for all Edmontonians. It is vital that as we turn our attention to the recovery of the visitor economy, as well as long-term growth and prosperity for businesses in the tourism and events sectors, we do so in a way that supports the City of Edmonton's climate goals, as well as its environmental, social, and governance objectives.

Working together in a one-team approach aligned by our core values, Explore Edmonton's business units help tell Edmonton's story, elevate the Edmonton experience, and drive visitation year-round. By supporting the development of transformational experiences that have a uniquely Edmonton flavour, we are well positioned to attract visitors, major events, meetings, and conventions to our city in the coming years.

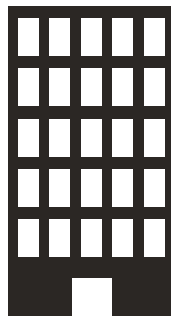
2021 PERFORMANCE HIGHLIGHTS

**DIRECT
ECONOMIC
IMPACT**

\$98,543,676.00



31,984
HOTEL ROOMS
BOOKED



50,640

JOBS SUPPORTED

TOTAL MEDIA COVERAGE: 211 MILLION VIEWS

SUPPORTED DEVELOPMENT OF

24

EXPERIENCES



EDUCATED OVER

600

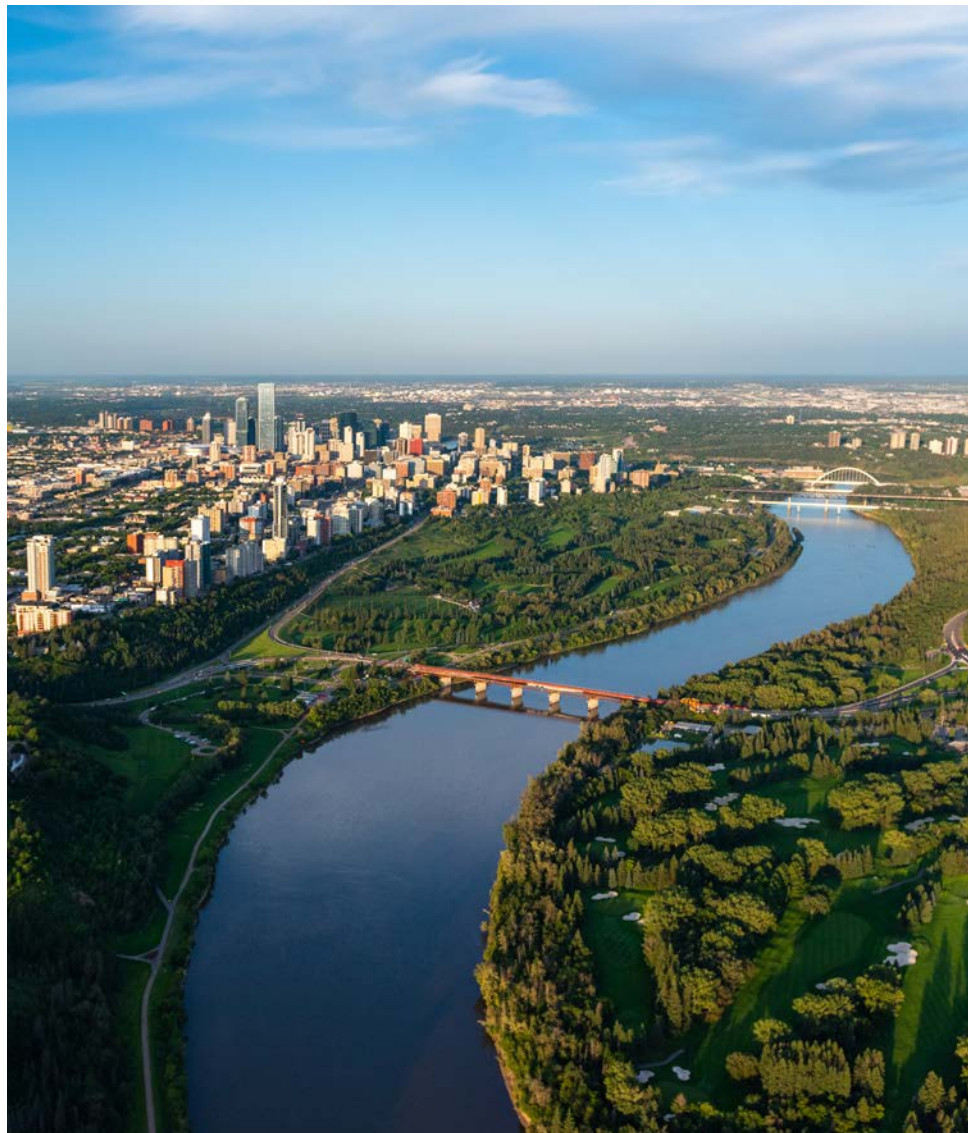
**LOCAL
POST-SECONDARY
STUDENTS**

ON YEG EVENTS AND ACTIVITIES

PILLARS OF EXCELLENCE

To measure the impact of our efforts throughout 2021, we turn to our four pillars of excellence and the development of the Tourism Master Plan. Our pillars give us a direction to rally around, and they offer a set of shared goals that highlight what we must do extremely well to achieve our aspirations for the future. Together with the Tourism Master Plan we are guided, at the highest level and all levels, on what is most important to our shareholder, Indigenous partners, stakeholders, and clients.

Throughout this report we will refer to these pillars as we showcase our achievements from 2021 and the strides we've taken to reignite the visitor economy in Edmonton.



TOURISM MASTER PLAN

When solidifying our identity as a destination management and marketing organization, it was clear we needed to establish guidance around future tourism development. In 2021, in collaboration with industry and community, we created our 10-year Tourism Master Plan.

MARKETING & SALES

Our sales and marketing decisions drive demand for Edmonton experiences, support stakeholders' business performance, and build ambassadors for Edmonton across local, domestic, and international markets.

OPERATIONAL EXCELLENCE

We operate with a continuous improvement mindset, leaning into our creative strengths in all aspects of our operations. Scalability is key in all operations and flexibility in our support services is the key to serving our Shareholder needs.

SOCIAL PROSPERITY

We contribute to the social prosperity of Edmonton by supporting local producers, partners and community groups as well as providing a workplace of choice for our own employees.

SUSTAINABILITY

We invest in environmental and social sustainability as it benefits us all today and into the future.

TOURISM MASTER PLAN

When we talk about destination development, Explore Edmonton's role is as the cultivator of Edmonton's visitor economy and the tourism experiences that will create future legacy for our city. While Explore Edmonton plays an important role in developing and promoting the visitor economy, we do not own the visitor economy. We can't invest in new attractions and experiences on our own, but we can help determine what opportunities will enhance our visitor experience, and we can work to create the conditions for a thriving visitor economy.

Some might ask the question, 'why did you develop a 10-year tourism roadmap now, in the middle of a global pandemic?' Perhaps no industry has been affected to the extent that the travel and tourism industry has, and we have an opportunity and a need to rethink the way we approach tourism to ensure sustainability in the industry.

DESTINATION VISION IN 2030 EDMONTON IS

**A VIBRANT
DESTINATION** DRIVEN BY OUR SPIRIT, CULTURE
AND UNIQUE BLEND OF URBAN
AND WILDERNESS EXPERIENCES.

Collectively, this vision defines our unique sense of place and positions us to compete in the global marketplace.

Throughout the planning process, our community demonstrated an overwhelming willingness to come together and develop a shared vision for Edmonton's visitor economy. The power of that collaborative spirit will be leveraged, channeled, or harnessed again as we aim to bring this vision to life, and it will require the support of a broad reaching group of contributors and a 'Team Edmonton' approach. Now, we have begun rolling out the tactical work and planning funding mechanisms to help ensure the success and sustainability of the strategy.

SEVEN STRATEGIC GOALS & RECOMMENDATIONS

- 1 STRENGTHEN AWARENESS AND PERCEPTION OF THE EDMONTON PLACE BRAND.**
- 2 SUPPORT THE DEVELOPMENT, ENHANCEMENT, AND STEWARDSHIP OF YEAR-ROUND VISITOR EXPERIENCES.**
- 3 ACTIVATE THE RIVER VALLEY TO CREATE A MORE VIBRANT DESTINATION AND GATHERING PLACE.**
- 4 CREATE A DYNAMIC, WELL-DESIGNED, AND ACCESSIBLE URBAN EXPERIENCE.**
- 5 IMPROVE ACCESS, MOBILITY, AND CONNECTIVITY.**
- 6 UTILIZE A HOLISTIC, INNOVATIVE, AND PERSONALIZED APPROACH TO VISITOR SERVICING.**
- 7 EXPAND TOURISM INVESTMENT AND REGIONAL COLLABORATION.**

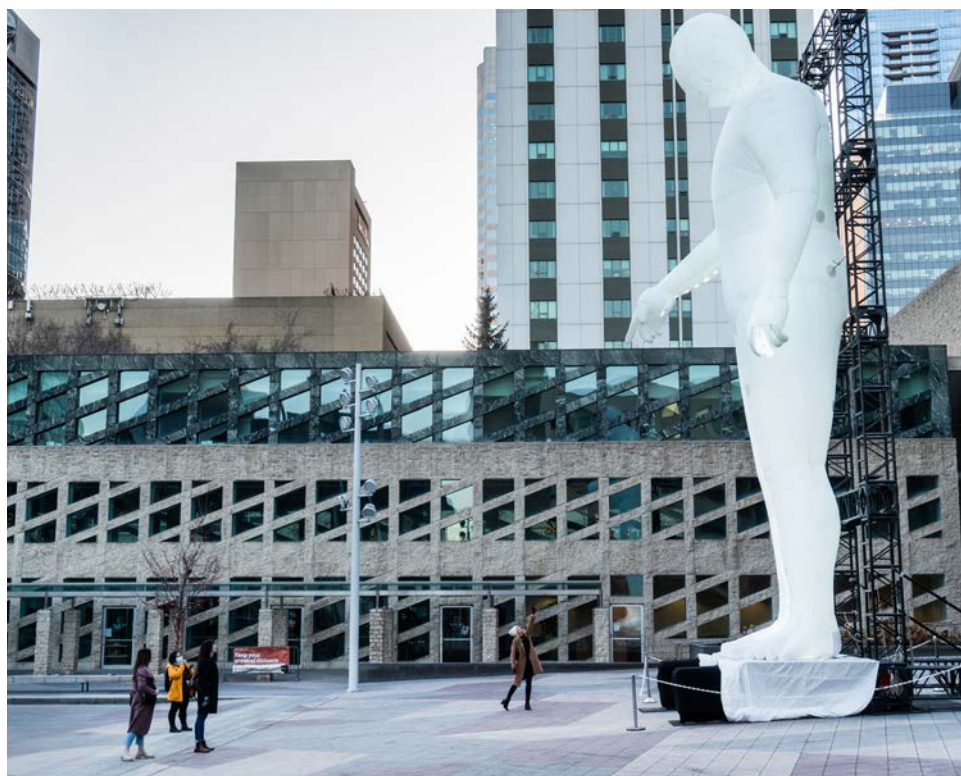
These strategic initiatives will be incorporated into Explore Edmonton's annual business plans, ensuring the work is integrated into the organization's values and operations through continuity and dedication.

SHINING A SPOTLIGHT ON EDMONTON

From attracting sporting, cultural, and business events, to promoting local attractions with a uniquely Edmonton flavour, our teams at Explore Edmonton help elevate Edmonton's experiences and tourism products, driving visitation year-round and generating significant economic impact for the visitor economy.

Through an always-on marketing strategy and dedicated marketing campaigns, the team delivers emotionally engaging content. In 2021, we saw 1.98 million unique sessions on our web platforms and were able to direct over 5 million referrals to websites within the tourism and hospitality industry in Edmonton. That's 5 million views on your business, event, experience, or attraction.

Our teams continued focusing on local and regional markets in 2021, launching marketing campaigns, such as the Edmonton Explored Project and Downtown Spark, and publishing the digital edition of the 2022 Explore Edmonton Visitor Guide which highlights attractions, outdoor activities, restaurants, and more. With these campaigns we inspire travelers to explore Edmonton, as well as encourage Edmontonians to support the local businesses that make our city extraordinary.



2021 MARKETING PERFORMANCE HIGHLIGHTS

SOCIAL MEDIA

IMPRESSIONS:
112,518,976

ENGAGEMENTS:
2,474,596

WEBSITE

2.8 MILLION **53%** INCREASE
PAGE VIEWS OVER 2020

DIGITAL MARKETING CAMPAIGNS
14% INCREASE IN CLICKS
OVER 2019

DIGITAL DISCOUNT PASSES: **9382 SIGN-UPS**

In addition to our many successful marketing campaigns, our Travel Trade and Travel Media teams also helped to share Edmonton's tourism experiences and products with different places around the world. In partnership with Travel Alberta and Destination Canada, the Explore Edmonton Travel Trade team hosted Entree Canada, a luxury tour operator that provides custom travel itineraries to Canada and Alaska. As a result of this familiarization tour, Entree Canada is now featuring an Alberta nine-day itinerary that supports over 25 Alberta industry partners, including four Indigenous partners.

But that's not all.

Explore Edmonton's Travel Media team hosted ten content creators from throughout Canada as part of the Creator Community project. Creators received a local's guide, two to three booked experiences, and accommodation for four nights. It was an opportunity for each creator to explore Edmonton on their own terms and share the content with their followers. The project saw a total of 376 posts, 4.63 million impressions, and 262,000 engagements. We call that a major success.

BRINGING EVENTS TO EDMONTON

In 2021, our teams were able to secure several major events and conferences that helped Edmonton to shine on a global stage. Here are some notables:



Prior to Canada's qualifying match against Mexico, Edmonton saw some snowy weather. Fans found humour in photos of the Commonwealth Stadium covered in snow, leading to the nickname #Icetecca.

FIFA WORLD CUP QUALIFYING MATCHES

- Two matches, November 12 and 16 against Costa Rica and Mexico
- Over 95,000 fans total over the two matches
- Estimated over \$30 million in economic impact

These games were made possible by the support of EDMH which provided vital funds to secure Commonwealth Stadium for the dates needed.

“THESE MATCHES WERE MEMORABLE FOR EDMONTONTIANS AND ALL FANS, BUT ALSO LEFT A LASTING IMPRESSION ON FIFA AND CANADA SOCCER,”

— JANELLE JANIS, DIRECTOR OF EDMONTON EVENTS, EXPLORE EDMONTON



Tournament medals designed by local Indigenous artist Lance Cardinal. The piece symbolizes the eagle, the strongest of spiritual powers. A beautiful memory for those who competed in Treaty 6 territory.

HSBC WORLD RUGBY SEVENS SERIES

- Three-day event in September at Commonwealth Stadium.
- 12 international teams competed in the first ever series stop in Edmonton
- \$7 million in direct economic impact and over 6,000 hotel rooms nights.

In July of 2021, K-Days and Farmfair International were officially transitioned to Explore Edmonton in an agreement with the City of Edmonton and Northlands. We are incredibly proud to be managing these major events, and we know that there is unwavering support for them and the economic impact and community value that they drive for our city. This transition led to the creation of a new team at Explore Edmonton, which will lead K-Days, Farmfair International, and Edmonton Pro Rodeo.

K-DAYS

- Due to COVID-19, we were unable to host K-Days, instead North American Midway Entertainment hosted the Summer Fun Midway.
- The midway was an affordable summer carnival which gave our community an escape from their daily routines.
- Explore Edmonton teams worked collaboratively to hire 265 employees for the event, in only four weeks.
- The event generated much needed revenue, economic impact, and employment opportunities.

FARMAIR INTERNATIONAL

After a 2-year hiatus, Farmfair returned to Edmonton with beef exhibitor participation levels exceeding 2019 numbers and numerous international buyers in attendance.





EDMONTON BUSINESS EVENTS

In addition to the sport and cultural events that our teams secure and host, Explore Edmonton also attracts and executes business events, meetings, and conferences. These business events are a vital component of the visitor economy, driving room night opportunities and economic impact with one of the highest spending groups of visitors. Unfortunately, throughout 2021 most business meetings and conferences were cancelled, postponed, or repositioned as virtual events.

2021 CONGRESS OF THE HUMANITIES AND SOCIAL SCIENCES

- Our teams helped pivot to a virtual event.
- 6,000 attendees joined from around the world.
- Edmonton and the University of Alberta were put on an international stage as host for virtual events and as a centre for intellectual excellence.

BUSINESS EVENTS LEGACY COUNCIL

- Developed by our Business Events team, it's a prestigious platform for the city's renowned innovators and thought leaders.
- The council will foster relationships and encourage meetings, conferences, and event planners to consider Edmonton with support from Business Events.

"THIS INCREDIBLE OPPORTUNITY PROVIDES A PLACE WHERE LEADERS COME TOGETHER AND OUR INTERSECTING GOALS CAN THRIVE,"

— ANNA LOOK, DIRECTOR BUSINESS EVENTS,
EXPLORE EDMONTON

Not only were we fortunate enough to see these events through in 2021, but we were also able to secure new business and ensure events will be hosted in our city for the next coming years. In partnership with the City of Edmonton, we successfully hosted a major site visit for FIFA and Canada Soccer for the 2026 FIFA World Cup. We faced the challenge of impressing a delegation of 25 FIFA officials that represented the key focus areas of the tournament (stadium, training sites, fan fest, and marketing).

This site visit was a vital opportunity to sell our city and demonstrate what hosting World Cup matches in Edmonton would mean for FIFA and the advancement of the sport of soccer. This event is one of the biggest opportunities Edmonton has ever had to showcase our city as a world-class sport event host and premier tourism destination.

In 2021, we also secured the following events:

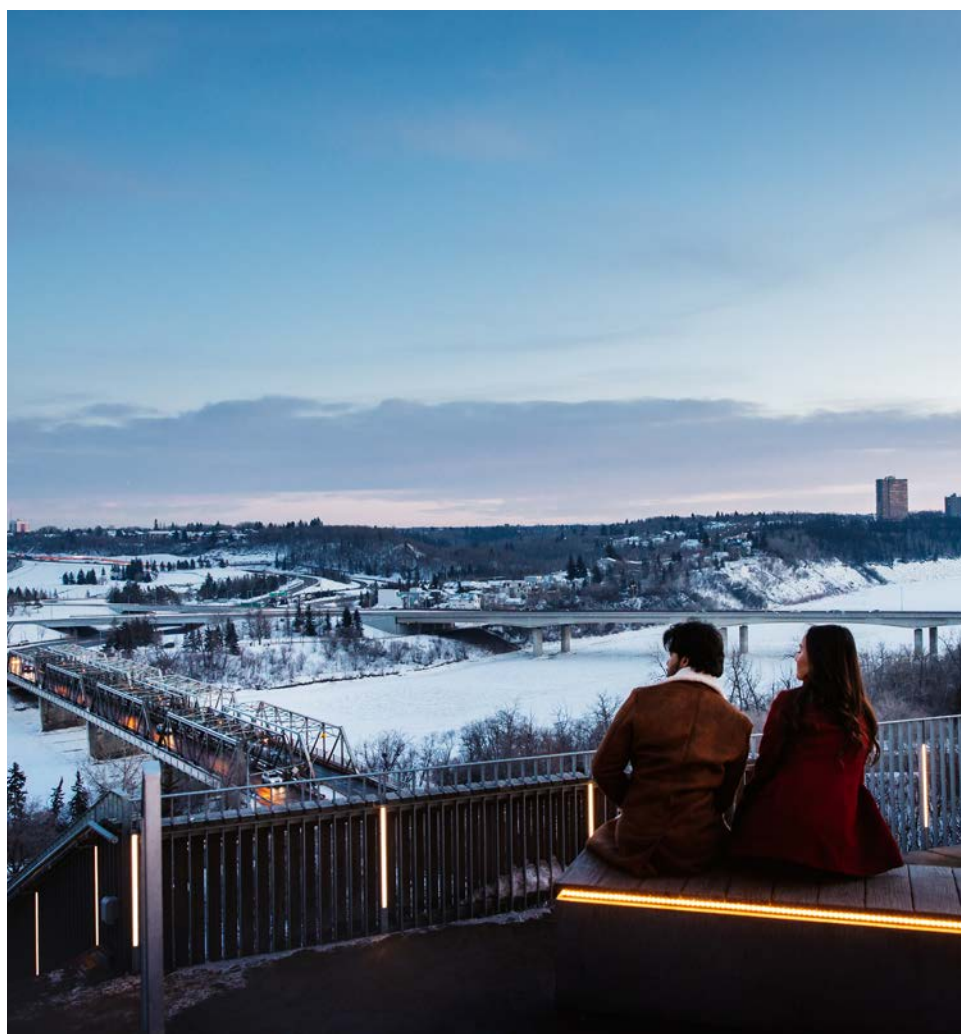
- 2022 Canadian Wrestling Trials
- 2022 Canadian Road Cycling Championships
- 2022 Canadian Gymnaestrada
- 2022 L'Etape
- 2022 PTO Canadian Open
- 2022 U17 Western Canadian Softball Championship
- 2022 Dodgeball Canada Nationals and World Dodgeball Championships
- 2022 Edmonton Big Air - FIS Snowboard World Cup
- 2022 Canadian Hydrogen Convention (annual event)
- 2022 Hydrogen and Fuel Cell Event
- 2023 Football Canada Cup
- 2023 Juno Awards



LEADING THE INDUSTRY FORWARD

Collaborating with several of our industry partners, including Edmonton International Airport, Edmonton Destination Marketing Hotels, Rogers Place, and TRAXX Coachlines, along with our venues, Edmonton EXPO Centre and the Edmonton Convention Centre, our city was the first in Canada and one of only four North American destinations to achieve the GBAC STAR Accreditation, the cleaning industry's only outbreak prevention, response, and recovery accreditation.

Our commitment to keeping business travelers safe also led us to develop the Touchdown to Takeoff Incentive. This incentive program not only demonstrates our dedication to safety in Edmonton but to our sustainability efforts as well by offering complimentary carbon offsetting to qualified business events.



CONTINUOUS IMPROVEMENT

With the principle of continuous improvement and long-term sustainability at the heart of our organization, we adapt our processes, tools, systems, and reporting to ensure we can support our goal to build a strong future that offers economic and social prosperity as well as environmental sustainability.

Achievements include:

- Transitioned payroll from Finance to Human Resources which created efficiencies and improved employee experience
- The exit of Start Up Edmonton and the entry of the Community & Signature Events team prompted organizational structure changes and new forecasting/budgeting processes.
- Developed and implemented a Covid-19 vaccination policy
- Developed self-paced curriculum for hard-skills training which included nine online training dashboards and seven virtual classes
- Updated and rebranded our World Trade Centre office to the new and exciting Explore Edmonton brand
- Expansive network upgrade at EXPO, Edmonton Convention Centre, and the World Trade Centre which included hundreds of access points and thousands of feet of cable

Thanks to these network updates, events at our venues experienced increased Wi-Fi performance and coverage, setting us up as a strong competitor in the global marketplace for destinations. We owe a huge thank-you to those who helped secure the Western Economic Diversification funding for the project.



CREATING A CULTURE OF DIVERSITY AND INCLUSION

At Explore Edmonton, we expect that everyone should be able to feel safe and included in their interactions with others, whether that is at an event, in their working environment, or in our city. We are committed to doing our part to entrench and foster Equity, Diversity, and Inclusion (EDI) in our organizational culture and by supporting our stakeholders in their EDI efforts. We also strive to continuously contribute to the social prosperity of our city, whether it's hosting events, such as providing shelter during a pandemic or bringing in events that raise awareness for specific industries, sports, or cultures

In 2021, we formed an employee-led EDI council. This council helps with representing the diversity of our employees. Together, this group helps to set the strategy and develop action plans, with the goal of cementing EDI in all aspects of our work and behaviour. Our inaugural project involved the rollout of EDI and Respectful Workplace trainings, available to all employees. We are so proud to have had an astounding 102 employees participate.

“IT MADE ME THINK MORE ABOUT THE POWER EACH INDIVIDUAL HAS ON HOW THEY PERCEIVE THEMSELVES AND OTHERS.”

– EXPLORE EDMONTON EMPLOYEE

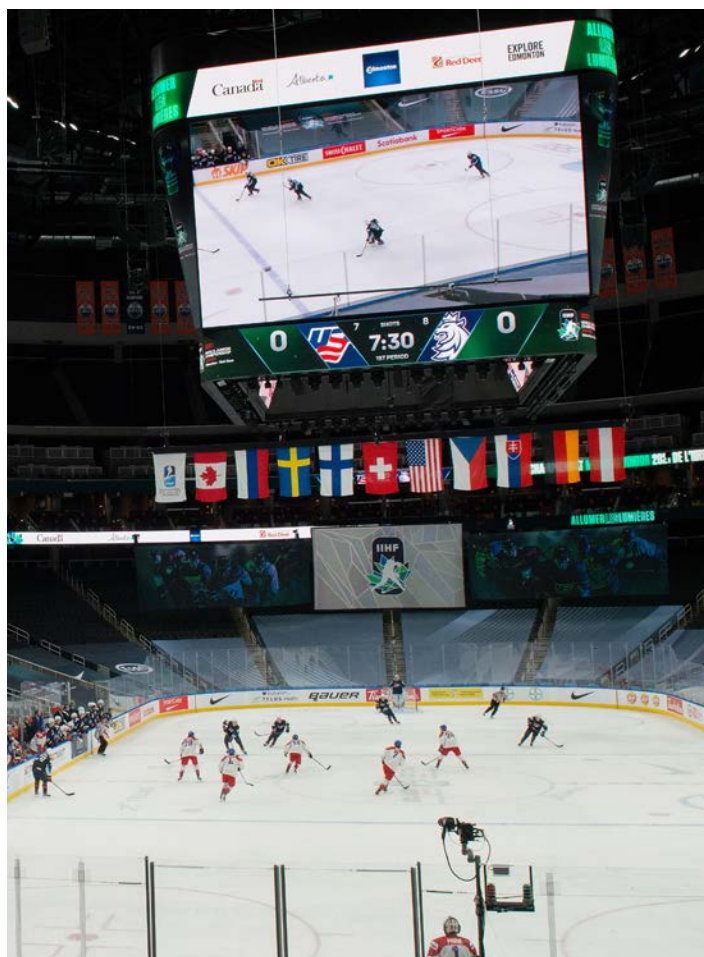
To further improve the working environment, we updated our ETS @ Work program, creating an online store where employees can purchase transit passes at a discounted price. The 24/7 online service improved transit pass accessibility and we are proud to pass along the savings to our employees.

We are also committed to creating a significant social benefit for our community. One of the ways we do this is with Explore Edmonton's Urban Farm. The farm opened seven years ago with about 50 gardeners; this year, with support from funding partners, we were able to double the size of the urban farm. The COVID-19 pandemic increased food insecurity in our city, meaning many more families in our community are struggling to put food on the table. Our expansion has allowed more newcomers and low-income community families to access land to grow food and address household food insecurity while providing a safe outdoor space to gather and connect.

LEGACY OF EVENTS

While the events themselves provide amazing opportunities for Edmontonians to experience, we always strive to take it a step further, to create a legacy that lives on in this city. One example was at the IIHF World Junior Hockey Championships. Despite the unfortunate cancellation and rescheduling of the event until 2022 due to COVID-19 and the Omicron variant, Hockey Canada and Explore Edmonton were still able to accomplish a lot in the community, such as:

- Alberta contemporary Indigenous artist Jason Carter crafted stunning hand-painted sticks for the Player of the Game Awards.
- Designer and Cree founder of Edmonton Indigenous brand Mobilize Waskawewin, Dusty Legrande, designed 10 unique Indigenous-themed jerseys – one for each country – that were displayed at the tournament and will go on tour with Legrande.
- Beginning in November and every weekend leading up to the tournament, communities around the province played host to the championship trophy for a weekend. The tour made its way to 10 different Alberta communities with nearly 12,000 participants and a big showing at Edmonton's Timbits Festival where over 4,200 hockey fanatics attended.
- Skate Day and Jersey Day were advertised to 58 communities and two Alberta Municipality events were held with Councillors and Mayors from across the province.
- 44 schools in Edmonton and Red Deer participated in the Hockey Canada School Programs, which included a READ IN Week visit from Canadian team star forward Cole Perfetti.



INDIGENOUS CONNECTIONS

Indigenous tourism is a growing area of interest for travelers across Canada and around the globe. For Indigenous tourism operators, it is about more than enriching travelers' experiences; Indigenous tourism is a tool for reconciliation. It is an opportunity to share culture, history, and traditions with the world.

In March of 2021, we were proud to formalize our partnership with Indigenous Tourism Alberta through a signed memorandum of understanding. With this partnership, we aim to help build awareness and positive recognition for Indigenous tourism and to act as public stewards to create and inspire change for the betterment of the Indigenous community.



We'd also like to spotlight two of our partners who are doing incredible work for Indigenous tourism in Edmonton: Fort Edmonton Park and Métis Crossing. In November 2021, Fort Edmonton Park opened the doors to their new Indigenous Peoples Experience.

The exhibit explores the rich cultures of local First Nations and Métis Peoples while encouraging guests to seek out truths lived by Indigenous Peoples before and after Canada's founding. This opportunity to uplift Indigenous communities comes at a critical time in Canada's reconciliation with Indigenous people. Not long after the opening day, Fort Edmonton Park was thrilled to receive a Thea Award for Outstanding Achievement - Heritage Center for the new Indigenous Peoples Experience. The Thea Award program is internationally recognized for celebrating outstanding work on educational, historical and entertainment projects.

Métis Crossing, Alberta's premier destination for Métis cultural interpretation, expanded their immersive experiences to embrace our winter city. In 2021 they launched new winter experiences, including wildlife park tours, horse-drawn sleigh rides, and cross-country ski trails to continue celebrating the distinct Indigenous story of the Métis people, through hands-on activities.

PARTNERSHIPS

Edmonton Destination Marketing Hotels, an association made up of a significant number of Edmonton hotels, is a key partner for Explore Edmonton Corporation. At the end of 2021, work was done to develop a memorandum of understanding which was finalized in early 2022. EDMH has been supporting EEC for nine years, but creating an official partnership aligns the approaches and goals. EDMH provides millions of dollars in support for leveraging and marketing major events that come to our city. Our two organizations working together become a powerhouse in event attraction and will be drivers in economic recovery following the pandemic.

VENUE SPOTLIGHT

Our venues are pillars in the community, providing immense value for Edmontonians and visitors. The events that are hosted at both the Edmonton Convention Centre and Edmonton EXPO Centre drive visitation and give our city a brand and reputational boost. They also provide a space for people to come together, to celebrate, to sing and dance, and share in one-of-a-kind experiences. It's those shared experiences, that sense of community, that helps make Edmonton a great place to live, work, and play.

Throughout the pandemic, we leveraged our award-winning venues to service the community, help keep Edmontonians safe, and provide refuge for those experiencing homelessness by:

- activating temporary day programming and temporary medical isolation facilities for Edmontonians experiencing homelessness
- providing temporary pandemic accommodation, creating additional capacity for 350 Edmontonians experiencing homelessness
- opening Edmonton's largest COVID-19 assessment centre
- launching a COVID-19 vaccination centre

In 2021, the Edmonton Convention Centre was bestowed with the Janet Hughes award by the Edmonton Food Bank which recognizes individuals or groups who work to lessen food insecurity in Edmonton and two of our team members were honoured with a 'challenge coin' presented by Edmonton Police Service for their assistance thereby fortifying trust and cooperation with emergency responders. Not only are we proud of this work as an organization, but we've also seen the immense pride that each of our staff members has experienced while executing these community initiatives.



CONTRIBUTING TO A REGENERATIVE VISITOR ECONOMY

Today's travelers are increasingly aware of the impact of travel on the people and the places that they visit. Environmental-conscious travel is on the rise, and at Explore Edmonton, we've gotten in on the ground floor of this shift, encouraging tourism policies and business practices that protect our unique sense of place and not only sustain, but benefit both our natural and cultural assets. We've laid the groundwork to make Edmonton's tourism industry sustainable, and our efforts differentiate Edmonton in a global marketplace.

Through the work of our sustainability experts, we became the first city in Western Canada to join the Global Destination Sustainability Movement (GDS-Movement). To measure and improve our sustainability strategies, the GDS-Movement holds us accountable as a DMMO, Edmonton completed our first Global Destination Sustainability Index in October 2021 and has successfully ranked second in participating North American Cities and 20th in all participating large cities. Our biggest strength is our social performance, scoring 91 per cent on the Social Progress Index. We're grateful to be held to an industry standard as we continue to put together strategic and calculated plans for improvement.

Explore Edmonton's Sustainability team also issued its very first corporate-wide greenhouse gas (GHG) emissions reduction plan that outlines our implementation to reduce our carbon emissions by 30 per cent by 2035. To further increase Edmonton's competitive advantage in attracting major business, sporting, and entertainment events, the Sustainability department offers support services to help event planners and organizers offset their flights and reduce the carbon footprint of their event, ensuring they never have to compromise quality or budget for a completely unforgettable, and environmentally sustainable event.

All the incredible work that our teams have done was recognized this year as Explore Edmonton was awarded the City of Edmonton and Green Economy Canada Corporate Climate Leader of the Year Award.



EXPLORE EDMONTON CORPORATION

ANNUAL REPORT TABLES

DECEMBER 31, 2021

Summary Financial Results for the Year ended December 31, 2021

| SUMMARY STATEMENT OF OPERATIONS | 2021 Actual | 2021 Budget (Unaudited) | 2020 |
|--|-------------------|-------------------------|--------------------|
| City of Edmonton | 21,846,157 | 21,643,000 | 12,868,978 |
| External Revenues | 21,594,817 | 18,525,027 | 19,382,473 |
| | 43,440,974 | 40,168,027 | 32,251,451 |
| Operating & Program Expenses | 38,756,479 | 40,168,027 | 39,894,916 |
| Operating surplus before amortization & interest | 4,684,495 | - | (7,643,465) |
| Net Amortization | 706,807 | 710,592 | 709,868 |
| Interest | 159,357 | 159,357 | 170,889 |
| Loss (Gain) on disposal of assets | - | - | 1,653 |
| Assets required from Northlands Edmonton | (900,487) | | |
| Forgiveness on long-term debt | - | - | (274,232) |
| | (34,323) | 869,949 | 608,178 |
| Net surplus (deficit) for the year | 4,718,818 | (869,949) | (8,251,643) |

EXPLORE EDMONTON CORPORATION

ANNUAL REPORT TABLES

DECEMBER 31, 2021

2021 ANNUAL REPORT

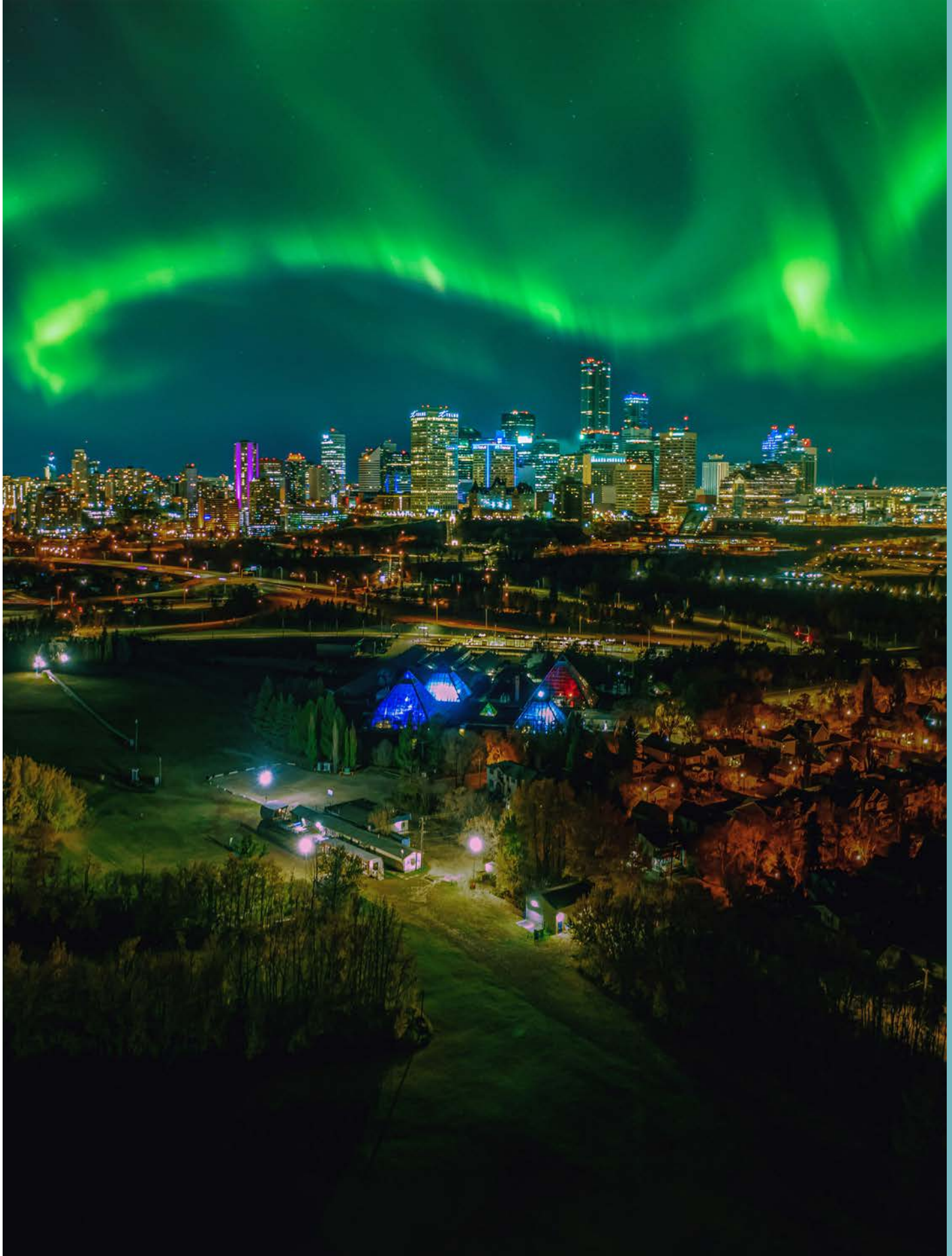
| DIVISIONAL RESULTS | Edmonton Convention Centre | EXPO Centre | Destination Development & Marketing | Business Development | Community & Signature Events | Edmonton Research Park | Shared Services | Start Up Edmonton | 2021 Total |
|--|----------------------------|-------------|-------------------------------------|----------------------|------------------------------|------------------------|-----------------|-------------------|------------|
| City of Edmonton | 3,667,412 | 2,067,417 | 3,158,469 | 2,307,264 | 1,461,023 | 404,461 | 8,780,111 | - | 21,846,157 |
| External Revenues | 4,460,238 | 9,000,308 | 1,095,454 | 1,844,283 | 354,873 | 921,472 | 2,886,145 | 1,032,044 | 21,594,817 |
| | 8,127,650 | 11,067,725 | 4,253,923 | 4,151,547 | 1,815,896 | 1,325,933 | 11,666,256 | 1,032,044 | 43,440,974 |
| Operating & Program Expenses | 8,127,650 | 11,067,725 | 4,253,923 | 4,151,547 | 1,815,896 | 1,325,933 | 6,981,761 | 1,032,044 | 38,756,479 |
| Operating surplus before amortization & interest | - | - | - | - | - | - | 4,684,495 | - | 4,684,495 |
| Net Amortization | 64,851 | 333,456 | - | - | - | 220,119 | 88,381 | - | 706,807 |
| Interest | - | - | - | - | - | 159,357 | - | - | 159,357 |
| Assets required from Northlands Edmonton | | | | | | 379,476 | (812,106) | - | (34,323) |
| | 64,851 | 333,456 | - | - | - | 379,476 | (812,106) | - | (34,323) |
| Net surplus (deficit) for the year | (64,851) | (333,456) | - | - | - | (379,476) | 5,496,601 | - | 4,718,818 |

EXPLORE EDMONTON CORPORATION

ANNUAL REPORT TABLES

DECEMBER 31, 2021

| STATEMENT OF FINANCIAL POSITION | 2021 | 2020 |
|--|-------------------|-------------------|
| ASSETS | | |
| Current Assets | 21,748,618 | 12,110,473 |
| Long-term Assets | 6,910,931 | 7,294,746 |
| Total Assets | 28,659,549 | 19,405,219 |
| | | |
| LIABILITIES | | |
| Current Liabilities | 19,073,563 | 13,488,743 |
| Long-term Liabilities | 4,077,871 | 5,127,179 |
| Total Liabilities | 23,151,434 | 18,615,922 |
| | | |
| Share Capital and Net Assets | | |
| Share Capital | 100 | 100 |
| Net Assets | 5,508,015 | 789,197 |
| | | |
| Total Liabilities, Share Capital and Net Assets | 28,659,549 | 19,405,219 |



**EXPLORE
EDMONTON**