



Leadership, Innovation and Recognition

Ron Gilbertson, President & CEO, EEDC

Did you know that innovation and auto racing go hand in hand in achieving the goal of becoming a top-five mid-sized city?

On the economic side, EEDC works to tap into Greater Edmonton's substantial scientific and engineering research resources to be a high-performance engine of innovation and a magnet for the smart people who will help make Edmonton one of the world's leading mid-sized cities by 2030. The Regional Alliance, of which EEDC is an active member, started last year to connect service providers that nourish the growth of emerging

knowledge-based companies and coordinates the region's business incubators. Partners include TEC Edmonton, Edmonton Research Park, novaNAIT, Northern Alberta Business Incubator, Business Link and National Institute of Technology.

An innovative economy will be a key driver of our region's success, and, supplemented by an attractive quality of life, will enhance our ability to attract smart people – citizens who are innovative and creative and seek out the solutions to the problems of today and tomorrow.

On the quality-of-life side, Edmonton's image and

visibility is supported by our track record for hosting major events which shine the spotlight on Alberta's capital city. An example is the Edmonton Indy, a summer staple – the only race west of Toronto – in Canada's festival city calendar. Awaiting race fans this summer is a new track and a new event operator, with the backing of our city's enthusiastic business community and racing aficionados.

Competing for smart people in a world in which prosperity is attainable for more and more places, cities must offer employment opportunities and an attractive quality of life.

Economic Development

- **Downtown Vibrancy Task Force** continued to discuss and develop plans in support of a strong and vibrant urban core. The Feb. 18 meeting included a presentation by Ossama Elgalali from the City of Edmonton on its plans for streetscape improvements on 108 Street (Capital Boulevard), followed by a discussion about ideas that support a thriving downtown. The task force reviewed a document developed by EEDC that provided a detailed listing of initiatives planned or underway in the urban core.
- Met with NanoAlberta and University of Alberta, Faculty of Engineering to plan support of the **American Society of Mechanical Engineers 9th International Conference on Nanochannels, Microchannels and Minichannels**, in Edmonton June 19-22. This event will promote awareness of Edmonton and bring exposure to the local nanotechnology industry.
- Sponsored the following financial services events: EDGE Business Competition, Jan. 28; Financial Leadership Summit, Feb. 17; and Rocky Mountain Business Seminar, Feb. 21-25.
- Initiated a strategic partnership with **Edmonton CFA Society (Chartered Financial Analysts)** in Feb. This partnership will aim to disseminate financial knowledge among the business community, increase the number of CFA charter holders and increase the prevalence of firms requiring staff to have CFA certification.
- Attended the **life sciences sector luncheon** Feb. 23. There is an emphasis to grow the life sciences sector in Edmonton. Some of the needs that were identified at the luncheon include a coordinated effort to grow the life sciences sector in Edmonton, better leverage Alberta Health Services for technology adoption, better leverage the resources of the University of Alberta and provide value to companies to move to and remain in Edmonton.
- Attended the **BioPartnering North America Conference** in Vancouver Feb. 27-Mar. 1. This conference helped EEDC to promote Edmonton opportunities in life sciences, build relationships with global organizations and gain knowledge of industry sector trends.
- Hosted **Alberta School of Business Curriculum Development Session** between the Alberta School of Business and Edmonton's locally headquartered banks (Servus Credit Union, Canadian Western Bank and ATB Financial) Mar. 30. The session will potentially lead to the development of two new course offerings in the fall.
- In partnership with the City Manager's office, co-hosted **World Heavy Oil Congress**, Mar. 14-16. Over 800 guests from around the world attended the fourth congress. EEDC facilitated tours to the Canmet Energy Lab in Devon, Schlumberger, Alberta Innovates - Technology Futures and CFER labs at the Edmonton Research Park.
- Participated in **Alberta's Industrial Heartland mission** to Baton

Rouge, LA and **National Petrochemical and Refineries Association annual petrochemical conference** in San Antonio, TX Mar. 27-29 to promote Alberta's successful oil and gas petrochemical infrastructure. Sales calls were made with chemical and transportation and logistics firms promoting opportunities in Alberta's Industrial Heartland and Edmonton Energy and Technology Park. Toured a petrochemical packaging plant in Houston. EEDC, the City and Alberta Finance and Enterprise are working with the Edmonton sister plant of the Houston operation on a major expansion in Edmonton.

- Participated in the **Technology Commercialization Club Job Fair** in Edmonton Mar. 14. Ten organizations and 65 students participated in the first MBA job fair with the Technology Commercialization Club at the University of Alberta, which supported the life sciences sector's efforts to develop and retain local business talent.
- Attended and hosted the following **workforce development collaboration meetings**: Greater Edmonton Economic Development Team Labour Committee, Jan. 20, Feb. 16 and Mar. 9; Norquest College, Jan. 24; Breadin Institute, Jan. 28; Edmonton Regional Immigration Employment Council, Jan. 31 and Mar. 22; Corridor (Edmonton, Red Deer, Calgary), Mar. 16; Community, Labour, and Immigrant Network Committee, Jan. 12 and Mar. 9 and Short-term Employment Forecast, Mar. 31.
- Attended foreign engagement events including Harbin cultural delegation, Jan. 4; Project Manager, State of Bavaria, Jan. 18; Trade Commissioner, Dutch Consulate, Jan. 21; Ambassador of Sweden, Feb. 14; Ambassador of Indonesia, Feb. 16; biotechnology delegation from Spain, Mar. 2; British High Commissioner, Mar. 14; Ambassador of Switzerland, Mar. 17; investors from India (Pearls Group), Mar. 22; Trade Commissioner from France, Mar. 29.
- Site selection requests included Ledcor, Dowel Management, Procura, Dyrbye Development Ltd., and Murphy Business Network
- Participated in educational seminars with the Department of Foreign Affairs and International Trade: New York, Feb. 3; Chicago, Feb. 16; Houston, Feb. 23; and Dallas, Feb. 24. The intention of the seminars is to increase these cities' awareness of, and confidence with, investing in Canada.

Industry & Tourism Services

- Hosted the **Tourism Annual General Meeting** with Travel Alberta's Speaker Series featuring Peter Yesawich on Jan. 24.
- **You're Welcome Edmonton** nominations had a total of 1020 nominees and after confirming eligibility the number dropped to 685 employees.
- Gateway Park won platinum distinction as Alberta's favourite visitor information centre in RV West magazine's 2011 annual reader's choice awards. Opened in 1987, it is one of Alberta's busiest and serves 50,000 walk-in visitors and 4,000 phone queries annually. Edmonton ranked silver as Alberta's overall favourite RV destination.

Business Travel

- A total of 29 conventions and event bids with a potential value of **\$5.1 million** were submitted by the end of Q1.
- Achieved 11 convention and event bookings representing a total of 5,393 room nights for future business and an economic expenditure of just over **\$1.6 million**.
- Conducted **six site inspections**, one of which was for the UN Youth Assembly. This year's theme "Our World. Our Water" will bring around 1,000 delegates into Edmonton along with keynote speakers including Justin Trudeau and Fabien Cousteau. A site inspection is when event organizers tour Edmonton facilities that they may use for future events.
- Attended the **2011 for Professional Convention Management Association Convening Leaders Conference and Travel Alberta client event** in Las Vegas, NV Jan. 8-13. Almost 3,500 people attended, providing exceptional educational and networking opportunities. Hosted 40 key clients for the Travel Alberta client event at Bobby Flay's Mesa Grill at Caesars Palace.
- In partnership with Travel Alberta, hosted 15 clients at the **Anaheim Ducks-Edmonton Oilers hockey game** and set up sales calls in Orange County, CA Jan. 16-19. These meetings were set up to improve Edmonton's relationship with clients in California.
- Attended the **Canadian Society of Association Executives Tête-à-Tête Trade Show, Travel Alberta client event and MPI gala** in Ottawa Jan. 25-27. The trade show allows key meeting planners to meet with partners and discuss possible request for proposals. 91 planners attended the Travel Alberta client event. The gala had 640 of the top industry planners and suppliers in attendance.
- Attended the **DMAI Destination Showcase Tradeshow** in Washington, DC Feb. 21-25. Partnered with Alberta to host four clients at Professional Convention Management Association Mix N Bowl and DMAI Annual Destination & Travel Foundation Dinner. Secured a booth at the DMAI Destination Showcase trade show; 72 clients scanned through the booth (compared to 12 in 2010) and 36 lead forms were completed. Conducted two key sales calls with Experient Group and Drohan Management.
- In partnership with Destination Marketing Fund hotels and Edmonton EXPO Centre, hosted a **sales mission** to Toronto Feb. 22-25. The clients discussed partnering with Edmonton for upcoming requests for proposals.
- Travelled to Chicago, IL for a **sales mission** Mar. 7-9. Presented at a mini trade show for the Hyland Group; 25 meeting planners from the American Bar Association and 25 planners from SmithBucklin attended. In partnership with Travel Alberta, hosted four planners at client event and attended the PCMA Chicago Chapter luncheon and networking event. Attended 12 sales appointments in Ottawa connecting with 19 association meeting planners. Met with three planners in Montreal to discuss potential events coming to Edmonton. The calls generated a number of potential leads and request for proposals.
- Attended the **Meetings Industry Council of Colorado Educational Conference & Trade Show** and the VIP reception in Denver, CO Mar. 15-17. Over 600 qualified meeting and event planners attended the show.

Event Attraction

- To date submitted **15 bids**, confirmed four event bookings with **2,709 room nights**.
- Canada was chosen to host the **FIFA 2014 U20 Women's World Cup** and the **FIFA 2015 Women's World Cup**. Partnering with the City of Edmonton, Province of Alberta and Alberta Soccer Association to become one of the six host cities.
- Edmonton has been awarded the **2012 FINA Men's Water Polo Olympic Qualification Tournament**.
- In partnership with the City of Edmonton, attended two meetings with an international sport consulting company, TSE Consulting, to assist with the development our **10-15 year event strategy**.

Leisure Travel

- Participated in the **American Bus Association Marketplace**

in Philadelphia, PA Jan. 9-12. ABA is probably the best show for Edmonton Tourism and partners and generates the most leads and tour bookings to the city. Several operators have developed north to Alaska programs, rail programs, and Western Canada programs.

- Participated in **Canadian Tourism Commission Corroboree 2011** in Australia Jan. 30-Feb. 12. Australian retail agents, tour operators and media met with 21 Canadian destinations and supplier representatives. Partnered with VIA Rail, Jasper and Brewster to host a one-hour in-house training session for Travel2 Stella in Melbourne and Brisbane; and Adventure World in Sydney.
- Attended **Travel Alberta's TravelAge West Media Familiarization Tour** Feb. 11. Destination marketing organizations were invited to showcase their destination to a senior editor for TravelAge West and Family Getaways trade publication. Hosted TravelAge West's senior editor around Edmonton, introduced her to some partners and product, highlighted story ideas, and showcased the destination for both winter and summer experiences.
- Hosted **Collette Vacations Product Development Familiarization Tour** Feb. 25-26. Collette Vacations is one of the biggest series tour operators in the US. Due to the success of the Winter Wonderland tour in the summer of 2010, the tour will be updated.
- Attended the **East Coast Sales Mission** led by Travel Alberta Mar. 7-11. Training sessions were conducted at the Collette Vacations head office and reservation centre in Pawtucket, RI and Travel Impressions offices in Pennsylvania and New York. Participating destination marketing organizations were from Calgary, Banff Lake Louise, Jasper and Edmonton.
- Attended the **Team Canada Working Session** in Vancouver Mar. 12-16. The meeting included planning for the 2011/2012 activities.
- Participated in Summer Fun in Alberta in Anaheim, CA, Mar. 20. Travel Alberta invited industry partners to create a fun and interactive experience that showcased Summer in Alberta at the Honda Center.

Film Commission

- Scouted Edmonton locations with producers of the planned film, **"Until Her Last Breath - The Barb Tarbox Story."**
- Reached conditional agreement with film maker to produce a documentary about Edmonton's new Metropolis winter-city-design and architecture festival.
- Sponsored and participated in DedFest, Edmonton Jewish Film Festival and "Digital Alberta" component of lead-up to Banff Television Festival.
- Expanded **Edmonton film-friendly** locations to include West Edmonton Mall and Fairmont Hotel Macdonald.
- Joined film and television professionals representing Alberta to meet with studios and producers in Los Angeles. Key individuals in attendance were Alberta's minister of culture, film commissioners from Calgary and the Alberta government, producers, and members of unions and guilds working in the industry. Meetings took place with Warner Brothers, Universal, Disney, etc. and independent production companies.
- Expanded provincial **"locations library"** with winter views of key city locations (professional photography).

Shaw Conference Centre

Hosted the **High School Culinary Challenge** at the Northern Alberta Institute of Technology on Feb. 7. The Canadian Culinary Federation Edmonton, Shaw Conference Centre and Executive Chef Simon Smotkovicz hosted the awards lunch on Mar. 4. This event creates interest in the hospitality industry and brings together Edmonton restaurant, hotel operators and suppliers through their generous sponsorships.

Edmonton hosted the prestigious **World Heavy Oil Congress** from Mar. 15-17. There were 750 delegates with interests in all aspects of heavy oil recovery, regulation and environmental impacts attended from around the world. Five other convention events were hosted at the SCC, compared to four in 2010.

External Relations

Edmonton Festival City

- Edmonton Festival City in a Box was represented at **15 events** including the Canadian Association of Agri-Retailers opening reception and "Summer in Alberta Day" celebrations in Anaheim, CA where thousands were entertained by some of Edmonton's finest street performers at the Honda Center.
- The Festival City media relations program continued with an e-newsletter distribution to a database of over 800 people including out-of-market media in national and international markets. The monthly e-newsletter showcases upcoming festivals and other related product, provides story ideas, and raises destination awareness. Open rates have continued at over 15 per cent with content postings on select websites, including top 10 search rankings on Google and Yahoo. Additional pick up on the most recent issue included Hospitalitynet.com, ih-ra.com, Allvoices.com, Digitaljournal.com and featured on PRWeb.com.

Marketing, Communications

- Edmonton Tourism wrapped up its sixth annual award-winning winter campaign featured the best of the capital region with ideas on what to see and do, plus plenty of savings. The campaign used a multi-media approach targeting Alberta, northern British Columbia, and select markets in Saskatchewan, Yukon and Northwest Territories.
- Consumer shows focus on rubber tire markets and augments Travel Alberta's Partners in Promotion program which focuses on long-haul markets. There are seven shows in this series with Saskatoon and Regina occurring in March; during the shows we engaged with consumers and distributed destination material. Overall, combined attendance was over 57,300 consumers and more than 2,500 contest entries were collected for follow-up and further communications.
- Anecdotal metrics include over 47,000 unique visitors to the anchor website during the campaign as well as 14,000 entries for the Winter Getaway grand prize and an additional 8,500 entries for the "instant-win" contest.
- A variety of e-marketing strategies have been executed during this period including optimization and distribution through online distribution channels, paid search advertising, online advertorials and text and banner advertising on various search engines and targeted websites. Recent highlights include:
 - Vacation package e-newsletter to a database of 74,143 subscribers with an open rate of 15.2 per cent and a recent e-direct offer to 75,631 subscribers with an open rate of 14.8 per cent.
 - Partnership project with NAIT and Victoria School of the Arts resulted in student-produced videos, which focused on the assets Edmonton has to offer. We continued in this quarter with the release of three videos posted to the EEDC YouTube channel. Currently we have six videos posted with over 1,870 views. Four more videos are scheduled to be released in the upcoming months.
 - Online campaign supporting winter programming through the month of January utilizing Google and Facebook, with results to-date of 29,388,194 impressions.

Web Services

- The Edmonton.com site anchors all marketing and communications activity. We recently launched a new more user-friendly photo/video gallery interface. As well, the communications team worked with the web office to develop an online newsroom, with the intention to improve our reach to out-of-market media outlets, increase visits to our new stories-to-go and raise awareness of Edmonton. Ensuring Edmonton.com has up-to-date and relevant content is imperative to the success of our site. Currently we have various sections of our site that are in the process of being updated, including new content and adjustments to menu navigation.
- Edmonton.com had 120,894 unique visitors as at the end of March, up from 107,443 during the same period last year.

FRESH

- We continue to encourage partners to get involved by sending in what environmental practices they have implemented. We are including this information on their industry partner pages on our website as well as featuring them in the One Voice publication. A new FRESH brochure was created and distributed at the 2011 Edmonton Tourism AGM. It was specifically developed for Industry Partners as an information piece outlining the benefits and tools available to them for being a FRESH partner. The website was updated to reflect new messages resulting from the brochure. Key pages have been optimized to increase searchability.

Media Relations Activity

- In partnership with Travel Alberta, Edmonton Tourism organized six media visits for 13 writers and broadcasters from Canada, China, and the U.S. representing PBS and Classic Magazine, among others. We handled 51 requests for information and images from web, print and broadcast media.
- Coverage included stories on Edmonton, Shaw Conference Centre and outreach efforts, appearing in Edmonton Journal, Edmonton Sun, Access TV, and Horizon Air and Up! magazines.
- Earned media value was approximately \$2.93 million.

Social Media

- An EEDC student video partnership with Victoria School of Performing & Visual Arts, "Happy Edmonton," received media attention with an article in the Edmonton Sun, an online Edmonton Sun video news story and was on the front page of 24 Hours. The "Happy Edmonton" video was viewed 622 times on EEDC's YouTube page.
- After the launch of an Edmonton Tourism contest in the Vacations Packages e-newsletter, EEDC's Facebook followers increased by 550 per cent.

Strategic Relations

- Held the fourth ONEdmonton Leaders Forum on January 11 which focused on the Edmonton Region's future economy. Through breakout sessions and moderated discussion, participants discussed the important role innovation plays in the creation of a future economy.
- Government relations activity included an updated distribution list and communications support for the Edmonton Research Park open house, support for the Flightpath initiative, and long-term development plan for the Edmonton convention market.

Edmonton Research Park

- Work on Edmonton Region Research Assets Study continues on schedule, which will provide a "big picture" of what is and what is planned, and will be a valuable tool for any entity looking to enter into the R & D arena. This work will also form the spine of the business case for the expansion of the Edmonton Research Park, which we plan to have in place by December 31, 2011.
- The main focus for this quarter was technology advancement. **The Regional Alliance** formally welcomed two new partners, IRAP (Industrial Research Assistance Program, a division of the National Research Council) and TR Labs, Canada's leading IT consortium. The Regional Alliance is a highly collaborative network dedicated to supporting the creation and growth of Greater Edmonton's technology sectors. The City of Edmonton is the second partner of the Early Adopters initiative.

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EEDC is a not-for-profit company owned by the City of Edmonton that is responsible for regional economic development and regional tourism marketing as well as management of the Shaw Conference Centre and Edmonton Research Park. This report is produced quarterly to update Greater Edmonton's business community on EEDC's key initiatives.

