



Leadership, Innovation and Recognition

Ron Gilbertson, President & CEO, EEDC

Edmonton and Chinese sister city, Harbin, have signed a cooperation agreement that will enable both sides to work on tourism and business initiatives. Deputy Mayor Ben Henderson led a September 19-22 mission to the 2011 Harbin-North America Business for the Future forum, accompanied by EEDC Tourism and Special Events Vice-President Ken Fiske. What is exciting is that Harbin could soon be the home to the world's first annual World Cities Ice and Snow Tourism Congress, with Edmonton as a possible host city in the future. Agreements signed with Harbin officials formalizes the marketing of Edmonton as a tourist destination

in Harbin and opens the doors to future Chinese investment in our city.

Closer to home, Edmonton hosted, for the first time, the Canadian Tourism Commission's annual GoMedia Marketplace, September 18-22. It is the premier travel media event where 130 Canadian tourism agencies and companies market to 125 hand-picked Canadian and international writers one-on-one about Canadian destinations. Edmonton's bid was made possible with the support of the city's destination marketing fund hotels, Travel Alberta and industry partners. Delegates devoted a day to

touring Greater Edmonton destinations; short-term wins include immediate coverage on CNN iReport, Globe and Mail, Toronto Star and various blogs.

EEDC partnered with Deloitte to feature Deloitte Canada vice-chair Bill Currie at a presentation on the company's year-long study of North American business leaders and more than 25 drivers of productivity – as part of a longer-term goal of raising awareness of the issue with targeted business sectors.

Indeed, Q3 closed with much activity at EEDC.

Industry & Tourism Services

- In partnership with the City of St. Albert and Sturgeon County, hosted the **12th Annual Edmonton Tourism Golf Classic** at Sandpiper Golf and Country Club on July 19; over 100 industry leaders attended.
- Partnered with the Melting Pot Edmonton to host an **Industry Partner Mixer** on Sept 20; 81 industry partners were in attendance.
- **Explorer Quotient training** took place Sept 22 at the Shaw Conference Centre.
- **Chinese cultural training** took place on Sept 27 in partnership with the Confucius Institute of Edmonton.

Edmonton Research Park

- The first-ever **book launch** was held at the Edmonton Research Park on Sept 16. It was an announcement and celebration of the successful publication of "CONVERSION The Last Great Retail Metric," written by one of ERP's tenants, Mark Ryski of HeadCount Corporation. Ryski has been building his small business on the basis of a technology that gathers and analyzes retail traffic on any given site.
- ERP welcomed **seven new tenants** to its incubator buildings in the last quarter.
- **Efforts are underway to establish a Nano-technology Alliance** in Greater Edmonton. The alliance has held several meetings, social events and working parameters were established. The Innovation and Technology Advancement division is now considered an integral part of economic development for EEDC and the City of Edmonton. As a result, ERP has joined the City-based steering committee for 'The Way We Prosper'.

Shaw Conference Centre

- **Cliff Higuchi** was appointed as VP and General Manager of the Shaw Conference Centre. This provided a subsequent opportunity to reorganize SCC's management structure to better reflect the centre's commitment to provide outstanding guest experiences, and enhanced business and community development.
- Hosted the **Transportation Association of Canada 2011 Conference and Exhibition** Sept 7-14. As a result SCC has 900 new advocates for Edmonton.

Quality of Life

- The **Downtown Vibrancy Task Force** was created in 2010, with a desire to develop strategies and action plans for accelerating the development of a strong and vibrant urban core. Twenty-one influential business and community leaders are members. Task force efforts continued during the summer months, with the following main points/activities to highlight:
 - The **Clean and Safe Committee** conducted a walking tour Jul 19. The walking tour covered several downtown corridors, and provided the opportunity to assess the cleanliness of the area to identify suggestions for improvement in public and private spaces.
 - The **Awareness Committee** is responsible for generating understanding and support for the principle that "as goes your downtown, so goes your city." On Sept 13 the committee hosted a "Patio Flash Mob," a spectacle with temporary patio tables and chairs on the four corners of Jasper Avenue and 105 St. The rationale for this event is that patios create animation and street life; street life provides energy and vibrancy and vibrancy engages people. About 100 people actively participated, with thousands of passers-by (on foot, bike, bus and car) enjoying the spontaneous activity as observers.
 - The full task force met on Sept 9 to review committee progress and actions. Barry Day (Deputy Minister) and Kent Philips presented the Alberta government's plans for upgrading the Federal Building and revitalizing the legislature grounds, and Michael Phair and Howie Phung presented on the Alley of Light project.
 - The sixth **ONEdmonton Leaders Forum** was held on Sept 28, with a focus on Edmonton's crime and safety. The session was designed to facilitate an informed discussion about the issue of safety, perception versus reality, and the role of the community and its citizens and leaders in addressing challenges. Approximately 70 community leaders were in attendance.

Economic Development

- Hosted ATB BBQ to promote downtown vibrancy and thank ATB for its commitment to downtown Edmonton.
- Partnered with Deloitte on a productivity breakfast presentation that brought in its top guru on productivity in Canada to improve awareness for productivity issues in Canada.
- Developed and received funding to conduct productivity workshops on supply chain collaboration. Courses to occur in the 4th quarter.
- Promoted Edmonton to US western regional legislators who will be holding their annual convention in Edmonton in 2012.

Business Travel

- 57 conventions and event bids with a potential value of **\$6.1 million** were submitted by the end of the Q3.
- Achieved **23** convention and event bookings representing 12,015 room nights for future business and an economic expenditure of over **\$3.5 million**.
- Attended a **Toronto sales mission Jul 5-7**. Met with corporate and association suppliers, resulting in two direct business leads. Bid for Composting Canada request for proposal did not go through as the conference went east. They will revisit Edmonton as a 2013 destination. Canadian Association of Career Educators and Employees National Conference was initially only interested in Calgary; however, they were convinced to consider Edmonton as well – resulting in Edmonton and Banff being short-listed.
- Hosted **Indy educational familiarization tour** Jul 21-25. This event hosted 11 clients from across Canada and US to showcase meeting venues, offsite locations, convention hotels and concluded with a day at the 2011 Edmonton Indy.
- Co-hosted client event with Travel Alberta, and continued to build key contact relationships, at the **Del Mar Racetrack** in San Diego, CA Aug 12.
- Attended **Canadian Tourism Commission annual client event** in Seattle Aug 17, focused on connecting with 100 key event suppliers in the area and introducing them to the Canadian marketplace. Resulted in a number of potential leads and a potential conference bid.
- Attended annual **IncentiveWorks Tradeshow** in Toronto Aug 22-25. Our booth was Festival City-themed and featured Edmonton performers, which helped clients understand “Festival in a Box” program by seeing Edmonton’s talent upfront.
- Attended and sponsored **Meeting Professionals International Ottawa Chapter** annual golf tournament Aug 29-31. Over 144 planners and suppliers attended, resulting in over 25 clients interested in Edmonton.
- Attended **American Society of Association Executives Annual Meeting and Exposition** in St. Louis, MO Sept 4-10. In partnership with Travel Alberta, sponsored a hole at annual golf tournament; 60 society members requested info about meetings in Edmonton and Alberta. Alberta booth attracted 87 visitors.
- Attended the **Canadian Society of Association Executives annual conference** in Saskatoon Sept 13-17. 450 delegates attended. Travel Alberta hosted client event for over 80 people.

Event Attraction

- Canadian Soccer Association (CSA) was awarded the **2014 U20 & 2015 Women’s World Cup by FIFA**. In partnership with City of Edmonton, hosted CSA and FIFA Sept 25-26. Announcement of host cities expected early 2012.
- In partnership with Basketball Alberta, hosted **Canada Basketball** Sept 16-17 regarding the potential to relocate its national training programs.
- Edmonton will host **Champions Cup** (hockey tournament) Apr 27-29, 2012, representing 5,000 hotel room nights.
- Edmonton has confirmed **eight provincial volleyball tournaments** representing 2,400 room nights in Edmonton March-May 2012.
- **LPGA CN Canadian Women’s Open** will return to Edmonton in 2013 at the Royal Mayfair Golf Club.

Leisure Travel, International

- Hosted nine tour operators for **Canada’s West Summer familiarization trip** Jul 18. Edmonton was part of Canadian Tourism Commission and Travel Alberta-led tour to other Alberta destinations including Calgary, Banff/Lake Louise and Jasper. Tour’s purpose was to create more destination awareness of Alberta’s product.
- Hosted 14 Chinese Approved Destination Status receptive tour operators from Vancouver, Toronto and Montreal for **Receptive Tour Operator familiarization trip** Jul 21-23. Edmonton was part of a Travel Alberta-led tour to three other Alberta destinations: Calgary, Banff/Lake Louise and Jasper. Tour purpose was to create more destination awareness of Alberta’s product.
- Edmonton Tourism hosted 18 guests including Travel Alberta in-market representatives, media and key tour operators from UK and Australia for **Worth Tasting Edmonton & Jasper familiarization tour** Aug 14-21. UK and Australia tourists, combined, generate close to \$20 million in

economic impact in Edmonton per year. This educational tour included Edmonton’s International Fringe Theatre Festival and dinner at Peas On Earth Organic Farm. Tour purpose was to create more awareness of the Edmonton region.

- In partnership with Travel Alberta supported two-night Alberta tour of Edmonton and Jasper for **Travel Alberta Korean Study familiarization tour** Sept 11-13.
- Joined Travel Alberta for **Canadian Tourism Commission Canada Specialist Program Mega UK familiarization tour** Sept 12-16. Six participants attended Alberta’s portion.
- Joined Canadian Tourism Commission, Travel Alberta and BC Tourism for **China Fully Independent Travel familiarization tour** Sept 15-16. This visit helped to promote fully independent travel which will soon be the trend in Chinese travel.

Leisure Travel, Americas

- Hosted **Wicked Indy familiarization tour** Jul 22-25 for key tour operator clients from Americas, including Bell Tours, Ellison Tours, NTA Services, Premier Tourism Marketing, Travel Impressions and Travelocity to showcase Edmonton as a destination for summer experiences. Nine operator representatives and select Edmonton partners attended this tour.
- Attended **Student Youth Travel Association (SYTA) Conference** in New York, NY Aug 19-23. Conference is premier event for student and youth travel market, serving as the essential marketplace and networking event for the industry. Edmonton Tourism has participated in the conference for the past two years, and after forging relationships with key student youth operators like Ellison Tours and Temple & Temple, it is the only Alberta partner active in this niche market. Continue to follow up on leads generated at the conference and work to increase the number of student tours to Edmonton.
- Attended **THETRADESHOW Travel Retailing and Destination Expo** in Las Vegas, NV Sept 10-13. As the only U.S. travel trade show organized by over 16 of the travel industry’s leading organizations, THETRADESHOW has an extended marketing arm to reach multiple travel agencies from around the world. Edmonton Tourism attended for the second year in a row – an excellent opportunity to showcase Edmonton product and forge new relationships in the retail sector. Resulted in a lead from American Society of Travel Agents, which is sending a sub-group of its organization, Young Professionals Society, for a tour of Edmonton through VIA Rail to Vancouver.

Film Commission

- Built awareness of Edmonton as a filming destination, and actively demonstrated support for indigenous industry professionals by sponsoring:
 - Splatter Matters - DedFest fundraiser for Japan.
 - **Edmonton International Film Festival** and participated in screening/jurying short-film and “Our Own Backyard” categories.
- “**History of Edmonton**” film for Fort Edmonton Park – completed with California’s Matilda Productions and Edmonton’s Jordan Films. Secured two student placements for NAIT’s Radio and Television Arts students: one full-year paid scholarship with the Matilda crew in Edmonton and one shorter-term with Matilda in California (all costs covered).
- Negotiated \$10 million **Edmonton Filmed Entertainment Fund** with 50/50 investment from City of Edmonton (through EEDC) and EI Capital/Kilburn media (California).
- **Studio ownership** negotiations progressed. Feasibility study consultant ready to proceed when go-ahead is given, to ensure City of Edmonton “knows what it’s taking on,” should a land-swap deal between current studio owner and City of Edmonton be successful.
- Scouting/hosting “**Replica**” producers from France. Feature film (tentatively) scheduled to film in Edmonton 2012, in conjunction with Edmonton’s Panacea Entertainment.
- Scouting/hosting “**Barb Tarbox Story**,” a feature film scheduled (tentatively) to film in Edmonton this fall/winter (2011-12) with Calgary’s Randy Bradshaw and Edmonton production coordinator Jordan Films.
- In conjunction with Edmonton Arts Council, the **Edmonton Film Prize** was established and announced during the Edmonton International Film Festival. The \$10,000 prize will be awarded annually to an Edmonton film-maker.

External Relations

Edmonton Festival City

- **Edmonton Festival City in a Box** was represented at 22 events, including the I <3 yegdt (Edmonton downtown) barbeque where over 2,000 people enjoyed Edmonton Festival City performances, and the GoMedia opening reception where over 300 international travel media and Canadian industry members took in some of Edmonton's finest performing artists.
- **Festival City media relations** program continued with e-newsletter distribution to a database of over 900 people, including out-of-market media in national and international markets. Monthly e-newsletter showcases upcoming festivals and other related product, provides story ideas, and raises destination awareness. Open rates have continued at over 15% with content postings on select websites, including top 10 search rankings on Google and Yahoo. *The top five web clips include ABC (Raleigh), Yahoo Biz, Reuters, CBS Marketwatch and SFGate.com. Additional pick up on most recent issues include news.goldseek.com, www.skis.be, topics.pe.com, us.mc821.mail.yahoo.com and rss.wikio.com*

Marketing, Communications

- Edmonton Tourism launched its annual summer campaign in June, featuring the best of the capital region with ideas on what to see and do, plus plenty of savings. The campaign used a multimedia approach targeting Alberta, northern British Columbia, and select markets in Saskatchewan, and Yukon and Northwest Territories. Pay-per-click component of this campaign began June 15; metrics include 784,142 impressions, 3,979 clicks, and 0.899% click-through rate (average rate is 0.1-0.2%, so this is performing better than average). The campaign landing page achieved 13,781 unique visitors over the campaign period.
- Various e-marketing strategies were executed, 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 packages e-newsletter to database of 64,392 subscribers with an open rate of 14.30%.
 - Vacation packages e-newsletter to database of 64,455 subscribers with an open rate of 13.81%.
 - The What's On e-newsletter was distributed in August to 70,553 subscribers and had an open rate of 15.55%.
 - Partnership project with NAIT and Victoria School of the Arts resulted in student-produced videos, which focused on the assets Edmonton offers. Currently we have eight videos posted with over 3,200 views.

FRESH

We continue to encourage partners to get involved by sending in what **environmental practices** they have implemented. We include this information on their industry partner pages on our website as well as feature them in the One Voice publication. Also, key web pages have been optimized to increase searchability.

Edmonton.com

- Edmonton.com anchors all marketing and communications activity and we continue to invest efforts and identify key areas for enhancements. Ensuring Edmonton.com has up-to-date and relevant content is imperative to its success. We have been developing various sections of our site, including new content and adjustments to menu navigation under the visitors section.
- Edmonton.com had 386,622 unique visitors at the end of September,

up from 334,038 during the same period last year. There were 55,597 returning visitors in Q3, up 20.27% over the same period last year.

Media Relations Activity

- In partnership with Travel Alberta, Edmonton Tourism organized **21 media visits for 54 participants** representing, among others, Australian Flight Centre, Biography TV, Travel guys, and Lonely Planet.
- Responded to **50 requests** for information, interviews and images from web, print and broadcast media. Coverage included stories on Homeless Connect, Folk Fest, Edmonton Indy, Festival City, and tourism in Edmonton.
- Hosted GoMedia Canada Marketplace at the Shaw Conference Centre Sept 19-22, which brought approximately 300 media and tourism partners to Edmonton. Hosted welcome reception at Art Gallery of Alberta and organized local tours for approximately 110 media guests.
- Earned media value year-to-date was approximately \$24.5 million.

Strategic Relations

- EEDC, in partnership with the Edmonton Chamber of Commerce, and select business leaders, is leading a mission to Ottawa Nov 14-15 to raise awareness and visibility of Edmonton and Northern Alberta with the federal government. Working with the Members of Parliament Edmonton Caucus, efforts are underway to build these strong government relations vital for the future economic success of the Edmonton Region.
- The 30th Annual Manning Innovation Awards were held at the Shaw Conference Centre this year. External Relations provided vast marketing and communications support through website, social media, e-news blasts, and media support. Community outreach was also leveraged to raise awareness of this event and the region's innovation accomplishments. Edmonton Festival City in a Box entertainment was also highlighted for national guests.
- Thirty external presentations have been secured for EEDC since the beginning of the year. Speaking engagements provide an excellent opportunity to raise awareness of Edmonton and gain support for EEDC's strategic priorities. EEDC's President and CEO had the opportunity to address hundreds of national and international travel media about Edmonton at the GoMedia Reception held Sept 19.
- EEDC representatives spoke to a crowd of nearly 2,000 about the importance of Edmonton having a vibrant downtown at a BBQ held in Churchill Square Aug 25. EEDC arranged for an official proclamation as "I heart yegdt (Edmonton downtown)" day by the City of Edmonton. A social media campaign encouraged users to tell us why they love Edmonton's downtown and dozens of followers won "I heart yegdt" t-shirts. In August there were approximately 174 social media posts recognizing yegdt and EEDC. This resulted in a reach of almost 250,000 impressions connecting EEDC to a vibrant downtown.

Social Media

- Corporate social media accounts had average growth of followers of 15.5% this quarter. Most notable on the YouTube page which was a 32.3% increase in upload views from Q2.
- EEDC hosted a blogger from rubber tire (Fort McMurray) market to promote the Edmonton Indy event in July. He wrote four blogs (about the Indy event, Raceweek Edmonton and his dining and shopping experiences). He also posted YouTube videos and one of his blogs was featured in the Twitter Fort McMurray daily.
- A new social media monitoring tool was registered this quarter: Heartbeat by Sysomos. Starting in October, social media engagement will be measured and will also provide important real-time key word monitoring.

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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.

