



REQUEST FOR DECISION

MEETING DATE: March 27, 2023

TITLE: Council Delegation - Edmonton Global

DIVISION: City Manager's Office

SUMMARY:

Edmonton Global has asked to come before Council to provide an update on its activities for the past year and ensure ongoing communication between Edmonton Global and its municipal shareholders.

PROPOSED MOTION:

A motion is not required.

BACKGROUND / ANALYSIS:

Staff and Board members of Edmonton Global are meeting with member municipalities to provide an update of their activities and results as part of their awareness and accountability outreach. Expected attendance from Edmonton Global representatives at the Council meeting are:

- Bernie Kollman - Board Member
- Gail Stepanik-Keber, Board Member
- Chris McLeod, Global Marketing & Communications

Edmonton Global was formed in 2017 as a foreign direct investment and international business development agency which represents 14 municipalities in the Edmonton region. Its stated purpose "is to radically transform and grow the economy of the Edmonton region." The vision is on making the region the choice location for global investment and building a sustainable and prosperous future. Their strategic areas of focus include AI and Technology; Food and Agriculture; Global Logistics; Health and Life Sciences; and Hydrogen and Energy.

OPTIONS / ALTERNATIVES:

n/a

CONSULTATION / ENGAGEMENT:

Edmonton Global staff work closely with the Economic Development Network (ED Network) which consists of the Economic Development Officers (EDOs) of the 14 member municipalities. This provides the linkage between the investment attraction work that Edmonton Global undertakes at the international level with the “on the ground” connection at the municipal level.

Edmonton Global shares potential investment leads with municipalities through a defined referral process. Municipalities provide intelligence to Edmonton Global on potential sites, infrastructure capacity, regional supply chain, labor and skills availability, support programs and other factors important for location decisions. EDOs also provide Information on businesses looking for strategic partners and export opportunities. This information is compiled by Edmonton Global and provided to potential investors as opportunities are identified.

IMPLEMENTATION / COMMUNICATION:

n/a

IMPACTS:

n/a

FINANCIAL IMPLICATIONS:

The City’s annual membership contribution to Edmonton Global is \$127,185 and was last increased from \$90,735 in 2021. Shareholders approved this increase to provide additional resources to Edmonton Global as part of their updated investment attraction plan.

In 2021, the City also contributed \$79,093.00 to the Regional Air Services Opportunity Fund which was coordinated through Edmonton Global. The purpose was to re-establish flights lost during the COVID-19 pandemic. This campaign has been successful in rebuilding the level of air services at the Edmonton International Airport and provides a platform for attracting new destinations and increasing frequency of service.