

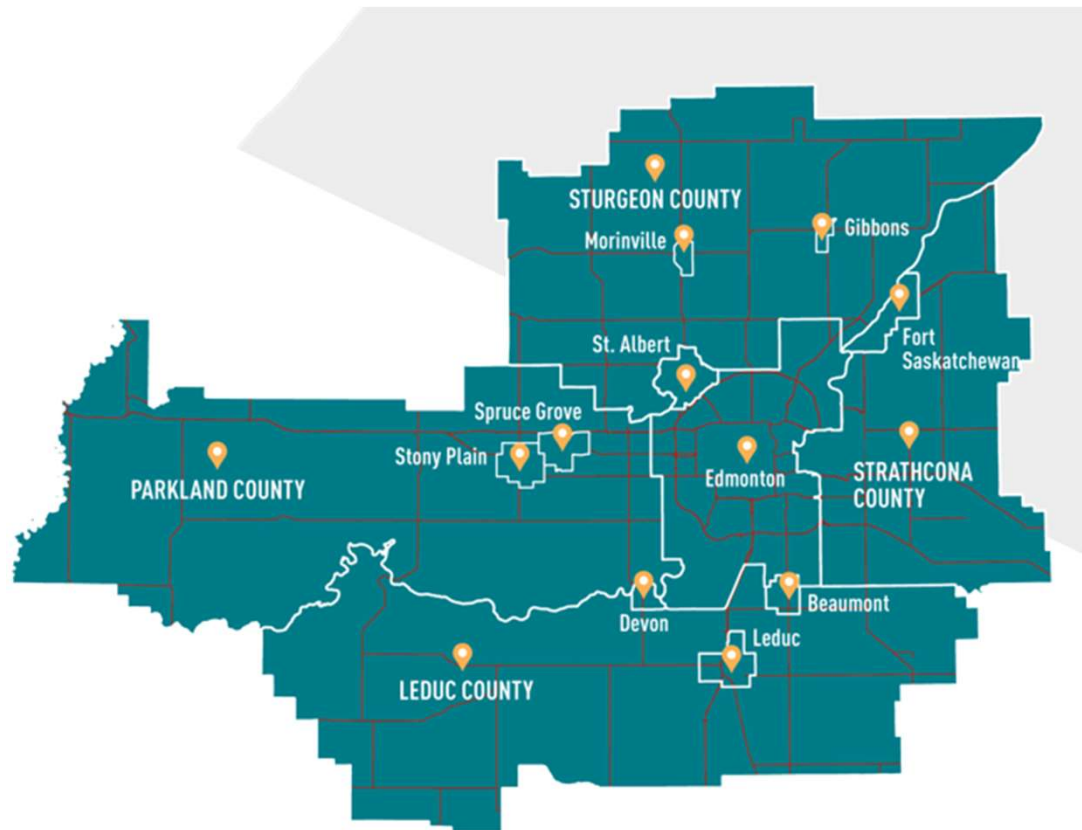


EDMONTON GLOBAL

JULY 12, 2022

# EDMONTON GLOBAL PUPOSE

- The purpose of Edmonton Global is to radically transform and grow the economy of the Edmonton Metropolitan Region



# EDMONTON GLOBAL HISTORY

- Edmonton Global's vision is to make the Edmonton Metropolitan Region the choice location for global investment. To attract investment and quality jobs to the region, our strategy is to strengthen and support growth, innovation, and competitiveness — all in collaboration with the region's 14 municipalities.
- Edmonton Global provides:
  - Investment Support
  - On-the-ground support
  - Qualified trade mission participants

# EDMONTON GLOBAL HISTORY

- Edmonton Global was formed in 2017
  - Parkland has been a shareholder since June 2017–Parkland has contributed since inception \$ 480,803 in membership contributions and \$ 497,632 for the Regional Air Services Opportunity Funds
  - The organization will have received an estimated cumulative funding of over \$18 million since it was established \* plus has collected and administered the \$15 million RASOF initiative for the Edmonton International Airport.
- Major activities and milestones since inception
  - Strategic plan
  - Standing up of organization, Management, Staff, Board
  - Marketing and Branding of the organization
  - Stakeholder engagement in the Edmonton Region
  - Creation of compact document
  - Several investment attraction events and missions

\*source annual reports and special shareholder meeting

# EDMONTON GLOBAL HISTORY

- Council voted to provide a notice to withdraw from Edmonton Global November 16<sup>th</sup>, 2020
- Council's rationale for this centered around two elements:
  - No project or investment lead had been secured for Parkland County
  - Edmonton Global had increased the scope of the organization since inception

# EDMONTON GLOBAL – WHAT DO WE DO?

## Edmonton Global – What do we do?

### Internationally

**We provide confidential and free support** to businesses making investment decisions

**We connect investors** to sector experts and government

**We inform investors** about the regional market, community/business data, and industry analysis

### Regionally

**We collaborate** with municipal economic development offices and other regional stakeholders

**We advocate** for policies that support investment

**We pursue data-driven strategies**

**We unify and harmonize** the region around a shared narrative that we can bring to the world

In 2021 Edmonton Global was ranked #21 for Foreign Direct Investment Strategy in the Americas

Source: <https://www.fdiintelligence.com/article/79912>

# HOW CAN EDMONTON GLOBAL HELP PARKLAND

- How Edmonton Global has stated they can help:
  - Promote Parkland County to international investors
  - Work closely with EDOs to identify regional assets
  - Create a regional narrative where Parkland County's assets and opportunities are clearly highlighted
  - Support ongoing connection to Parkland and aftercare
  - Connect local businesses to trade and export opportunities

# HOW CAN EDMONTON GLOBAL HELP PARKLAND

## Parkland County: Assets & Focus Areas

### **Assets:**

- Major Business Attraction Program.
- Strategic Location.
- Diverse Workforce.
- Land Availability:
  - 600 acres of “shovel ready” land.
  - 1400 acres of “ready to develop” land.
- Competitive non-residential tax rate.

### **Focus Areas:**

- Agriculture.
- Manufacturing.
- Oil and Gas Supply Services.
- Rural Development.
- Tourism.
- Transportation and Logistics.



## Edmonton Global: Value-Add

- Promote Parkland County to international investors.
- Connect local businesses to trade and export opportunities.
- Support ongoing connection to Parkland and aftercare.
- Transformational opportunities:
  - Global logistics.
  - Ag tech.
  - Agriculture.



# VISION AND MUNICIPAL ROLE

## The Board's Vision for Edmonton Global in 2023

Partners are more engaged and the economic development network is working cooperatively. There is a strong spirit of "collectiveness" across the ecosystem. By working together, the regional network has increased investment activity and landed deals in the region that add value and bring significant impact to the region's economy. The world knows the Edmonton Metropolitan Region is a top location for investment and to grow a business, and Edmonton Global is the go-to organization for landing deals in the region.

### How we work together to achieve our shared vision:

EDMONTON GLOBAL'S ROLE	MUNICIPALITIES' ROLE
Promote the region to the world	Champion the regional vision
Bring global investors to the region	Engage and understand the process
Act as a consistent point of contact for investors	Act as regional ambassadors
Coordinate the regional database	Share data and information into the regional database
Provide technical advice and assistance	Ensure staff resources and availability
Identify investor pain points and how to solve them	Continually improve investment readiness
Communicate with shareholders and partners	Identify and promote outcomes and success stories
Be an agent of the regional mindset	

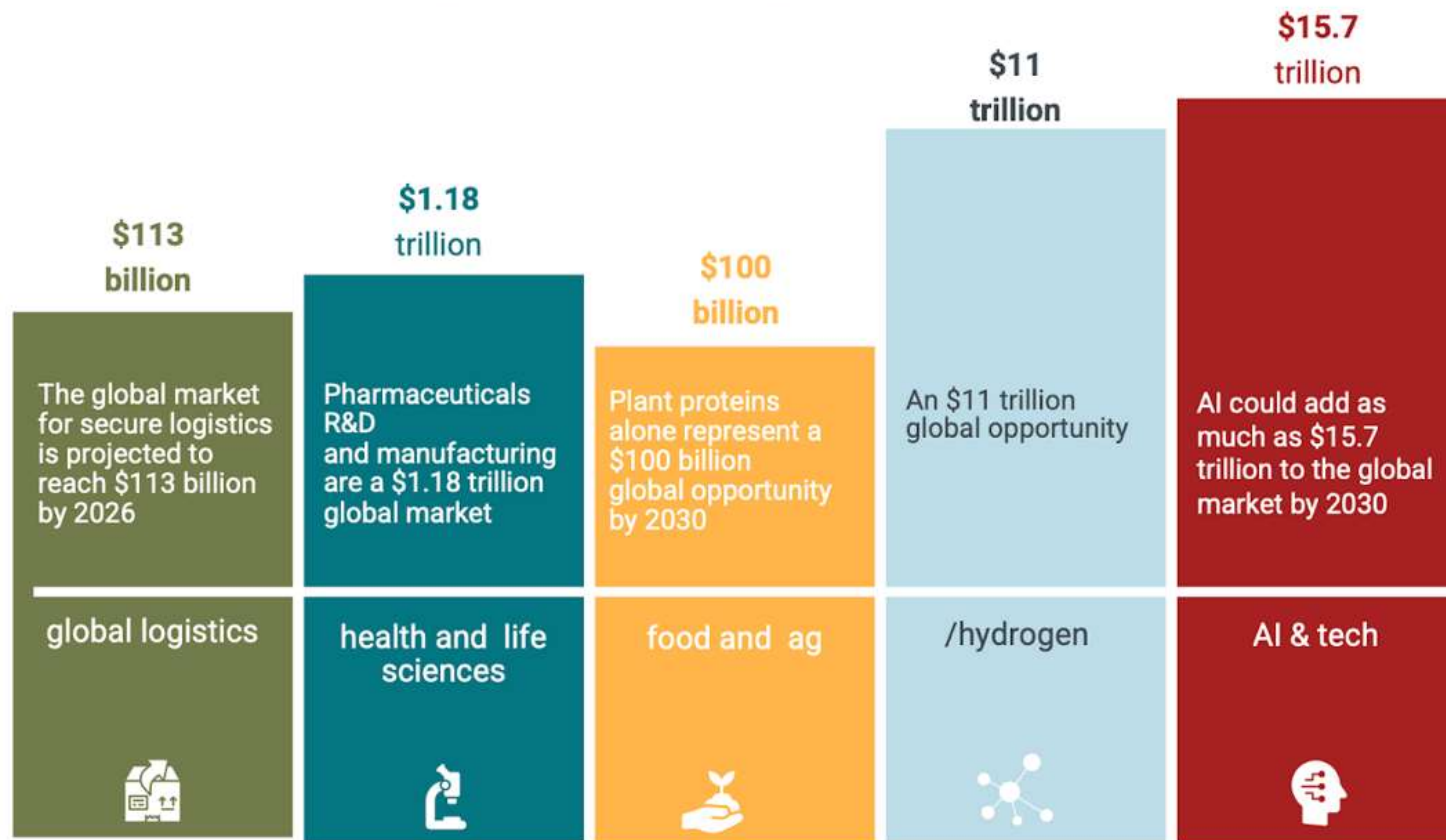
\* From Edmonton Global's Strategic Plan

# FOCUS SECTORS



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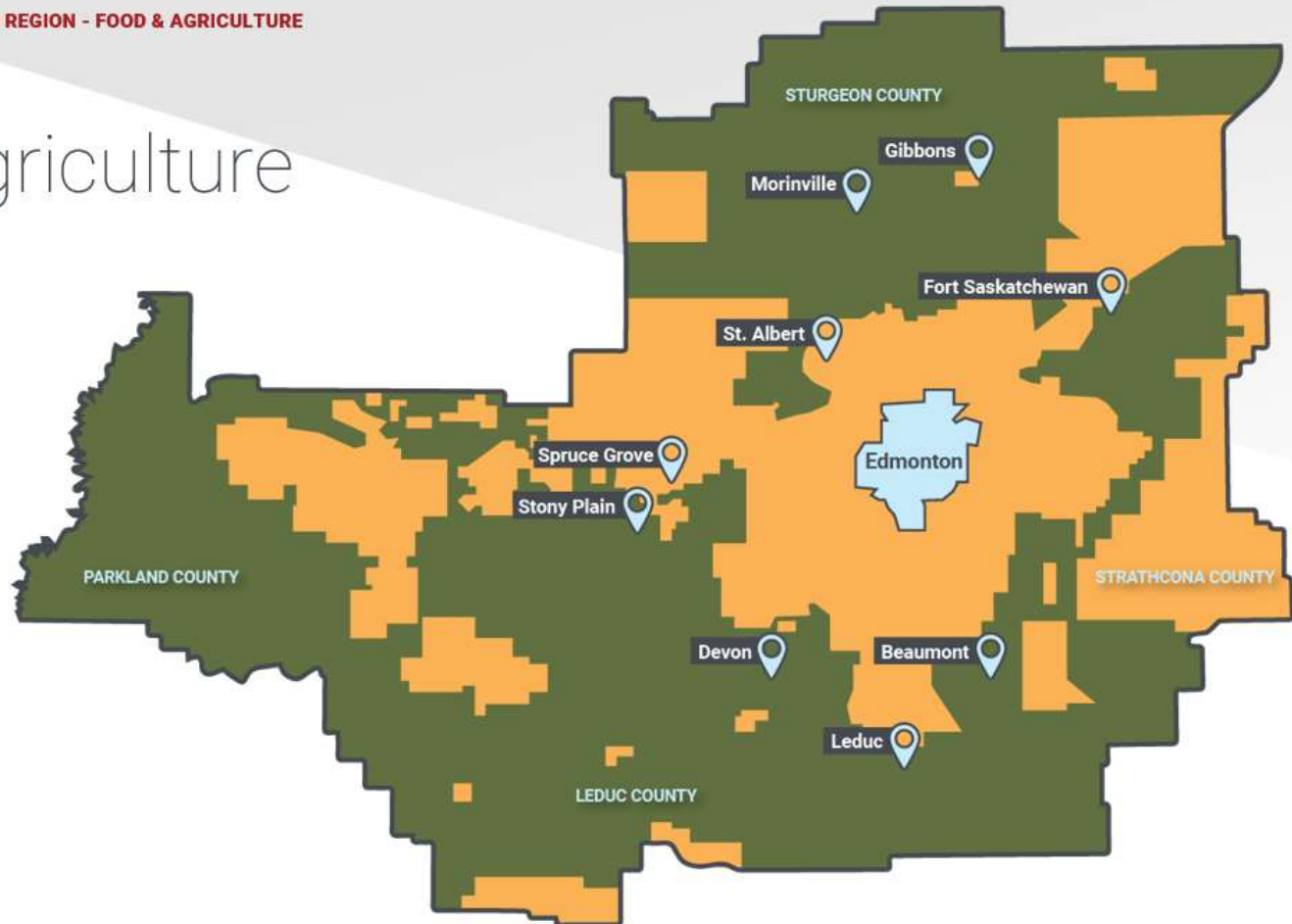
## Innovation in High Value/High Impact Sectors



# FOCUS SECTORS

EDMONTON METROPOLITAN REGION - FOOD & AGRICULTURE

## Rural Agriculture

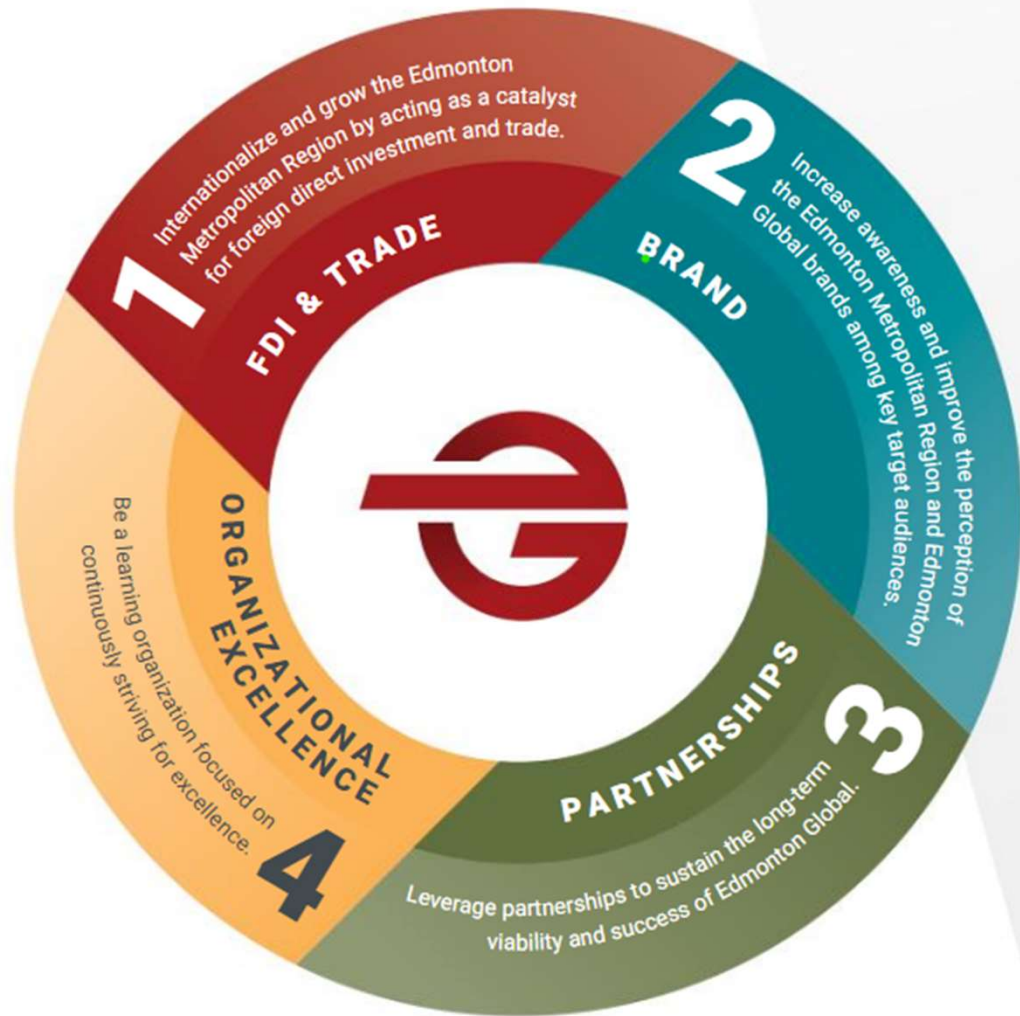


Rural/Agricultural

Blended Agricultural and Industrial

Urban

# ORGANIZATIONAL PRIORITIES



# HOW DO WE WORK WITH EDMONTON GLOBAL

- Parkland is cooperating on regular Requests for Information that are being shared
  - Examples: Manufacturing complex (Acheson proposed), Solar projects
- Inland port terminal inquiry, meeting with Dubai Ports
- Solar investment opportunities
- Other comparable inquiries are answered based on Parkland's competitive and comparative strengths
- Provide land location data to Edmonton Global
- Assist with stakeholder outreach and incoming site selector meetings
- Host PR events (Port Alberta)



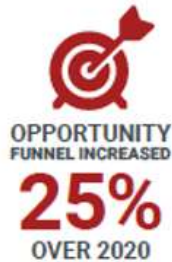
# RESULTS (PRESENTED BY EDMONTON GLOBAL)

## 2021 in Numbers



**2600**  
NEW JOBS CREATED

**\$1.57B**  
IN ANTICIPATED INVESTMENT



**57%**  
INCREASE IN INTERNATIONAL WEBSITE TRAFFIC

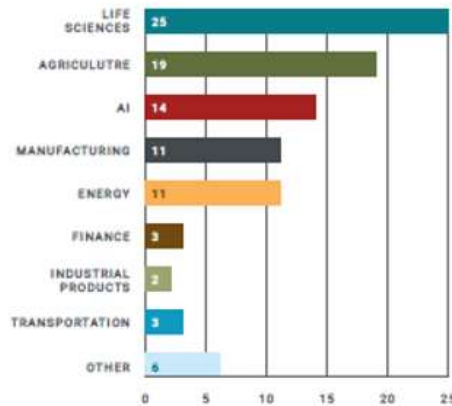
**83%**  
INCREASE IN WEBSITE DOWNLOADS OVER 2020

**230%**  
INCREASE IN WEBSITE DOWNLOADS OVER 2019

AS OF DECEMBER 31, 2021, EDMONTON GLOBAL WAS TRACKING **94** OPPORTUNITIES.



OPPORTUNITIES BY STAGE



OPPORTUNITIES BY SECTOR

**20** REGIONAL BUSINESSES HAVE BEEN PROMOTED THROUGH MARKETING MATERIALS IN 2021  
*(not counting partner organizations)*

**75** FACILITATED INTRODUCTIONS BETWEEN REGIONAL BUSINESSES AND OTHERS

SUPPORTED **21** UNIQUE INVESTOR TOURS OF THE REGION  
*(up 283% from 2020 and up 109% from 2019)*

**6** VIRTUAL VISITS & **15** IN-PERSON VISITS

**28** REGIONAL BUSINESSES & **26** PARTNERS PARTICIPATED IN INVESTOR VISITS

**80** REGIONAL AND NATIONAL EARNED MEDIA STORIES

**21** INTERNATIONAL EARNED MEDIA STORIES

# COST TO REJOIN

- Parkland County's estimated 2023 contribution will be \$170,000
- In addition to annual membership contributions, resources for trade events (ForwardSlash 2022, Hydrogen Conference, AI week) will be needed.
- Staff resources and Council will be required to continue to support Edmonton Global



**QUESTIONS?**

