

Edmonton Metropolitan Region Economic Development Entity

Outcomes

Branding: A regional brand, supported by targeted and consistent messaging, along with a strategic brand marketing plan, to attract new investment to the Edmonton Metropolitan Region through increased exposure of the region.

Value Proposition: The Edmonton Metropolitan Region is identified internationally and recognized as a compelling location for investment.

Database: A comprehensive, accurate, “investment-ready” regional database of the assets and attributes of the Edmonton Metropolitan Region. The database will be updatable and accessible to allow municipal partners and regional businesses to share information, prospects and opportunities, including the development of a uniform regional site selector tool.

Value Proposition: Global Site Selectors are able to find accurate information helping them make informed decisions about the Edmonton Metropolitan Region.

Regional Strategy: An economic development strategy, informed by existing data and research of regional partners, focused on strengthening the Region’s global competitiveness to attract investment and talent, while supporting business retention, expansion, and investment.

Value Proposition: A strategy ensures the region is working together in a collaborative manner providing a consistent and compelling story that will target investment from key sectors, and talent.