



**Written Submission for Pre-Budget
Consultations in Advance of the 2019
Budget**

**Submitted by Edmonton Global
August 3, 2018**

EDMONTON GLOBAL

Recommendation 1: That the Government of Canada provide funding in the amount of \$6,000,000.00 for the Edmonton Global program

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Our Value Proposition

Edmonton Global is the result of a regional vision of cooperation, which transformed into an initiative by the Edmonton Metropolitan Region Board to create an independent economic development organization. Edmonton Global is founded by 15 municipalities each committed to making Edmonton Metro more globally competitive.

On June 9, 2017 Edmonton Global was incorporated based on an innovative governance structure:

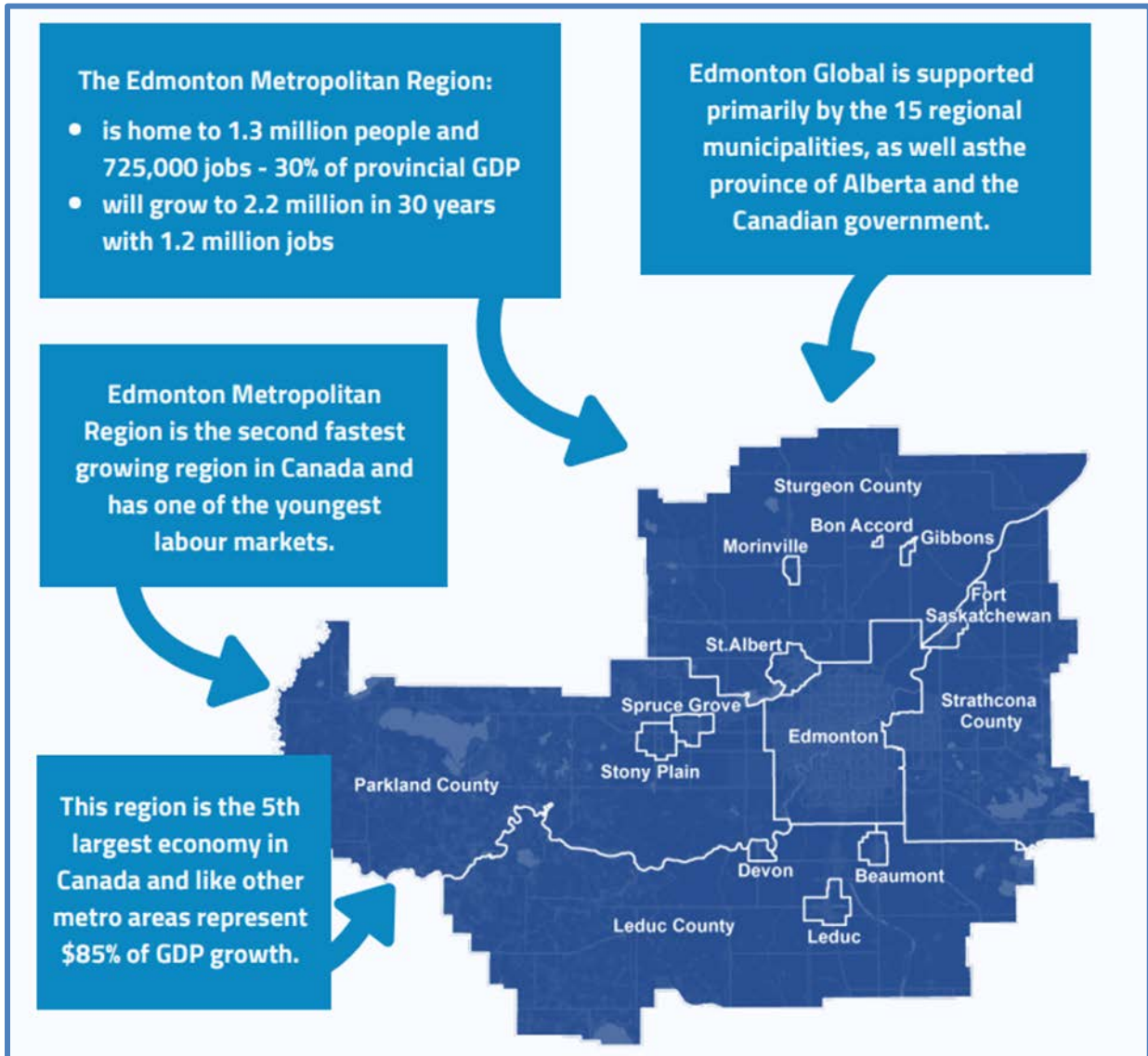
- 15-member municipalities make up the Shareholder Group;
- The Shareholders have appointed a professional Board selected from leading regional business leaders;
- The Board is supported by a professional management team;
- Shareholders have committed to a three-year rolling funding model and a one Shareholder, one vote model – notably a feat for a region as diverse as the Edmonton Metropolitan Region.



Edmonton Global is focused on transformational economic development within the region that will positively impact Canada's competitiveness. It will catalyze local, regional, provincial and federal investments in infrastructure, technology, and innovation. Edmonton Global will support a stronger Canadian value proposition as it works with provincial and federal partners.

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Our Region



Ensuring Canada's Global Competitiveness - Our Role

These funds are being requested to support program development at Edmonton Global to aid in the execution of regional economic development that stimulates significant economic growth within the region, the province and ultimately, Canada. This region represents one third of the provincial GDP or \$100B annually to the provincial and Canadian economy. As the 5th largest economy in Canada, we are a key economic driver.

The return on investment of this support will accrue to the region in terms of jobs, trade and investment attraction opportunities, and the development of capacity at a regional level to compete globally. The requested funds will be directed towards four major streams of work:

1. Lead generation for foreign direct investment and trade in the target sectors as identified in the organization's strategic plan, and the creation of jobs in the region;
2. Marketing and brand development for Edmonton Global and the Edmonton Metro Region to send a consistent and focused message to global markets. For the first time in the region's history, regional municipalities, economic development agencies and ambassadors will position themselves to the world as a regional team;
3. The alignment, coordination and collaboration vertically and horizontally with partners that have a role in economic development in the region. This especially includes the development of a regional trade and investment team approach to increasing capacity for investment attraction and readiness at the local level; and
4. Establishing benchmarking/performance measures to set a standard of rigour in outcome reporting and performance metrics for the region. This ensures measurement of outputs and the value of outcomes – including how Edmonton Global's work in its entirety will build capacity within the regional team.

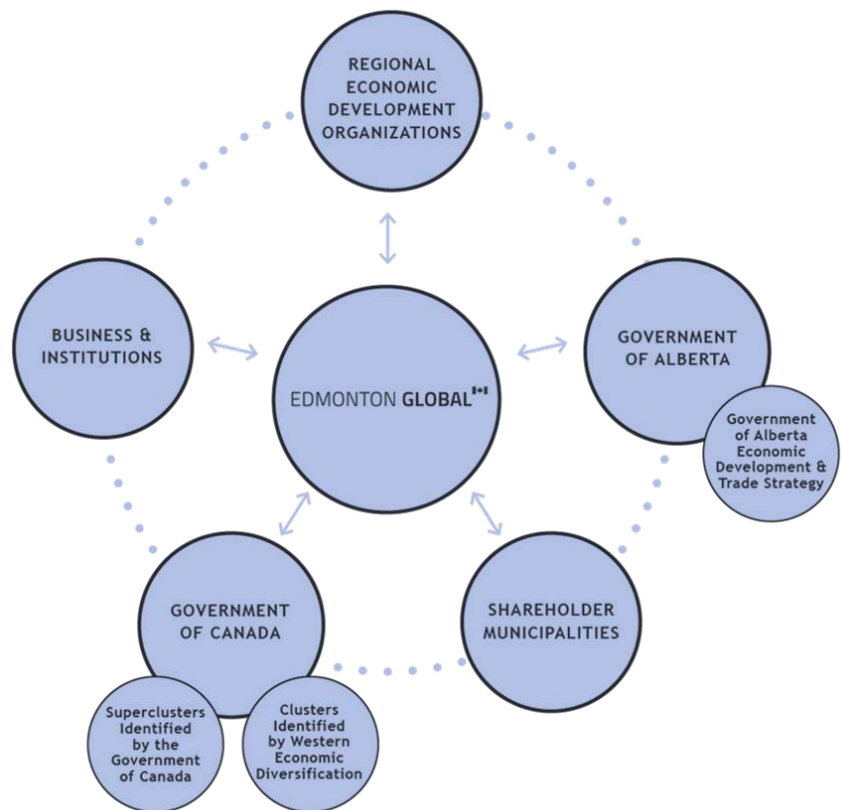
Our Rationale

Working with our Federal partners through Invest in Canada, International Trade, Global Affairs Canada and Western Economic Diversification Corporation, as well as Invest Alberta and our national metropolitan peers is critical in creating alignment of effort and marketing Canada to the world. These partnerships enable potential investors to fully realize the opportunities Canada presents and creates understanding of the full potential of Canada's global competitiveness now and into the future.

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With this strategic investment from the Government of Canada, Edmonton Global will build on its regional assets in partnership with the many and varied stakeholders within the Edmonton Metropolitan Region eco system to create a single, aligned and compelling narrative on the world stage. This will both aid in attraction of Foreign Direct Investment and in creating investment ready companies for Trade. These regional partners harness the full weight of the assets in both traditional and emerging sectors. Examples of the regional strengths are:

- Canada’s largest Petrochemical cluster in Canada centered on Alberta’s Industrial Heartland with \$40 Billion in assets and more under consideration;
- The largest Advance Manufacturing parks in Canada and second in North America only to Houston, supporting the energy sector and so much more;
- Supporting the Super Protein Cluster and the wider Food & Agribusiness; and
- The emerging sectors in areas such as Health and Artificial Intelligence (AI) where the University of Alberta is ranked 3rd globally in AI and Machine Learning.



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Our Focus

Our Strategy embodies three main tenets: Collaboration, Focus, and Innovation. Importantly, Edmonton Global has recognized it must be focused on the competitive advantages of this region.

Four sectors have been selected based on traditional and emerging sectors embodying regional strengths. These are enabled and infused by innovation through high technology and Artificial Intelligence.



Recommendation: That the government provide funding in the amount of \$6,000,000.00 for the Edmonton Global program.

Edmonton Global respectfully requests the following financial support from the Federal Government: \$1.5M in 2019 annually through to 2022.

Over the coming four years, the total amount of support would equal \$6M.

- This request for federal support is commensurate with federal funding of similar regional contemporaries across Canada
- This funding request matches that of the contribution by the province of Alberta.
- This funding request matches that of regional Shareholders in 2018 and equates to 75% of their support in 2019 and beyond.
- These funds are capacity-building dollars that will stimulate significant economic activity within the region.
- The return on investment of this support will be significant to the region. We already anticipate \$70M in new economic impact in 2018 alone.

A parallel request is being pursued through Western Economic Diversification Canada.

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