

Boards/Committees/Commission Reports

March 11, 2025, Committee of the Whole

Mayor S. Boersma



Edmonton Global Shareholder Group

The following update was provided by Edmonton Global:

Dear Partners,

Thank you to those who were able to attend Edmonton Global's Shareholder Strategic Review Consultation Session last week. All municipal elected officials including regional mayors and councillors, as well as CAOs were invited to the session. The purpose of the session was to allow shareholders to provide input into the strategic review process that the Edmonton Global Board has undertaken.

Central to the session, shareholders were asked to consider, **"Where do we as shareholders see Edmonton Global in five years?"**

I am reaching out to provide an update and ***invite input from those who were unable to attend.***

During the session, Gregg Wassmansdorf was invited to present an overview on global best practices for regional collaboration in economic development. Gregg is a senior expert in site selection and economic development with 25 years of experience. Many of the attendees expressed their wish that his presentation be shared with a broader audience which is why I am circulating his presentation along with some key takeaways from his talk.

Key Takeaways

- Site selectors use a structured and competitive process—the Edmonton Region must present a strong, coordinated regional case to even be considered in order to attract investment.
- Site selection is a process of elimination – it's critical that the Edmonton Region continue to promote the full value proposition of the entire Edmonton Region so that we may showcase the best of the best.
- Canada and Alberta face growing FDI challenges, requiring a proactive strategy for competitiveness.
- Regional collaboration is critical—successful models worldwide show that unified branding and cooperation drive economic success.
- The most effective economic development environments maximize each stakeholder's value contributions with clear roles and minimal conflict
- There is an essential role for Edmonton Global to continue to play, and greater potential for the brand and performance with improved partner alignment and cooperation.

Following Gregg's presentation, Dr. Bob Murray facilitated a discussion with shareholders to share feedback on Edmonton Global's strategic direction and opportunities for the organization going forward.

As your board, we are now in the process of taking what we heard and applying that to the work we are doing to test and refine Edmonton Global's strategic direction. **The refined strategy will be presented to shareholders at the AGM in April.**

I encourage each of you—Mayors, Councillors and CAOs, whether you were able to attend the session or not—to reach out to me directly (or any member of your board) to share any feedback or thoughts you have regarding the future strategic direction of the organization.

Finally, I want to highlight the recent launch of the Edmonton Metropolitan Region Toolkit. The Toolkit is a new platform that Edmonton Global has launched—a digital library filled with content (photos, video, drone footage, and marketing materials) that can be used to promote the Edmonton region. I encourage you to check it out [here](#).

I remain available for your input.

Enzo J. Barichello, K.C.
Chair, Edmonton Global Board

