



For Immediate Release

June 11, 2019

Edmonton Economic Development Kicks Off Economic Growth Strategy Campaign

Edmonton, Alberta, Canada – [Edmonton Economic Development Corporation](#) (EEDC) has launched a city-wide campaign asking Edmontonians to add their voice to what Edmonton’s economy needs in order to grow and thrive for future generations. The input received will directly inform the City of Edmonton’s next long-term Economic Growth and Resiliency Strategy.

Starting today, Edmontonians can visit [Futureveg.ca](#) and join an online community where they can provide direct feedback and engage with fellow citizens in a discussion regarding Edmonton’s economy. All visitors will be asked to describe Edmonton’s ideal economy as it should look a generation from now and provide feedback on what Edmonton’s economy needs to realize that future.

“This is an opportunity to engage with everyone who lives or works in Edmonton,” said Derek Hudson, EEDC CEO. “We’ve always believed economic development is a team sport and everyone is involved in city building. EEDC wants to hear from all Edmontonians regarding what they think is working well and what some of the barriers or constraints to success are today. This will help our community in building a prosperous and resilient Edmonton economy for our next generation.”

At the same time, EEDC will also be engaging directly with Edmonton businesses and stakeholders to gather their insights. All input will play a key role in confirming key drivers of the economy, such as talent or tourism, and identifying constraints and areas of improvement. The organization will present findings to City Council in September 2019 and then validate its findings through ongoing community consultation through the balance of the year and into 2020. For more information, visit [Futureveg.ca](#).

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As an agency of the City of Edmonton, Edmonton Economic Development Corporation’s (EEDC) mandate is to recommend economic development policy and strategy for the City of Edmonton, execute strategy as assigned by the Shareholder, and conduct a broad range of economic development initiatives in collaboration with the City of Edmonton and other partners. The organization currently manages six divisions, including Edmonton Tourism, Edmonton Convention Centre, Edmonton EXPO Centre, Enterprise Edmonton and Innovate Edmonton. For more information, visit [annualreport.eedc.ca](#).



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