

# Edmonton Message Map

**DRAFT | March 2008**

**This message map is a compilation of the highlights of the Edmonton "story." It has been pulled together with the input of key organizations from across the city, and is updated and refreshed on a regular basis, as information changes.**

**For comments or questions about the document, contact Robert Moyles, Director of Strategic Communications, City of Edmonton, 780-496-8278**

## **THANKS TO THE FOLLOWING ORGANIZATIONS AND THEIR REPRESENTATIVES FOR THEIR CONTRIBUTIONS TO THIS INITIATIVE:**

Edmonton Economic Development Corporation  
Edmonton Tourism  
Capital Health  
University of Alberta  
Northlands  
NAIT  
MacEwan College  
Edmonton Arts Council  
Edmonton Airports  
Edmonton Chamber of Commerce  
EPCOR  
Kingsway Business Association  
The City of Edmonton's NextGen Committee  
Edmonton Oilers  
Edmonton Eskimos  
Stantec  
Canadian Western Bank  
Sutton Place Hotel  
Westin Hotel

## **ABOUT THIS DOCUMENT**

This document is a communication tool you can use when people from your organization, event, or department, are talking about Edmonton.

In here you will find key messages that can be used to support communications in three main areas – business/economics, quality of life, and lifestyle.

Use of these messages in a consistent, purposeful way by organizations from across the city is the first step in developing a consistent, positive, unique image for Edmonton.

### **The purpose**

The integrity of the messages we send out is essential for those around the world to immediately recognize and understand what Edmonton is about and what it has to offer. The aim of this guide is to assist you in the consistent use of messages relating to the City of Edmonton. It contains details to which you can refer for all elements of communication.

This document has been created not just to help you find things to say about your city, but to ensure that all those who have a stake in the success of Edmonton have the tools they need to deliver the same message – from the same page.

## THE MESSAGES

There are so many things that can be said about the City of Edmonton that it is difficult to boil them all down into one small package. You can, however, take a few of the strongest ideas and put them into a tight paragraph, supported by a number of strong key messages. That's exactly what has been provided for you.

### **Over the next few pages you will find:**

- 1) A boilerplate message for the city.
- 2) An elevator script for the city.
- 3) A boilerplate message for the city focused on business and supported by many key business messages.
- 4) A boilerplate message for the city focused on quality of life and many key messages.
- 5) A boilerplate message for the city focused on lifestyle and many supporting key messages.

## What is a boilerplate message?

A boilerplate message is a simple, standardized "copy and paste" piece of messaging that can be used in a variety of communications vehicles. A distillation of many facets of the city, this short paragraph can be used on the bottom of a press release, in proposals, or promotional materials.

The graphic features a green background with a pattern of light green circles on the left side. The text is centered in white. At the bottom, there are wavy lines in shades of green and blue, with a pattern of dark blue circles in the lower-left area.

# **Edmonton's Boilerplate Message**

# EDMONTON

## the move

This is a city alive with energy and boundless opportunity – a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

The cover features a vibrant green background. On the left side, there is a vertical band with a pattern of overlapping circles in a lighter shade of green. At the bottom, there are two wavy, horizontal bands: the top one is a darker blue with a pattern of overlapping circles, and the bottom one is a solid, bright green. The title is centered in the white space on the right side.

# **Edmonton's Elevator Script**

## **ELEVATOR SCRIPT**

Edmonton is a booming city at the heart of a region of over a million people, nestled in the centre of Alberta – a province with one of the richest reserves of oil and natural gas in the world. The capital city of the province, and the 2007 cultural capital of Canada, Edmonton bustles with arts, theatre and cultural events. There's always something to do no matter what time of year it is. You'll find festivals galore, the world's largest shopping centre, professional hockey, football and baseball teams and so much more.

Edmonton's river valley is amazing. An enormous band of natural green space 22 times larger than Central Park in New York, it runs through the centre of the city and is filled with parks, trails and endless opportunities for adventure. Given the opportunity, Edmonton's quality of life and hot economy will impress you.



# **Business Messages**

# switched **EDMONTON** and ready to do business

## **EDMONTON'S BUSINESS BOILERPLATE MESSAGE**

This is a city alive with energy and boundless opportunity – an economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day.

# boom EDMONTON

## A growing centre worth the investment

- Edmonton is the capital city of a province growing at a rate that is making Canadian history. <sup>1</sup>
- Global experts have ranked Edmonton as having the best economic potential for investment in the world. <sup>2</sup>
- Edmonton has exceeded average Canadian growth eight of the past 10 years and is expected to be one of the top performing economies of 2008. <sup>3</sup>
- Edmonton is the global port to the world's second largest oil reserves <sup>4</sup>, the Alberta oilsands.
- More than \$200 billion is being invested over the next 10 years to develop major projects in and around the Edmonton area. <sup>5</sup>
- Edmonton offers the best employment prospects in the country across a wide variety of industries. <sup>6</sup>
- The City of Edmonton is the only city in the country to receive a AA+ credit rating, making it one of the most fiscally responsible major Canadian cities.

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1 Statistics Canada "Canadian Economic Observer" – September 2006  
2 Foreign Direct Investment Magazine "Cities of the Future" Ranking – April 2007  
3 Conference Board of Canada Metropolitan Outlook, Winter 2007  
4 Canadian Association of Petroleum Producers – December 2006  
5 Alberta Economic Development, Major Projects List – November 2007  
6 BMO Financial Group "Oil's Well" Report – January 2006

# more EDMONTON the dollar

## Get more for your business buck than in other top cities

- Business costs in Edmonton are lower than any other city of its size across the North American mid-west and are ranked globally in the top 10 across 10 industry sectors. <sup>7</sup>
- Class A office space is lower cost in Edmonton than any other major city in Canada – less than Calgary, Toronto and Vancouver. <sup>8</sup>
- Edmontonians enjoy a per capita income higher than the national average, even above Canada’s largest city, Toronto. <sup>9</sup>
- Edmonton has one of the most competitive corporate tax environments in North America with no provincial sales tax, capital tax, or payroll tax.
- Industry in Edmonton benefits from being located in the most cost-competitive transportation and distribution centre in North America. <sup>10</sup>
- Edmonton is ranked as the Best Major City in which to do business in Canada. <sup>11</sup>

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7 KPMG. Competitive Alternatives Report 2006 Edition

8 CB Richard Ellis, Global Market Rents Report – November 2007

9 Personal Disposable Income Per Capita – Conference Board of Canada, Winter 2007

10 QGI Consulting “Operating Cost Comparison for Transportation & Distribution Sector” – September 2005

11 Canadian Business Magazine “Best Cities for Business” Report, based on annual operating costs, cost of living index, building permit growth, unemployment rate change and crime rate – September 2006

# build EDMONTON

## A centre of entrepreneurial energy

- Edmonton's global leadership in oil and gas has led to new areas of opportunity and prosperity and the world now turns to this major centre for clean energy, technology, manufacturing, production and transportation excellence.
- Steeped in entrepreneurial spirit, Edmonton is Canada's third hottest city for small business <sup>12</sup> and leads Alberta as a major centre of companies with five to 49 employees.
- Edmonton boasts 80 publicly traded firms with a market cap of more than \$10 billion. <sup>13</sup>
- Edmonton has the second largest number of financial institutions headquartered west of Toronto. <sup>14</sup>
- Edmonton has been the starting point for more successful national and regional retail chains than any other city of its size in Canada. <sup>15</sup>
- The forest and wood products industry adds \$1 billion to Edmonton's economy every year. <sup>16</sup>

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<sup>12</sup> CIBC World Markets "Small Business in Canada Report" – September 2006

<sup>13</sup> The Edmonton Journal – January 2007

<sup>14</sup> FP 500 – Edm (4), Van (6), Cal (3), List of banks available from the Office of the Superintendent of Financial Institutions Canada – November 2006

<sup>15</sup> The Edmonton Journal – July 2006

<sup>16</sup> AFPA – "AB Forest and Wood Products Industry: Regional Economic Investments and Long-Term Benefits" – January 2007

# EDMONTON

## innovation

### A world-renowned hotbed of research

- A world leader in scientific and medical research, The University of Alberta is one of the top-funded research universities in Canada and continues to attract the best professors in the country.<sup>17</sup>
- Edmonton's Northern Alberta Clinical Trials & Research Centre provides pharmaceutical and research companies with state-of-the-art facilities and a large population base for phase I to III clinical trials and research projects.
- A centre of medical and biotechnology research, Edmonton is home to 70 per cent of the biotech companies in the province.<sup>18</sup>
- Edmonton's infrastructure for technology commercialization is vibrant and well supported, including dynamic centres of research such as TEC Edmonton and the Edmonton Research Park.
- Edmonton is home to the National Institute for Nanotechnology, making the city the Canadian centre for cutting-edge micro- and nanotechnology research.
- One of the largest, highest rated health regions in Canada, Edmonton's Capital Health is known around the world for ground breaking innovations and advances in medicine.

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<sup>17</sup> University of Alberta Facts document – 2007-08

<sup>18</sup> BioAlberta "BioIndustry in Alberta" – September 2005

# EDMONTON

## route

### Connected to a world of trade and transportation

- Edmonton is ideally located between one of the world's largest supplies of oil and the United States of America, the largest energy consumer in the world.
- As the global port to the oil sands, Edmonton has the distinct advantage of being the transportation and logistics hub for Alberta's oil, gas and mining sectors.
- Edmonton's International Airport is the fastest growing major airport in Canada two years in a row, offering non-stop daily service to 10 key US destinations and London's Heathrow Airport. <sup>19</sup>
- Serviced by both CN and CP railways, Edmonton is home to CN's western Canadian network operations centre making the city extremely well-connected by rail to the rest of Canada and parts of the US.
- Edmonton is closer to more than half of North America's top 100 population centres, than Calgary, New York, Toronto and Chicago. <sup>20</sup>
- Edmonton connects to the world through one of the most extensive established technology networks in North America.
- The first major centre along the CN rail line from the Port of Prince Rupert, Edmonton is an extremely desirable import/export transportation hub for the continent, to and from rapidly growing Asian markets.

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<sup>19</sup> 52 non-stop flights, including 17 daily non-stops to 10 destinations in the United States– Edmonton International Airport – January 2008

<sup>20</sup> "Distance-to-Market (Western Canada ) Study" – Rise Analytics, May 2004



# **Quality of Life Messages**

# The dream lives **EDMONTON**

## **EDMONTON'S QUALITY OF LIFE BOILERPLATE MESSAGE**

Edmonton is a city alive with energy and boundless opportunity – a place like no other where more than a million people enjoy everything needed to live life to its fullest. This is a clean, environmentally committed community that celebrates lifelong learning, delivers world-class healthcare and delivers more for the dollar than any other place in Canada. If you can dream it...chances are you can find it here in Edmonton

# built EDMONTON multiculturalism

## A strong, passionate and supportive community

- Edmontonians are committed volunteers and support more than 1,500 registered charities.<sup>21</sup>
- Edmonton pioneered Canada's first community league in 1917.
- The people of this vibrant centre are great sports. For more than 100 years they've rallied their teams to countless championships and continue to cheer on the world, hosting an endless parade of international sporting events, from figure skating, to athletics and soccer.
- Edmonton is a renowned national centre for grassroots theatre, arts and culture.
- Edmonton's communities are welcoming and boast over 50 international cultures and home to 500 places of worship.
- Edmontonians go out of their way to welcome and support new residents and Canadian citizens.
- Living in the capital city of Alberta, the people of Edmonton have a front row seat for provincial politics.

# EDMONTON

## quality of life

### A world-leader in healthcare

- Edmonton's Capital Health region has been ranked the best health system in Canada five years in a row and is recognized as a model of excellence throughout North America. <sup>22</sup>
- Edmonton is a healthy and caring place. Edmonton's Capital Health authority is investing over \$1 billion to maintain and improve the city's already top-ranked health care system.
- The people who live here are well cared for. Edmonton continues to attract the world's best medical practitioners and researchers.
- The Mazankowski Alberta Heart Institute has made Edmonton the undisputed heart transplant capital of Canada.
- Edmonton's world-class, specialized medical facilities have made it a place of comfort for women, children and people with heart health concerns.
- Edmonton is an active and healthy city on the move that proudly sponsors countless community fitness programs.
- People in Edmonton are great sports always ready to play with access to dozens of fitness and professional-level sport training facilities.

# think EDMONTON

## Enjoy a life-long love affair with learning

- Edmonton's publicly-funded K-12 school system is one of the best in North America. With an impressive range of specialized schools to choose from, students have the power to choose the education they most desire and without being limited by districts and boundaries.<sup>23</sup>
- Edmonton is a smart city that continues to celebrate education and academic pursuits with 10 post-secondary institutions.
- The world-renowned University of Alberta continually strives to be a hotbed of exploration and discovery and remains one of the top-funded research universities in Canada.
- Edmonton is a place where education is put to the task. The city's Northern Alberta Institute of Technology (NAIT) trains more apprentices than any other institution in Canada – 95 per cent of these graduates find employment.<sup>24</sup>
- With a \$1 billion expansion of Edmonton's Northern Alberta Institute of Technology (NAIT), Edmonton will soon be home to the largest technical school in Canada.
- In Edmonton, there is more than one place to earn your degree and pursue your dreams. MacEwan, Alberta's largest college, offers degree programs in a growing number of sought after areas of study.
- Edmonton's post-secondary institutions continue to invest in the city's downtown core. Expansions totaling in the hundreds of millions of dollars are invigorating the heart of the city and filling it with an energy and optimism that promises a bright future for the people who live here.
- Learning lives long in Edmonton! A wide variety of extension and adult learning programs enhance the lives of Edmontonians of all ages, from six to 60... and beyond.

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23 Noted for its innovative system stressing choice, accountability and competition, The Economist Magazine – September 2006

24 Northern Alberta Institute of Technology (NAIT) – January 2007

# easy EDMONTON the environment

## A city committed to keeping it green

- Edmonton is a city in love with the great outdoors. Its breathtaking river valley is filled with trails, parks and unparalleled opportunities to explore and enjoy nature. North America's largest urban green space, Edmonton's river valley is 22 times larger than New York's famed Central Park.
- More than 150 kilometres of trails provide endless opportunities to access all the city has to offer...on foot, bike or horseback.
- There's plenty of green space to go around in Edmonton. People who live here have access to 830 parks, 338 playgrounds and 40 off-leash dog parks. <sup>25</sup>
- Edmonton is a global leader in recycling and waste-management. The city's residential recycling programs keep 70 per cent of the city's waste out of the landfill. <sup>26</sup>
- The City of Edmonton's Waste Management Centre of Excellence is a model for cities across North America and has developed a way to turn the gas produced from landfills into enough energy to light thousands of homes.
- A planned gasification plant will divert 90 per cent of the city's waste from landfills by 2012.
- Edmonton's Eco Stations and commitment to waste management have made the city a leader in handling household hazardous waste.
- Edmonton is home to Canada's largest Earth Day Festival. <sup>27</sup>

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<sup>25</sup> City of Edmonton – Parks Branch – March 2008  
<sup>26</sup> City of Edmonton – Waste Branch – March 2008  
<sup>27</sup> Alberta Environmental Network – [www.aenweb.ca](http://www.aenweb.ca)

# live EDMONTON

## Get more out of life

- People in Edmonton can afford to own their own home earlier in life than in other major cities in Canada – earlier than people living in Calgary, Toronto and Vancouver. <sup>28</sup>
- Thanks to a per capita income higher than the national average (even higher than Toronto) people living in Edmonton can afford the little extras life has to offer. <sup>29</sup>
- Coupled with one of the highest per capita incomes, comes the lowest personal tax burden in Canada. Low municipal property taxes and no provincial sales tax, means a dollar in Edmonton goes further, giving Edmontonians more money to play with.
- A shorter than average daily work commute means you spend less time in traffic and more time doing the things you love to do. <sup>30</sup>
- With an average of up to 17 hours of sunlight per day and a climate milder than other major Canadian cities, Edmonton is a place filled with plenty of opportunities to get out and about and do the things you love. <sup>31</sup>

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<sup>28</sup> Canadian Mortgage and Housing (CMHC) – January 2007

<sup>29</sup> Personal Disposable Income, Conference Board of Canada – Winter 2007

<sup>30</sup> Statistics Canada, 2005 General Social Survey

<sup>31</sup> Environment Canada – January 2007



# Lifestyle Messages

# play EDMONTON

## **EDMONTON'S LIFESTYLE BOILERPLATE MESSAGE**

Edmonton is a city alive with energy and boundless opportunity – a place like no other, filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

# party EDMONTON

## Enjoy yourself in Canada's festival city

- Edmonton is a city that loves to celebrate! And it does just that, year round, hosting more than 30 festivals throughout the year. Music, theatre, arts, sports, film, cultural attractions and more, if you're passionate about it, you're free to enjoy it to its fullest in Edmonton.
- On the world stage, few places compare to Edmonton and its passion for theatre. The city is host to one of the world's largest international Fringe Festivals second only to Edinburgh, Scotland's festival, attracting upwards of half a million theatre lovers from around the globe.
- The city is also home to theatre in all genres including alternative, collective, community, improvisation and dinner theatre.
- The soundtrack for summer in Edmonton includes one of the world's largest Folk Festivals playing out in Edmonton's beautiful river valley and hosting performers from around the globe.
- Edmonton summers are filled with sunlight and an incredible array of musical celebrations from jazz, blues and bluegrass to classical, opera and world music.
- Edmonton has no fewer than five distinct arts festivals, celebrating art and design, storytelling and film on an international level.
- Edmonton is a proud multicultural centre and it shows. The city's annual Heritage Festival brings together 60 ethnic backgrounds for a four-day celebration of culture. And the world celebration continues throughout the year showcasing everything from Caribbean arts to French culture.
- Edmonton's oldest festival Capital EX boasts the city's largest collection of entertainment activities over 10 fun-filled days. From midway rides and games to world-class shows, musical entertainment and trade displays – it all happens at Edmonton's Capital EX.

# EDMONTON

## the threshold of adventure

### The world's gateway to the great outdoors

- The city of Edmonton is the gateway to the majestic Canadian Rockies just a few hours away from endless alpine adventures. Skiers can pack their skis and hop the Snow Train from Edmonton and ride the rails right into the Rockies and the untouched beauty of Jasper National Park.
- Edmonton is the gateway to Alberta's North and all the rugged outdoor adventure it holds. Fish the province's largest lakes, watch for abundant wildlife and enjoy the rugged, untouched beauty of the boreal forest – a gorgeous, rustic backdrop for the breathtaking Northern Lights.
- Canada's largest urban park, Edmonton's river valley is a huge outdoor playground, 22 times larger than New York City's famed central park. More than 150 kilometers of trails and 22 major parks nestled along the valley offer endless opportunities for outdoor adventure and fun.
- Tucked away just outside of Edmonton, Elk Island National Park is a beautiful natural oasis and home to an amazing array of wildlife. Herds of wood and plains bison, moose, deer and elk roam free while over 250 species of birds make the park a bird-watcher's paradise.
- Kalyna Country is Canada's largest eco-museum home to more than 40 designated informal natural areas. Located just outside Edmonton, this precious natural area is three times the size of Prince Edward Island.
- With mid-summer days lasting an average of 17 hours, and more than 70 golf courses, Edmonton is the perfect place for golfers to play a round...and around.

# EDMONTON

## display

### A year-long celebration of arts and culture

- Edmonton is proud to have been designated as the 2007 Cultural Capital of Canada by the Canadian government.
- Edmonton's vibrant Downtown is home to the Francis Winspear Centre for Music, the Citadel Theatre and Sir Winston Churchill Square, three major performance venues that attract some of the finest performers the world has to offer.
- Over 60 galleries and public exhibits display Edmonton's wealth of visual art.
- Edmonton, especially its Old Strathcona district, is known nationally as a major centre of grassroots art, music and theatre.
- Edmonton restaurants and cuisine mirror the tastes of the city's more than 50 ethnic groups.
- Both a Provincial Historic Area and one of the 10 best shopping districts in Canada, Edmonton's Old Strathcona area is where millions of visitors go to find a renowned farmer's market, more theatres in a few square blocks than any other place in Alberta and an exciting and vibrant night life.
- No matter where you are in the city, there's a show to be found and now matter what you like to listen to, you're sure to find it. Edmonton's independent music scene is alive and eclectic showcasing local talent all around the city.
- Rexall Place is the third busiest arena in Canada and the 12<sup>th</sup> busiest in the world. <sup>32</sup>

# EDMONTON

## top of the world

### A world-class destination

- With the Edmonton International Airport, Canada's fastest growing passenger airport two years in a row, Edmonton is an easy-to-visit, traveler-friendly destination. And with 52 non-stop destinations, the city offers an open door to the world.
- With several unique shopping districts, hundreds of specialty boutiques and the world-famous West Edmonton Mall, Edmonton is a fabulous shopping destination for those looking for those one-of-a-kind treasures.
- Edmonton is a destination with historical proportions and offers travelers the chance to travel back in time to the pioneering days with a visit to Fort Edmonton Park, prehistoric times with a trip to the Royal Alberta Museum and a walk through life on the Albertan frontier at the award-winning Ukrainian Cultural Heritage Village.
- Our outstanding facilities, including Rexall Place and Commonwealth Stadium, host large-scale indoor and outdoor concerts and events. The Rolling Stones, Pink Floyd and U2 have played to sold out crowds in Edmonton and the city's world-class facilities have been the setting for the Heritage Classic outdoor hockey game, 1978 Commonwealth Games, and numerous other international sporting events.
- Highlighted by the Edmonton Oilers and Edmonton Eskimos, Edmonton boasts a wide-range of professional sports teams with a winning record.
- Edmonton regularly hosts major international athletics competitions and sporting events in track and field, curling, soccer, rugby and more – including the Canadian Finals Rodeo and a Grand Prix race on the Champ Car circuit.
- Edmonton hosts a wide variety of trade shows, conventions and conferences throughout the year and boasts the largest convention centre in Alberta with a spectacular of the river valley.

