

## Update: Economic Development – for Port Alberta

**Initiative Title:** Port Alberta  
**City Council Sponsor(s):** Mayor D. Iveson / Councillor E. Gibbons  
**Supporting Department and Lead Staff:** Sustainable Development, Gary Klassen/Walter Trocenko

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### BACKGROUND:

- Port Alberta has developed from its initial concept to increase air cargo and inter-modal capacity at the Edmonton International Airport, to functioning as an industry-led organization with a broader regional mandate. In 2009, Port Alberta completed an extensive research and gap study on corporate structure and governance that led to three major capital region themes based on enhancing gateway transportation, leveraging Alberta's energy sector and supporting logistics servicing. The themes shaped a new business plan and governance structure for Port Alberta.
- In December 2010, a new board of industry members was established and Port Alberta was incorporated as a not-for-profit company with the stated purposes of, *"Organizing and representing industry and other stakeholders operating in communities in and around the Edmonton Capital Region in support of optimized development of transportation and logistics links in, through, and from the Edmonton Capital Region (and such other places in Alberta as the Company considers appropriate), in order to enhance and revitalize the transportation and logistics industry throughout Alberta, and to promote the charitable and other useful objects..."*
- Port Alberta is governed by a Board of Directors comprising of various levels of government, economic development agencies and industry representatives. The responsibilities of the Board include approval of policies and programs, formulation of current and future strategy, monitoring of organizational performance, and consideration of budget and funding for Port Alberta. Gary Klassen, General Manager (Sustainable Development, City of Edmonton) and Michael Powell, Manager (Industrial Development, Edmonton Economic Development Corporation) are the City's representatives on the Port Alberta Board. Currently, the City of Edmonton is an ex-officio Board member.

### DESIRED OUTCOMES:

The City of Edmonton will leverage its participation in Port Alberta to resolve the transportation and logistics issues that local industries and businesses are facing or may encounter in the future.

- **Advocate the transportation and logistics industry in Edmonton Capital Region:** The City of Edmonton will work to strategize on ways to re-invigorate, re-purpose Port Alberta by leveraging their advantages and resources. Through Port Alberta, Edmonton will advocate improved capacity for logistics, and transportation in the region.
- **Foster stronger relationship between transportation and logistics industries, and different orders of government, public and private**

**sectors:** The City of Edmonton will facilitate and encourage private investment in transportation and logistics in the capital region by working to expedite investment decisions, attracting new investments and economic development, and supporting government incentives to sustain such investments.

- **Back transportation and logistics industry to participate in policy and decision making:** The City of Edmonton will promote environmentally sustainable transportation and logistics practices by working with the industry to support favourable policy and decision making.
- **Collaborate with Port Alberta stakeholders to develop a transportation and logistics strategy for the capital region:** The City of Edmonton will liaise with all Port Alberta stakeholders to ensure current and future competitiveness and efficiency of the transportation and logistics sector in the capital region.
- **Promote capital region's transportation and logistics industry regionally and internationally:** The City of Edmonton will work with its Port Alberta stakeholders to market the capital region as a transportation and logistics inland port.

#### **ALIGNMENT WITH STRATEGIC DIRECTION:**

- The Initiative closely aligns with *The Way We Prosper (TWWP)* 10-year strategic goal to 'diversify Edmonton's economy'. The future economic prosperity of Edmonton relies on more active regional and industrial partnerships through organizations such as Port Alberta as stated in Edmonton's strategic vision for achieving a diverse economy. The Council Initiative supports the following *TWWP* goals and strategic objectives:
  - Goal 1: A confident and progressive global image
    - Strategic Objective 1.1: Edmonton is uniquely positioned nationally and internationally as an industrious and entrepreneurial city
  - Goal 2: Internationally renowned as a powerhouse of industry
    - Strategic Objective 2.3: New sectors and markets have emerged and businesses thrive as they capitalize on Edmonton's economic and innovation strengths.
  - Goal 3: An unrivalled, competitive business climate
    - Strategic Objective 3.2: The priority needs of business and industry are effectively supported

#### **START-UP BUDGET REQUIREMENTS:**

- No new budget allocation is required at this time.

#### **TARGET DATE FOR COMPLETION OF PROJECT PLAN:**

- Port Alberta Council initiative is an ongoing program with regular program evaluations and updates.