



Toward the Future

The information in this report reveals Edmontonians are by and large very happy with this place we call home.

There will always be challenges, but these open doors to opportunities. The City of Edmonton is seizing these opportunities, encouraging all Edmontonians to let their voices and their ideas be heard, as we plan for the future.

As stated in the City of Edmonton's Strategic Plan²¹, our vision for Edmonton in 2040 is a place where we all, from First Nations to new Canadians, are linked by a common purpose - to learn, to prosper and to celebrate.

²¹ The Way Ahead, City of Edmonton Strategic Plan, 2009 - 2018.



Why I Love Edmonton

Hilton Dinner and his wife own a bustling west-end bakery. They came to Edmonton 20 years ago, from South Africa. As a successful business owner, Hilton chooses to stay in Edmonton. *"It's an easy place for us to do business. We've managed to attract amazing staff. Who we sell to and who we work with - make it worthwhile getting up every morning."* But that's not all. Hilton says Edmonton is a city, but not, in his words, 'an overpopulated metropolis'.

"I can be part of a community, I can make a contribution. I am aware of wonderful things here, like the Winspear and the festivals, which are easily accessible. But I can also see the warts and bumps, like homelessness, teenage pregnancies and poverty. And because I'm aware of these, I can participate, make a difference and not live in isolation."

- Hilton Dinner, owner, Bon Ton Bakery