

Greater Edmonton Message Map

Positioning:

**Edmonton offers Canada's best combination of thriving economy
and vibrant quality of life**

Edmonton is:

**...a diverse economy where businesses
and careers thrive...**

...where the lifestyle you dream of is yours...

**...and there's something new to
enjoy, everywhere you turn, no
matter the season.**

What makes that believable?

Impressive growth & investment	Ambitious & talented workforce	A lot more than energy	Hotbed of research & innovation	Connected to the world	Passionate community, energetically involved	Leading in medicine & focused on health	Enrichment through life-long education	Committed to keeping it green	More to life	Canada's Festival City	A gateway to nature & outdoor adventure	Forever celebrating culture & the arts	A tourist destination for family, friends & the world
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Edmonton is a Diverse Economy Where Businesses and Careers Thrive...

Impressive growth & investment	Ambitious & talented workforce	A lot more than energy	Hotbed of research & innovation	Connected to the world
<p>Edmonton rated number two in Canada for economic prosperity in The Brookings Institution report¹</p>	<p>The presence of the University of Alberta, NAIT, Grant MacEwan University, Norquest and Concordia colleges – together representing a post-secondary student body in excess of 100,000 – ensures an ongoing supply of almost every skill set.²</p>	<p>Global leadership in traditional oil and gas has led to new areas of prosperity – clean energy, technology, manufacturing, production and transportation.</p>	<p>Edmonton is home to the National Institute for Nanotechnology, the heart of nanotechnology research in Canada. The 20,000 square metre building is one of the world's most technologically advanced research facilities.³</p>	<p>The Edmonton service area has the third-largest and the most politically stable oil reserves in the world, after Saudi Arabia and Venezuela.⁴ They are also the world's largest investible oil reserves. Over half of the total world oil reserves accessible to private investment are in these oil sands.</p>
<p>Alberta has the most attractive investment climate in the country, far above any of the other provinces.⁵</p>	<p>Edmonton is proud to boast a diversified and educated work force. The city's largest employers are the Government of Alberta, Alberta Health Services, the City of Edmonton, and the University of Alberta.⁶</p>	<p>Edmonton has a strong financial services sector, home to the Alberta Investment Management Corp. (AIMCo), two regional banks and one of Canada's top credit unions.</p>	<p>Edmonton is home to the Northern Alberta Clinical Trials & Research Centre, providing pharmaceutical and research companies with a higher standard in quality, cost-efficient research, and state-of-the-art facilities.⁷</p>	<p>Edmonton's location as the largest urban centre closest to the oil sands gives it an advantage as being the transportation and logistics hub for Alberta's oil, gas and mining sectors. 97% of Canadian oil reserves and 75% of gas reserves are in Alberta.⁸</p>
<p>Real Estate Investment Network (REIN) ranked Edmonton as the best place in North America to invest in residential real estate in 2009.⁹</p>	<p>There are nine post-secondary institutions provide industry with a highly educated workforce of more than 600,000.¹⁰</p>	<p>Canadian Federation of Independent Businesses rates Edmonton as one of the top 10 entrepreneurial cities in Canada. Cities are scored on the presence of a high concentration of entrepreneurs, high business start-up rate, high levels of optimism and success, and good public policy.¹¹</p>	<p>Edmonton leads the way in developing alternate sources of power including mining landfills for methane to produce electricity, turning organic waste into bio-fuel and developing concept homes that will generate as much power as they consume.¹²</p>	<p>Edmonton International Airport led the country in passenger growth in 2008. As a result, the Board approved a \$1-billion airport development program - Expansion 2012. Edmonton International Airport contributes \$1.6 billion in economic value to the Edmonton region each year and, with more than 4,000 employees, is one of the region's largest employment generators.¹³</p>

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<p>Oil sands production is expected to grow by five times in 2035.¹⁴</p>	<p>Edmonton attracts the best medical practitioners and researchers, providing Edmontonians top patient care.¹⁵</p>	<p>Edmonton is a centre of medical and biotechnology research, having 58% of the biotech companies in the province.¹⁶</p>	<p>The University of Alberta is a world leader in scientific and medical research and is one of the top-funded research universities in Canada.¹⁷ The University of Alberta currently lays claim to 111 research chairs worth \$14.2 million annually and received approximately \$114 million from the Canada Research Chair in the 10 years since the program's inception.¹⁸</p>	<p>Edmonton is closer than other major centres to more than half the top 100 population centres in North America including Toronto, New York and Chicago.¹⁹</p>
<p>Alberta is Canada's leading petrochemicals manufacturer and the Edmonton service area is home to two of the world's largest plants.²⁰</p>	<p>Edmonton's personal income per capita is higher than the Canadian average. The Conference Board of Canada estimates the average 2010 income to be \$44,864.²¹ Alberta has led the country with the highest median after-tax income since 2004. As of 2009 average family incomes are a staggering 22% above the national average.²²</p>	<p>Edmonton-based corporations like Stantec, PCL and Rexall operate worldwide and are household names.</p>	<p>More than 1,500 people work for 55 companies in the Edmonton Research Park. They are engaged in advanced research in medicine, biotechnology, software, petroleum research, cold-climate engineering and nanotechnology.</p>	<p>Edmonton also connects to the world via strong networking technology,²³ including the Netera Alliance, established in 1993 to ensure Alberta could offer world-class research computing and networking facilities.</p>
<p>The Edmonton region will be home to the creation of carbon capture technology. The \$2 billion initiative is expected to store 4 million tonnes of carbon dioxide underground annually by 2015.²⁴</p>	<p>Edmonton was one of the top 21 intelligent communities in the world in 2009. This was due to the city's historic establishment of computerized medical records, nanotechnology growth and commercial discoveries that have yielded 70 active spin-off companies and created over 1,000 new jobs.²⁵</p>	<p>Productivity Alberta connects Alberta-based businesses to everything they need to kick start and enhance productivity growth and competitiveness. Every dollar of manufacturing output generates \$3.22 in total economic activity — the largest multiplier of any sector in the Alberta economy.</p>	<p>The Edmonton Research Park, TEC Edmonton, novaNAIT, NINT (National Institute for Nanotechnology), NABI (Northern Alberta Business Incubator), and The Business Link formed the Regional Alliance Group to further establish Edmonton's well-funded infrastructure for technology development and commercialization. TEC Edmonton is the only municipal/university technology commercialization partnership of its kind in North America.</p>	<p>Edmonton is serviced by both CN and CP, and is home to CN's western Canadian network operations centre positioning the city to be extremely well-connected by rail to the rest of Canada and parts of the U.S.²⁶</p>

<p>Edmonton has one of the most competitive corporate tax environments in North America with no provincial sales tax, capital tax or payroll tax.²⁷</p>	<p>Edmonton attracts talent from around the globe. The CEO of AIMCo was recruited from Melbourne, Australia, while the new University of Alberta Dean of Medicine is from Manchester, England.</p>	<p>Alberta ranks as the world's most attractive jurisdiction for mineral exploration and development.²⁸</p>	<p>The Alberta Biodiversity Monitoring Institute reports the oil sands region has a species intactness index of 94%.²⁹</p>	<p>Edmonton is a centre of national importance in the areas of construction, manufacturing, biotechnology, nanotechnology and retail, and is looking to become a warehousing and distribution hub with the development of a container port in Prince Rupert, B.C., to which it is connected by rail.³⁰</p>
<p>Alberta has retained its triple-A credit rating, despite running a deficit for two years in a row.³¹</p>	<p>One in 15 Alberta jobs is directly related to energy.³²</p>	<p>With over 13,900 military, civilian, family and volunteer members, CFB Edmonton is home to one of the largest concentrations of Department of National Defense personnel anywhere in the world. CFBE contributes over \$423 million in annual economic impact to the Edmonton region.³³</p>	<p>Edmonton is the first Canadian city to make IBM Corp's Smarter Cities Challenge list, winning recognition for its open data initiative and commitment to transportation infrastructure.³⁴</p>	<p>Located on the 53rd latitude, Edmonton's festival city is the gateway to Canada's North, serving as an important health and education hub and a key transportation link for northern communities.</p>
<p>Edmonton has one of the fastest growing economies in North America and the second most diversified economy in Canada. While Edmonton's economy has traditionally been viewed as manufacturing and energy based, the region has seen a significant shift towards the areas of research, life sciences, health, financial services, engineering and others.³⁵</p>	<p>Artists, arts organizations and arts ventures in Edmonton create a locally based industry that sustains 2,800 full-time jobs in the Edmonton region, engages thousands of volunteers, and annually entertains an audience of over 4 million people. The arts industry contributes \$124 million in economic value to the Edmonton region each year.³⁶</p>	<p>Edmonton's 17 centres of excellence in energy research and technology are key to meeting the energy and environmental challenges of today.</p>	<p>Edmonton based Enerkem Inc., a leading waste-to-biofuels company, was named one of the World's 50 Most Innovative Companies for 2011 by <i>Fast Company Magazine</i>, in a list that includes Apple, Twitter and Google.³⁷</p>	<p>Alberta's future will centre on the oil sands. Oil sands reserves account for 99% of all oil reserves in Alberta. There are 170 billion barrels of reserves in the Alberta oil sands, in contrast with 1.4 billion barrels of conventional oil reserves in Alberta.³⁸</p>
<p>The economic value (GDP) and investment going into Northern Alberta is a critical driver of economic growth for Canada. The oil and gas industry generates \$115 billion in annual Canadian revenue and the</p>	<p>Edmonton employs a variety of emerging artists, supporting local talent through theatre, film and visual arts. The Edmonton Symphony Orchestra and Citadel combined annual budgets of almost \$19</p>			<p>Alberta's Industrial Heartland, surrounding Edmonton, is Canada's largest hydrocarbon processing region and large-scale producer of chemicals derived from petroleum. It houses more than 40</p>

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<p>GDP of the oil sands is expected to grow by 50% by 2025.³⁹</p>	<p>million employs over 100 producers, technicians and administrators and 260 artists.⁴⁰</p>			<p>companies with combined investment value of over \$25 billion.⁴¹</p>
<p>\$195 billion of capital projects planned, or underway, will ensure Northern Alberta continues to thrive and grow all of Canada's economy for many years to come.⁴²</p>	<p>Oil sands investment will generate \$2.2 trillion in economic impact across Canada in the next 25 years. 10.4 million person years of employment in Alberta, and 12 million total person years across Canada.⁴³</p>			<p>The Helmholtz-Alberta Initiative is working on research solutions to key environmental and other challenges of oil sands and coal operations both in Germany and Alberta. The Initiative has a special focus on Alberta's oil sands, which contain vast amounts of unconventional oil in the form of bitumen. These deposits contain more than 170 billion barrels—an amount second only to the reserves of Saudi Arabia. The University of Alberta has close to 50 oil sands research programs in play.⁴⁴</p>
<p>Canada's mining industry has the potential to make almost \$140 billion of capital investment in Canada over the next five years and almost 50 per cent of this investment is anticipated in Alberta. The province is set to lead the way in growth, driven by a strong mix of commodities and a potential \$67.7 billion investment in 12 mining projects proposed for development by 2016. ⁴⁵</p>	<p>Edmonton has some of the lowest unemployment rates in the country, about 5.7%.⁴⁶</p>			
<p>Edmonton is ranked as one of Canada's top 10 fastest growing cities. ⁴⁷</p>				

... And the Lifestyle You Dream of Is Yours ...

Passionate community, energetically involved	Leading in medicine & focused on health	Enrichment through life-long education	Committed to keeping it green	More to life
<p>Edmontonians have a strong spirit of volunteerism with more than 1,700 registered charities.⁴⁸</p>	<p>Edmonton has world-class medical facilities that focus on specialized care for women, children, injury rehabilitation and cardiac patients.⁴⁹</p>	<p>A leader across North America in boundary less school zoning, within publicly funded K-12 school systems. Students pick their schools based on specialization.⁵⁰ Many people consider Edmonton to have the best public school system in North America.⁵¹</p>	<p>Edmonton's river valley is North America's largest urban green space There are over 150 km of walking, biking, and horseback riding trails inside the city.⁵²</p>	<p>More disposable income, Edmontonians can afford the little extras, given a higher per capita personal income than the national average – and higher than Toronto and Vancouver.⁵³</p>
<p>Edmonton pioneered Canada's first community league (1917) and our communities continue to be vibrant hubs of activity.⁵⁴ The leagues establish a strong sense of pride, community spirit, recreational programs and improved facilities.</p>	<p>University of Alberta Hospital is one of the country's leading clinical, research and teaching hospitals. The 2007 U of A medical grads received the best marks in the country on both parts of the Medical Council of Canada Qualifying Examination.⁵⁵</p>	<p>NAIT is the largest apprenticeship trainer in Canada with an 89 per cent employability rate,⁵⁶ and is the only school in the country offering a diploma in Industrial Heavy Equipment Technology.⁵⁷ In addition, it offers Canada's first diploma in nanotechnology.⁵⁸ More than half of all apprentices in Alberta, and 17% in all of Canada, are trained at NAIT.⁵⁹</p>	<p>Edmonton is the second-most sustainable large city in Canada. This 2011 Corporate Knights Magazine ranking is based on our environmental footprint and commitment to creating a healthy, thriving population.⁶⁰</p>	<p>According to <i>MoneySense Magazine</i>, Edmonton is one of the top places to live in Canada, based on home affordability, climate, prosperity, crime rates, access to health care and lifestyle.⁶¹</p>
<p>Edmontonians take pride in our city's natural beauty. In 2009, nearly 10,000 volunteers picked over 18,000 bags of litter on their blocks, in the river valley and in school yards for the Capital City Clean Up, a year-round litter management program.⁶²</p>	<p>The Edmonton Clinic is a state-of-the-art facility transforming the way healthcare is delivered and taught. It will create a new model for outpatient care, health sciences, professional education, and disciplinary research.⁶³</p>	<p>Excellence in all levels of education – the University of Alberta has received more 3M excellence in teaching awards than any other University in Canada,⁶⁴ and two of Alberta's top three high schools are located in Edmonton.⁶⁵</p>	<p>Edmontonians enjoy green space all throughout their communities with an abundance of parks, off-leash dog parks and playgrounds.⁶⁶ Edmonton's first "natural" playground is located at Donnan Park. The overhauled space will feature a slide built into a hill, a sideways-growing tree, a boulder spiral, a hand pump to pour water into a small stream and plenty of plants, trees and greenery.⁶⁷</p>	<p>Edmonton has a vibrant arts and culture community you can explore all year long through festivals, galleries, live entertainment, orchestras, dance companies and theatre. Catch the Edmonton Opera or Alberta Ballet at the Northern Alberta Jubilee Auditorium, or visit The Carrot Community Arts Coffeehouse to meet some of Arts on the Ave's dynamic local artists.</p>

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<p>Edmontonians aren't shy about their passion for our community. You can find them sharing it on www.edmontonstories.ca and www.connect2edmonton.ca</p>	<p>Edmontonians have access to dozens of fitness and sport training facilities, several of which are used by professional athletes.⁶⁸</p>	<p>The University of Alberta is one of the top 100 universities in the world and fourth in Canada.⁶⁹</p>	<p>In 2010, the Shaw Conference Centre (SCC) received the Building Owners and Managers Association (BOMA) BEST level two certification.</p>	<p>Housing is within reach. People can afford to own their own home earlier in life here than in other major cities like Calgary, Toronto and Vancouver.⁷⁰</p>
<p>Edmonton has a long history of rallying around championship teams and international sporting events.⁷¹ Venues Today ranked Rexall Place as the 18th busiest venue in the world for concert and event ticket sales in 2010.⁷²</p>	<p>Edmonton is home to the Mazankowski Alberta Heart Institute, which will provide the highest quality of cardiovascular care, research, and advance the frontiers of heart health.⁷³</p>	<p>MacEwan University is focused on educational excellence. It offers five bachelor degrees, 10 transfer programs and over 60 diploma and certificate programs in a more personal learning environment.</p>	<p>Local businesses are committed to Edmonton having the green advantage. FRESH is an innovative program that supports conference and meeting planners in creating unique Edmonton experiences that are environmentally, socially and economically responsible. Clients can plan and evaluate events with the FRESH program allowing meeting organizers to reduce their environmental impact. www.edmonton.com/fresh</p>	<p>Edmonton has an eclectic music scene. Many musicians of world-wide fame call Edmonton home, including Tommy Banks, Anne Vriend, P.J. Perry and Kreesha Turner. The Winspear Centre concert hall is considered one of the best concert facilities in North America thanks to its acoustic capabilities.</p>
<p>Edmonton is a welcoming city and goes out of its way to support our new residents and new Canadian citizens.⁷⁴ Our communities are proud of their broad mix of over 50 international cultures and over 500 places of worship.⁷⁵</p>	<p>Grant MacEwan University's Robbins Health Learning Centre has one of the largest nursing enrolments in Western Canada.⁷⁶</p>	<p>Learning in Edmonton happens all throughout life, with a wide variety of extension and adult learning programs.⁷⁷</p>	<p>Edmonton is a global leader in recycling. The Edmonton Waste Management Centre of Excellence has one of the world's highest standards in recycling, composting and minimizing landfill, diverting 60 per cent of its solid waste, the highest diversion rate among major Canadian cities.⁷⁸ By 2013, 90 per cent of residential waste will avoid the dump.⁷⁹</p>	<p>Milder Climate - with 2,300 hours of sunlight per year (up to 17 hours per day) and a milder climate than other major Canadian cities, fans of the great outdoors spend less time waiting for nice weather for their favourite activities.⁸⁰ According to Yahoo News, Edmonton is ranked number one for happiest weather in Canada.⁸¹</p>
<p>Edmonton is home to several unique districts showcasing everything from arts and culture, to the natural beauty of our river valley. Some of our most notable neighbourhoods include 124th Street's unique shops and gorgeous tree-lined streets and Old Strathcona, Edmonton's historic hub.</p>	<p>Local, healthy and delicious St. Albert hosts Western Canada's largest farmer's market with over 250 local vendors while Strathcona Farmers' Market is year-round. There is a farmers' market virtually every day in the Edmonton area.</p>	<p>Post-secondary campuses are expanding downtown with plans worth hundreds of millions of dollars.⁸²</p>	<p>A community of green thumbs Edmonton has over 65 community gardens, not to mention horticulture attractions such as the Muttart Conservatory and Devonian Botanic Garden.</p>	<p>Edmonton is one of the top five most family-friendly cities in the country, receiving high marks for ample green space, bike paths and a strong economy.⁸³</p>

<p>Living in the capital city of Alberta, Edmontonians have a front row seat for provincial politics. ⁸⁴</p>	<p>Edmonton promotes active living by sponsoring many community fitness programs,⁸⁵ and boasts a rich menu of free and low-cost recreational opportunities.</p>	<p>Alberta has the sixth ranked education system in the world and the best in the English speaking world.⁸⁶</p>	<p>A \$25 million research partnership between University of Alberta and Helmholtz Association of German Research Centres emphasizes cleaner oil sands energy production.⁸⁷</p>	<p>Expect a lower personal tax burden compared to other urban centres; low municipal property taxes and no provincial sales tax allows more income to stay in Edmontonians' pockets.⁸⁸</p>
	<p>The Glenrose Rehabilitation Hospital is the largest freestanding tertiary rehabilitation centre in Canada. It specializes in prosthetics, physical rehabilitation and mental health, with strong ties to the Canadian Forces. The recent introduction of Western Canada's first Computer Assisted Rehabilitation Environment (CAREN – a virtual reality medical treatment system) will strengthen the Glenrose's position as a national leader.⁸⁹</p>	<p>The University of Alberta is the third largest research institution in the country—more than \$500 million a year—and is on track to be among the top 20 research universities in the world by 2020. The University of Alberta is one of the top funded universities in Canada, with over \$450 million in external research funding.⁹⁰ The University of Alberta boasts the highest number of Excellence Research Chairs of any other Canadian University, making Edmonton home to four of the world's top researchers in the areas of engineering, medicine, dentistry, earth sciences and virology.</p>	<p>Enerkem Alberta Biofuels (EAB) has signed a 25-year agreement with the City of Edmonton to build and operate a plant that will produce and sell next-generation biofuels from non-recyclable and non-compostable municipal solid waste). At capacity, the new biofuels plant, to be completed in 2012, will gasify 100,000 tonnes of solid waste to produce 36 million litres of ethanol a year. The new biofuels facility will reduce the City's carbon footprint by 6,000,000 tonnes of carbon dioxide equivalent over the 25 year life of the plant.⁹¹</p>	<p>Edmonton's downtown has experienced increased vibrancy in the last 10 years with over 20 new residential high-rises constructed and the first skyscraper in over 20 years, the EPCOR Centre. The City of Edmonton envisions a bold plan including the redevelopment of Jasper Avenue, Capital Boulevard from the Legislature to Grant MacEwan, and West Rosedale. Exciting proposals such as the Quarters, a new entertainment/arena district and an expanded conference centre would further drive downtown's world-class distinction.</p>
<p>In 2010, 111,000 people visited the Art Gallery of Alberta. When the old Edmonton Art Gallery was up and running on the same corner in 2006, the yearly attendance was around 20,000. About 5,300 people purchased memberships in 2010, up from 1,650 the year prior.⁹²</p>		<p>The economic impact of our educational institutions brings significant revenue into our regional economy each year. Spending by the University of Alberta, its employees, students and visitors totals \$6.4 billion annually, and the university supports more than 125,886 jobs in Alberta.⁹³</p>	<p>The Clover Bar Landfill site is the only one in Alberta that both recovers gas and uses it to generate electricity. Enough gas is captured each year to satisfy the electricity demands of approximately 4,600 homes. To date, over 101 gas wells have been drilled into the landfill's decomposing waste.⁹⁴</p>	<p>Edmonton is an artist-friendly city that offers a variety of funding and grant opportunities for artists including an initiative program called Cultural Diversity in the Arts Awards. This program encourages and supports Edmonton artists from ethnically diverse cultural backgrounds.⁹⁵</p>

		<p>NAIT's Water and Wastewater Technician program, the only one of its kind in Alberta, provided hands-on training in Edmonton for those seeking work, or working, in the fields of water distribution, water treatment, wastewater collection and wastewater treatment. A \$1.5-million investment by BP Canada, NAIT has created a mobile unit to bring both the full-time program and continuing education courses to rural, remote and First Nations communities in Alberta – and potentially across Western Canada.⁹⁶</p>	<p>Clover Bar Landfill Greys Paper is building a (dome shaped) paper and glass recycling facility that will achieve "closed-loop recycling" by processing waste paper collected from City offices and other sources into recycled paper products for sale back to the City.⁹⁷</p>	<p>Edmonton is ranked as one of the Americas' top 10 major cities for its quality of life⁹⁸.</p>
		<p>MacEwan University and Mount Royal University have faculty who spend most of their days teaching, rather than conducting research. And both institutions score exceptionally well on the National Survey of Student Engagement. When asked "if you could start over, would go to the institution you are now attending?," 50 per cent of Mount Royal seniors and 60 per cent of MacEwan University seniors said yes. The average is just 45 per cent.⁹⁹</p>	<p>EPCOR recovers more than \$1M in annual fuel savings by utilizing biogas from its Gold Bar wastewater treatment facility.¹⁰⁰ Edmonton's Epcor Utilities is the first water treatment facilities operator to achieve Champion status under the provincial department's EnviroVista Program. Under the program, Champion-level participants commit to a stewardship agreement, providing for a greater level of environmental enhancement and protection than is possible under regulatory approval alone.¹⁰¹</p>	<p>Edmonton is ranked as one of the top 10 Canadian cities to raise a family. ¹⁰² According to Reader's Digest Canada, Art Gallery of Alberta is ranked as one of top 50 Amazing Free Things To Do in Canada With the Kids.¹⁰³</p>
		<p>Albertans outperform their peers well before university. Alberta's 15-year-olds came second in the world in reading and fourth in the world in science in the 2009 PISA study, the gold-standard international test. Those were the top scores in Canada.¹⁰⁴</p>	<p>Edmonton's success in developing effective environmental programs earned the City a Climate Leadership in Canada award in December 2009. Edmonton was one of five cities in Canada that received the award at the Copenhagen Climate Change Summit.¹⁰⁵</p>	<p>Edmonton is ranked as one of the top 10 entrepreneurial cities in Canada.¹⁰⁶</p>

		<p>More than 1,700 students are currently enrolled in the Chinese bilingual program, according to figures from Edmonton Public Schools. The program that started 30 years ago with 33 students is now offered at five elementary schools, four junior high schools and three high schools in Edmonton.¹⁰⁷</p>	<p>The Way We Green is the City of Edmonton's environmental strategic plan. It sets out principles, goals, objectives, policies, and approaches for Edmonton to live in balance with nature. The plan's 12 goals describe what ultimately must be accomplished for Edmonton to be a sustainable and resilient city.¹⁰⁸ The City of Edmonton was a winner of an Emerald Award for its Green Downtown Plan. The Emerald Awards recognize and reward excellent environmental initiatives undertaken by large and small corporations, individuals, not-for-profit associations, community groups and governments.¹⁰⁹</p>	<p>According to the Fraser institute report, Alberta is the most economically free jurisdiction in North America.¹¹⁰</p>
			<p>The Edmonton City Centre Airport lands will be home to 30,000 Edmontonians living, working and learning in a sustainable community that uses 100% renewable energy, is carbon neutral, significantly reduces its ecological footprint, and empowers residents to pursue a range of sustainable lifestyle choices.¹¹¹</p>	<p>Highlands is recognized as one of Canada's 10 best neighbourhoods of old homes by This Old House magazine.¹¹²</p>
				<p>The Downtown Farmers' Market started in 1903 making it the oldest farmers' market in Edmonton and Alberta.¹¹³</p>

... With Something New to Enjoy Everywhere You Turn, No Matter the Season ...

Canada's Festival City	Year-round gateway to nature & outdoor adventure	Forever celebrating culture & the arts	A tourist destination for family, friends & the world
Edmonton hosts more than 30 major festivals throughout the year that celebrate music, theatre, arts, sports, film, culture and winter.	North America's largest urban parkland, Edmonton's River Valley is 22 times larger than New York's Central Park with 150 km of trails on which you can enjoy walks, bike rides, picnics, snowshoeing, cross-country skiing, segway rides, and more. ¹¹⁴ Get close to the North Saskatchewan River with guided or independent canoe tours. The federal government has committed \$30 million to connecting the North Saskatchewan River Valley from Devon to Fort Saskatchewan. ¹¹⁵	The Edmonton arts scene goes well beyond grand venues. This city buzzes with grassroots arts, and has a great respect for indie music. Roland Pemberton, a rising local rapper better known as Cadence Weapon, was a recent Edmonton poet laureate.	Edmonton is easy to get to with the Edmonton International Airport , boasting non-stop connections from 50 national and international destinations. Edmonton International Airport led the country in passenger growth in 2008. As a result, its board approved a \$1 billion airport development program, Expansion 2012. ¹¹⁶
Edmonton's numerous summer festivals represent a full spectrum of variety in music. ¹¹⁷ Pleasure your auditory senses at Edmonton's International Jazz Festival, Hip Hop in the Park or the Symphony under the Sky.	The region has 84 golf courses, including the oldest municipal course in Canada , with mid-summer daylight lasting 17 hours Edmonton attracts avid and new golfers alike.	Old Strathcona is both a Provincial Historic Area as well as an arts district , with a popular, year-round farmers' market, eight theatre companies night life. ¹¹⁸	West Edmonton Mall is North America's largest entertainment and shopping centre and Alberta's number-one tourist attraction , featuring over 800 stores and services, over 100 eating establishments, and 10 world-class attractions. On any given day, the mall becomes Alberta's third-largest "city." ¹¹⁹
Edmonton's pride in multiculturalism shines at the Heritage Festival , celebrating 75 cultural backgrounds. As the fastest growing multicultural city in Canada, our communities are proud of their broad mix of over 50 international cultures and over 500 places of worship. ¹²⁰	Edmonton is one of the best cities to view the Aurora Borealis. Weather-permitting, the lights can be viewed almost every second or third night during the winter months. The University of Alberta has created www.aurorawatch.ca to monitor when conditions are most promising.	The Downtown Arts District boasts several performance venues that attract in-demand acts and performers from across Canada and around the world. ¹²¹ The magnificent Art Gallery of Alberta houses nearly 6,000 permanent pieces of art and features world-class exhibits. In 2015, the Royal Alberta Museum will join the arts district downtown, showcasing Alberta's history and natural wonders.	Our outstanding facilities, including the 18K-seat Rexall Place and 60K-seat Commonwealth Stadium, Edmonton can host large-scale indoor and outdoor concerts and international events. ¹²²
The Edmonton International Street Performers Festival is Canada's oldest celebration of street theatre , attracting more than 230,000 visitors.	Just outside of Edmonton, Kalyna Country is three times the size of Prince Edward Island and is Canada's largest eco-museum , home to more than 40 designated informal natural areas.	Greater Edmonton's wealth of visual art is displayed in over 60 galleries and public exhibits. ¹²³ The Gallery Walk is the first of its kind in Canada that features eight downtown galleries in a 12-block area around 124th Street.	Edmonton has more than 13,000 guest rooms to pick from, with a wide sampling of major hotel brands, suite hotels, trendy boutique properties, motels and a backpackers hostel.

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<p>Canadian Finals Rodeo has been bringing top rodeo competitors together since 1974 from across Canada and the United States, competing for a purse of \$1.5 million.</p>	<p>The Muttart Conservatory offers a spectacular botanical display. In 2011 it included one of North America's largest collections of orchid species.</p>	<p>Edmonton offers a truly cosmopolitan variety of restaurants and fine cuisine from more than 50 ethnic groups. Many of these feature organic selections and regionally inspired menus including Alberta's world-famous beef.</p>	<p>Northlands hosts over 4 million visitors annually at the 2,500 events and programs it attracts, creates and provides.¹²⁴ The Edmonton Expo Centre is the premier exhibition centre in Western Canada, offering over 522,000 square feet of contiguous space, making it the largest of its kind in Canada, outside of Toronto.</p>
<p>The Edmonton Folk Music Festival is a four-day outdoor music extravaganza that attracts more than 80,000 music lovers. Situated in the scenic river valley, this annual music festival has sold out every year for over a decade and is Canada's largest folk music festival.¹²⁵</p>	<p>Edmonton has more bike paths and on-street facilities per capita than any other Canadian city.¹²⁶</p>	<p>Edmonton is alive with theatre from the University of Alberta, Canada's largest training ground for artists, or the Citadel, one of Canada's most distinguished theatres, or the Jubilee Auditorium which ranked the busiest theatre in Canada in 2010.¹²⁷</p>	<p>Edmonton has regularly hosted major international athletic competitions and sporting events in track and field, curling, soccer, rugby and more – including the annual Canadian Finals Rodeo and Edmonton Indy.¹²⁸ Edmonton co-hosts the 2012 World Junior Championship in hockey with Calgary, 2012 Women's World Baseball Championship and the 2013 CN Canadian Women's Open Professional Golf Championship.</p>
<p>Edmonton has no less than five festivals celebrating art & design, storytelling, and film, including The Works Art & Design Festival, VISUALEYEZ - A Festival of Performance Art and Dreamspeakers International Film Festival.</p>	<p>Elk Island National Park is a beautiful oasis home to over 250 species of birds and herds of free-roaming plains bison, wood bison, moose, deer and elk. With the exception of the Serengeti Plains of Africa, Elk Island has the highest density of hooved mammals per square km than any other wild area in the world.</p>	<p>With several major shopping districts, including Old Strathcona which was named one of the five best shopping districts in Canada,¹²⁹ hundreds of specialty boutiques and the world-famous West Edmonton Mall, Edmonton is a fabulous destination for shoppers.</p>	<p>Home to national league sports teams - Edmonton Oilers, Edmonton Eskimos, Edmonton Rush, Edmonton Oil Kings, Edmonton Energy.¹³⁰</p>
<p>Edmonton hosts the largest and longest-running Fringe Festival of its kind in North America, attracting over 500,000 visitors. The Edmonton Fringe Theatre Festival is the first and largest fringe in Canada (established in 1982).¹³¹</p>	<p>Edmonton is the gateway to a land of majestic mountains, pristine lakes, historic rivers and northern adventures. Edmonton is located on the Trans-Canada Yellowhead Highway, a route that offers the easiest and most scenic drive across western Canada.</p>	<p>Edmonton offers many opportunities for time travel through our historical attractions such as Fort Edmonton Park, the Royal Alberta Museum, and the award-winning Ukrainian Cultural Heritage Village.</p>	<p>TELUS World of Science - Edmonton is home to the largest dome theatre in North America and has Canada's first IMAX Theatre. In fall 2012, Edmonton will be one of two North American cities to host Star Wars Identities exhibition. About 500,000 people visit the Telus World of Science annually, making it Alberta's second-busiest cultural attraction after the Calgary Zoo. The Edmonton Space and Science Foundation wants to nearly triple the size of the city owned building by adding such features as a circumpolar centre, larger exhibit galleries, a 500-stall parking structure and updated IMAX theatre.¹³²</p>

<p>Expect all kinds of family fun – every season. Bring the kids to the International Children's Festival, Capital EX summer exhibition, Winter Light Festival, and of course, The Santa Claus Parade.</p>	<p>More than 12 per cent of Alberta's total land area is protected in 500 provincial parks, five national parks, and four national wildlife areas, including Jasper National Park, 370 km from Edmonton.</p>	<p>Edmonton is recognized as an artist-friendly city, attracting individuals from other parts of Canada and recent immigrants, who are interested in Edmonton's rich culture scene. The Edmonton Symphony Orchestra, Citadel, Art Gallery of Alberta and Edmonton Opera are nationally recognized institutions that are the flagships of the Edmonton arts scene.¹³³</p>	<p>Fort Edmonton Park is Canada's largest living history museum that features more than 70 period buildings – from four different eras in time – on 58 acres of land. Several scenes for The Assassination of Jesse James, starring Brad Pitt, were filmed in Fort Edmonton Park. Opened in summer 2011, the historically recreated Capitol Theatre is an intimate year-round live theatre and film venue.</p>
<p>One of the city's most popular festivals, over 500,000 visitors take in A Taste of Edmonton's 10 days of dazzling food and beverage options from Edmonton eateries, accompanied by entertainment in the heart of downtown Edmonton.</p>	<p>Edmonton is the gateway to the majestic Canadian Rockies, via road, air and Via Rail's famed cross-country "The Canadian." Luxurious mountain hotels and resorts with spectacular spa facilities await you.</p>		<p>The Ukrainian Cultural Heritage Village is a multi-award-winning provincial historic site that showcases Ukrainian settlement in East Central Alberta (1892 – 1930).</p>
<p>LitFest is Canada's only festival dedicated to nonfiction, which is in turn the fastest-growing genre of literature.¹³⁴</p>	<p>Visitors to the province's national parks and historic sites spent close to \$1.5 billion in 2009. More than half of the economic impact of Canada's park system is enjoyed by Alberta.¹³⁵</p>		<p>Edmonton was voted one of the top 10 Family Vacations in Canada in Trip Advisor's Travelers' Choice 2011.¹³⁶ In addition, Alberta's capital city was named as a top 10 destination by Student Youth Travel Association's Teach & Travel magazine¹³⁷ and one of the top five Canadian destinations for domestic and inbound travellers.¹³⁸</p>
			<p>Introduced in 2011, the Edmonton Attractions Pass is terrific value for money and enables visitors to take in up to 15 attractions at a 60 per cent discount.</p>
			<p>Celebrating its centennial in 2012, Alberta's Legislature Building is set amidst 23 hectares of parkland and historical monuments, and marks the seat of government in Edmonton as Alberta's capital city.</p>
			<p>Two of Edmonton's hotels, Matrix Hotel and Metterra on Whyte, were ranked as one of the 25 Trendiest Hotels in Canada in the TripAdvisor Traveler's Choice 2012 Awards.¹³⁹</p>

			The Edmonton Indy event welcomes the return of the NASCAR Canadian Tire Series. At the 2012 Edmonton Indy, the NASCAR Canadian Tire drivers will challenge the 3.631 kilometres (2.256 miles) 13-turn course, each day of the event.
			The Confucius Institute in Edmonton (CIE) was recognized as the institute of the year. The award recognized the work of the CIE in supporting and promoting Chinese language and culture education in schools, universities and for the general public. This work combined teacher training, cultural education, language resource support and the provision for over 1200 candidates per year for internationally recognized Chinese language assessments. ¹⁴⁰

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