

# Why Edmonton?

From oil pipelines to snowboard halfpipes, Edmonton is rich in economic, cultural, and natural diversity. As the most affordable city in Canada with one of the highest employment rates in the country, Edmonton is more than just a city on the rise—it's a one-of-a-kind destination to build something great, whether it's your home or your lifestyle. Edmonton is uniquely positioned as a vibrant metropolis, with an educated and growing workforce with expanding industries, a world-class education sector and a realm of possibilities yet to be unearthed. A place where culture, art, science and so much more are infused in the fabric of this plentiful city. All within the beauty of the western Canadian landscape, with the Edmonton River Valley as a key component to the richness of the area.

## GROWING DIVERSIFIED ECONOMY

Globally connected and an energy-rich region, Edmonton is at the center of petrochemical development in Western Canada, is home to some of North America's largest companies and has the most head offices (per capita).

**1<sup>ST</sup>** MOST AFFORDABLE CITY IN CANADA AND 4<sup>TH</sup> MOST AFFORDABLE CITY IN THE WORLD WITH ONE OF THE HIGHEST EMPLOYMENT PARTICIPATION RATES IN CANADA

**\$105B** GENERATED IN GDP, MAKING THE EDMONTON METROPOLITAN REGION CANADA'S 5<sup>TH</sup> LARGEST REGION AND FASTEST-GROWING ECONOMY

**2.9M** SQUARE FEET OF AMAZON DISTRIBUTION CENTRE NEWLY OPENED JUST WEST OF DOWNTOWN EDMONTON

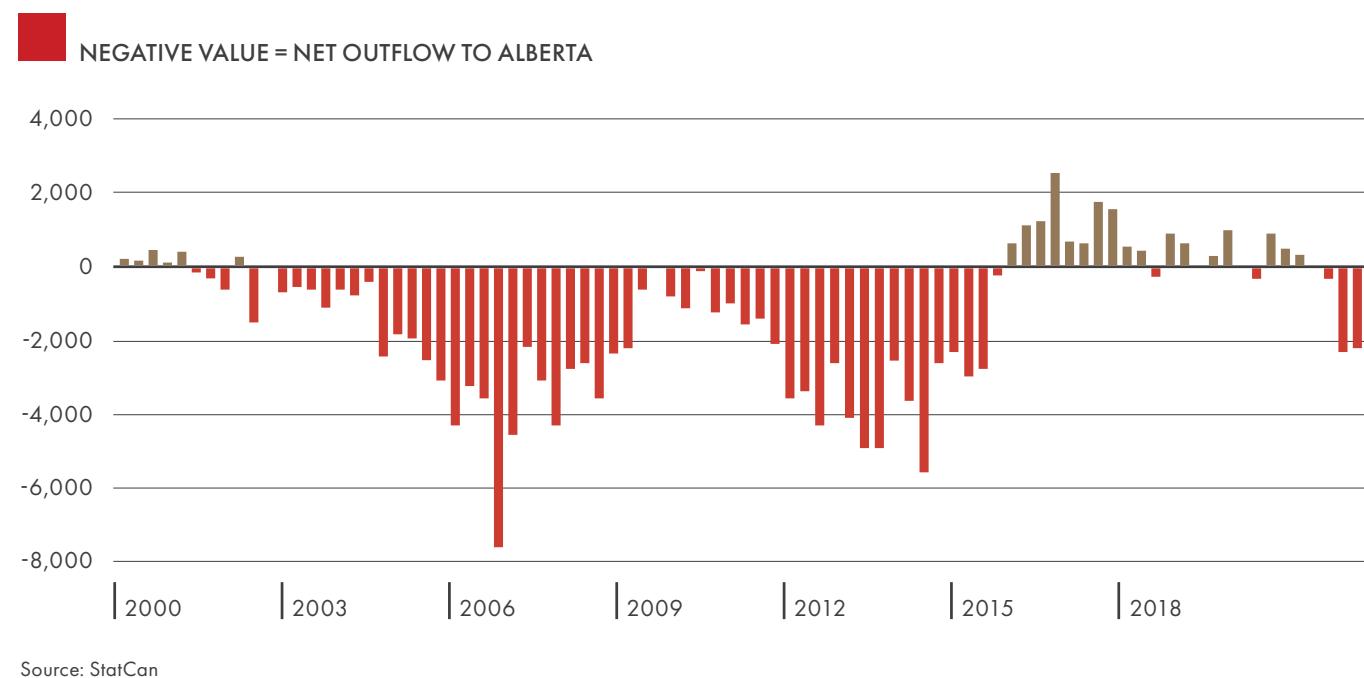
**\$2.5B** MIXED-USE SPORTS AND ENTERTAINMENT DISTRICT, ALSO KNOWN AS THE ICE DISTRICT, BEING DEVELOPED ON 10 HECTARES OF LAND ALLOWING DOWNTOWN EDMONTON TO BE ONE OF THE MOST SUCCESSFUL CITIES IN NORTH AMERICA.



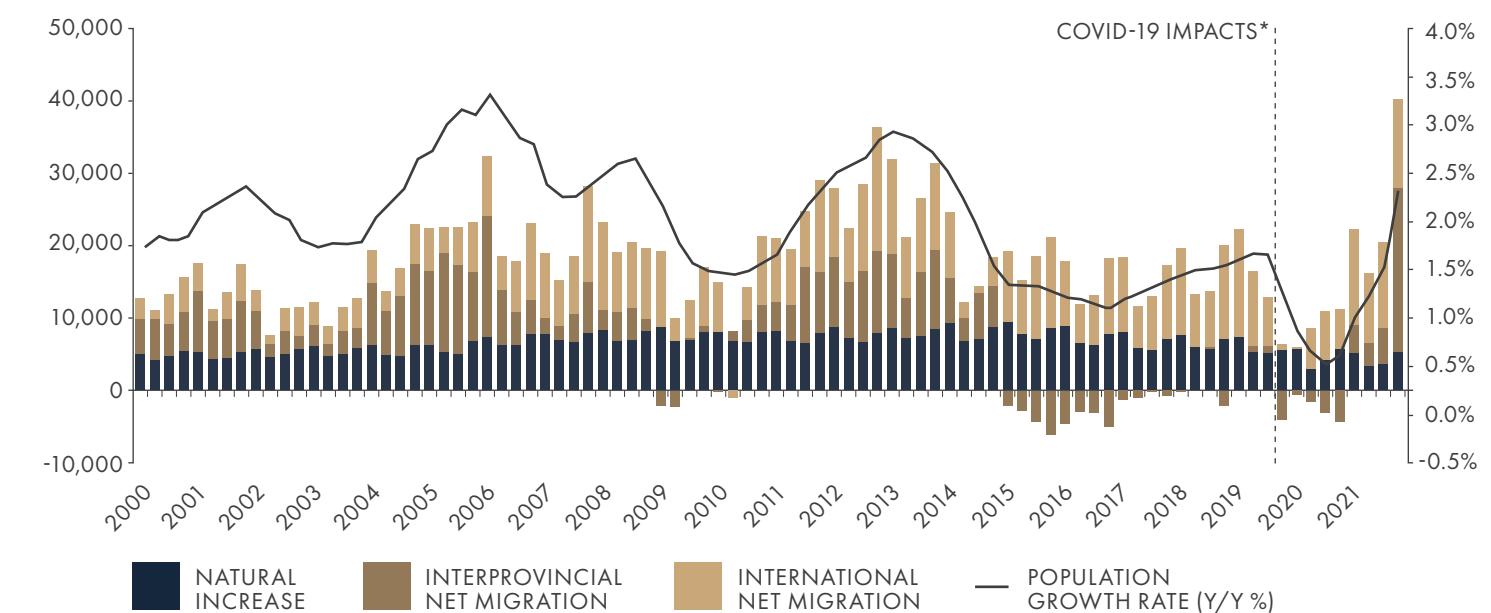
# Why Edmonton?



## ONTARIO'S NET INTERPROVINCIAL MIGRATION WITH ALBERTA



## ALBERTA COMPONENTS OF POPULATION CHANGE, 2ND QUARTER OF 2022



EDMONTON HAS THE SECOND-HIGHEST PERCENTAGE POPULATION GROWTH IN CANADA (8.3%). 465% INCREASE OF IMMIGRANTS RESULTING IN AN INCREASED DEMAND FOR HOUSING



40% OF EDMONTON'S DIVERSE POPULATION REPRESENTS STUDENTS AND GOVERNMENT EMPLOYEES WITH STABLE INCOME



26% OF THE POPULATION ARE FIRST-GENERATION IMMIGRANTS AND 26% IMMIGRANT LANGUAGE SPEAKERS MAKING EDMONTON A DIVERSE CULTURAL LANDSCAPE ACROSS EVERY SECTOR



ONTARIO SAW A RECORD NUMBER OF PEOPLE MOVE OUT OF THE PROVINCE AND THE #1 DESTINATION IS ALBERTA. RECEIVING 1.3M IMMIGRANTS OVER 3 YEARS, STARTING WITH 434,645 IN 2022 AND RISING TO 451,000 BY 2024.

Source: Globe and Mail



THERE IS CURRENTLY A RECORD-HIGH VACANCY FOR JOBS IN ALBERTA—APPROXIMATELY 100,000 OPENINGS



ALBERTA HAS THE HIGHEST SALARIES IN CANADA AND LOWEST HOUSING PRICES

# Why Edmonton?

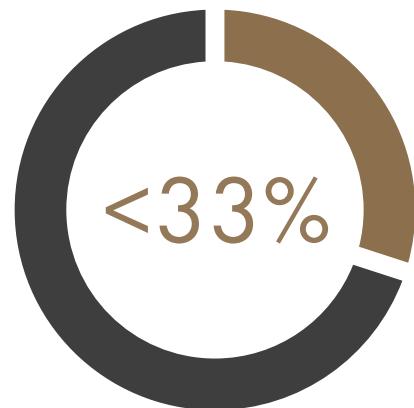
## INNOVATION

**1200+** PROMISING TECH START-UPS CALL EDMONTON HOME AS PART OF ALBERTA'S "SILICON PRAIRIE" MOVEMENT

**#1** REGION RECENTLY RANKED THE FASTEST-GROWING TECH MARKET IN NORTH AMERICA ACCORDING TO CBRE

**3<sup>RD</sup>** WORLDWIDE IN AI RESEARCH

**1<sup>ST</sup>** AND LARGEST HYDROGEN HUB IN CANADA, UNIQUELY POSITIONING THE EDMONTON REGION TO LEAD CANADA IN THIS \$100 BILLION OPPORTUNITY



HOME OWNERSHIP, ON AVERAGE, TAKES WELL UNDER A THIRD OF YOUR ANNUAL INCOME.

## HIGHEST EMPLOYMENT RATE IN CANADA



5.5% INCREASE IN NUMBER OF JOBS



MOST AFFORDABLE CITY IN CANADA

## AFFORDABILITY: EDMONTON VS. TORONTO



IN EDMONTON, YOU CAN OWN 3 HOMES FOR THE SAME PRICE AS 1 IN TORONTO

# World Class Education



Redefining  
Edmonton  
Living

The University of Alberta has always been at the forefront of what is now AI and machine learning (ML). From launching Canada's 1st computing science department (April 1, 1964) to ranking #3 globally for the past 25+ years, to being named 1 of 3 of Canada's national AI hubs.



**PETROLEUM ENGINEERING**  
**#1 IN CANADA**  
**#8 GLOBAL**



**NURSING**  
**#1 IN CANADA**  
**#9 GLOBAL**



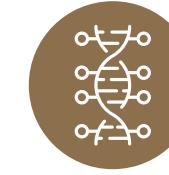
**ENVIRONMENTAL SCIENCE & ENGINEERING**  
**#1 IN CANADA**  
**#10 GLOBAL**



**CHEMICAL ENGINEERING**  
**#1 IN CANADA**



**INSTRUMENTS SCIENCE & TECHNOLOGY**  
**#1 IN CANADA**



**CHEMISTRY**  
**#2 IN CANADA**



**FOOD SCIENCE & TECHNOLOGY**  
**#2 IN CANADA**



**AGRICULTURE SCIENCE**  
**#2 IN CANADA**

**\$70M** [ PROMISED BY THE PROVINCE OVER 3 YEARS TO EXPAND MORE THAN 20 PROGRAMS AT POST-SECONDARY INSTITUTIONS WITHIN EDMONTON. ]

# Edmonton Project Overview

## WHY MUTTART DISTRICT?

The Muttart Urban District is a master-planned urban community with a myriad of opportunities. Located just off the Edmonton River Valley and east of downtown, it offers a wealth of urban lifestyle amenities and connectivity to its surrounding areas. Both transit-oriented and easily walkable, getting to and from the Cromdale neighbourhood, the downtown core to the west, or to Alberta's stunning national parks is easy and convenient. This district provides a perfect balance of nature and sophisticated urban living, with its access to trails along the River Valley, Kinnaird Ravine and Dawson Park as well as connections to the variety of shopping, entertainment, and services available downtown. This downtown east location has incredible access to the core as well as connections to some of Alberta's top educational institutions, including the University of Alberta, NAIT, Concordia University, and Grant MacEwan. The community is also located within walking distance of Commonwealth Stadium, with the stadium's LRT station on the main Metro line, being redeveloped next to the site.



## THE RIVER VALLEY

As the largest urban park in Canada, with more than 160 kilometers of maintained pathways and 20 major parks, the River Valley is a natural wonder. It is 22 times larger than New York's Central Park and has endless opportunities to explore all Edmonton has to offer.



# Edmonton Project Overview



Redefining  
Edmonton  
Living

## EDMONTON TRANSIT



## STADIUM LRT STATION

After 40 years of welcoming sports and music fans to events at Commonwealth Stadium, the Stadium Transit station is being redeveloped as a bright, open, and modern facility for future visitors and residents, adjacent to Upper Vista Edmonton. There will be new connections to the multi-use trails on both sides of the Capital Line LRT track, bike parking, added pedestrian track crossings, and enhanced lighting. The station presents a great opportunity to connect residents of Upper Vista Edmonton to the neighbouring branches of Edmonton, helping to transform the area in years to come.



"Commonwealth Stadium Day" by Urban Versis 32 is licensed under CC BY-SA 4.0.

# Edmonton Connectivity

## LRT STADIUM STATION

This newly redeveloped station provides increased convenience, comfort, and barrier-free accessibility for travellers along the Capitol line.

 2 MIN  2 MIN  200 METRES

## THE ICE DISTRICT

A 25-acre mixed-use entertainment district, home to Rogers Place, Ford Hall, Grand Villa Casino, JW Marriott, the Ice District Plaza, and more.

 6 MIN  19 MIN  9 MIN  29 MIN

## EDMONTON'S RIVER VALLEY

Canada's largest urban park—Edmonton's River Valley has 160 kilometres of maintained pathways, trails, and major parks.

 10 MIN  26 MIN  16 MIN  300 METRES

## RIVERSIDE GOLF COURSE

Nestled along the banks of the North Saskatchewan River, Riverside is a challenging 18-hole course and a hidden gem in the Edmonton area.

 5 MIN  22 MIN  8 MIN  18 MIN

## WEST EDMONTON MALL

The 2nd largest mall in North America—home to more than 800 stores and services, 12 world-class attractions, 2 hotels, and over 100 dining venues.

 26 MIN  57 MIN  48 MIN



STEPS AWAY FROM COMMONWEALTH STADIUM—  
HOME OF EDMONTON ELKS AND FC EDMONTON



WITHIN WALKING PROXIMITY TO RECREATION, FITNESS, SPORTS,  
RESTAURANTS, SHOPPING, AND ENTERTAINMENT



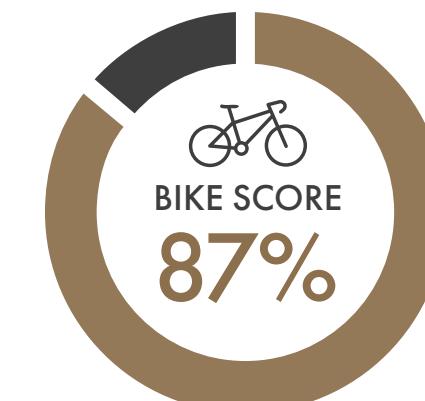
NEARBY TO MULTIPLE PARKS/GREENSPACES—SHERI ROBERTSON PARK,  
KINNAIRD PARK, DAWSON PARK, BORDEN PARK, KINNAIRD RIVER VALLEY



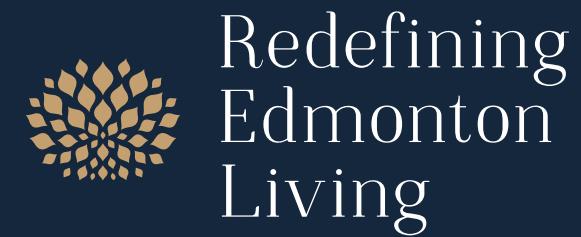
50 MINUTE DRIVE TO EDMONTON INTERNATIONAL AIRPORT



50 MINUTE DRIVE TO THE MOUNTAINS AND  
WORLD-CLASS SKIING IN UNDER 2 HOURS



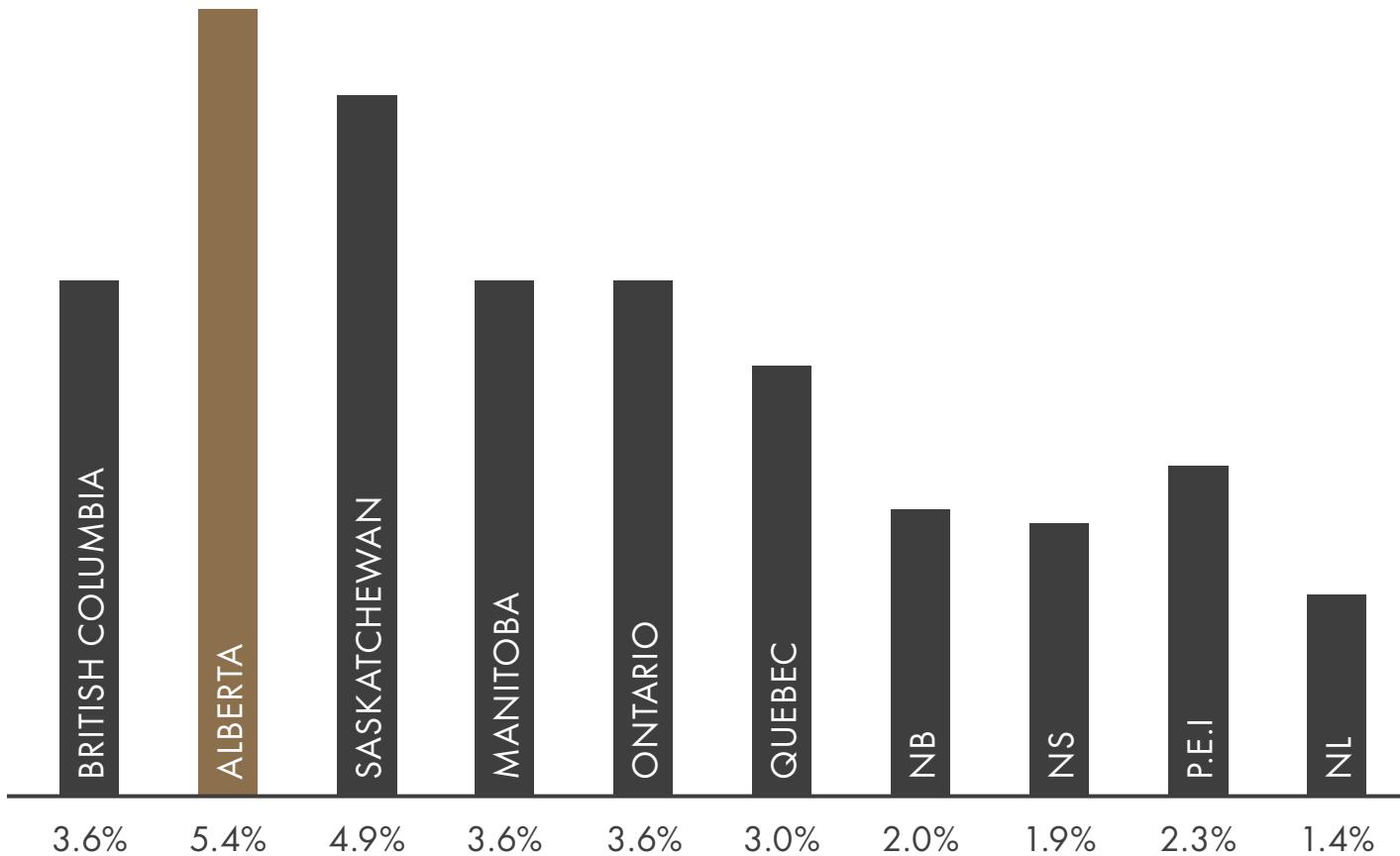
# Why Alberta?



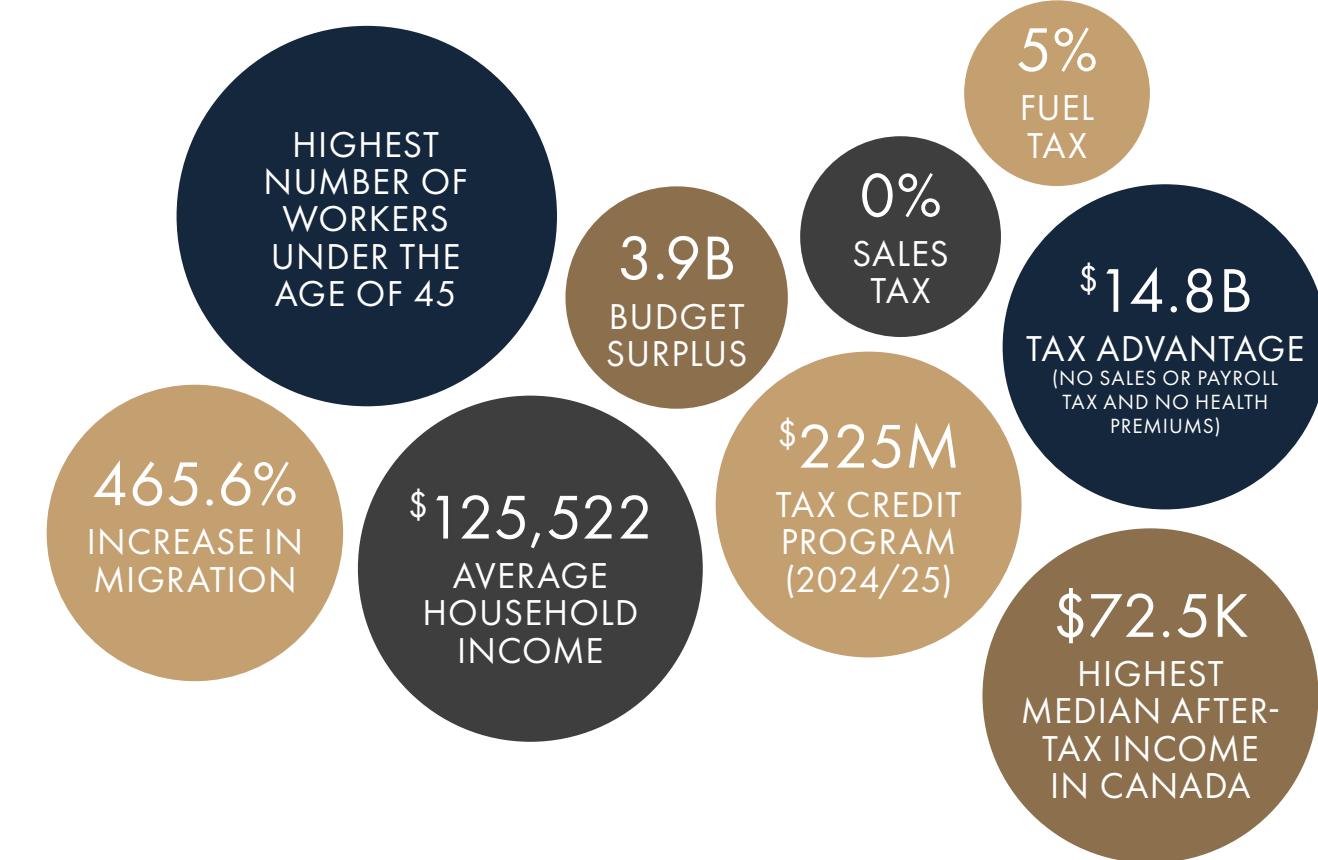
Welcome to picturesque Alberta, Canada, a natural wonderland that is home to the Rocky Mountains, Banff National Park, hundreds of pristine lakes and rivers, and so much more, perfect for any thrill seeker or nature admirer. Beyond the beautiful landscapes, Alberta is also Canada's richest province, and home to two of the largest, fastest-growing cities in the country. Calgary, Alberta's largest city with a population close to 1.4M, and Edmonton, a cultural and entertainment hub and capital city with nearly 1.1M residents. Mostly known for its oil production,

Alberta's economy is also thriving in technology, finance, agriculture, and healthcare sectors making Alberta one of the most attractive provinces in the country to work, live and invest in. Alberta boasts Canada's highest average wages, while offering the lowest taxes, and with housing in Calgary and Edmonton considered affordable compared to Ontario or British Columbia's real estate market, there's no wonder Alberta is a thriving province. Affordable, friendly, breathtaking, and ripe with opportunity, Alberta is the answer to building your future.

## GROWING DIVERSIFIED ECONOMY



ALBERTA'S ECONOMIC GROWTH FORECAST TO EXPAND BY 5.4%, PLACING THE PROVINCE AMONG THE NATION'S GROWTH LEADERS IN BOTH 2022 AND 2023.



# Why Alberta?

## EMPLOYMENT

Alberta has high wages and openings in a wide range of sectors, including energy, tech, finance, agriculture, healthcare, and skilled trades, resulting in a substantial increase in demand for housing.

**55%** OF ALBERTA'S EDUCATED WORKFORCE BETWEEN 25 – 64 HAVE A POST-SECONDARY DEGREE, ENSURING INCREASED TALENT ACROSS KEY ECONOMIC/INNOVATIVE SECTORS

**90,000** JOB VACANCIES WITHIN ALBERTA WITH HIGH-PAYING JOB OPPORTUNITIES ON THE RISE AND AN INFLUX OF CANADIAN AND INTERNATIONAL WORKERS FILLING THE POSITIONS RESULTING IN AN INCREASED DEMAND FOR HOUSING

**950** JOBS WITHIN ALBERTA AND A 40% INCREASE IN INVESTMENTS WHEN AMAZON WEB SERVICES SETS UP THEIR CANADA WEST HUB IN ALBERTA, GAINING MORE QUALITY TALENT

## INNOVATION

**3,083+** TECH COMPANIES EXIST PROVINCE-WIDE, A 149% INCREASE FROM 2018 DATA, AND THE ALBERTA JOBS NOW PROGRAM IS DESIGNED TO FILL KEY POSITIONS ACROSS THE PROVINCE

**30%** FEMALE TECH FOUNDERS COMPARED TO 20% GLOBAL RATE

**85%** OF ALBERTA'S CLEANTECH SECTOR IS EXPANDING AND EXPECTED TO HIRE NEW EMPLOYEES

