



Office of the Mayor
City of Edmonton

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The Honourable Doug Schweitzer
Minister of Jobs, Economy and Innovation
425 Legislature Building
10800 97 Avenue NW
Edmonton, AB T5K 2B6
Email: jei.ministeroffice@gov.ab.ca

Dear Minister Schweitzer:

The City of Edmonton shares and greatly appreciates the Government of Alberta's focus on strengthening and diversifying the provincial economy. As we rebound from a prolonged period of recession, and address the economic challenges created by the ongoing pandemic, our governments must work together to ensure Edmonton continues to be a regional hub for business investment and growth. On behalf of Edmonton's City Council and in support of local industry, I would like to add my voice to those advocating for the importance of enhancing competitiveness and attracting investment in the growing digital media sector.

Our governments can work together to further encourage and attract investment in interactive digital media, similar to the approach to support the film and TV sector, which has resulted in economic stimulus and job creation. We know that interactive digital media has an enormous market, and we are ready to tap into it. Our province, and indeed our city, is rich in talent in this sector, as proven by the success of companies such as BioWare, Beamdog, Inflexion Games and Serious Labs. The extra edge of providing financial incentives that could include tax credits, grants, or other available tools would support these local businesses and accelerate this high-growth industry, while diversifying our economy and attracting investment and jobs to Alberta.

Edmonton is in an excellent position to continue our pursuit of leadership in this space - a young workforce with post-secondary institutions that provide a pipeline of talent and potential partnerships, modern infrastructure and facilities available to companies, and affordable office and development space. On behalf of our City Council, I encourage your government to consider the importance of enhanced financial support for this industry as you confirm budgetary priorities. I would be pleased to meet with you to discuss this matter further.

Yours truly,

A handwritten signature in black ink that reads "A. Sohi". The letters are cursive and slightly slanted to the right.

Amarjeet Sohi
Mayor

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