

Request for Decision

Title	2022 Canadian Hydrogen Convention Exhibition Opportunities
Proposed Motion	That Council direct Administration to participate in the 2022 Canadian Hydrogen Convention Exhibition, utilizing and activating the Edmonton Region Hydrogen Hub exhibition space.
Administrative Recommendation	Administration recommends that Sturgeon County support the 2022 Canadian Hydrogen Convention through the Edmonton Region Hydrogen Hub exhibition space, through existing budget allocations.
Previous Council / Committee Direction	None.
Report	<p><u>Background Information</u></p> <ul style="list-style-type: none"> The Canadian Hydrogen Convention (CHC) is taking place April 26-28, 2022 at the Edmonton Convention Centre. With over 4,000 expected attendees, the CHC is intended to connect business executives, government representatives, and Indigenous leaders from across Canada to focus on activities for hydrogen investment, development, and activities. Themes of the CHC include: <ul style="list-style-type: none"> Meeting Decarbonization Goals Renewables Development in Canada Opportunities for Canada's Petroleum Sector Leadership in Technology in Fuel Cell Technology Canada's Opportunities in Rich Feedstock to Produce Hydrogen Global Investment Opportunities in Hydrogen Programming for CHC includes the main conference, technical courses, an exhibition, site visits, and awards ceremony. As a part of the conference, a 3,000 square foot exhibition is planned with booths available for purchase (10'x10' or 10'x20' feet). The CHC exhibition targets an audience actively looking for the most advanced engineering partners, innovative technologies, new products, and key services for all aspects of the growing hydrogen value chain.

	<ul style="list-style-type: none"> The Edmonton Region Hydrogen Hub is noted to have a 50'x40' exhibition space at the event confirmed. Other notable exhibitors include Nikola Motors, TC Energy, Government of Alberta, Global Affairs Canada, Linde, Air Products, and others. Sturgeon County has a unique opportunity to engage with the Edmonton Region Hydrogen Hub to support its messaging and convey the strategic value that the County presents as the ideal place in the region for future strategic investment. The space will include 4 meeting rooms, will provide a large space to engage with interested parties, and could see a larger audience due to an impactful and feature sized space at the event. <p><u>External Communication</u></p> <ul style="list-style-type: none"> Sturgeon County would develop collateral and other materials to showcase within the exhibition space at the CHC. <p><u>Relevant Policy/Legislation/Practices</u></p> <ul style="list-style-type: none"> 2022 – 2025 Sturgeon County Strategic Plan Economic Development Strategy
Implication of Administrative Recommendation	<p><u>Strategic Alignment:</u></p> <p>Planned Growth – A presence utilized to attract and showcase the hydrogen potential in Sturgeon County will showcase opportunities to develop in Sturgeon County. Committing resources to showcase Sturgeon County will demonstrate the County's enthusiasm as a municipality at the forefront of Canada's energy evolution.</p> <p>Collaborative Governance – Working with regional partners at the Edmonton Region Hydrogen Hub will highlight Sturgeon County as a motivated partner in the region.</p> <p>Environmental Stewardship – Attraction of hydrogen investment (demand and supply side industries) will benefit the environment due to reduced emissions as decarbonization of industries continue.</p> <p><u>Organizational:</u></p> <p>Administration will allocate personnel to both support the conference and the exhibition space.</p> <p><u>Financial:</u></p> <p>Financial impacts would relate to the development of County related collateral and booth activation in the amount of \$2,750, to be funded through approved 2022 Operating Budget (Economic Development marketing).</p>
Alternatives Considered	<p>A – Have no representation at the CHC exhibition</p> <p>B - Participate in CHC with a specific Sturgeon County exhibition space</p>

Implications of AlternativesStrategic Alignment:

Either option would not showcase the strong connection and leadership that Sturgeon County has provided in introducing the Edmonton Region Hydrogen Hub. If Sturgeon County were to have its own exhibition space, there may be confusion with partners of the Hub and investors on Sturgeon County's inclusion with the Hub. A separate space may also be less impactful for interactions and engagements with investors; showing a united focus with the Edmonton Region Hydrogen Hub will provide for more impact with international delegations and investors.

Organizational:

A – Fewer administrative resources would be required.

B – Additional administrative time for representation at the CHC would be needed, with potential for external supports required for exhibition setup.

Financial:

A – No financial implications.

B - The 10' x 10' and 10' x 20' space options would come at an additional cost for exhibition space, insurance, marketing, and furniture rentals:

Item for 10' x10' exhibition booth space	Cost
10' x 10' booth registration cost	\$4,400.00
10' x 10' booth liability insurance certificate	\$179.00
10' x 10' booth marketing kit	\$195.00
10' x 10' discounted booth furnishing package	\$605.00
Anticipated Sturgeon County Collateral and booth activation	\$2,000.00
TOTAL	\$7,379.00

Item for 10' x 20' exhibition booth space	Cost
10' x 20' booth registration cost	\$8,800.00
10' x 20' booth liability insurance certificate	\$179.00
10' x 20' booth marketing kit	\$195.00
10' x 20' discounted booth furnishing package	\$1,065.00
Anticipated Sturgeon County Collateral and booth activation	\$2,750.00
TOTAL	\$12,989.00

Follow up Action

1. Confirm participation with Edmonton Region Hydrogen Hub for exhibition space (Economic Development and Ecosystem Services, March 2022).
2. Create collateral for use at the exhibition space (Corporate Communications and Economic Development and Ecosystem Services, March 2022).

	3. Attend and activate the CHC exhibition space (Various Council, Senior Administration, and Economic Development Services representatives, April 2022).
Attachment(s)	1. Attachment 1: Floor Plan – Canadian Hydrogen Conference 2. Attachment 2: Hydrogen Hub Exhibit Installation Concept Floor Plan
Report Reviewed by:	Tyler Westover, Director, Economic Development & Ecosystem Services Travis Peter, General Manager, Development & Strategic Services Reegan McCullough, County Commissioner – CAO

Strategic Alignment Checklist

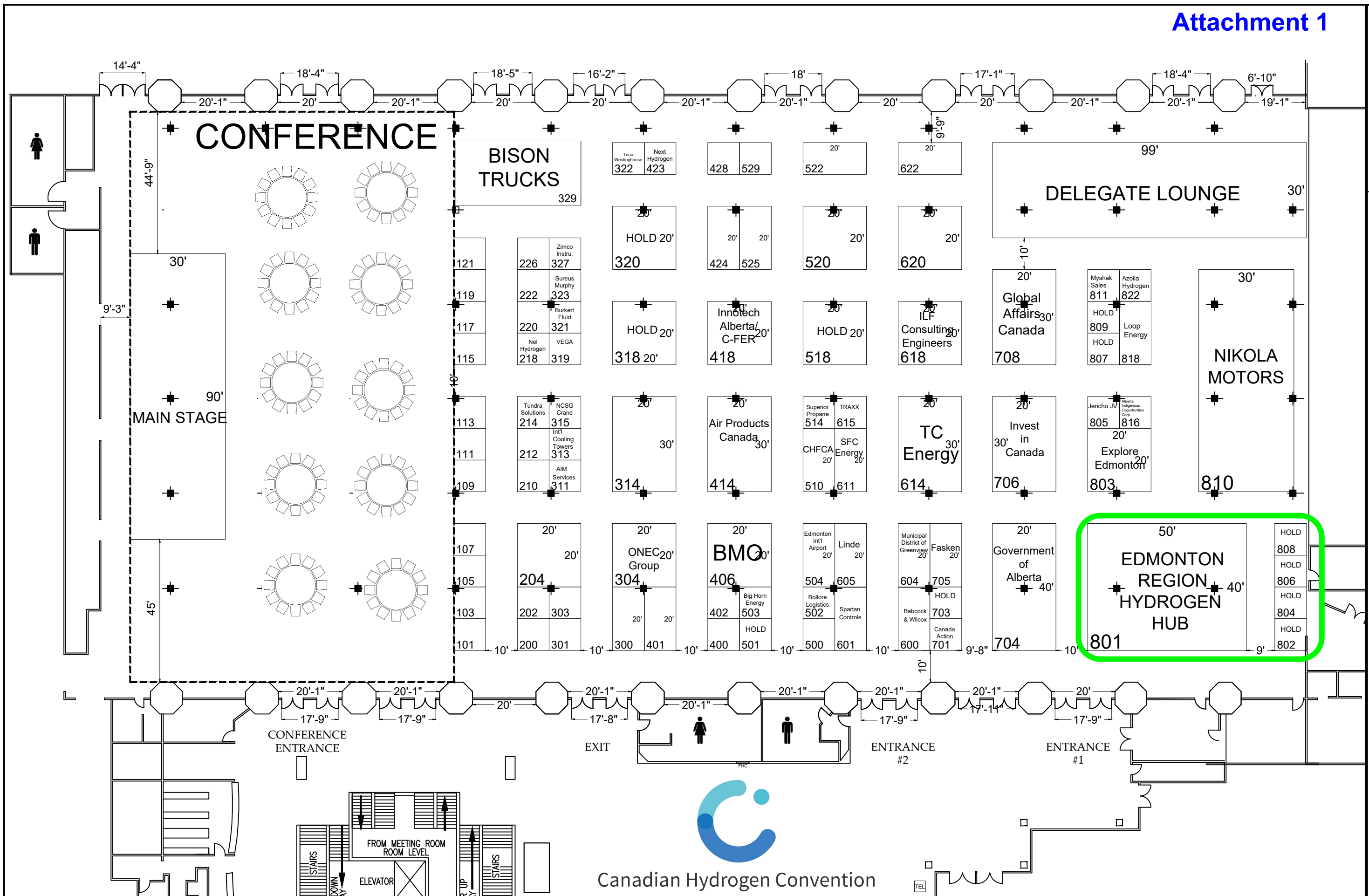
Vision: *Offering a rich tapestry of historical, cultural, and natural experiences, Sturgeon County is a municipality that honours its rural roots and cultivates desirable communities. Uniquely situated to provide world-class agricultural, energy, and business investment opportunities, the County prioritizes responsible stewardship and dreaming big.*

Guiding Principles: Collaboration | Accountability | Flexibility | Excellence | Safety | Future Readiness | Affordability | Innovation

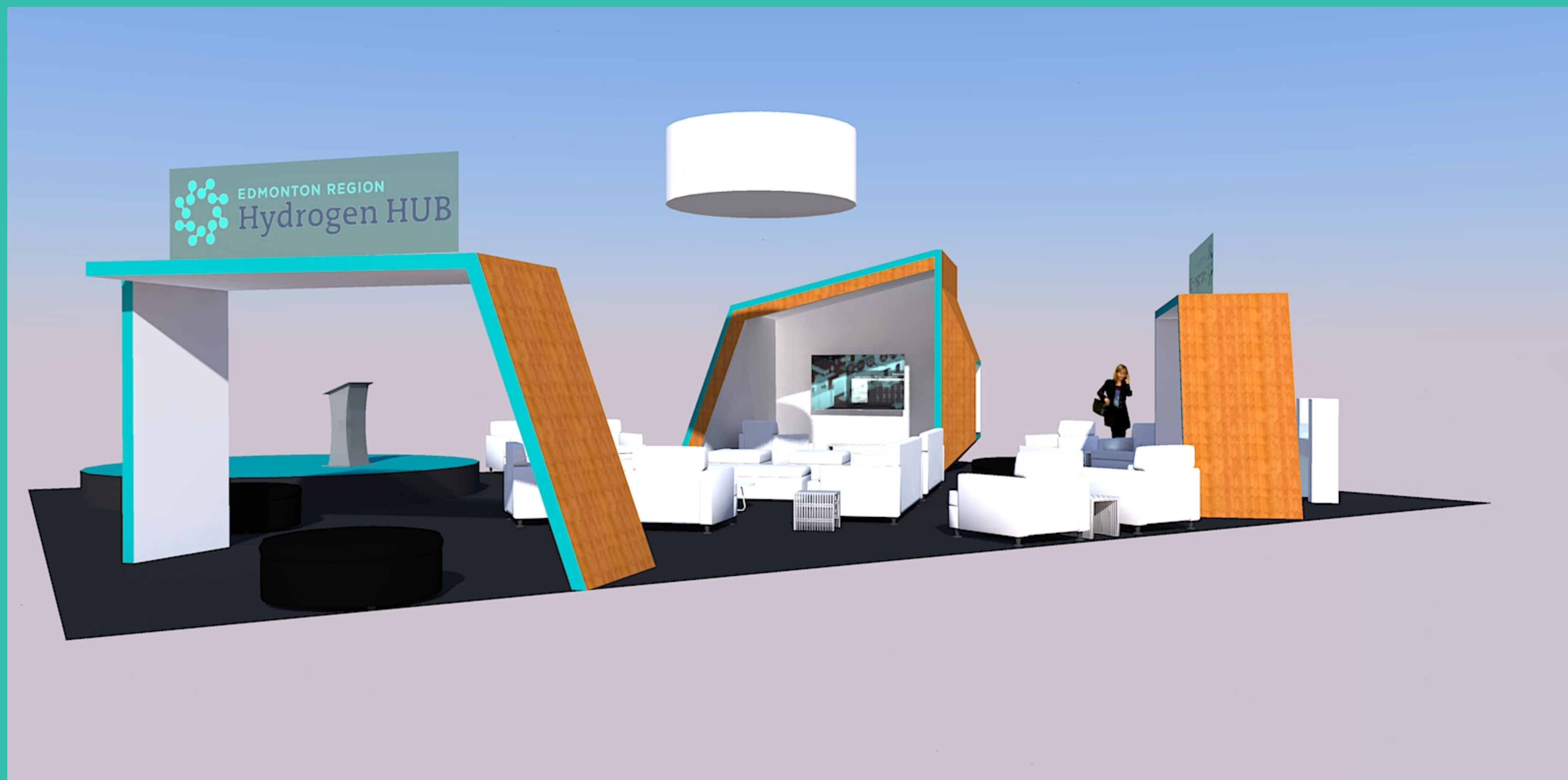
Community Outcome	Not consistent	Consistent	N/A
Planned Growth			
<ul style="list-style-type: none"> Internationally competitive to attract, grow and sustain diverse businesses; tenacious focus on new growth and innovation 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Modern broadband and digital capabilities 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Low cost, minimal red-tape regulations 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Reliable and effective infrastructure planning; comprehensive land use and infrastructure planning 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Thriving Communities			
<ul style="list-style-type: none"> Beautiful, surprising places with high standards; integrated natural spaces & trail systems; healthy and resilient 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Engaging cultural, historical, and civic amenities; strong community identity and pride 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Safe, welcoming, and diverse communities; small community feel and personal connection; commitment to high quality of life 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Environmental Stewardship			
<ul style="list-style-type: none"> Clean air, land, and water; Carbon neutral municipal practices; circular economy opportunities 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Conservation of natural areas and agricultural lands; enhanced greening and biodiversity; safekeeping ecosystems 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Sustainable development; partnerships with industry and others to drive emission reductions 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Collaborative Governance			
<ul style="list-style-type: none"> Predictable and stable external relationships; volunteer partnerships 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Meaningful connections with Indigenous communities 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Ongoing community consultation and engagement; transparent and action-oriented decision making based on sound rationale 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Respectful and informed debate; clear and supportive governance processes 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Operational Excellence			
<ul style="list-style-type: none"> Engaged and effective people – Council, Admin and Volunteers; continuous learning and improvement mindset; nimble and bold, with strong leadership 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Quality cost-effective service delivery; robust procurement and operational practices and policies; asset management and performance measurement; careful debt and reserve stewardship; long-term financial planning and sustainability 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> Future focused thinking to proactively respond to emerging opportunities and challenges 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<ul style="list-style-type: none"> Alternative revenue generation and service delivery models integrated strategic and business planning 	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

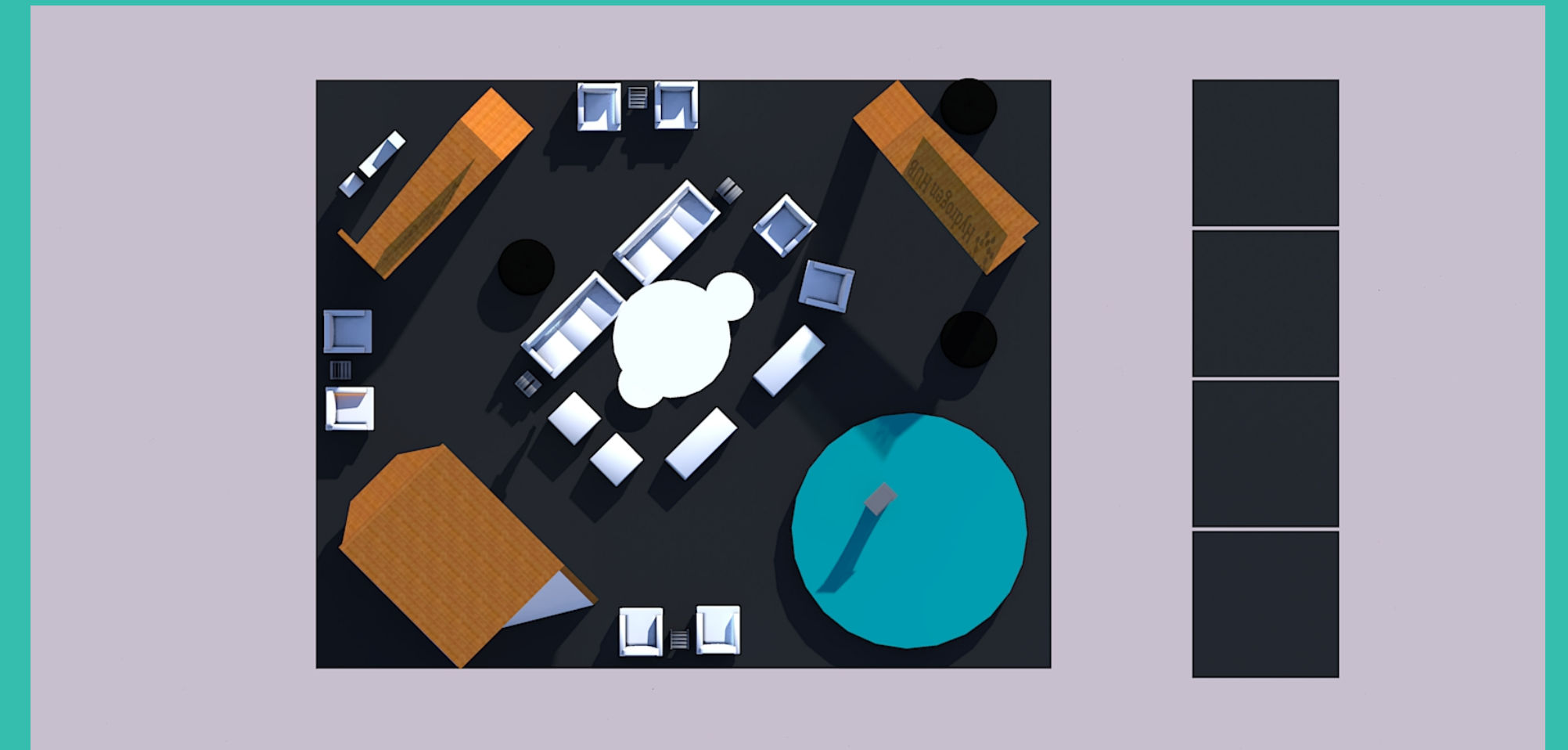
GOODKEY
SHOW SERVICES LTD.*

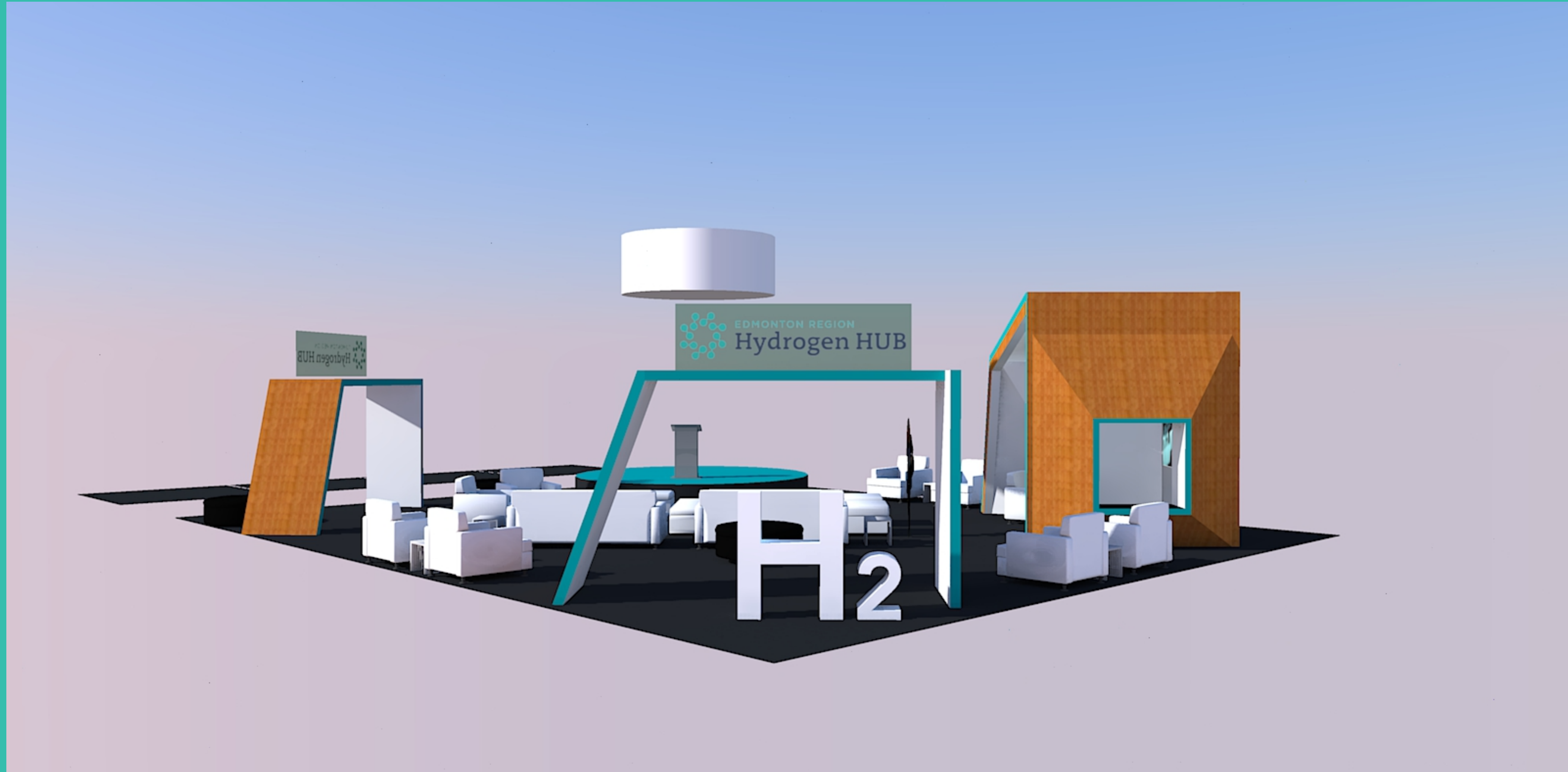
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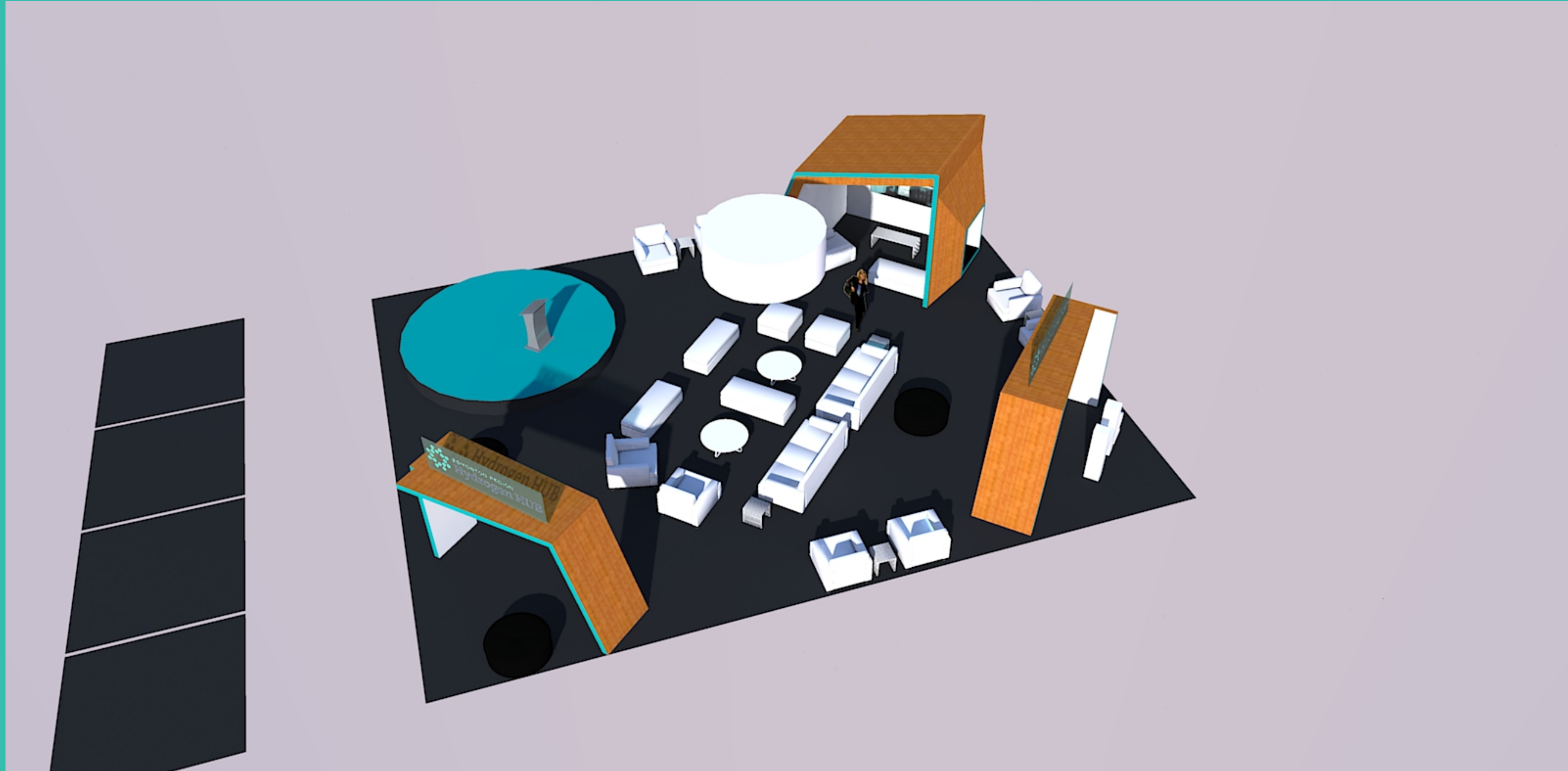


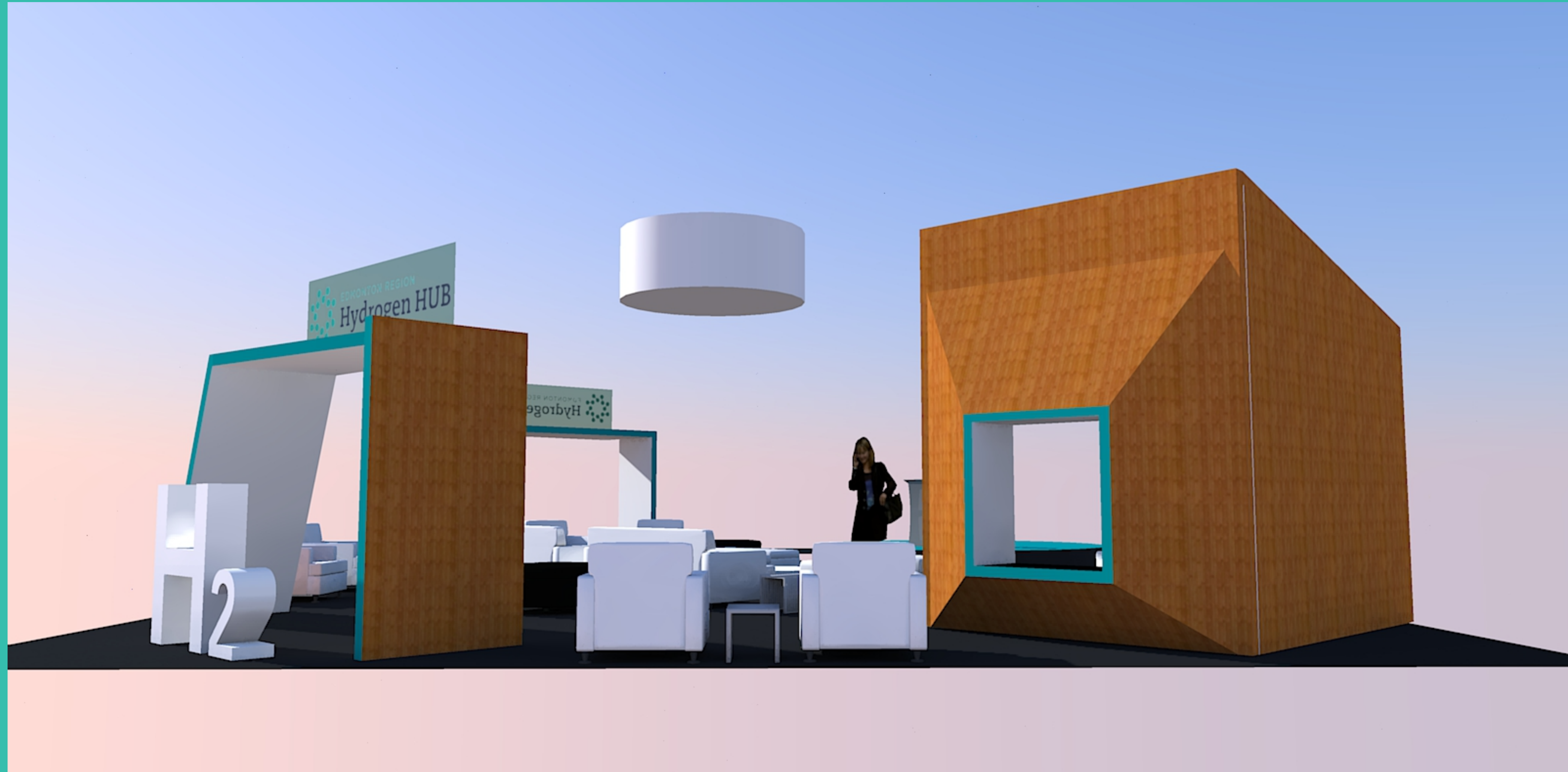
SHOW NAME: Canadian Hydrogen Convention 2022 Hall A, B & C				
SHOW DATE: April 26 - 27, 2022	FACILITY: EDMONTON CONVENTION CENTRE		CITY/PROV: EDMONTON, AB	
	REVISED BY: OWEN	FP TYPE: FLOOR PLAN	FP ABBR: CHC2022	
FILE NAME: T:\AutoCAD Files\Facility\Shaw Conference Center\Assembly Level\2022\Canadian Hydrogen Convention 2022.dwg				

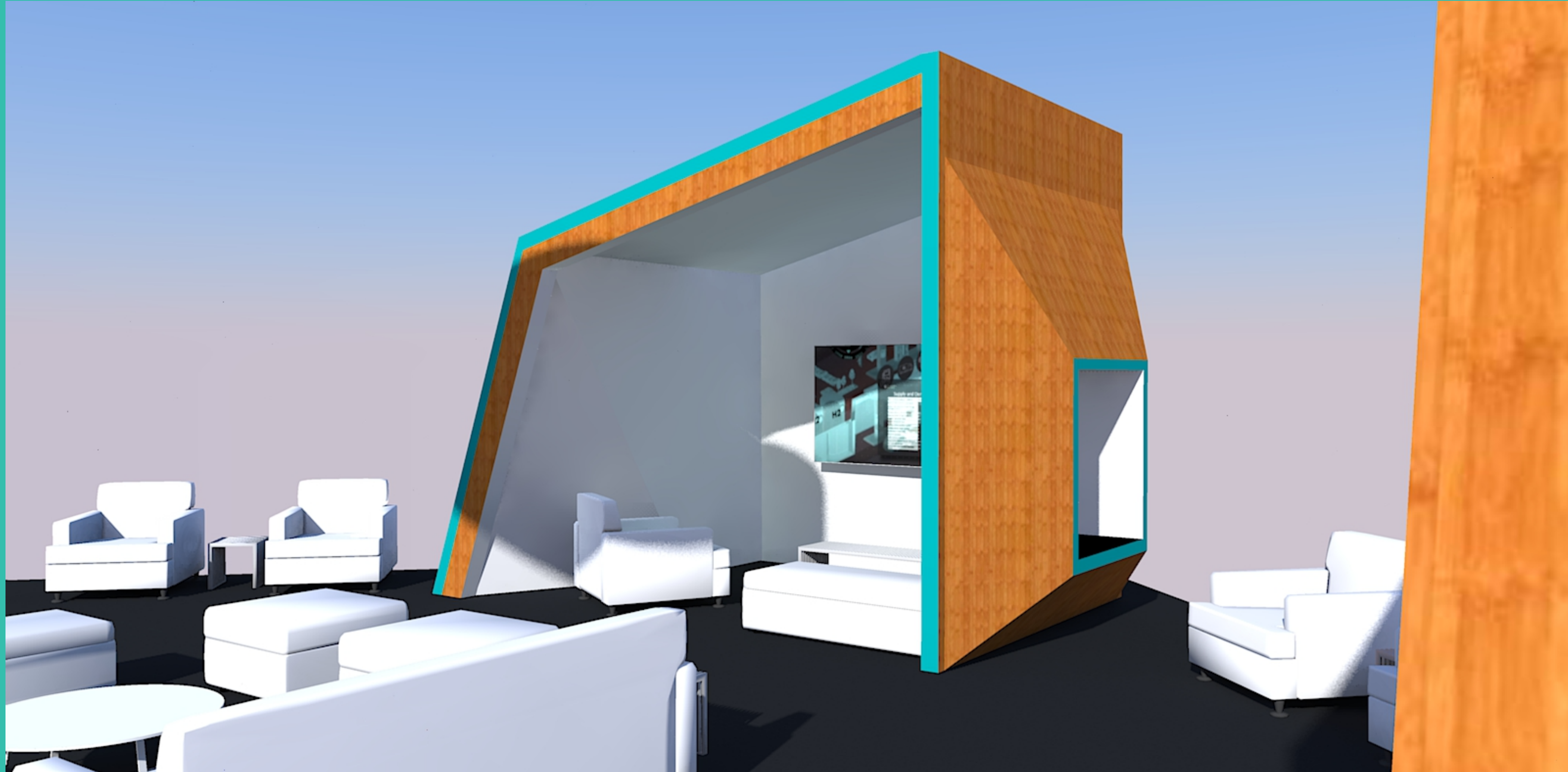


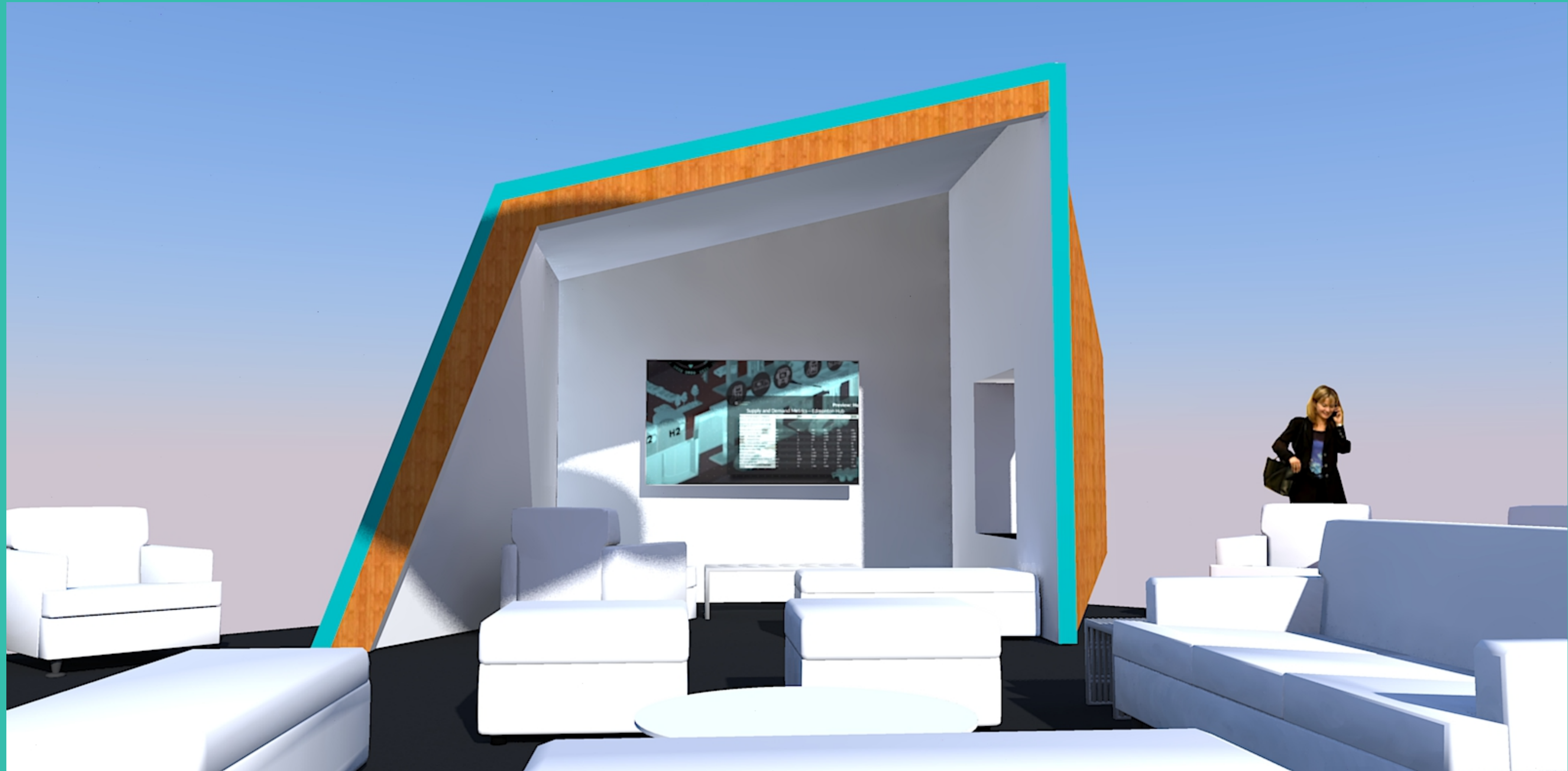




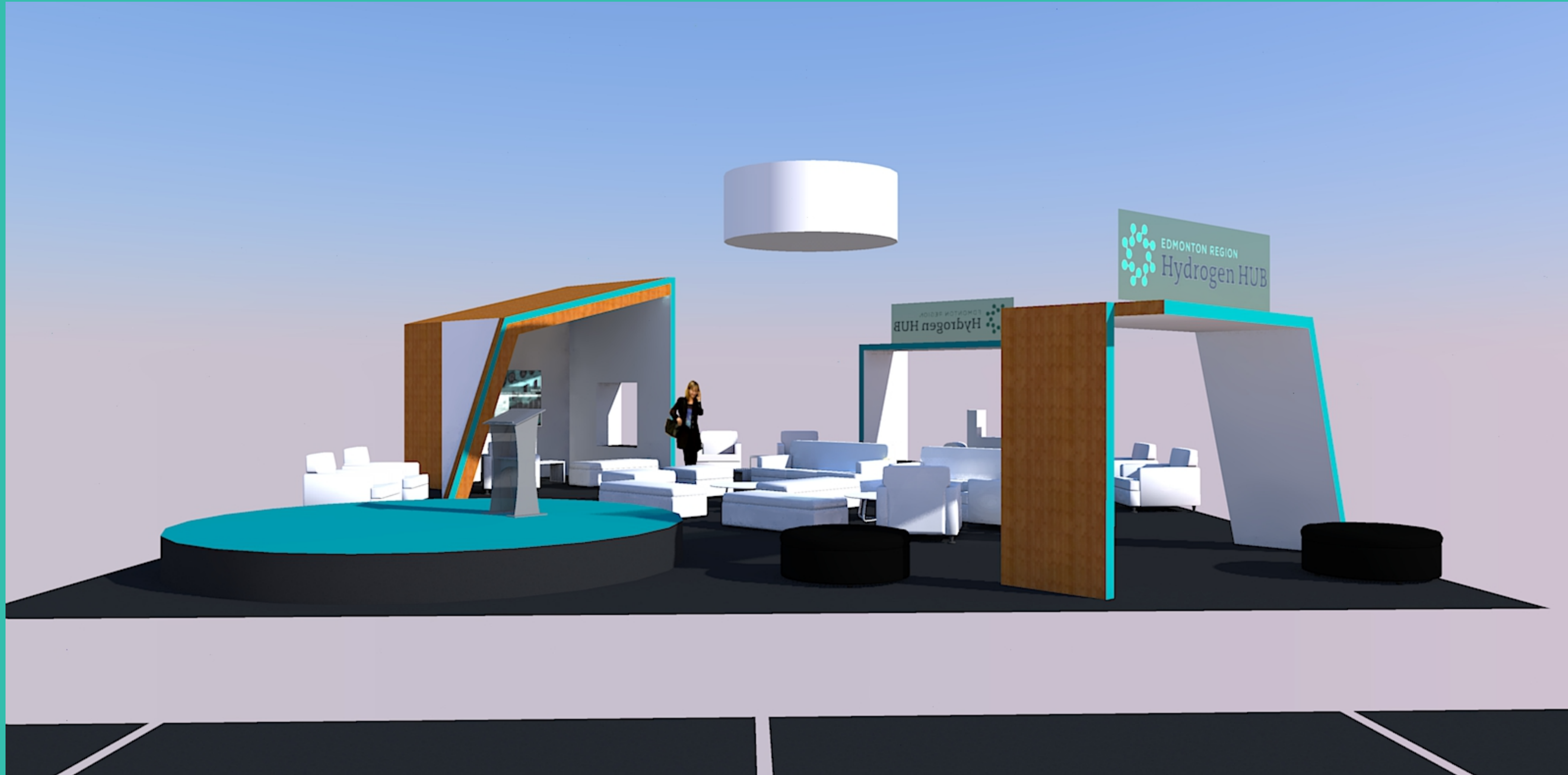








EDMONTON REGION
Hydrogen HUB



Meeting
Room
1

Meeting
Room
2

Meeting
Room
3

Meeting
Room
4

