

**VISION:** To make Alberta the premiere destination for games culture and game development.

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	Inputs	Activities	Outputs	Short-Term	Medium-Term	Long-Term
	<i>The human, financial, organizational and community resources available.</i>	<i>The actions and events that are implemented to help achieve the desired goal.</i>	<i>The direct, tangible products or services produced.</i>	<i>The immediate benefits or changes in knowledge, opinions, skills and aspirations.</i>	<i>The changes in practices, behaviours, policy and procedures.</i>	<i>The ultimate benefits or changes in social economic and or environmental conditions.</i>
INTERNAL	<ul style="list-style-type: none"> <li>• WESIAA.</li> <li>• Governmental partners (municipal, provincial, federal).</li> <li>• Cross-industry partners: Albertaln.com, Crunchbase.</li> <li>• Tech incubators/accelerators.</li> </ul>	<ul style="list-style-type: none"> <li>• Building a robust and diverse board from the community.</li> <li>• Stakeholder engagement.</li> <li>• Co-creation and generative understanding amongst stakeholders of WESIAA's role in building the Alberta games industry.</li> <li>• Outreach at all levels of government.</li> <li>• Build shared knowledge capacity:               <ul style="list-style-type: none"> <li>○ Shared mailboxes, shared drives.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Policies and procedures that outline WESIAA's status as a professional association.</li> <li>• Sustainable funding model that allows WESIAA to operate in the long term.</li> <li>• Alberta Culture/EDT Funding Proposal.</li> <li>• Edmonton Arts Festival Operating Grant application.</li> <li>• Edmonton Downtown Business Association Grant application.</li> </ul>	<ul style="list-style-type: none"> <li>• Albertans know that WESIAA is the source for interactive digital media knowledge (specifically games) in Alberta.</li> <li>• The community is aware of WESIAA and what it can do to grow the capacity for games culture and game development in Alberta.</li> </ul>	<ul style="list-style-type: none"> <li>• WESIAA is the professional association for game developers in Alberta.</li> <li>• WESIAA members are experts regarding the interactive (digital) media (game development) sector.</li> <li>• WESIAA has a robust network in the interactive (digital) media (game development) space.</li> <li>• People come to WESIAA for interactive (digital) media (game development) information.</li> </ul>	<ul style="list-style-type: none"> <li>• WESIAA is the guiding light for interactive (digital) media (game development) in Alberta.</li> <li>• WESIAA can influence the direction of the interactive (digital) media (game development) industry in Alberta.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>• Amount of funding received.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey of WESIAA influence.</li> <li>• Attendance to WESIAA events.</li> </ul>	<ul style="list-style-type: none"> <li>• Capacity to succession plan.</li> <li>• Survey of WESIAA influence.</li> <li>• WESIAA's status as a professional association.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey of WESIAA influence.</li> <li>• Invitations to decision-making engagements.</li> </ul>

	Inputs	Activities	Outputs	Short-Term	OUTCOMES Medium-Term	Long-Term
INDUSTRY & ECONOMY	<ul style="list-style-type: none"> <li>WESIAA staff.</li> <li>Community partners.</li> <li>ESAC, IGDA.</li> </ul>	<ul style="list-style-type: none"> <li>Lobbying.</li> <li>Targeted conversations with politicians, influencers, and industry groups.</li> <li><u>Apolitical</u> marketing messages.</li> <li>Outreach to stakeholders to cultivate ambassadors.</li> </ul>	<ul style="list-style-type: none"> <li><b>Community &amp; Industry Vetted Frameworks:</b> <ul style="list-style-type: none"> <li>Robust tax credit system.</li> <li>Financing framework for games.</li> <li>Policy and actions that outline a sustainable games industry in Alberta.</li> </ul> </li> <li><b>Grants:</b> <ul style="list-style-type: none"> <li>Interactive Digital Media grant.</li> <li>Proper granting system framework for games.</li> </ul> </li> <li><b>Information Materials:</b> <ul style="list-style-type: none"> <li>Database of studios and talent.</li> <li>Reports for games industry in Alberta.</li> <li>AB Industry Fact Sheet: studio profiles, infographics.</li> <li>AB Industry taglines (e.g. "I &lt;3 AB Games.")</li> <li>Newsletters.</li> <li>Bandwagon messaging.</li> </ul> </li> <li><b>Website:</b> <ul style="list-style-type: none"> <li>Studio and people profiles.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Albertans politicians and bureaucrats are aware of the potential of the Interactive digital media (game development) industry.</li> <li>The public is aware of the interactive digital media (game development) community that already exists in Alberta.</li> <li>The interactive (digital) media (game development) industry considers Alberta to be a place to invest in the establishment or support of new/existing studios.</li> </ul>	<ul style="list-style-type: none"> <li>There is widespread public and governmental support for supporting the interactive (digital) media (game development) industry.</li> </ul>	<ul style="list-style-type: none"> <li>Alberta has a diverse economy with interactive digital media (game development) as a primary pillar.</li> <li>Conditions for starting and maintaining a studio in Alberta are favourable for the interactive (digital) media industry.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>Tax credit system in place.</li> <li>Information packages distributed.</li> <li>Audience reach.</li> <li>Survey of WESIAA influence.</li> </ul>	<ul style="list-style-type: none"> <li>Invitations to decision-making events.</li> </ul>	<ul style="list-style-type: none"> <li>Public support for interactive (digital) media (game development) industry.</li> </ul>	<ul style="list-style-type: none"> <li>Quantity and quality of studios in Alberta.</li> <li>Studio feedback on the province's ability to support their work.</li> <li>Economic contribution of interactive (digital) media (game development) companies to Alberta.</li> </ul>

				OUTCOMES		
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INDUSTRY & ECONOMY	<ul style="list-style-type: none"> <li>WESIAA.</li> <li>Financial community.</li> <li>Business community.</li> <li>Post-secondary partners.</li> <li>Schools.</li> <li>Tech incubators/accelerators.</li> </ul>	<ul style="list-style-type: none"> <li>Engagement and consultation sessions with industry, startup communities, innovation hubs.</li> <li>Trade missions.</li> <li>Build awareness around industry &amp; financing.</li> <li>Engage with educational institutions to embed game development into interdisciplinary learning.</li> </ul>	<ul style="list-style-type: none"> <li><b>Incubator/Accelerator:</b> <ul style="list-style-type: none"> <li>Pilot to lower risk.</li> <li>VC/Investment Institute to help expand financing options.</li> <li>Designed with games industry in mind.</li> <li>Focus group &amp; market testing – feedback for games from a market viability perspective.</li> </ul> </li> <li><b>Financial Assistance:</b> <ul style="list-style-type: none"> <li>Consulting, marketing, and facilitating for funding.</li> </ul> </li> <li><b>Granting Body:</b> <ul style="list-style-type: none"> <li>Long-term, to provide micro-grants to studios.</li> <li>Standards &amp; guidelines for successful funding.</li> </ul> </li> <li>Workshop/knowledge sessions.</li> </ul>	<ul style="list-style-type: none"> <li>Alberta-based game developers have the knowledge to start up and sustain their own studios and businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Alberta-based game developers have created new studios.</li> <li>Alberta-based game developers are hiring Alberta-based talent.</li> <li>The interactive (digital) media (game development) industry considers Alberta to be a place to invest in the establishment or support of new/existing studios.</li> </ul>	<ul style="list-style-type: none"> <li>Alberta has a diverse economy with interactive digital media (game development) as a primary pillar.</li> <li>Conditions for starting and maintaining a studio in Alberta are favourable for the interactive (digital) media industry.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>Successful companies helped.</li> <li>Amount of money disbursed.</li> </ul>	<ul style="list-style-type: none"> <li>Number of workshops/sessions and attendance at these sessions.</li> </ul>	<ul style="list-style-type: none"> <li>Number of new studios created each year.</li> <li>Number of individuals employed by the interactive (digital) media (game development) industry.</li> <li>Quantity and quality of investment and investors looking at the AB interactive (digital) media (game development) industry.</li> </ul>	<ul style="list-style-type: none"> <li>Quantity and quality of studios in Alberta.</li> <li>Studio feedback on the province's ability to support their work.</li> <li>Economic contribution of interactive (digital) media (game development) companies to Alberta.</li> </ul>

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CULTURE & COMMUNITY	<ul style="list-style-type: none"> <li>Sponsor support from Government of Alberta, post-secondary institutions, industry groups, etc.</li> <li>WESIAA staff (GDX Directors and staff).</li> <li>Community partners: TableTop Café, Hexagon, Gamer's Lodge.</li> <li>Post-secondary institutions (UAlberta, UCalgary, ULethbridge, ACAD, EDAC, NAIT, MacEwan, Red Deer College).</li> <li>K-12 school system.               <ul style="list-style-type: none"> <li>AB Education.</li> <li>School Boards.</li> <li>Teachers/Principals.</li> <li>Private schools.</li> <li>STEM programs.</li> </ul> </li> <li>Other incubators/accelerators.</li> </ul>	<ul style="list-style-type: none"> <li>Event management.</li> <li>Advertise in Alberta, not just Edmonton.</li> <li><b>Deep Collaborations:</b> <ul style="list-style-type: none"> <li>Collaborate with "nerd SMEs" for board-gaming, war-gaming, pinball, arcades, etc. to work on mega-event.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The Game Discovery Exhibition (GDX Edmonton).</li> <li>Ad campaigns about Alberta's interactive (digital) media (game development) industry.</li> </ul>	<ul style="list-style-type: none"> <li>The public is aware of the game development community that already exists in Alberta.</li> </ul>	<ul style="list-style-type: none"> <li>Albertans and international audiences are consistently supporting games culture and game development events.</li> </ul>	<ul style="list-style-type: none"> <li>Games culture is a celebrated, deep, and family-friendly industry for Alberta tourism.</li> <li>A robust, collaborative community works together to build games culture.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>GDX attendance, satisfaction rating, and Net Promoter Score.</li> </ul>	<ul style="list-style-type: none"> <li>Public perception of games industry in Alberta.</li> </ul>	<ul style="list-style-type: none"> <li>Quantity and quality of community events happening around Alberta.</li> </ul>	<ul style="list-style-type: none"> <li>Quantity and quality of community events happening around Alberta.</li> </ul>

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CULTURE & COMMUNITY	<ul style="list-style-type: none"> <li>GameCamp division of WESIAA.</li> <li>Community partners: CGDA, Edmonton Nerdlist, movie theatres, Telus World of Science.</li> <li>AMPIA, Digital Alberta, Screen Industries Office.</li> <li>Company partnerships: Memory Express, Microsoft, BioWare</li> </ul>	<ul style="list-style-type: none"> <li>Organization of community-based pop-up events.</li> <li>Connecting with partners.</li> <li><b>Cross-Marketing:</b> <ul style="list-style-type: none"> <li>Incentivizing of memberships through partnerships.</li> </ul> </li> <li><b>"Get to Know Us" Events:</b> <ul style="list-style-type: none"> <li>In collaboration with industry partners.</li> </ul> </li> <li>Build partnerships with game-friendly organizations to allow public gaming and to show off Alberta games at events.</li> </ul>	<ul style="list-style-type: none"> <li>Workshops.</li> <li>Monthly meetings.</li> <li><b>Alberta Nerd Circuit Pass:</b> <ul style="list-style-type: none"> <li>Package deal for "nerd" events around Alberta (Edmonton and Calgary-specific?).</li> <li>CUFFCADE, Indie Game Bash, Barcade, CBGC, IntrigueCon, Comic Expos.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Alberta-based game developers have a robust community to connect with.</li> <li>Albertans have an understanding of which games culture/development events are happening in the province.</li> </ul>	<ul style="list-style-type: none"> <li>Games culture/development organizers are working together to produce integrated games culture/development events.</li> </ul>	<ul style="list-style-type: none"> <li>Games culture is a celebrated, deep, and family-friendly industry for Alberta tourism.</li> <li>A robust, collaborative community works together to build games culture.</li> <li>Albertans have public places to game together.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>Penetration of the Nerd Circuit Pass idea.</li> </ul>	<ul style="list-style-type: none"> <li>Attendance at community events.</li> </ul>	<ul style="list-style-type: none"> <li>Extent of collaboration between community groups.</li> </ul>	<ul style="list-style-type: none"> <li>Quantity and quality of community events happening around Alberta.</li> </ul>

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POST-SECONDARY	<ul style="list-style-type: none"> <li>• WESIAA.</li> <li>• Post-secondary partners.</li> <li>• Industry partners.</li> <li>• K-12 school system.               <ul style="list-style-type: none"> <li>○ AB Education.</li> <li>○ School Boards.</li> <li>○ Teachers/Principals.</li> <li>○ Private schools.</li> <li>○ STEM programs.</li> </ul> </li> <li>• Community Partners (Telus World of Science).</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement and consultation sessions with post-secondary and industry representatives.</li> <li>• Establish more robust relationships between industry and post-secondary.</li> <li>• Tracking of graduates from AB post-secondary institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Talent Certification:</b> <ul style="list-style-type: none"> <li>○ Standards document around what industry expects from students.</li> <li>○ Long-term (may require some overhead and staff resources).</li> <li>○ Competency-based (behavioural and technical).</li> <li>○ Built in collaboration with industry and post-secondary.</li> </ul> </li> <li>• Student Special Interest Groups.</li> <li>• Mentorship programs.</li> <li>• <b>Pedagogical Resources:</b> <ul style="list-style-type: none"> <li>○ Lesson plans.</li> <li>○ Bootcamps.</li> <li>○ Curriculum.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• There is a common standard that constitutes interactive (digital) media (game development) talent for the province of Alberta.</li> </ul>	<ul style="list-style-type: none"> <li>• Post-secondary institutions are graduating industry-ready interactive (digital) media (game development) talent.</li> </ul>	<ul style="list-style-type: none"> <li>• Alberta has a robust interactive (digital) media (game development) industry staffed by talented Alberta-based talent.</li> </ul>
Measurements			<ul style="list-style-type: none"> <li>• Engagements and buy-in to certification and pedagogical resources.</li> </ul>	<ul style="list-style-type: none"> <li>• Penetration of standards in post-secondary institutions.</li> </ul>	<ul style="list-style-type: none"> <li>• Quantity and quality of AB talent, as evidenced by employment.</li> </ul>	<ul style="list-style-type: none"> <li>• Quantity and quality of AB talent, as evidenced by employment and new studios.</li> <li>• Economic impact of interactive (digital) media (game development) industry.</li> </ul>