

Economic Development & Tourism

Led by: Director of Partnerships

Service Description

This service supports a diverse and resilient economy that helps grow local businesses, start-ups, and entrepreneurs; attracts new businesses and visitors to Calgary; and offers Calgarians and visitors access to world-class cultural attractions, venues, experiences and learning opportunities. The City delivers this service by investing in Civic Partners and supporting Business Improvement Areas' (BIA) operations and governance. The service's priorities and activities are guided by Calgary in the New Economy: An economic strategy for Calgary and contribute to the collaborative implementation key City strategies related to economic development.

Service Updates

Highlights

- The Opportunity Calgary Investment Fund continues to spur economic development and is projected to create \$900M in output. Calgary was selected by Terrestrial Energy, a Canadian nuclear technology company, for a research and development office, and by Appexus, a global leader in digital innovation, for its Canadian headquarters.
- Business events are returning to pre-pandemic levels and the Calgary TELUS Convention Centre sought a competitive advantage by rebranding in Q2.
- A five per cent increase over 2019 visitation numbers is forecasted in 2023. Hotel occupancy hit eight-year records in February and March, with the downtown seeing the largest gains. March saw an all-time record of rooms sold and hotel revenue up 18 per cent over 2019.
- The Platform Innovation Centre welcomes over 300 visitors a day and is seeing growth in programs, including an over 200 per cent increase in applicants for the Calgary Fintech Award that helps growing fintech startups (45 (2022) & 145 (2023)).

Challenges

- Calgary TELUS Convention Centre staffing has returned to 2019 levels, but in-house supplier labour challenges and the timing of client requests has created service challenges that are being mitigated through increased collaboration with partners.
- Platform Calgary has served the community with limited resources by finding efficiencies to ensure quality experiences while balancing increasing demand to collaborate and host. The completion of the building fit-out required closing main areas of the space.
- Calgary Economic Development leveraged core project funding with other levels of government that required a 50 per cent contribution and use of internal resources. Limited funds required the assessment of project opportunity costs and forgone benefits for Calgarians and impacted overall capacity to influence Calgary's global positioning and reputation.



Measuring Our Performance

Legend

— Actuals

■ Expected Future Performance

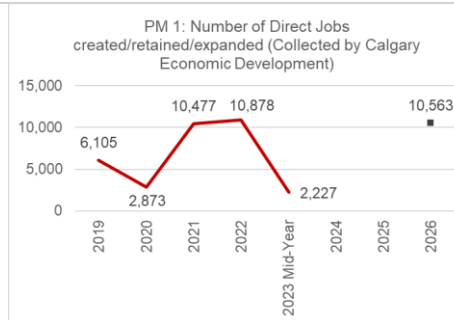
➡ Progressing as planned

⬅ Not progressing as planned

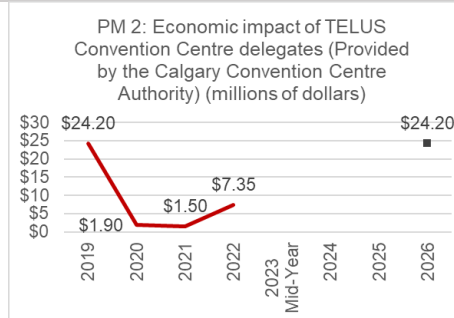
Performance Measures

Story behind the numbers

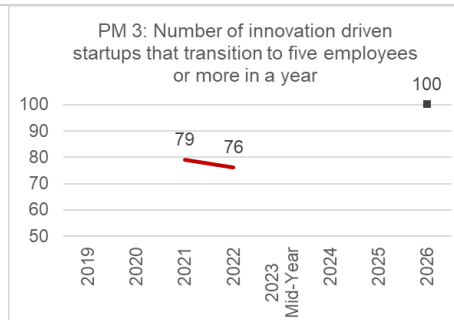
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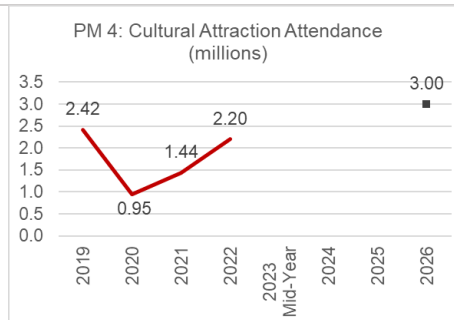
Calgary Economic Development's mandate is to attract, expand and retain companies, capital and talent to drive long-term prosperity for all Calgarians. The first half of 2023 saw job creation in companies across a diverse range of sectors: agribusiness, technology, aerospace, clean technology and the creative industries. This work supports economic diversification and resilience as we strive to achieve the economic strategy's vision for Calgary to be the place where bright minds and big ideas come together with an unmatched spirit to help solve global challenges.



2023 continues to be a year of compression with Q2 and the remainder of the year set to be back on track to meet or exceed 2019 levels. The Calgary TELUS Convention Centre is one of the few convention centres in Canada who can claim this. Work continues with city partners and others to ensure Calgary and our downtown are positioned to be the ultimate host city – one that welcomes local, national, and international delegates to experience our diversity. This measure is available annually at year end.

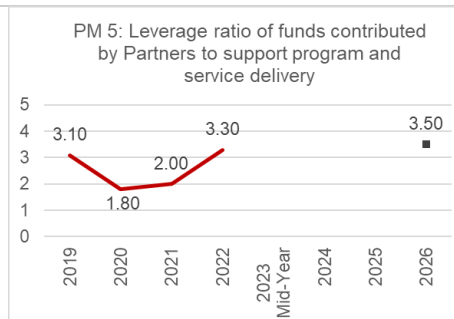


Platform Calgary works closely with technology companies looking to start or grow in Calgary. Platform's membership program has attracted over 400 Calgary-based startups and technology companies. Programming has directly assisted over 500 founders and the Platform Innovation Centre brought together over 120 partner organizations to build an easy to access gateway for Calgary's technology entrepreneurs. The facility has booked more than 1,800 donated hours to non-profit organizations and meetup groups to support the innovation sector. This measure is available annually at year end.



Cultural attractions managed and operated by The City's Civic Partners are unique destinations offering educational programs and opportunities for Calgarians and visitors to learn about history, science, aviation, and conservation.

The Cultural Attraction Attendance measure tracks data from five Civic Partners managing and operating City-owned assets. 2023 data is an annual measure that will be available after the Civic Partner Annual Report in 2024 May.



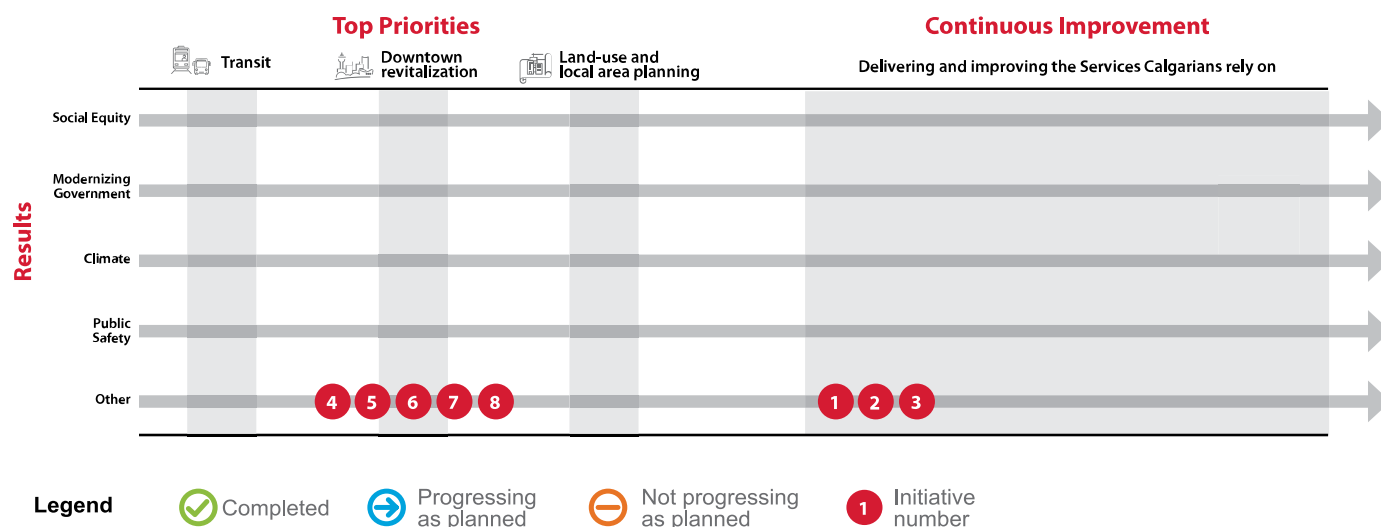
Partnering to deliver economic development services benefits The City, Calgarians, visitors, and the local economy. Partners leverage The City's investment with volunteers and other revenue streams including earned revenues, grants, sponsorships, and donations. The leverage measure demonstrates how much Civic Partners contribute to deliver economic development services and reflect the mutually beneficial nature of these relationships. 2023 data is an annual measure that will be available after the Civic Partner Audit Report in 2024.





Progress on Service Delivery

Alignment with Council Refined Priorities and Result Areas



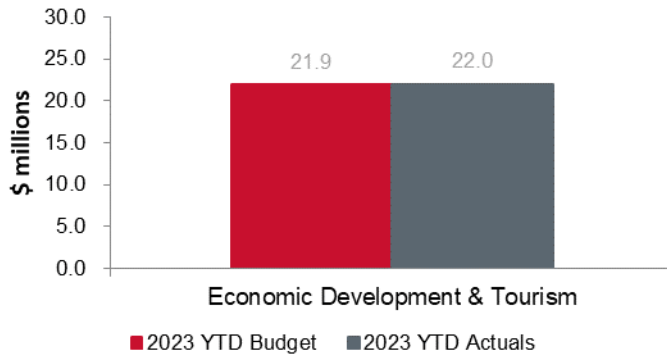
Initiative	Initiative Update	Status
1 Support the promotion and sustainability of the local economy and placemaking by supporting the governance and operation of Calgary's Business Improvement Areas.	A Request for Proposal is being finalized to award a contract for a third-party consultant to support a capacity building and continuous improvement initiative for all 15 BIAs and City Administration. Through engagement and research, the project will provide recommendations to improve governance and capacity building for BIA boards and staff, and to help improve The City's processes to meet legislative requirements.	
2 Provide access to vibrant and high-quality cultural attractions for Calgarians and visitors by strategically investing in the lifecycle maintenance of City-owned assets managed and operated by Civic Partners including the Calgary Zoo, Fort Calgary, Heritage Park, TELUS Spark, Arts Commons and the Hangar Flight Museum.	Over \$20 million of lifecycle maintenance and improvements are underway in 2023 at various City-owned facilities managed and operated by Civic Partners, and facilities housing City-owned assets. Investments include accessibility upgrades at the Hangar Flight Museum, audio upgrades in Arts Commons' Max Bell Theatre, refurbishment of the Club Café at Heritage Park, refurbishment of the feature gallery at TELUS Spark, and lifecycle maintenance of the Penguin Plunge exhibit at the Calgary Zoo.	
3 Support the delivery of economic development and tourism services, including implementation of Calgary in the New Economy: An economic strategy for Calgary, by collaborating, investing in, and supporting the governance and operations of Civic Partners.	This service includes operating funding for 10 Civic Partners and City administrative support for Civic Partners and 15 Business Improvement Areas (BIA). To date, each Civic Partner and BIA has worked individually and collectively to achieve results for Calgarians including a rebound in meetings and conventions at the Calgary TELUS Convention Centre, Calgary Economic Development showcasing Calgary at national and global forums and events, Platform Calgary's programs and services for local entrepreneurs and startups, BIA activations and seasonal offerings at Calgary's cultural attractions.	
4 Provide access to arts and cultural opportunities for Calgarians and visitors that support a vibrant downtown by investing and supporting the Arts Commons Transformation Project.	The Arts Commons Transformation Project is the largest cultural infrastructure project in Canada and Phase One (Expansion) is currently in the design phase with groundbreaking anticipated in late 2024/early 2025. The Calgary Municipal Land Corporation allocated an additional \$30 million of Community Revitalization Levy funds to support continued progress for Phase One. The additional budget was approved as a proactive measure to address the impacts of realized and anticipated inflationary pressures and market escalation due to adverse market conditions.	
5 Support the promotion of Calgary as a destination for business travel, and large-scale meetings and conventions by investing and supporting the BMO Expansion Project.	With upwards of 600 crew members onsite daily, project construction is progressing on budget and is on schedule to open during the Calgary Stampede event in 2024. The project recently marked two significant construction milestones. The expansion is now energized and weathertight, and drywall, mechanical and electrical works are well underway.	

Initiative	Initiative Update	Status
6 Provide access to high quality museum experiences for Calgarians and visitors through investing and supporting the Glenbow Renovation Project.	Work is ongoing to remove the existing building façade and installing the new façade that will revitalize the exterior. Interior work continues with an anticipated completion date for the base building project in the Fall of 2024.	
7 Attract unique and diverse sport, recreation and cultural events by supporting Tourism Calgary to manage the Calgary Sports and Major Event Committee and Special Events Fund.	Tourism Calgary and Administration meet quarterly to identify opportunities, collaborate, and share information about Special Events Fund investments. In the first half of 2023, 32 events were hosted with a projected economic impact of nearly \$58 million. An estimated \$65 million in economic impact is projected for events for the remainder of the year. Looking to 2024 and beyond, nearly \$124 million is estimated in economic impact, including 40 new events that were secured for future years.	
8 Grow the number of startups and entrepreneurs in Calgary and enhance the innovation ecosystem by investing in targeted programs and services delivered by Civic Partners including Platform Calgary and Calgary Economic Development.	The Platform Incubator is an 18-month program for scaling startups. The first cohort attracted more than \$1.3 million in capital in the first half of 2023. Calgary hosts North America's largest fintech award with 150 applicants from across Canada, demonstrating the emergence of Calgary as a fintech hub. \$300,000 in private prize money will be awarded by year end. Platform members have access to a vast coaching network of experts and more than 2000 students and job seekers have been connected to opportunities in the tech sector through programming, activations, and partnerships.	



Service Updates on Financial Performance

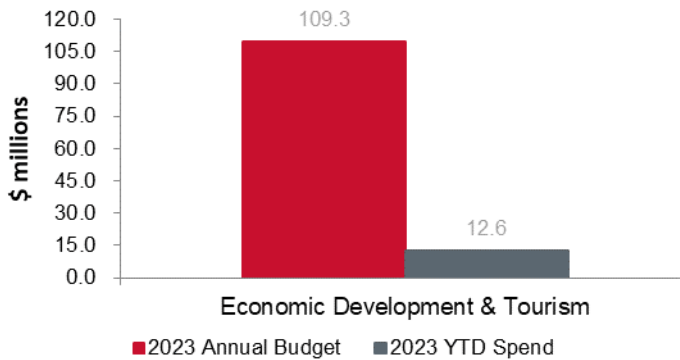
Net Operating Budget and Actuals as of June 30, 2023



Operating Budget Updates - 2023 YTD net operating budget vs actuals:

Operating budgets are on target with no significant variance overall. The Economic Development and Tourism budget is mainly comprised of operating grants that are disbursed to Civic Partners.

Capital Budget and Spend as of June 30, 2023



Capital Budget Updates - 2023 total capital budget vs 2023 YTD spend:

Economic Development and Tourism has spent \$12.6M (11 per cent) of its 2023 capital budget to date. Capital spending levels in this service were impacted by delays, changes, and match funding for a number of Partner-led capital projects. Changes to the Event Centre project was one of the main reasons for the underspend to date in 2023.