



# Downtown Calgary Snapshot Q4 2020

February 18, 2021

## Place



### High Park transforms the Beltline canvas

High Park is a new rooftop public park and event space in the Beltline serving as an exciting destination for residents and visitors to the city alike. Built on top of a parkade, the park reimagines the under-utilized rooftop of the City Centre Parkade as public space. The park features a boardwalk, lined with a series of colourful parklets that encourage socially distanced outdoor get-togethers. High Park was developed in partnership by the Beltline Neighbourhoods Association, the Calgary Parking Authority, Public City Architecture and the Beltline Urban Mural Project, with funding from The City of Calgary's Beltline Community Investment Fund.

### High Park Facts:

- Located at 340 – 10 Avenue S.W.
- 90,000 sq. ft. of public space
- Features murals from Kevin Ledo, Guido van Helten, Ankh One and Derek Simmers

Source: Beltline Neighbourhoods Association

## Work



### LodgeLink Inc. creating 300 new tech jobs downtown

LodgeLink Inc., a digital B2B workplace travel platform that efficiently connects service providers to businesses seeking workforce logistics management, is receiving up to \$3 million from the Opportunity Calgary Investment Fund (OCIF). This investment will support an expected 300 new tech jobs over five years in Calgary. Along with the 300 tech jobs associated with OCIF support, which will include roles in software development and systems/data analytics, LodgeLink expects to hire another 300 non-tech positions in Calgary.

### LodgeLink Inc. Facts:

- LodgeLink Inc. is the 14th organization approved for OCIF funding
- 500+ companies around the world use LodgeLink
- Will require ~50,000 sq. ft. of downtown office space to accommodate 600 additional staff
- Lists more than 2,000 hotels and lodge properties on its platform, representing over 200,000 rooms

Source: Calgary Economic Development

## Live



### Downtown Ambassadors

The City of Calgary and the Calgary Downtown Association have partnered, along with other groups like Tourism Calgary and Alpha House Society, to create a Downtown Ambassador pilot for the area around City Hall and Stephen Avenue. Downtown Ambassadors have been connecting Calgarians and visitors to information on services, places and supports in the downtown since September. The primary focus for the ambassadors has been outreach, safety, cleanliness, while providing a presence to the area. The Downtown Ambassador program was initiated through The City's 9 Block Program, an initiative to improve safety and vibrancy in the area surrounding City Hall.

### Downtown Ambassador Pilot Facts:

- 1,302 interactions with Calgarians, including over 350 with members of Calgary's vulnerable population
- 200 referrals to social services
- 80 hand sanitizer, masks and COVID-19 awareness kits distributed to skaters at Olympic Plaza

Source: Calgary Neighbourhoods, The City of Calgary, Calgary Downtown Association

## Connect



### Nordic loop brings skiing to the East Village

The area around Fort Calgary has been transformed into the East Village Nordic Loop a one kilometre-long, groomed cross-country skiing loop. Calgary Municipal Land Corporation, Fort Calgary and the Foothills Ski Club are grooming this downtown and Bow River adjacent loop throughout the winter to give Calgarians a socially-distanced workout space, in the heart of Calgary's centre. Bring your own skis and make use of the onsite waxing station before hitting the trail.

### Nordic loop facts:

- 1 km loop with access at the Fort Calgary parking lot, 6 Street S.E. and 8 Avenue S.E., and the Elbow River Traverse bridge
- Free of charge to use

Source: Calgary Municipal Land Corporation

# State of Calgary's Economy

Calgary's Downtown is the core of our city's vibrancy and economic resilience



- Population  
**1,306,700**



↑ Jobs  
**904,200**



- GDP Growth  
**-5.4%**

Source: Population and GDP Growth - Forecast Fall 2020 Economic Update, Corporate Economics, The City of Calgary; Jobs - Average October-December 2020, Statistics Canada

## Place



↓ Construction Value  
**\$24 million**

↓ Building Permits  
**133**

↓ Downtown & Beltline Office Sales  
**\$2.5 million**

↑ Average Downtown Office Net Rental Rate  
**\$12.15/sq. ft.**

Source: Calgary Growth Strategies and Assessment, The City of Calgary; CBRE

## Work



Office Absorption Volume

↓ Downtown  
**-355,463 sq. ft.**

↓ Beltline  
**-133,168 sq. ft.**

Downtown & Beltline

↑ Office Supply  
**49,653,988 sq. ft.**

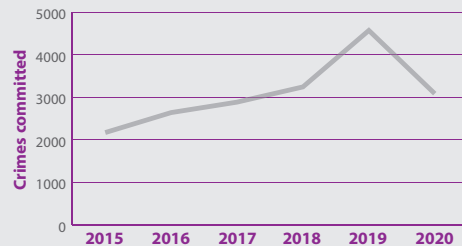
↑ Vacancy  
**29.36%**

Source: Assessment, The City of Calgary; CBRE

## Live



### Downtown Crime Count



**42%** reduction in downtown crime since 2019

Source: Calgary Police Service

Downtown events, participants and attendance has been affected by COVID-19 cancellations. Regular data collection related to these areas will resume when gathering restrictions are no longer in place.

## Connect



Groomed public ski trails at the East Village Nordic Loop

**1 km**

↓ Posts across platforms

**2,588**

**#downtownyyc**

↑ Calgary Internet Exchange (YYCIX) Q4 2020 Data Transfer Peak

**60 GBS**

Source: Calgary Municipal Land Corporation, Social Studio; YYCIX

# Downtown Calgary Snapshot: Glossary

## Downtown Calgary

The Bow and Elbow Rivers bind Calgary's Downtown to the north and east and 17 Avenue to the south and 14 Street to the west. It includes communities such as the Downtown Commercial Core, East Village, Beltline, Downtown West End, Eau Claire and Chinatown.

## State of Calgary's Economy

### Gross Domestic Product (GDP) Growth

Measure of the value of final goods and services produced by the economy within the Calgary Economic Region.

- Reporting Period: Semi-annually, Forecast, September 2020
- Data Source: Statistics Canada; Stokes Economics; Fall 2020 Outlook, Corporate Economics, The City of Calgary

### Jobs

Estimate of the number of employed people in the Calgary Economic Region.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Statistics Canada; Corporate Economics, The City of Calgary

### Population

Estimate of the number of inhabitants in the city of Calgary.

- Reporting Period: Annually, 2020
- Data Source: Statistics Canada; Stokes Economics; Fall 2020 Outlook, Corporate Economics, The City of Calgary

## Place

### Building Permits

Number of building permits issued.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Calgary Growth Strategies, The City of Calgary

### Construction Value

Value of building construction permits that were issued.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Calgary Growth Strategies, The City of Calgary

### Downtown & Beltline

#### Average Office Net Rental Rates

A weighted average of head lease rates per square foot across all building classes in a given location (such as Downtown or Beltline). This rate is exclusive of building costs such as operating costs and property taxes.

- Reporting Period: Quarterly, Q4 2020
- Data Source: CBRE

### Downtown & Beltline Office Sales

Total value of office sales.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Assessment, The City of Calgary

## Work

### Office Absorption Volume

The net change in occupied space, measured in square footage, over a specified time frame, and takes into consideration newly constructed space. Commonly it is reported from one quarter to the next (for example, from Q3 to Q4 2020).

- Reporting Period: Quarterly, Q4 2020
- Data Source: Assessment, The City of Calgary

### Office Supply

Total square footage of rental space in office properties, regardless of occupancy or vacancy.

- Reporting Period: Quarterly, Q4 2020
- Data Source: CBRE

### Office Vacancy

Percentage of unoccupied space available to rent in office properties.

- Reporting Period: Quarterly, Q4 2020
- Data Source: CBRE

## Live

### Downtown Crime Count

Crime count includes incidents of assault (non-domestic), robbery, violence (non-domestic), break & enter, theft of vehicle, and theft from vehicle. It does not include incidents of disorder. Examples of disorder include incidents of disturbance, neighbour disputes, party complaints, suspicious persons, threats, drugs, and fire.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Calgary Police Service

## Connect

### East Village Nordic Loop

East Village Nordic Loop is a groomed cross-country ski trail at Fort Calgary.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Calgary Municipal Land Corporation

### #downtownYYC

Number of reported tweets using the #downtownYYC hashtag on the platform Twitter during the reporting period.

Cities across the world are recognizing the power of social media, hashtags and placemaking. This insight helps us understand where and how Calgarians connect with their downtown. This data comes from third party software program, Social Studio, and is able to track growth over time.

- Reporting Period: Quarterly, Q4 2020
- Data Source: Social Studio

### Calgary Internet Exchange (YYCIX) Q4 Data Transfer Peak

Represents the peak data transfer volume through the Calgary Internet Exchange during the reporting period.

For more information regarding the Calgary Internet Exchange (YYCIX), visit [yycix.ca](http://yycix.ca)

- Reporting Period: Quarterly, Q4 2020
- Data Source: YYCIX