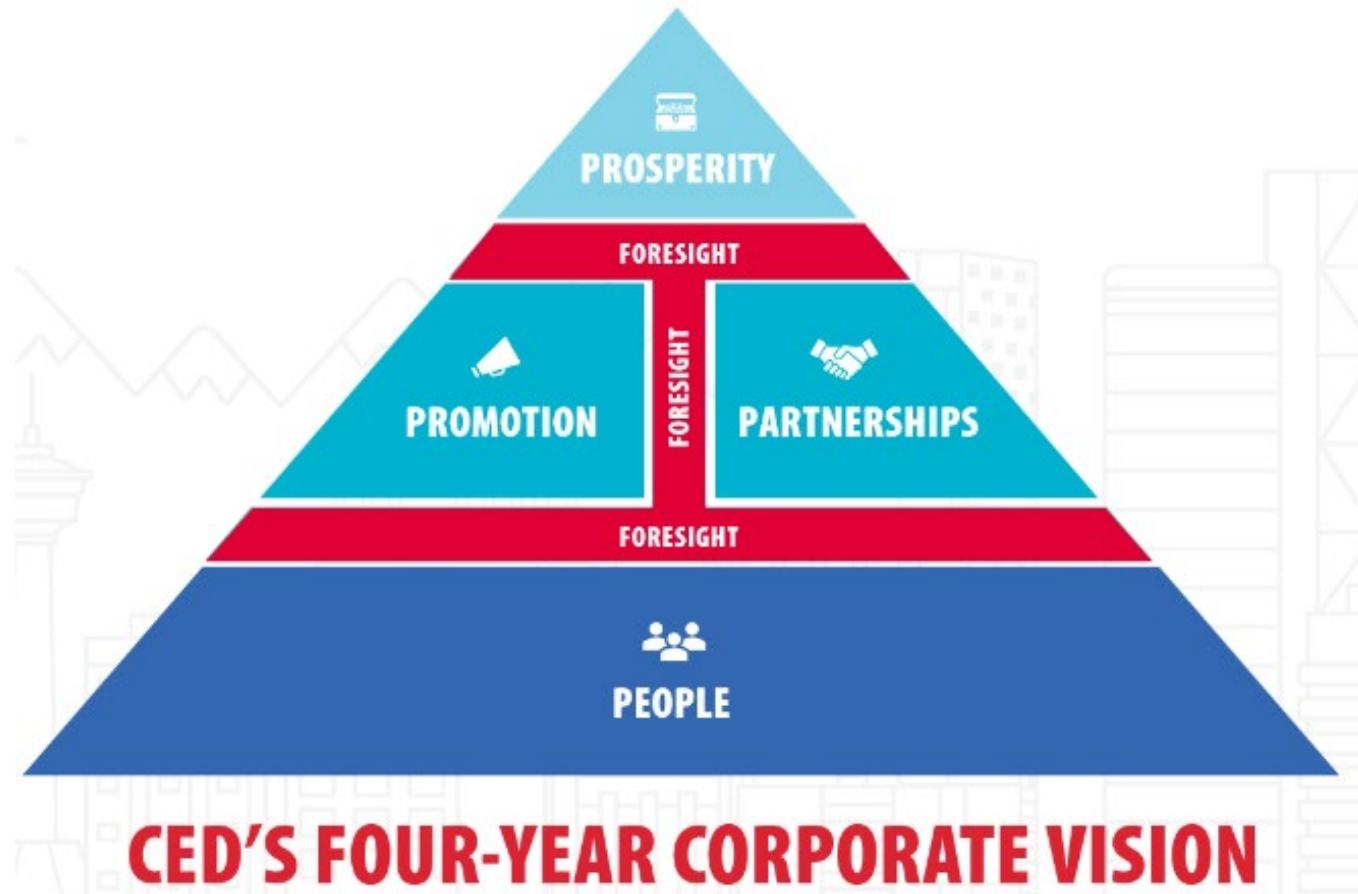




Calgary Economic Development

Our Mandate: Help position Calgary for long-term economic success





CED's FOUR-YEAR CORPORATE VISION



Prosperity



Promotion



Partnerships



People

FOCUS

GOAL

Build a vibrant city with a diverse and resilient economy.

Position Calgary as a leading global city.

Be a trusted community partner.

Be the destination of choice for top talent.

OBJECTIVES

- Business and capital retention, expansion and attraction.
- A revitalized Downtown.
- A city underpinned by innovation.
- A catalyzed creative economy.
- Acceleration of the economic strategy *Calgary in the New Economy* leveraging OCIF.

- Strong brand recognition of Calgary locally, nationally and internationally.
- Community aligned around Calgary's brand.
- Enhanced perceptions of Calgary as a place to live and work.
- CED seen as a leading economic development agency.

- Collaboration with orders of government, civic and private sector partners to advance *Calgary in the New Economy*.
- Strong relationships with equity-deserving groups including Indigenous Peoples.
- Apply foresight to be the source for global economic insights.

- Grow Calgary's reputation as an inclusive and diverse community.
- Collaboration with PSI, industry and government for community approach to talent.
- Develop and attract a workforce that meets current and future needs.
- Investment in our people and culture.



CED FOUR-YEAR IMPACTS



Prosperity

JOBS & COMPANIES

Create, retain and attract approx. 8,000 jobs & over 40 companies per year.

INVESTMENT DOLLARS

Deliver approximately \$1 Billion of investment in our community per year.

REAL ESTATE ABSORPTION

Achieve approximately 500,000 square feet per year.



Promotion

PERCEPTIONS

Increase favourable impressions of Calgary among business leaders and talent.

CONTROL THE NARRATIVE

Increase reach and impact of Calgary storytelling.

COMMUNITY ALIGNMENT

Support brand development and implementation.



Partnerships

LEVERAGED DOLLARS

Reduce reliance on core funding and secure approximately \$6 Million of new funding per year.

TRADE EXPORT DEALS

Assist over 30 local companies per year expand their businesses.

REGIONAL & RECONCILIATION

Collaborate with regional partners to advance prosperity in regions and with Indigenous partners to grow opportunities in the Indigenous economy.



People

SUPPORT LOCAL COMPANIES

Support over 50 companies per year with talent attraction initiatives and events.

RETRAINING & RETENTION

Support programming to assist Calgarians re-entering the workforce and provide opportunities for youth to see a future here.

SKILLS MAPPING

Update skills mapping across industries to provide insights on talent demand trends for community talent strategy.