CITY OF CALGARY
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CITY CLERK'S DEPARTMENT

building on our energy

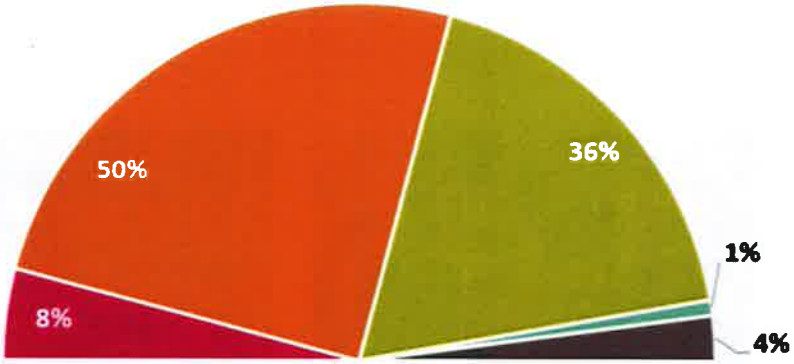
a progress report on the Economic Strategy for Calgary

Priorities and Finance Committee
May 16, 2017

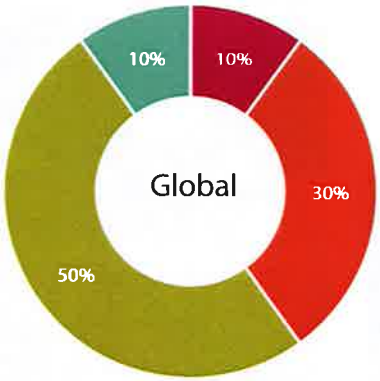
agenda

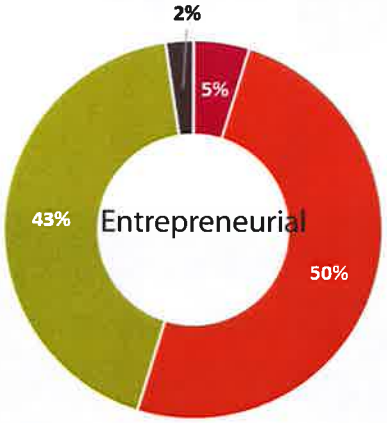
1. overall progress
2. opportunity calgary
3. collaboration & success stories
4. progress on core indicators
5. looking ahead

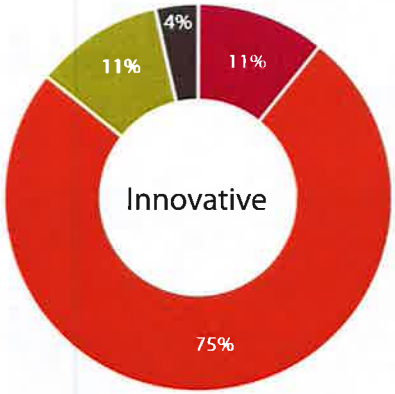
overall progress – 87% underway

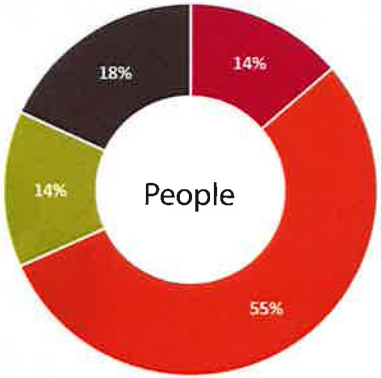


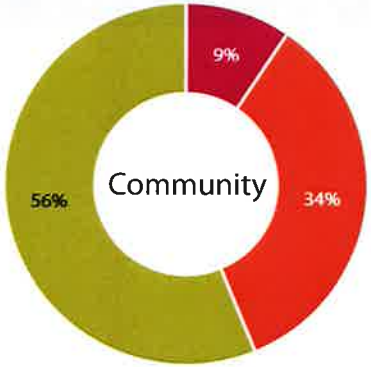
- Not yet Commenced
- Commenced - Ongoing
- Complete - Ongoing
- Complete - Nothing further
- Cancelled
- New Tactic

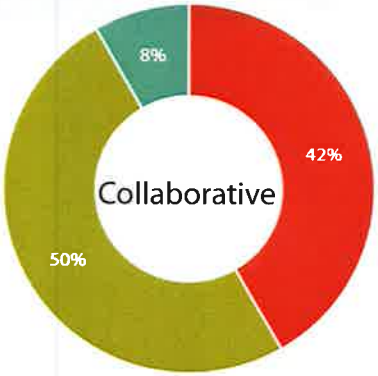






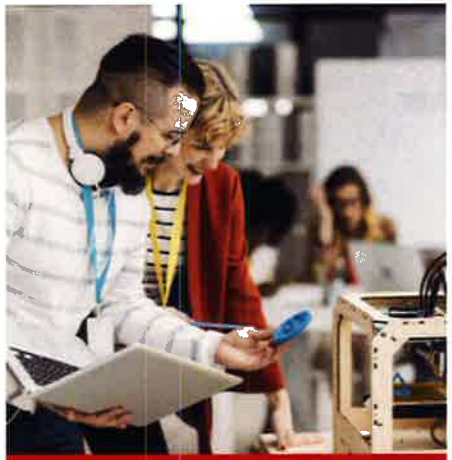






opportunity Calgary

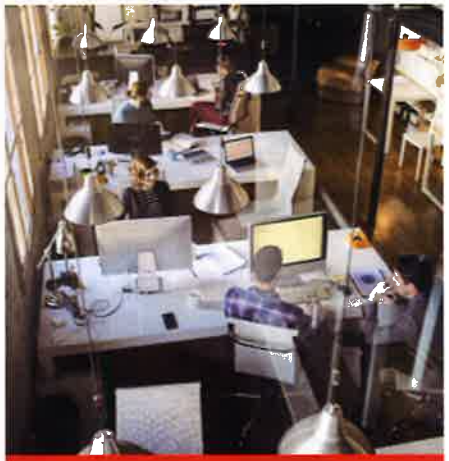
Retaining Talent & Accelerating Diversification
$7M to attract 83 companies



Accelerating Diversification

Telling the Calgary Story

Calgary's Talent Hub



Downtown Vacancy

opportunity Calgary

- Actions
  - Research conducted and sector strategies developed
  - Increased both inbound and outbound mission activity
  - Enhanced Be Part of the Energy
  - Contracted site selectors and industry experts to build in market contacts
- Results to March 2017: 53 investments – 1950 jobs
  - 250 leads
  - Talent Hub: 6 investments - 65 jobs
  - Headquarter Attraction: 6 investments – 85 jobs
  - Renewable Energy: 8 investments - 230 jobs
  - Transportation and Logistics: 3 investments - 625 jobs
  - Film and Television: 12 film projects - 725 jobs
  - Agribusiness: 3 investments - 195 jobs
  - Global Business Centre and Energy: 15 investments – 25 jobs

collaboration and success stories

Calgary Economic Development hosted the third Economic Summit. The 2017 Summit focused on opportunities in Transportation and Logistics, Agribusiness and Innovation. Key themes from the Summit influencing the Economic Strategy include:

- Address road and transit collaboration across municipal boundaries
- Increase focus on technology in Transportation
- Align and rationalize the regulatory environment for Agribusiness
- Strengthen linkages between research, innovation and businesses to advance opportunities in smart agriculture
- Develop agribusiness accelerator, incubation facilities, programs or agrizone
- Support technology and innovation across all sectors
- Work with provincial government to support policies facilitating access to capital
- Build a culture of innovation (Rainforest)

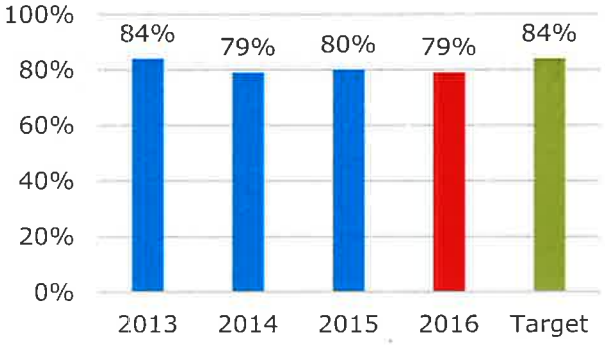
collaboration and success stories

- Partnership with Alberta's Industrial Heartland
- Junos, Calgary Film Centre, National Music Centre and CSpace
- $75 million grant for research on Sustainable Low Carbon Unconventional Resources
- Clean Resource Innovation Network
- Rainforest and Calgary Innovation Coalition
- Calgary's Destination Strategy
- Collaborative approach to assist low income Calgarians file tax returns
- Calgarians understanding of the root causes of poverty doubled

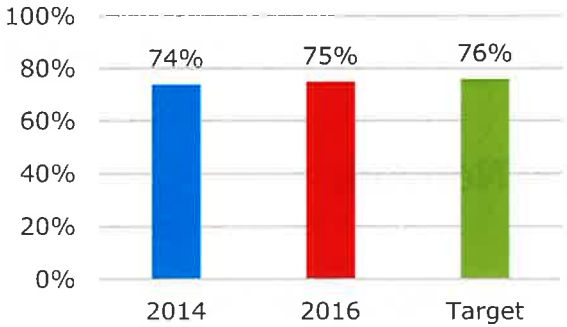
core indicators

Sense of Community

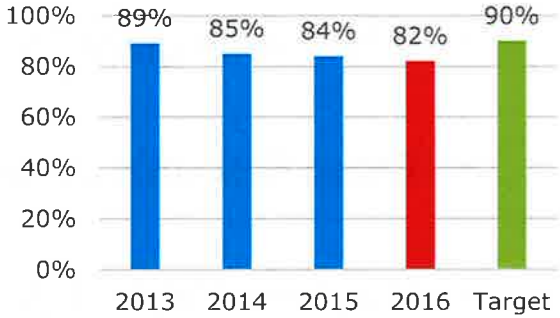
Percentage of Calgarians who are satisfied with the overall level and quality of City services and programs



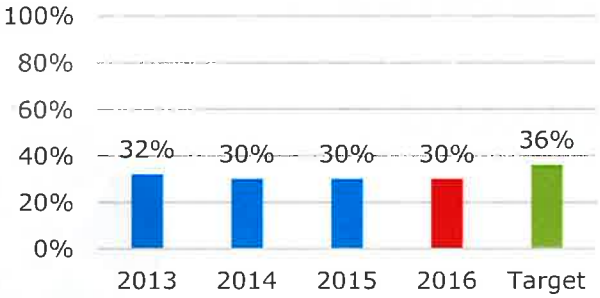
Percentage of Canadians in national perceptions research ranking overall perceptions of Calgary as favourable



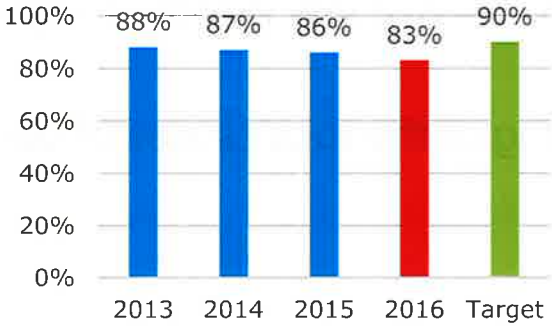
Percentage of Calgarians agreeing that Calgary is a great place to make a life



Percentage of Calgarians regularly involved in neighbourhood and community events



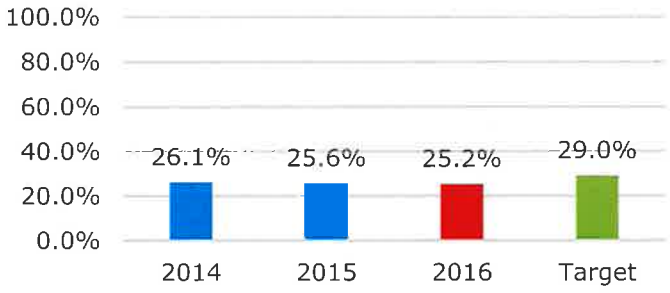
Percentage of Calgarians agreeing that overall quality of life is good



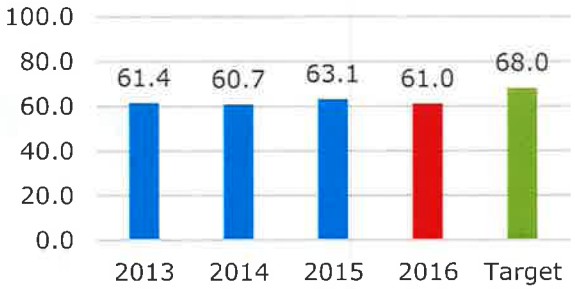
core indicators

Sustainable Development and Purposeful Diversification

Taxable non-residential assessment share of total assessment

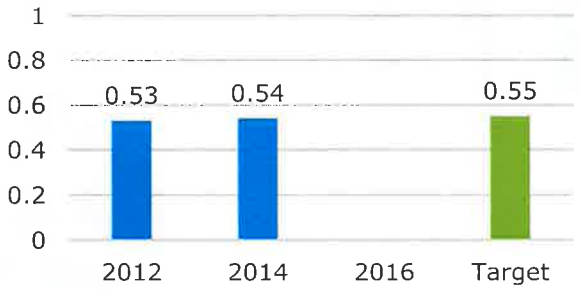


Non-oil and gas diversification score

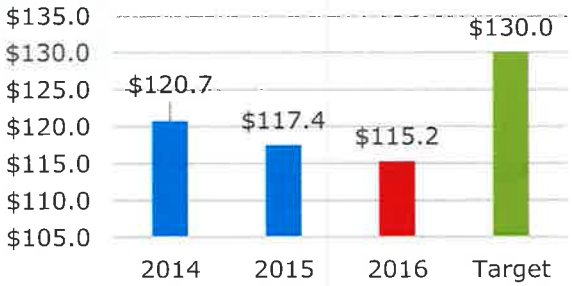


Residential Diversity Index (out of 1)

*Land Use Diversity Index (out of 1)



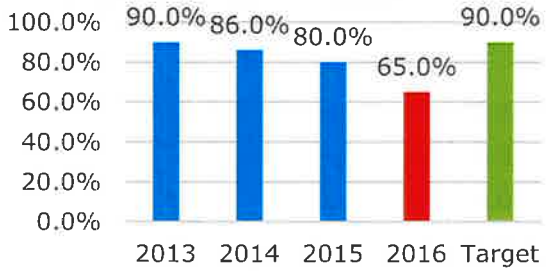
**Overall gross domestic product (GDP) for all industries



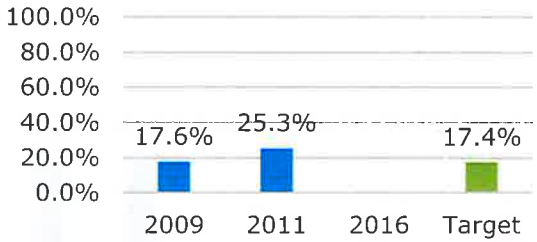
core indicators

Shared Prosperity

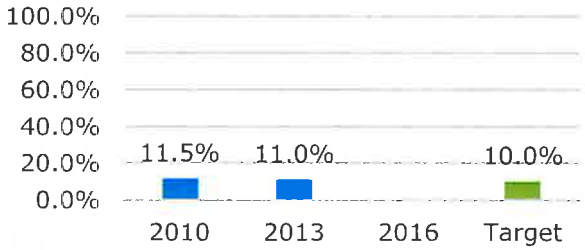
Percentage of Calgarians agreeing that Calgary is a great place to make a living



Percentage of Calgary households spending more than they can afford on housing (32% of gross family income)

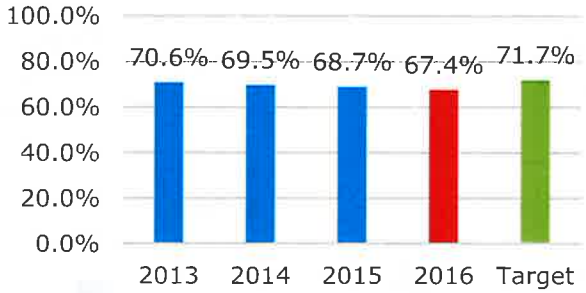


***Percentage of all people in Calgary living at or below Low Income Cut off Before Tax

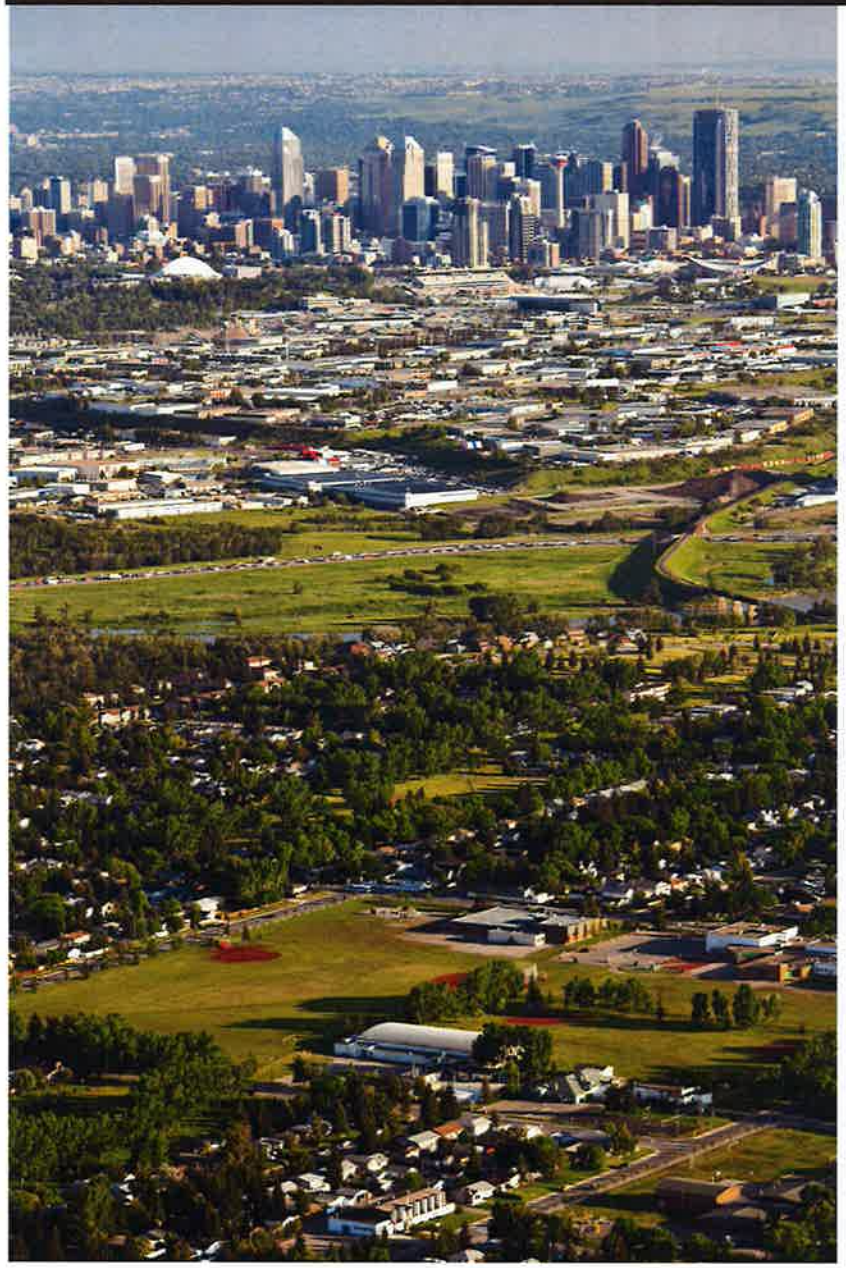


****The City of Calgary now reports Low Income Measure after tax. The new measure is reported here.*

Overall employment rate of Calgarians



looking ahead



- Continue efforts in building the innovation and entrepreneurial ecosystem;
- Work closely with 100 RC to align priorities and actions;
- 2018 is good timing for an update; and
- Incorporate lessons learned from other jurisdictions that have rebuilt their economy after a downturn

thank-you