

Calgary Economic Development's
collaborative energy makes us a
conduit, connector, catalyst and
storyteller for Calgary.

July 18, 2017

Members of City Council
The City of Calgary
800 Macleod Trail SE
Calgary, AB, T2P 2M5

RE: Support for the Calgary Stampede BMO Centre Expansion Project

Dear Members of City Council:

On behalf of Calgary Economic Development, we are pleased to submit a letter of support for the proposed expansion of the BMO Centre at Stampede Park. The project has the potential to generate significant economic and social benefits for the community, elevate Calgary's competitive advantage and align with the 10-Year Economic Strategy.

Calgary is currently considered a Tier 2 market for conventions due to limited space capacity. It means we miss out on hosting major national and international trade shows and conferences and forego significant potential revenue. Examples of events Calgary has researched and is looking to pursue but will not likely be considered without expanded venue space include:

- US Green Building Council Annual Meeting (15,000 attendees);
- Annual Society for Worldwide Interbank Financial Telecommunications Conference and Exhibition (7,400 attendees); and,
- World Congress on Intelligent Transport Systems (6,900 attendees).

To move Calgary to the Tier 1 convention market and compete for the biggest trade shows, we need to increase facility capacity. The proposed BMO Centre expansion will enhance our ability to attract major international conferences. Hosting conventions in sectors like energy, clean tech, renewables and agribusiness supports the local ecosystem and positions Calgary as a centre of excellence in our key sectors.

The Calgary Stampede's long history and productive relationship with the Treaty 7 First Nations and indigenous communities is well recognized in Canada. The BMO Centre expansion provides an opportunity to help foster more dialogue and position Calgary as a model for working with indigenous communities and partners to achieve shared prosperity and economic development.

We understand CMLC has signed a memorandum of understanding with the Calgary Exhibition and Stampede to explore opportunities to rejuvenate the Rivers District by accelerating delivery of the Calgary Stampede Master Plan, including the BMO Centre expansion. We believe this alliance will provide a strong foundation for successful project delivery.

calgary economic
development
be part of the energy™

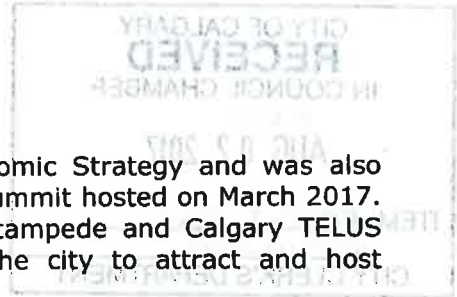
731 1st Street SE, Calgary, Alberta, T2G 2G9

Main: (403) 221-7831

Toll-free: 1 (888) 222-5855

Media: (403) 880-7040

calgaryeconomicdevelopment.com



The proposed expansion aligns with Calgary's 10-Year Economic Strategy and was also reinforced by the priorities identified at Downtown Economic Summit hosted on March 2017. We encourage continued discussions between the Calgary Stampede and Calgary TELUS Convention Centre to collaborate to strategically position the city to attract and host conferences.

Once opened, the expanded BMO Centre would create 500 incremental direct full-time positions and support more than 400 additional indirect jobs. The annual economic impact is projected to be \$87 million in incremental GDP value for Canada.

Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for all sectors in our city. A Tier 1 convention venue will enhance vitality in the downtown, help attract and retain businesses, talent, residents and jobs. It will also increase Calgary's ability to attract large international trade shows and exhibitions. We strongly support the proposed BMO Centre expansion project.

Sincerely,

Steve Allan
Chair of the Board
Calgary Economic Development

Mary Moran
President & CEO
Calgary Economic Development

cc: David Sibbald
Warren Connell
Michael Brown
Jeff Fielding