



**CITY OF CALGARY
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2016 Trends: Adjusting to a Challenging Economy

Cultural attractions & Recreation

- Slight drop in attendance for some partners.
- Reduced revenues from fundraising, events, attendance, memberships and ticket sales.
- Increased demand for Library services.

Economic & Promotional Partners

- Increased demand for support for innovators & entrepreneurs.
- \$7M to accelerate Economic Strategy implementation.
- Attract visitors, events and conferences.



2016 Trends

Power of Partnerships to enhance services, pool resources, target and reach specific audiences, leverage expertise.

Strong governance and risk management practices continued and self reporting identified some areas for support in 2017.

Strategic asset management to maintain existing assets, make strategic investments decisions and plan for the future.

Calgary

Questions

26/04/2017 Presentation V04 5