

CITY OF CALGARY  
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# CALGARY IN THE NEW ECONOMY

Priorities & Finance Committee Update - September 8<sup>th</sup>, 2020

**calgary** economic  
development  
be part of the energy™



CALGARY IN THE NEW ECONOMY

# A NEW GLOBAL ECONOMY



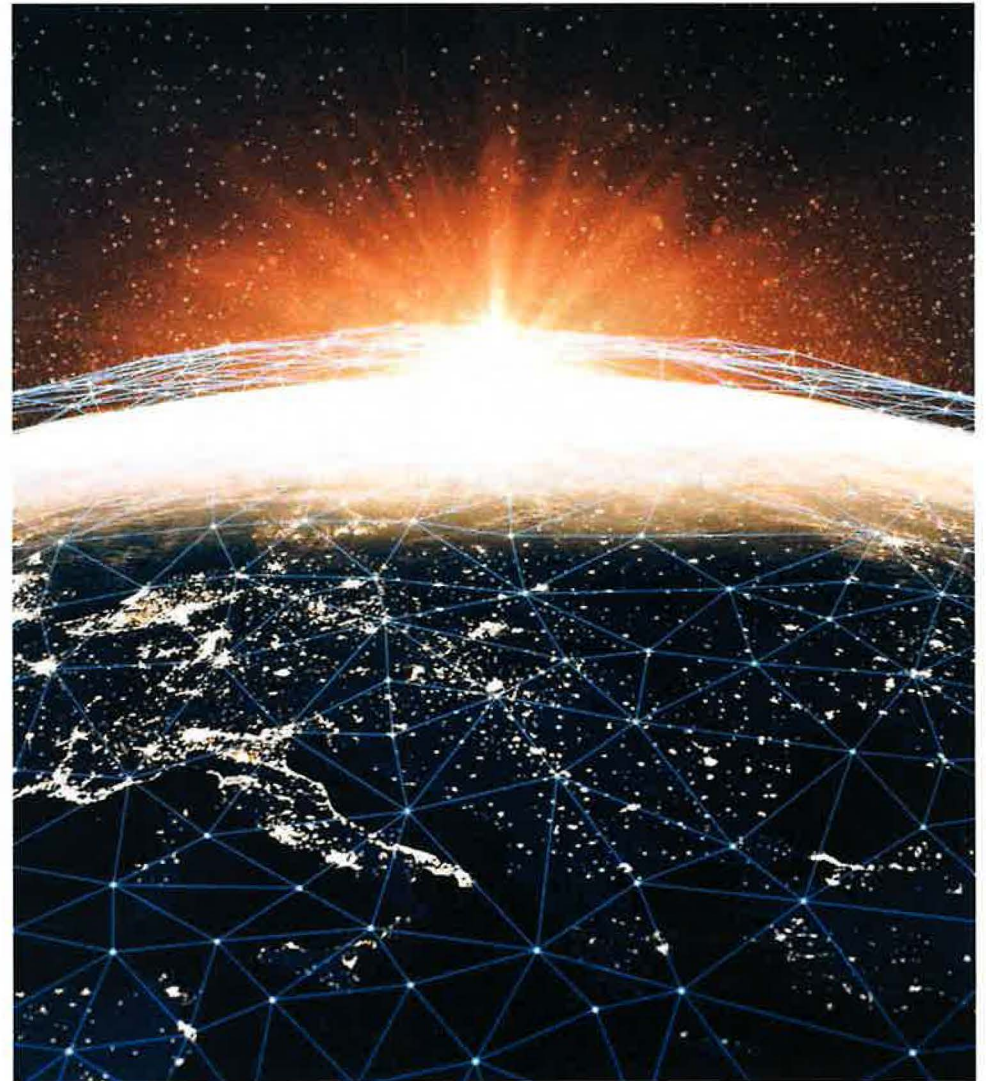
Over **23 Billion** Connected Devices  
- Will be **50 Billion** by 2030

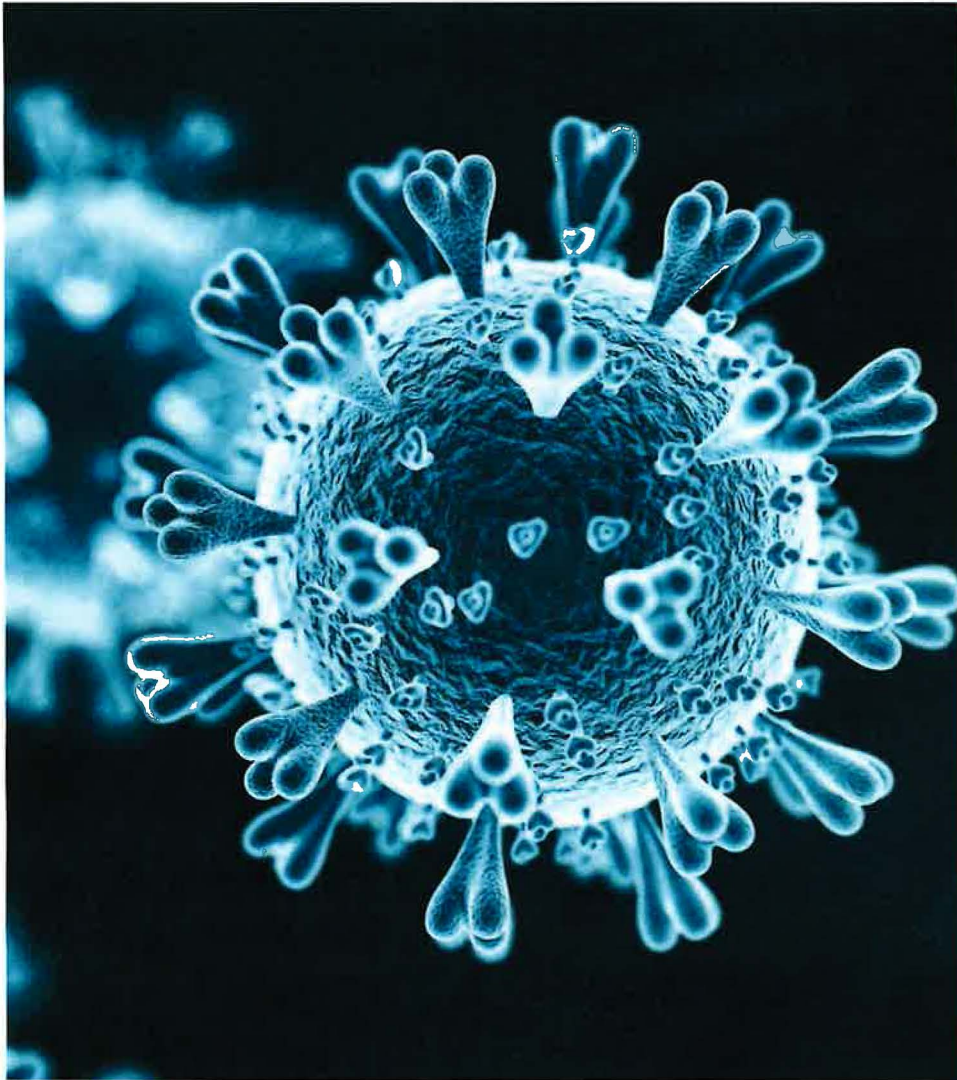


Digital Economy is **\$11.5 Trillion**  
of Global GDP  
- **15.5%** of Global GDP



Digital Economy has grown **2.5 times faster** than Global GDP over the last 15 years.





CALGARY IN THE NEW ECONOMY

# COVID19 IMPACT

- Key sectors were stress tested.
- Industries were forced to adopt quick solutions through technology.
- More advancement on digital transformation in the last 6 months than in the last 20 years.



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# LOCAL IMPACT

**\$18.4B** To be spent on Digital Transformation (DX) in Alberta

**77,000** Will create up to 77,000 new tech jobs

**+2,000** Over 2,000 tech related opportunities currently available





## CALGARY IN THE NEW ECONOMY **THE STRATEGY**



Developed with **Boston Consulting Group**



Validated by over **40 CEOs** and **1,800 citizens**



Engaged **civic partners** and **stakeholders**



**Unanimously approved** by **City Council**



# THE VISION

**CALGARY IS THE CITY  
CHOICE IN CANADA FOR  
THE WORLD'S BEST  
ENTREPRENEURS**

We embrace advanced technologies to create solutions to meet the world's greatest needs: food, health, energy and transportation.



# CALGARY IN THE NEW ECONOMY OF FOCUS

## TALENT

Be Canada's destination for talent.



## INNOVATION

Be Canada's leading B2B innovation ecosystem.



## PLACE

Be Canada's most livable city.



## BUSINESS ENVIRONMENT

Be Canada's most business friendly city.



### Key Sectors

Aerospace & Logistics

Agribusiness

Energy

### Emerging Sectors

Financial Services

Creative Industries

Life Sciences

Tourism



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# TALENT

## 2019 HIGHLIGHTS

**\$30 million donation** to launch SAIT School of Advanced Digital Technology

**28% Growth** in technology specific employment

**13% population growth** net migration of 30 -39 yr olds (3,985 people)

**930 additional seats** created in technology training programs

**Launched Live Tech. Love Life**



**LIVE TECH.  
LOVE LIFE.™**

# AUGMENTED REALITY

Calgary's annual Beakerhead festival is a glowing smash-up of art, science and engineering—much like our digital media landscape. In fact, Calgary combines lower operating costs, accessible space and a business-friendly environment with top talent who enjoy an unmatched lifestyle. Which means it's the perfect place to immerse your business.

Work in Canada's most adventurous tech city.™  
[livetechlovelife.com](http://livetechlovelife.com)

**calgary**  
be part of the energy





## CALGARY IN THE NEW ECONOMY INNOVATION

### 2019 HIGHLIGHTS

Top 4 Venture Capital Markets in Canada

#### OCIF

- **\$30.8 million** in milestone-based investments
- **11 companies** funded
- Total investment size of **\$263 million**
- Creating up to **1,278 jobs**
- **353,000 sq. feet** of space absorbed

**Life Science Innovation Hub** launched and exceeding expectations

**37 companies** attracted through Calgary Economic Development and **2,069 direct jobs** created

**Two - \$1 billion dollar** local deals closed

- Parvus& Solium

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# PLACE

## 2019 HIGHLIGHTS

**5th “most liveable ”** city in the world and **No. 1** in North America

Downtown Living **increased by 4%**

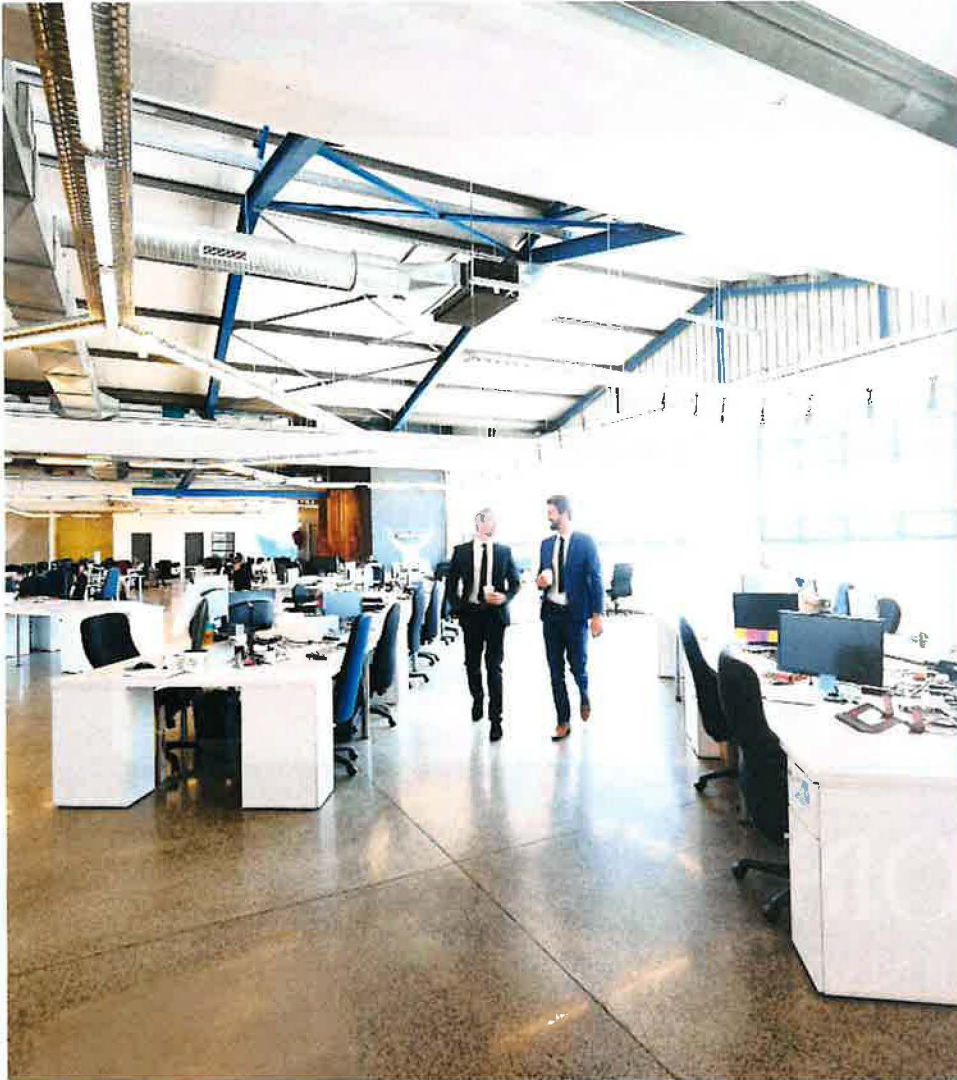
Total investment in Rivers District exceeds **\$1.3 billion**

Over **7.3 million** overnight visitors injected **\$2.5 billion**

NY Times listed Calgary as one of the **top 52 places to visit** in 2019







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# BUSINESS ENVIRONMENT

## 2019 HIGHLIGHTS

**Business and Local Economy (BLE) team established** to advance the work of the business environment pillar

**Piloted improved in-person counter support** to help Calgary business owners start and open their business faster

**First city in Canada** to propose pop-up and interim businesses commercial areas

**Three new Business Improvement Areas (BIA) created**, totaling 15 and now supporting over **6,000 businesses**

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# PRIORITIES

## TALENT

- Retention
- Attraction
- Transition

## PLACE

- Downtown Vibrancy
- Diversity and Inclusion
- Leverage Infrastructure Projects

## INNOVATION

- Connected Ecosystem through Platform
- Capital Attraction
- Story Telling

## BUSINESS ENVIRONMENT

- Competitive Business Environment
- Living Lab
- 5G Ready



CALGARY IN THE NEW ECONOMY

# NOW IS THE TIME

## OPPORTUNITY

The digital economy is the pathway back to recovery and growth.



## THE VISION

A shared vision for our future is more relevant than ever.



## FUTUREPROOF

The strategy will drive long term resiliency and prosperity.



CALGARY IN THE NEW ECONOMY

# KEYS MOVING FORWARD

- 1 Alignment**  
All orders of government
- 2 Collaboration**  
Across all stakeholders
- 3 One Voice**  
Consistency of message







THANK YOU  
&  
QUESTIONS