



April 19, 2021

The City of Calgary

Thom Mahler, Manager, Urban Initiatives

Calgary Growth Strategies

PO Box 2100, Station M, # 8063

RE: Support – Calgary’ Greater Downtown Plan

Calgary has the highest concentration of office space relative to total size of office market in North America. Therefore, to a disproportionately large degree, what happens in downtown Calgary impacts the rest of the City significantly and more drastically than in any other City.

Our downtown must be a place where people want to live, work, learn, visit or entertain and enjoy themselves. Our downtown is the economic heart of the City. With the Greater Downtown Plan, I see a comprehensive, well thought out and visionary solution, which will add residential, amenity, art, culture & entertainment to our current office oriented downtown and transform it into “the place to be” for people and businesses and all with long term growth and sustainability as part of the plan.

OPUS therefore wholeheartedly supports the Greater Downtown Plan.

Should you have any question regarding the above please do not hesitate to contact me at (403) 209-5555 at your convenience.

Sincerely,

OPUS CORPORATION

A handwritten signature in black ink, appearing to read "Hannes Kovac". The signature is stylized with a large, looped initial "H" and a long, horizontal stroke extending to the right.

Hannes Kovac, ILC
President & CEO

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Letter of Support: City of Calgary's draft Greater Downtown Plan

To Whom It May Concern,

This letter is in support of the proposed draft Greater Downtown Plan, dated March 2021. As the City of Calgary's designated arts development authority, Calgary Arts Development has appreciated the opportunity to support City planning staff by participating in workshops and offering feedback since 2018.

Calgary Arts Development supports the vision and principles laid out in the draft document, including the commitment to equity, inclusion, and accessibility. In particular, if included, we believe that artists, arts organizations, and arts collectives will make strong contributions not just to Principal 5: Social Interaction, but also to Principal 1: Economic Vitality and Innovation, Principal 2: Identity and Place, and Principal 9: Quality Urban Design.

The integrated strategic moves, goals and actions referencing arts and culture throughout the document align with our Strategic Framework priority "Arts-led city-building" through a vibrant downtown, everyday creativity, and the creative economy. The proposed strategic moves to "Celebrate Diversity, Culture, Art and History", "Develop an Array of Key Gathering Places", "Make Downtown Living More Attractive" and "Shift the Image of the Downtown Core" are a strong fit with the recommendations, outcomes, and tactics from our 2017 arts and culture infrastructure report *Building on our Momentum*.

Please contact me if I can answer further questions about how important documents like this one support a resilient, sustainable arts sector contributing to a strong, vibrant, connected city.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Patti Pon', with a stylized flourish extending to the right.

Patti Pon
President & CEO



April 21, 2021

Dear Members of Calgary City Council:

Re: Letter of Support for Calgary's Greater Downtown Plan

Thank you for providing **Arts Commons** with the opportunity to express our support for **The City of Calgary's Greater Downtown Plan**.

Downtown Calgary is the economic and cultural heart of our city and Arts Commons is the beating heart of downtown. Representing six world class resident companies (**Alberta Theatre Projects, Arts Commons Presents, Calgary Philharmonic Orchestra, Downstage, One Yellow Rabbit, and Theatre Calgary**) that call Arts Commons home, as well as approximately 200 community groups that use our facility annually, we are proud to support this vision, roadmap and commitment to build a thriving, future-focused downtown.

"The quality of a community's cultural infrastructure has a direct impact on quality of life and therefore on the competitiveness of communities in attracting people and investment." Canadian Council of Chief Executives

As you have outlined, one of the key components in transforming downtown is to invest in "impactful capital projects to improve public spaces." Aligning with Calgary's long-term strategic vision, **Arts Commons Transformation (ACT)** is the project to help achieve this. As a critical downtown infrastructure project, ACT will serve the needs of our growing city, have an immediate and long-term positive impact on our economy by jump-starting both short and long-term job creation and economic activity, and position Arts Commons and the resident companies for future sustainability.

An expanded and modernized Arts Commons will reflect Calgary's growth and support the Greater Downtown Plan by contributing to Calgary's economic diversity and cultural vitality, as well as provide a sense of identity and place that all Calgarians can experience and be proud of.

Together, we will help make Calgary Canada's most livable city, attracting talent and retaining lifelong Calgarians by enhancing our citizen's quality of life and providing increased access to arts and culture experiences.

Now is the time to reimagine, reinvent, and revitalize our city. Thank you for taking this bold step to get us there.

Yours truly,

A handwritten signature in blue ink, appearing to read "A. Sarian", with a stylized flourish at the end.

Alex Sarian
President & CEO

Charitable Registration No. 11882 3269 RR0001



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April 22, 2021

To Whom it may Concern:

It is with excitement that I write this letter endorsing full support of the recent initiative to regenerate and reinvest in the economic engine of our great city through the Proposed Greater Downtown Plan. As an Owner of a small but growing business located in the Beltline, I consider it to be critical that we develop and execute an achievable and measurable investment plan to create market conditions that will stimulate activity and redevelopment, but also founded on a robust and solid payback plan for the initial investment.

Without an active urban core, which will require a significant reduction in the inventory / vacancy rate within office buildings that are functionally and economically obsolescent, this great city will never be able to compete with other cities nationally, continentally, or internationally. The imbalance at present, even from the perspective of pure property tax apportionment, is a city-wide issue that is placing strain on other sectors and areas, and only by addressing our downtown core with this new plan will we be able to yield a positive impact across the board.

I implore you to join the significant community and industry support already secured for this great initiative and look forward to seeing the implementation phase.

Respectfully,

A handwritten signature in blue ink, appearing to read 'Iain McCorkindale', written over a horizontal line.

Iain McCorkindale
Partner | Development + Creative
M3 Development Management

April 21, 2021

To Whom It May Concern,

I am writing to offer support from Repsol Sport Centre for The Greater Downtown Plan.

Repsol Sport Centre is in support of the principles for Greater Downtown as outlined as well as the strategic moves to enhance the downtown area.

As a central recreation Centre within the downtown core, we understand and are aligned with the strategic moves to enhance the area 24/7.

Should you require additional information or other support, please do not hesitate to contact me.

Sincerely,



Jeff Booke,
CEO, Repsol Sport Centre

JB/gb



Calgary

Ultimate hosts
Ultimate host city

Destination Strategy

PUD2021-0220
Revised Attachment 6

calgary tourism

April 21, 2021

RE: Calgary's Greater Downtown Plan

To whom it may concern,

I am writing to offer Tourism Calgary's support of Calgary's Greater Downtown Plan and investment into the strategy.

As steward of Calgary's stakeholder-led and endorsed Destination Strategy, Tourism Calgary has a vested interest in the sustainability and growth of our city's downtown. As outlined in the Destination Strategy, a safe, vibrant and sustainable downtown core is vital to Calgary's success as a tourism destination and as a great place to live, work and spend time for Calgarians.

We know that a thriving downtown means a thriving city. Calgary's downtown must transform toward a vision of a resiliency and vibrancy, with welcoming neighbourhoods, active streets and well-used public spaces for the benefit of Calgarians and visitors. In tourism, we often refer to the downtown as the city's "living room" and this Calgary's opportunity to take bold action to renovate our living room to make it accessible, active, safe and welcoming for all.

By building a great downtown neighbourhoods with vibrant gathering places, housing choices and all of the amenities residents need close by, we will create an active environment that people feel safe and welcome exploring day and night. By expanding our green network with more parks, natural spaces and river frontage connected by pedestrian-friendly main streets, we create welcoming spaces families will want to explore. By creating streets for people by building connections and support vibrant neighbourhoods, we create seamless corridors for Calgarians and visitors to transition between. By making transit more appealing to all for travel to and around downtown, we increase accessibility and support the ease of movement, and by encouraging innovation to accommodate businesses, we support the growth of business travel.

When done properly, a great downtown contributes to the visitor economy, to jobs, to the attraction of great events, leisure and business travellers, long-term talent, investment and the city's global brand and reputation.

For these reasons, and the alignment with Calgary's Destination Strategy, Tourism Calgary endorses Calgary's Greater Downtown Plan and supports the investment request. The sustainability, vibrancy and safety of Calgary's greater downtown is integral to our city's continued development as a destination, and Tourism Calgary is committed to continue working with The City and serving on the Greater Downtown Strategy Working Group to support its prosperity for the benefit of Calgarians and future visitors.

Sincerely,



Cindy Ady
CEO, Tourism Calgary