

# 2020 Civic Partner Annual Report

## *Calgary Economic Development*



## 2020 Performance Measures

CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER

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Distribution

CITY CLERK'S DEPARTMENT

- **Calgary Economic Development** supported the attraction and retention of 54 companies, delivered over 928 qualified leads, 206 prospects and 5,534 direct and indirect jobs.
- **Start Up Calgary** held 61 events with more than 2,400 people in attendance. At the signature event, *Launch Party*, moving to a virtual platform saw more than 1,000 people take part.
- The **Trade Accelerator Program** worked with 54 local companies which brought the total number of alumni to 152. 14 graduates participated in trade missions (Jan to March) and 16 companies signed trade deals.
- **EDGEUP** helped workers develop skills to make mid-career transitions into Calgary's tech sector. With 98 students in 2020 over two cohorts, 70% of Cohort 1 and 45% of Cohort 2 were either employed or enrolled in additional tech training at the end of 2020.
- **Film & Television Production** in southern Alberta saw an economic value of \$90 million dollars even through a COVID-shortened production period. Calgary ranked 10th across North America as one of the 2021 Best Places to Live and Work as a moviemaker by *MovieMaker* magazine.
- The **Calgary Film Centre** saw 100% occupancy in 2020 through a Covid-adjusted rental abatement for the anchor tenant and production company during the Covid pause.
- Our corporate partnership program, **Team Calgary**, saw 13 new members join the program in 2020 bringing the total number of partners to 74 and retaining over 90% of existing partners.

# 2020 BALANCED SCORECARD

Accelerate sector development & diversification	2018	2019	2020
Companies attracted/retained/expanded (Film & TV)	N/A	21	11
Companies attracted/retained/expanded (Other sectors)	N/A	61	43
<b>Total</b>	<b>87</b>	<b>82</b>	<b>54</b>
Jobs created & retained (Film & TV)	N/A	5,712	2,474 <sup>1</sup>
Jobs created & retained (Other sectors)	N/A	5,743	3,060 <sup>2</sup>
<b>Total</b>	<b>8,074</b>	<b>11,455</b>	<b>5,534<sup>3</sup></b>
Downtown office space absorbed <sup>4</sup>	N/A	295,434	167,385
Other commercial/industrial space absorbed <sup>4</sup>	N/A	217,496	90,670
<b>Total</b>	<b>448,408</b>	<b>512,930</b>	<b>258,055</b>
Exceptional client service			
<i>Calgary in the New Economy</i> stakeholders see positive momentum	N/A	76%	64%
Non-core funding	\$2.5M	\$2.95M	\$2.76M
Film production investment	\$181M	\$197M	\$90M
Trade & export deals	4	13	16
Favourable impression of Calgary Economic Development	N/A	78%	83%
High performing and engaged team			
Overall staff engagement	65%	76%	80%
Director participation	N/A	N/A	86%
Global recognition as a place to live, learn and do business			
CDN workers/business leaders familiar with YYC	65%	76%	80%
CDN business leaders perceive YYC economy as diverse	N/A	N/A	86%

<sup>1</sup> Created: 1,649, Retained: 825 <sup>2</sup> Created: 1,224, Retained: 1,836 <sup>3</sup> Created: 2,873, Retained: 2,661 <sup>4</sup> Square feet

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## OPPORTUNITY CALGARY INVESTMENT FUND

FUNDING  
COMMITTED

**\$43M**

INVESTMENT  
SPURRED

**\$636M**

JOBS CREATED  
& RETAINED

**1,900**

OFFICE/INDUSTRIAL  
SPACE ABSORBED

**439,000<sup>ft²</sup>**

### Calgary Companies Supported

#### RECIPIENTS & SECTORS

**Brightsquid YYC** (health)

**InterGen** (talent)

**SAIT DX** (tech/talent)

**Harvest Ventures** (tech)

**Alberta IoT** (tech)

**MobSquad** (tech)

**Attabotics** (tech/logistics)

**LodgeLink** (tech)

**Life Sciences Innovation Hub** (health)

**Parkland Fuel** (energy)

**NPower Canada** (talent)

**Lighthouse Labs** (talent)






**Finger Food** (tech)

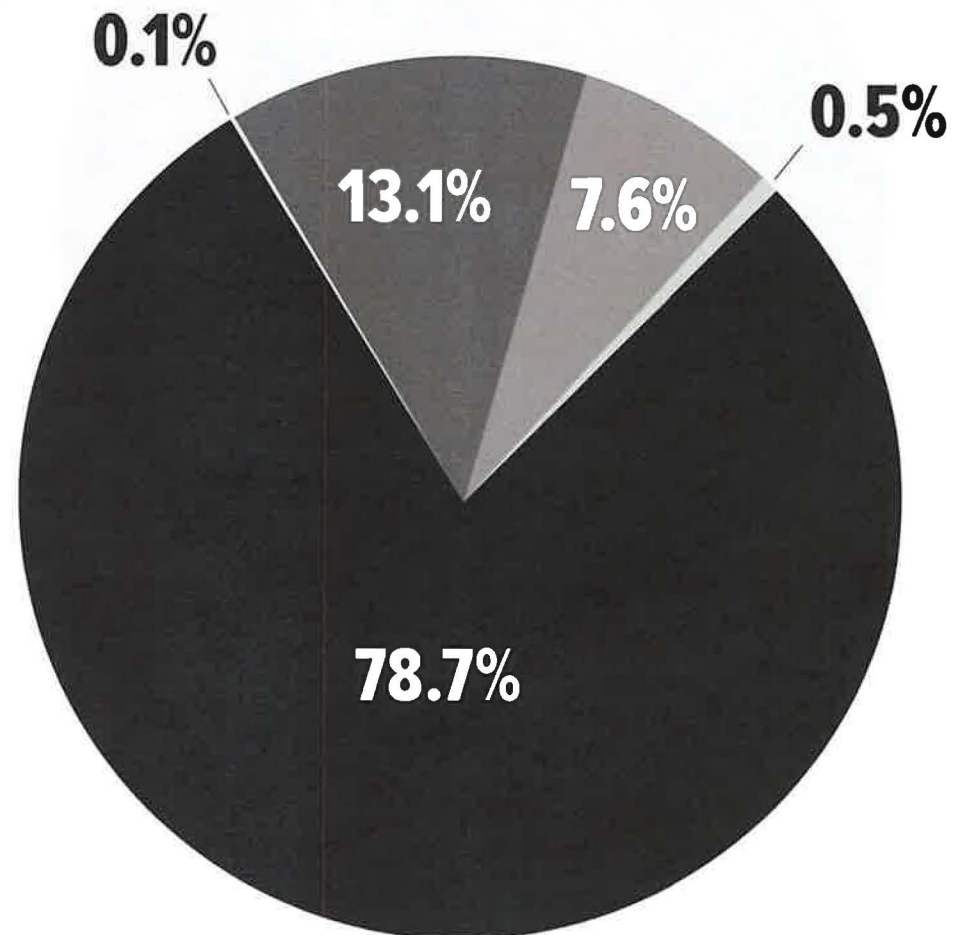
**AltaML** (talent)



## FUNDING SOURCES

2020 Revenue: \$12,799,138

	<b>City of Calgary</b> - operating grant \$10,077,765 78.7%
	<b>Government of Canada</b> \$1,678,524 13.1%
	<b>Private sector investment</b> \$966,955 7.6%
	<b>Other</b> \$61,762 0.5%
	<b>Government of Alberta</b> \$14,132 0.1%

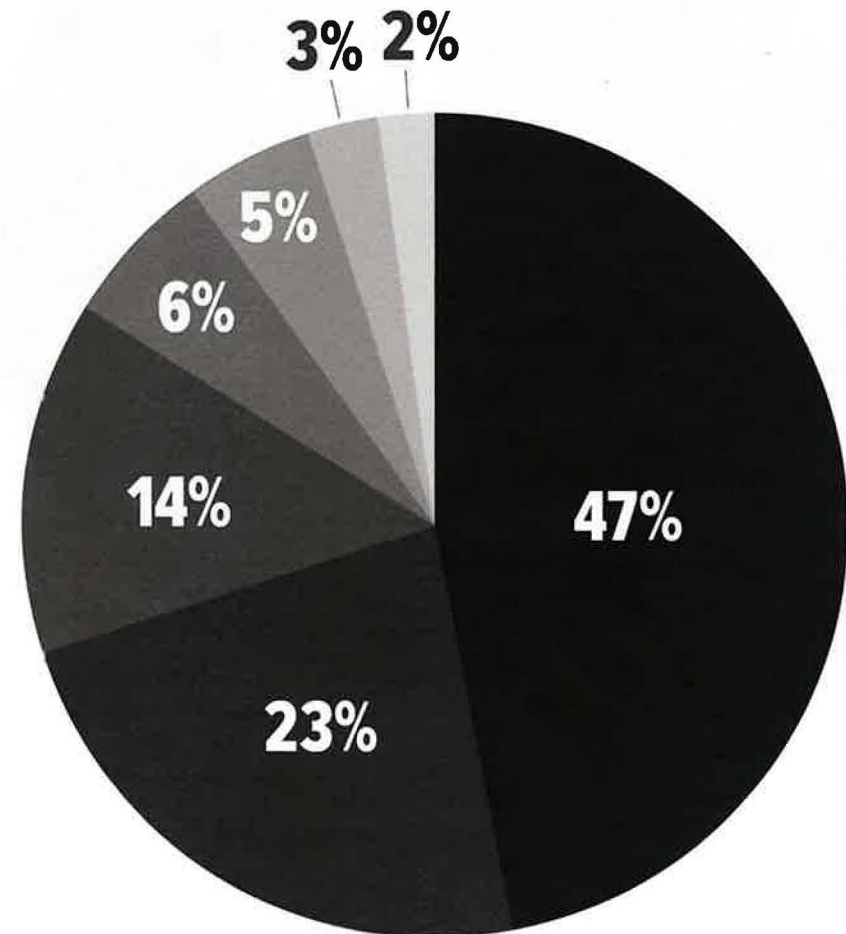


# 2020 Funding

## EXPENSES

2020 Expenses: \$12,438,126

47%		<b>Employee Costs</b> - Core Funded
23%		<b>Advertising &amp; Promotion</b>
14%		<b>Programs or Services</b>
6%		<b>Evaluation or Research</b>
5%		<b>Professional &amp; Consulting Fees</b>
3%		<b>Employee Costs</b> - External Funded
2%		<b>Technology &amp; Consulting Fees</b>





## Impact of COVID-19

- Developed a revised 2020 workplan into three phases of the pandemic – Respond, Rebuild, Recover.
- There was a 35% budget reduction in local corporate partnership investments through the **Team Calgary** program as companies look to conserve cash.
- Staff took at 10% roll back in wages and hours, while senior management took a 10% roll back in wages only. An FTE reduction of 4% was undertaken along with a new employee hiring freeze.
- Transitioned programming online for the **EDGEUP** retraining program, **Startup** and the **Trade Accelerator Program**.
- Business development focused 70% of time on local business retention and expansion initiatives, and expanded use of in-market intermediaries for foreign direct investment leads.
- Participated in Economic Resiliency Task Force and Business Sector Support Task Force.
- Launched **Connecting YYC** Marketplace, job board and student matching site.
- Delivered virtual talent attraction events that engaged over 5,500 people and more than 50 local companies.



## 2021 Momentum

- Infosys announces 500 jobs coming to the city.
- Suncor consolidating downstream headquarters to Calgary.
- Endeavor joins Calgary's innovation ecosystem and is the 15<sup>th</sup> OCIF funded project.
- Embarking on pan-Alberta energy transition study to define Calgary's right to win.
- Launched sector-specific communications for life science and transportation sectors.
- Film is on track for it's largest production year by volume.
- EDGEUP 2.0 receives \$5.4 million in federal funding.

# Questions