



Calgary



Downtown Strategy Implementation and 2020 Annual Report

PFC2021-0779

Priorities and Finance Committee

July 20, 2021

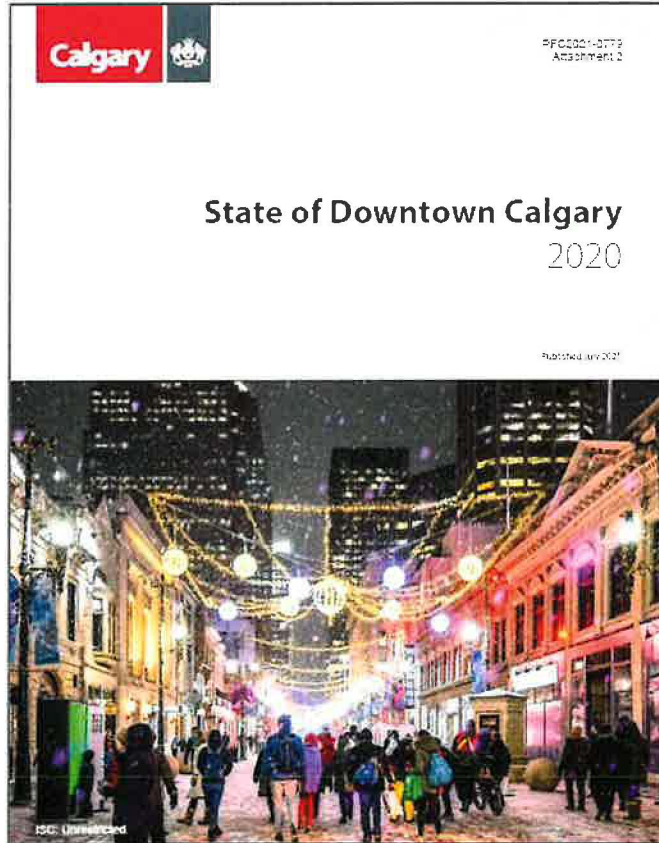
ISC: Unrestricted



State of Downtown Report 2020



State of Downtown Report 2020



PF0001-0779
Attachment 2

State of Downtown Calgary 2020

Published July 2021

ISC: Unimark

Arts Commons Transformation

- 1,000,000 sq. ft. of new space for arts and culture
- 100,000 sq. ft. of new space for arts and culture
- 100,000 sq. ft. of new space for arts and culture

BMO Centre Expansion

- 1,000,000 sq. ft. of new space for arts and culture
- 100,000 sq. ft. of new space for arts and culture
- 100,000 sq. ft. of new space for arts and culture

ISC: Unimark

Downtown businesses by industry

- 23.3% Retail, food and beverage
- 7.8% Health, beauty and personal care
- 7.6% Professional, scientific and technical services
- 6.9% Administrative and support activities
- 4.2% Health care and social assistance
- 3.5% Education and arts, recreation and entertainment
- 17.3% Other

117 Head offices based in Calgary - the highest concentration per capita in Canada

49,653,998 sq. ft. of new office space

456,793 sq. ft. of new office space

42,500 people work in Calgary

ISC: Unimark

Where we Live

The Downtown Strategy team is committed to ensuring that downtown is a vibrant, walkable, livable place. We are working to provide the amenities to attract the success of people living downtown, from family-friendly public transit to child care, to a mix of affordable and market-rate housing, all serving our 44,531 people calling it home.

ISC: Unimark

Chinatown Business Improvement Area

The Chinatown Business Improvement Area (BIA) is a vibrant, walkable, livable place. We are working to provide the amenities to attract the success of people living downtown, from family-friendly public transit to child care, to a mix of affordable and market-rate housing, all serving our 44,531 people calling it home.

328 Businesses

ISC: Unimark

Downtown Calgary Community Initiatives

Calgary's comprehensive approach to addressing and sustaining communities throughout the city. The City of Calgary is committed to providing a vibrant, walkable, livable place for all.

ISC: Unimark

Downtown Calgary Community Initiatives

Calgary's comprehensive approach to addressing and sustaining communities throughout the city. The City of Calgary is committed to providing a vibrant, walkable, livable place for all.

ISC: Unimark



Downtown Calgary Development Incentive Program – Terms of Reference

August – December 2021 – Phase 1 (Office to Residential Conversion)

- Remove office space from Greater Downtown Plan Area – with priority on the Downtown Core
- Increase downtown residential dwelling units to improve vibrancy
- Reduce downtown office vacancy rate and support property values and the non-residential property tax assessment base

Criteria

- Elimination/removal of office space
- Conversion from office space to residential space
- The property is located within the Greater Downtown Plan Area, with Downtown Core as priority
- The applicant is the property owner or their designated agent, or the applicant provides authorization from the property owner that is satisfactory to The City of Calgary
- Evidence of project financing
- Applicant track record

Grant values

- Grant calculated at \$75 per square feet on existing office that will be converted
- The grant will be up to a maximum of \$10 million per property unless Council approves a greater amount for a particular application.

Downtown Calgary Development Incentive Program – Terms of Reference

Phase 1 Target Launch

- Application intake period: Aug. 16 – Sept. 15, 2021

Application Process

- Application intake
- Application review and evaluation
- Application approval

Decision Making – Incentives Approval Committee

- GM of Planning & Development
- CFO or other Finance designate

Decision Making – Approval Range

- Up to \$10M – Incentives Approval Committee
- Greater than \$10M – City Council

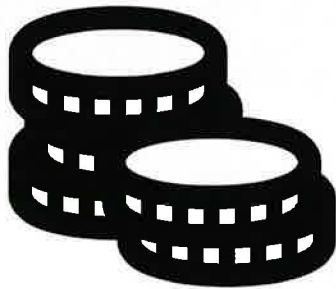


Initiatives Underway since April

Initiatives	Updates
Plus 15 Fund grant	<ul style="list-style-type: none"> • Internal working group & draft program • Program launch August/September
Downtown vibrancy capital program	<ul style="list-style-type: none"> • Downtown public market • The Future of Stephen Avenue
Programming (proposed for funding)	<ul style="list-style-type: none"> • Parknic • Alley Mural Gallery • Downtown Ambassadors
Dedicated downtown team	<ul style="list-style-type: none"> • Team resourcing underway • Director-level position confirmed
Communications & Marketing	<ul style="list-style-type: none"> • Rediscover Downtown campaign
Advocacy & Partnerships	<ul style="list-style-type: none"> • Letters to Provincial and Federal gov't • Connection with CORE working group

Redirection & Reprioritization of Cultural Municipal Sustainability Initiative (CMSI) Budget Funds

At Risk Funds



Funds allocated to CMSI supported projects are at risk

CMSI Project Engagement



Survey results identified organizations that have been unable to meet requirements under current project approvals

Recommendation



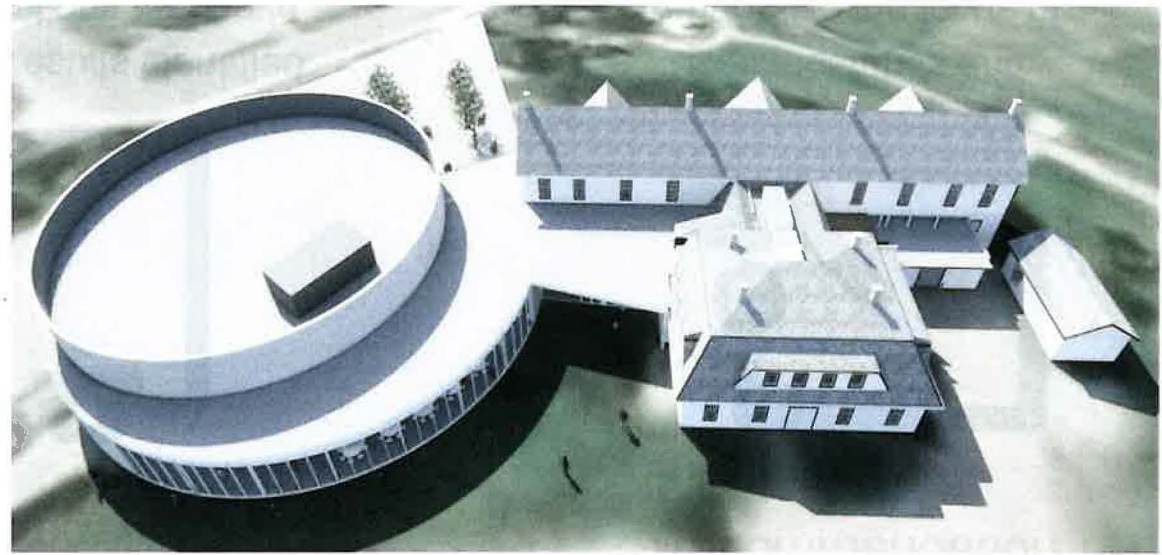
Redirect funds and reprioritize the focus of the funding to projects who have demonstrated the highest level of project readiness



Redirection & Reprioritization of Cultural Municipal Sustainability Initiative (CMSI) Budget Funds: Project Descriptions

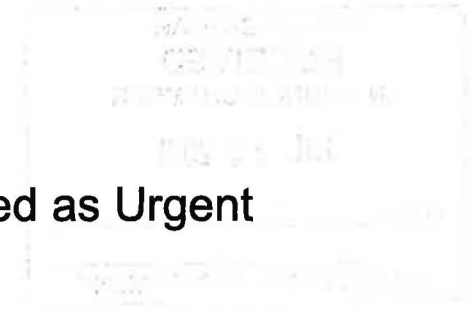


Glenbow Revitalization Project



Fort Calgary Renovations and New Museum Project

Recommendations



That the Priorities and Finance Committee direct that this Report be forwarded as Urgent Business to the 2021 July 26 Combined Meeting of Council.

That the Priorities and Finance Committee recommends that Council:

1. Receive the State of Downtown 2020 (Attachment 2) for the corporate record;
2. Approve the Downtown Calgary Development Incentive Program Terms of Reference (Attachment 3);
3. Direct Administration to bring the Downtown Calgary Development Incentive Program Phase 2 -Terms of Reference to Council no later than 2021 Q4;
4. Direct Administration to report on the implementation of the Downtown Calgary Development Incentive Program, the financial status, and recommendations on future program terms of reference to Council no later than 2022 Q4; and,
5. Approve Redirection & Reprioritization of Cultural Municipal Sustainability Initiative Budget Funds (Attachment 5), including allocations of previously approved budgets totaling \$15.5M as outlined in Table 1 - Redirection of CMSI Funds.

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

JUL 20 2021

ITEM: 7.1 PFC 2021-0779
DISTRIBUTION
CITY CLERK'S DEPARTMENT