

Eventful City Strategy: Investment Categories and Benefits

Operating Investment Breakdown

One-time:

Investment Categories	Description	Benefits
Celebrations Study	A study and engagement to identify how citizens do or would like to celebrate in their community and identify programming and amenity gaps	<p>Increases effectiveness when animating the city by establishing the story for each community that aligns events with places to build awareness and positive experiences</p> <p>Increases efficiency in community planning by providing information to support the development of gathering spaces and community well-being</p> <p>Increases efficiency when processing event requests through the creation of an assessment tool</p>
'Event Planners in Residence' project	Following the Celebrations Study, a range of professional event planners will be selected by Calgary communities. Event Planners will be tasked to match existing events with event spaces or generate new events and identify new sites to fill gaps	<p>Builds community capacity by providing a 'guiding hand' to develop and/or integrate existing events through professional expertise and mentorship.</p> <p>This support will assist community leaders to meet goals and aspirations in the development of complete communities where opportunities to gather and celebrate are the focus</p> <p>Fosters citizen commitment and support for festivals and events by matching events to places and spaces where citizens can embrace opportunities that reflect their vision of their community</p>
Commission Festival and Event Guidebook	Develop user friendly guide to support Event Organizers when hosting events in Calgary through best practices and requirements to access City services and support	Increases efficiencies and reduce staff time needed to process applications and support events by an anticipated 10%

Base:

Investment Categories	Description	Benefits
Community Initiative Grant	Grant funding to implement actions identified by the 'Event Planners in Residence' program	Expands festival and event opportunities across the city by providing funding to support programming in underserved areas of the city Provides opportunity to bring legacy programming to communities evolving out of Major Bid events
Ongoing Strategic Planning and Coordination	A dedicated team of two FTE's to implement the actions and leverage the outcomes identified in the Strategy	Strengthens and amplifies the local industry through effective administrative practices, improving access to expertise, collaboration opportunities and information sharing

Capital Investment Breakdown:

Investment	Description	Benefits
Capital Investment Program to Upgrade Event Venues (Prince's Island Park Stage, Shaw Millennium Park and Prairie Winds Park)	Four-year funding program to upgrade three City venues that host festivals and events that require repeated installation of temporary infrastructure or demonstrate a deficit in infrastructure to expand hosting abilities	Reduces costs of set-up and operations, increasing efficiencies and safety while expanding the ability to attract more events to Calgary that bring economic benefits through lower hosting costs
Facility Inventory Study	Study of City and market assets to assess appropriate uses and types of facilities required to meet event hosting capabilities and identify gaps in alignment with this strategy.	Expands Calgary's hosting abilities through market collaboration to identify key infrastructure investments needed to support community access and growth
Event Signage Program	Capital funding to purchase and install permanent and temporary display boards and signage to promote festival and events	Increased effectiveness of information and promotion to citizens and tourists through active communication of opportunities to participate in festivals and events
MOBS (Millican Ogden Brownfield Site) Development	Capital funding for construction phase of new outdoor festival site near the urban centre <i>Funding for phases 1-3 are secured. Project to be shovel ready by Q4 2022</i>	Reintegrates risk managed lands into Calgary's active urban fabric through the creation of our largest outdoor festival venue Fills amenity gap by attracting larger events and supports a bigger range of events Provides social, cultural and economic benefits, including annual economic stimulation of \$50M when operating at capacity, aligning with other North American venues of similar capacity