

The word "Calgary" in white text on a red rectangular background.

Eventful City Strategy

Calgary's strategy for festivals & events

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Guiding Principles

CITY OF CALGARY
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 CITY CLERK'S DEPARTMENT

Value

- **Recognize contributions** festivals & events make to our quality of life & **building complete communities**

Open & Transparent Evaluation Process

- Lead in developing **event-friendly principles** & processes

Tracking & Reporting

- Work collaboratively to collect data to **inform** reports to **Council** & the **communities**

Accessibility & Inclusion

- Support an environment in which **all people can participate** in Calgary's cultural, social, & economic life through festivals & events

Economic & Environmental Sustainability & Resilience

- Support events that **meet community** & council **priorities**
- Provide tools & education for **ongoing innovation & resilience**

Why a festival & event strategy?



Social, cultural & economic benefits



COVID impact



Filming



Photo credit: Alberta production taken by local crew

Mind the gaps



Non traditional sites & events



Future event sites

waves of the future

Adaptability & Resilience
restored resources

optimize infrastructure flexible venues
better together clear process facilitated
Planning & Organizing
a 'bat phone' funding coordinated

year-round
Diversity
curated

contribution support
shared experiences
Legacy
attract

showcase
delight & discovery
unique voices
inclusivity & belonging
Community Experience
support local

inspiring inclusive
Event Culture
celebratory collaborative

out of the box
Innovation & Experimentation
non-traditional Strategic Vision
institutional & community environment

shared resources smart marketing
Communication & Collaboration
shared experiences cross promotions
networking 'How to'



Becoming an eventful city





RECOMMENDATIONS:

That the Standing Policy Committee on Community and Protective Services recommend that Council:

1. Receive the Eventful City Strategy and Action Plan developed as directed by Council through One Calgary 2019-2022; and
2. Refer future operating and capital investments to the 2023-2026 Service Plan and Budget process.

And that the Standing Policy Committee on Community and Protective Services direct that this report be forwarded as an Item of Urgent Business to the 2021 September 13 Combined Meeting of Council.