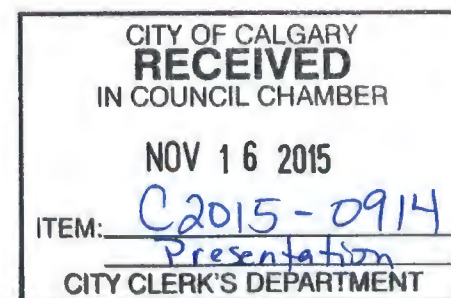




Calgary TELUS Convention Centre

STRATEGIC PLANNING PRESENTATION

16 November, 2015
C2015-0914





Historical Context

- In November 1974, City Council had the foresight to open the first full service purpose built convention centre in Canada – Toronto, Montreal and Vancouver all followed Calgary.
- In 1997, following the success of the 1988 Winter Olympics, and after completion of a study by a Convention and Trade Show Facilities Committee, which showed existing facilities had insufficient space, City Council approved the partial expansion of the convention centre.
- Following the completion of the expansion in 2000, the number of events hosted at the convention centre increased by 61%.



Historical Context – Cont'd

- Since 2005 the CTCC has undertaken several feasibility studies on the increasing demand for convention centre space and began planning for an expansion. City Council financially supported the feasibility work.
- In 2012 the CTCC presented a report to the Land and Asset Strategy Committee identifying the need for an expanded convention centre in Calgary to accommodate the dynamic change in the market.
- The work was not completed as funding was not available from the provincial and federal governments.
- Calgary is now one of the smallest convention centres in Canada and is ranked 10th among the large cities in the country.



Convention Activity Supports City-Building on Several Fronts

- Supports Economic Diversification
- Plays an active role in Economic development strategy and implementation



- Provides business, academic and institutional linkages

- Direct spending by delegates and convention organizers has an immediate impact on local businesses
- Creates a focal point for community celebrations: a hub for community activities
- A knowledge centre and arena for networking and education
- Reinforces Calgary's reputation as an international city
- Builds awareness
- Creates longer-term tourism potential



Other Benefits to the City

- Vital to knowledge based economy
- A catalyst for local investment and development(economic development driver)
- Promotional vehicle on national and international stages
- A hub for community activities
- Economic Impact (accommodation, restaurants, retail, transportation)



Economic Impact - 2009 to 2013

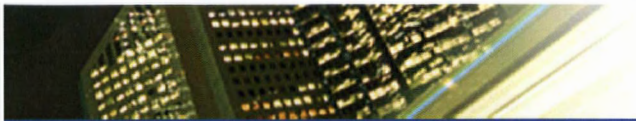
- \$132.5 million in non-Alberta spending
- \$192.6 million including provincial spend
- \$13.2 million in tax revenue(non Albertans)
- \$19.4 million in tax revenue(includes Alberta, not Calgary)
- 222 FTEs (155 direct jobs)



Partnerships:

Meetings + Conventions Calgary

- Partnership between the Calgary Hotel Association(CHA) and Calgary Convention Centre Authority(CCCA) to create awareness of Calgary as a meeting destination
- CHA funds the program
- CCCA manages and operates the program
- Industry liason through Advisory Committee: Representation from 5 hotels, Stampede, CHA, CTCC and Travel Alberta(ex-officio)



Partnerships:

Calgary Champion Program

- Over 30 academics and business leaders currently participating

- Sample of conventions secured
 - International Society for the Prevention of Child Abuse and Neglect
 - International Association for Impact Assessment
 - Airports Council International – North American
 - World Petroleum Youth Forum
 - Social Enterprise World Forum



Partnerships: Calgary Economic Development 10 -Year Economic Strategy

Global Energy

"Connect organizations and individuals to build collaboration, leadership and reporting on the activities of the Economic Strategy for Calgary."

Collaborative Energy

"Position Calgary as the location of choice to live, visit, meet, start a business and invest."

Community Energy

"Build and promote Calgary as a city to live a creative, active life."

"Support the investigation of convention space needs."



Partnerships: Calgary Economic Development

- Soul of the City Presenting Sponsor
 - Ongoing speaker series
- Action Calgary Silver Partner
 - Business networking
- Brand Committee Member
- Neighborhood Grants Program
 - Sponsor₍₂₀₁₄₎ and Committee Judge₍₂₀₁₅₎



Challenges

- Current size of the convention centre limits our ability to attract large conventions which are the major driver of gross operating revenues
- The CCCA is increasingly dependent on meetings and banquets which have lower margins
- The building requires a number of capital upgrades to keep it current, meet safety needs and to keep it attractive in support of Calgary's brand