



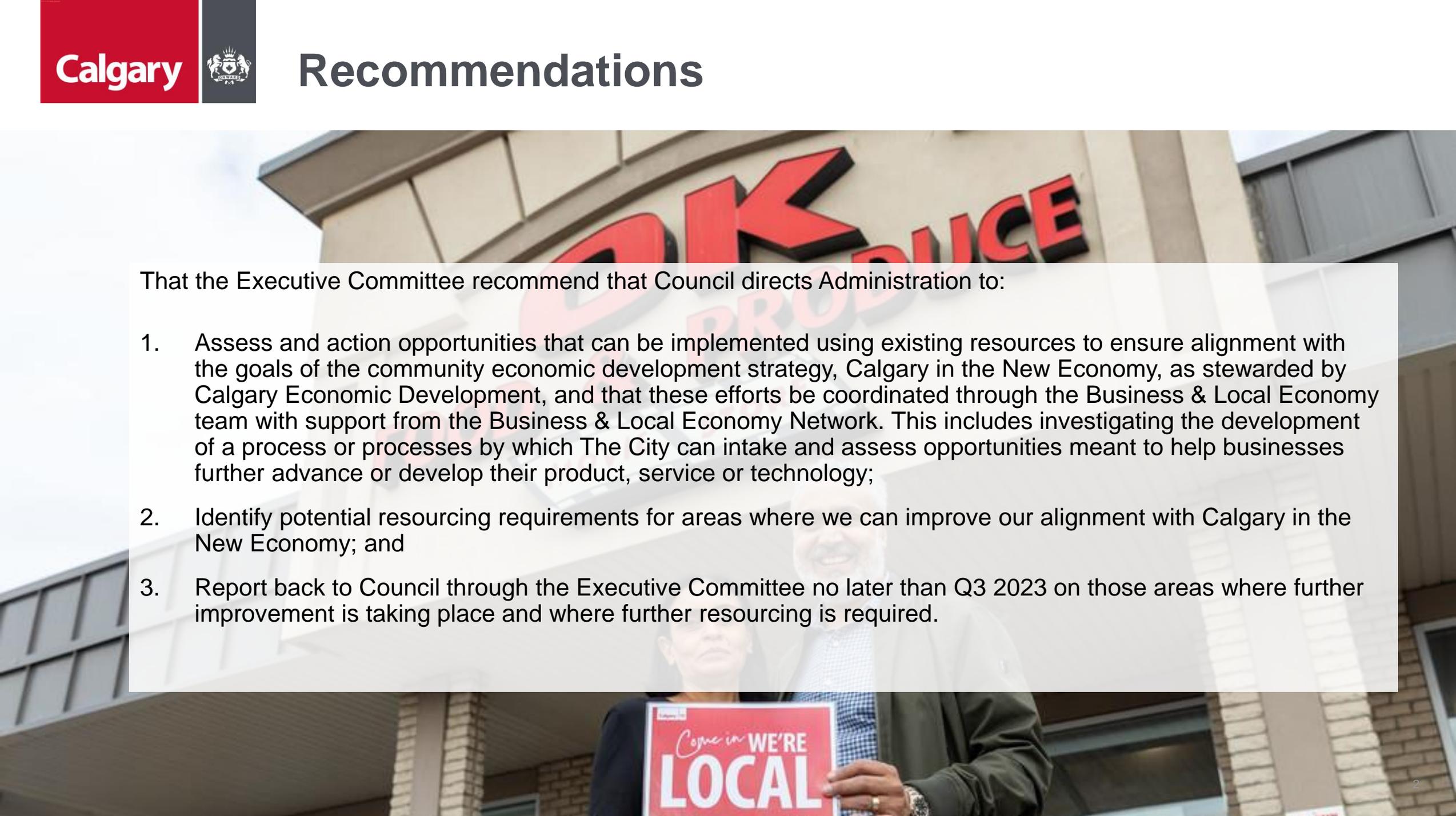
# EC2022-1211 Economic Development Update

2022 December 14

# Recommendations

That the Executive Committee recommend that Council directs Administration to:

1. Assess and action opportunities that can be implemented using existing resources to ensure alignment with the goals of the community economic development strategy, Calgary in the New Economy, as stewarded by Calgary Economic Development, and that these efforts be coordinated through the Business & Local Economy team with support from the Business & Local Economy Network. This includes investigating the development of a process or processes by which The City can intake and assess opportunities meant to help businesses further advance or develop their product, service or technology;
2. Identify potential resourcing requirements for areas where we can improve our alignment with Calgary in the New Economy; and
3. Report back to Council through the Executive Committee no later than Q3 2023 on those areas where further improvement is taking place and where further resourcing is required.



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# Previous Council Direction

On March 29 2022, Council directed Administration to ensure that the existing processes for encouraging economic investment in Calgary, including the work of the Financial Task Force, are coordinated and communicated in a manner that is fair, open and transparent.

Administration is required to report back to Council through Executive Committee no later than 2022 December 31.



# Report Highlights

- There are several support opportunities available to incentivize economic development in Calgary, including financial incentives and business experience improvement. There are opportunities to improve how The City communicates the availability of these supports.
- The work of the Financial Task Force helped to improve communication between The City and the business community. In general, the feedback from the business community highlights potential opportunities such as providing customer-centric training for teams working with businesses.
- The Business and Local Economy team (BLE) provides on demand coordination of corporate initiatives aimed at business community support.
- Business and Local Economy Network is a cross-corporate group of subject matter experts working with the business community and provides an opportunity for internal knowledge sharing and coordination. The BLE network enables The City to be more effective when responding to the needs of the business community.
- The City needs to continue to ensure that our processes align and support the goals of Calgary's economic strategy.

# Tools and support currently available

## Financial Support

- Downtown Calgary Development Incentive  
*(Downtown Strategy)*
- Development Permit exemption in select areas  
*(Community Planning)*
- Opportunity Calgary Investment Fund  
*(External Board of Directors)*
- Targeted Fees Relief  
*(Business & Local Economy)*
- Property Tax Incentives (Bill7)  
*(Assessment & Tax)*

## Business Experience

- Business Experience Representative team  
*(Business & Building Services)*
- Film Friendly Strategy  
*(Partnerships)*
- Pre-application enquiries  
*(Community Planning)*
- Development Approval Review Team  
*(Community Planning)*
- BIA team  
*(Partnerships)*
- Business web hub  
*(Business & Local Economy)*

## Other Support

- Benefits Driven Procurement  
*(Supply Management)*
- Innovation Through Procurement  
*(Supply Management)*
- 5G Digital Playground  
*(Supply Management)*
- Living Labs program  
*(Information Technology)*
- Open data program  
*(Collaboration, Analytics & Innovation)*
- Digital Services Squad  
*(Business & Local Economy)*
- Vendors in Parks  
*(Partnerships)*

# Business Feedback Channels

- Business Perspectives Panel
- The business web hub [calgary.ca/business](http://calgary.ca/business)
- Business Advisory Committee
- Industrial Strategy Working Group
- Feedback from external partners such as Calgary Economic Development (CED) and the Calgary Chamber of Commerce

## Internal Coordination

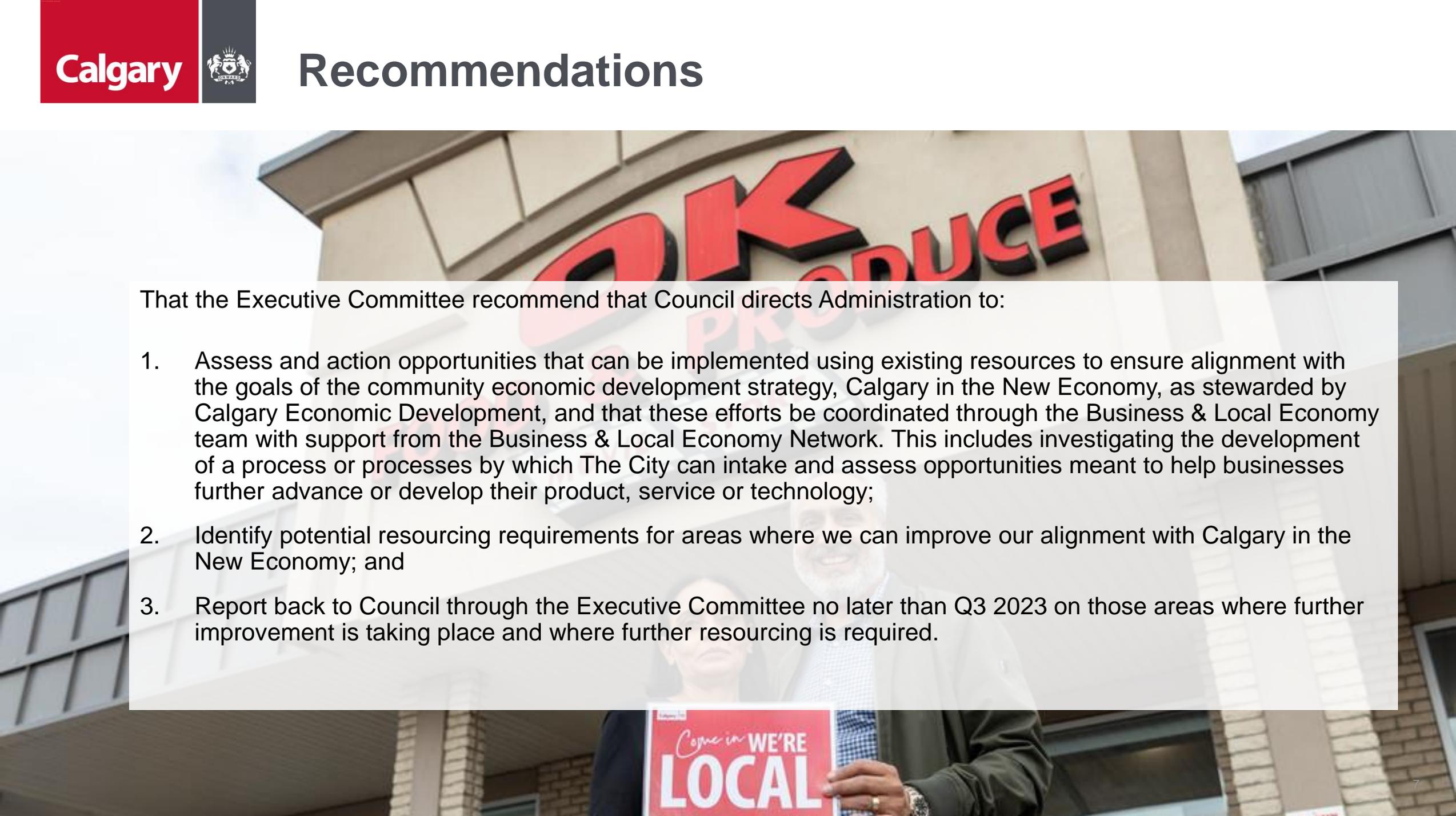
- Business and Local Economy Network
- On demand coordination by Business and Local Economy

**Opportunity to further improve internal coordination and overall engagement with private sector**

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