

# Background and Previous Council Direction

## Background

In advance of the 2019 provincial election and the 2019 and 2021 federal elections, City of Calgary Administration has sought and received Council's direction to prepare and conduct a YYC Matters campaign. Council was also asked for, and provided, guidance on the key issues or themes for each campaign. Based on those precedents, this report seeks the same guidance and direction.

## Previous Council Direction

N/A