

People, Innovation and Collaboration Services Briefing to

Executive Committee

2023 October 11

ISC: UNRESTRICTED

EC2023-1050

Calgary in the New Economy Alignment Program

PURPOSE OF BRIEFING

The purpose of the briefing is to provide an update on progress made on Council's direction from report EC2022-1211, Economic Development Update and next steps. In response to this direction, in February 2023 Administration has launched a program, Calgary in the New Economy Alignment, to design and implement a coordinated approach to business-friendly initiatives. Business and Local Economy team conducted a jurisdictional scan to identify leading practices in engaging businesses and supporting local economies in Canada and the United States. Next steps include exploring design and implementation of a governance and collaboration model to strengthen coordination and stewarding of business-friendly initiatives.

SUPPORTING INFORMATION

In December 2022, the Business and Local Economy team prepared a report for Council outlining existing municipal supports available to businesses (EC2022-1211). Council directed the Business and Local Economy team to work across the corporation to assess and action opportunities to ensure alignment with the goals of Calgary Economic Development's community economic strategy *Calgary in the New Economy* and report back no later than Q3 2023.

Throughout 2023, work continued with colleagues across the corporation to advance existing initiatives and identified further opportunities to support the local economy. Calgary in the New Economy Alignment program was launched to establish a coordinated approach to assess and action opportunities to support evolving needs of the business community. The program is led by a Calgary in the New Economy Alignment steering committee consisting of leaders and managers from Planning and Development Services, Infrastructure Services, Community Services, Corporate Planning and Financial Services, and People, Innovation and Collaboration Services.

In spring 2023, a jurisdictional scan of 15 cities across North America was conducted to learn how other municipalities engage with businesses to support the local economy and modernize service delivery. The jurisdictional scan identified that collaboration models followed by those municipalities successful in supporting innovation and local economies. In addition to having a team tasked with coordination of business-friendly initiatives, these municipalities provide opportunities for local businesses to pilot their technologies and products in real life environment using the municipal assets, receive feedback from their municipal staff and help address challenges and innovate municipal service delivery. These findings have informed a governance and collaboration model to create a coordinated approach to business-friendly initiatives for The City.

The City of Calgary has a number of collaboration model components, including access to City-owned assets through Living Labs, a concierge service for business licensing, and file managers for multi-disciplinary development permit applications. Making it easier for businesses to navigate our organization, while providing more opportunities for businesses to interact with

Administration, will have a positive impact on the local economy and Calgary's economic resilience. Designing and implementing a governance and collaboration model has the ability to help enable a coordinated process to provide opportunities similar to ones offered by other Canadian municipalities, and help The City maintain a competitive advantage to support businesses operating in those spaces.

The Executive Leadership Team has endorsed Calgary in the New Economy Alignment program and Michael Thompson, General Manager of Infrastructure Services, has been appointed the program's Executive Sponsor.

Going forward the Business and Local Economy team will continue to work with the Steering Committee and the Executive Sponsor to design and implement the governance and collaboration model, and will update and engage Council at appropriate milestones. Preliminary timelines for finalizing model design and starting the implementation are Q2 2024.

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General Managers C. Arthurs and M. Thompson concur with the information in this Briefing.