

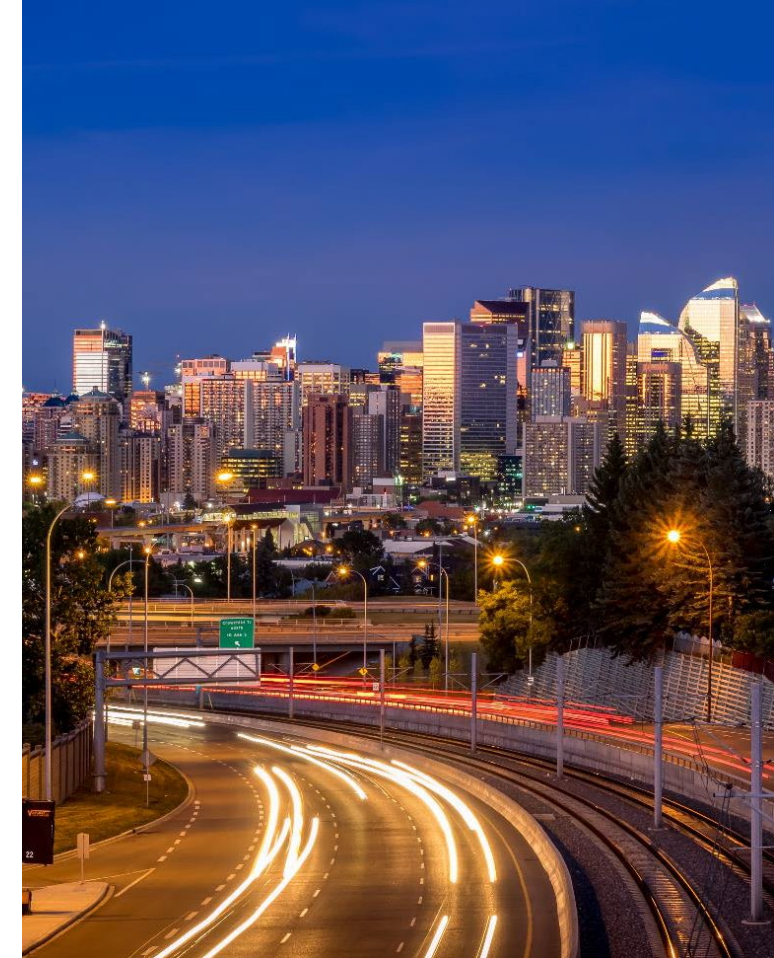


Civic Partner Annual Report: CALGARY ECONOMIC DEVELOPMENT

May 1, 2024

2023 Highlights

- **Job creation across key sectors:** We created or retained more than 7,000 jobs in 2023 from both our priority and creative industry sectors.
- **Major investments:** In 2023, we attracted more than \$734 million in investments into Calgary and companies like Appexus, Event Combo, Vantage Circle and Terrestrial Energy.
- **Film & TV Production:** We saw an economic impact of \$246 million in 2023, hosting more than 140 productions with the City of Calgary issuing 755 film permits. At the inaugural Global Productions Award event during the 2023 Cannes Film Festival, Calgary was honored with the Location of the Year Award.
- **TalentED YYC:** We generated over 253 work-integrated learning opportunities, including 185 opportunities for students from equity-deserving groups, and engaged 48 employers across Calgary.
- **EDGE UP 2.0:** This program completed its mandate with 80 per cent of graduates already employed or continuing training. We are now scaling and sharing EDGEUP best practices across the country.
- **Talent attraction:** We partnered with government and businesses in 43 local, national, and international talent events in 2023, keeping Calgary top of mind for nearly 25,000 people. We provided talent related support to 127 companies, including engaging 52 for our talent activation events.
- **Trade Accelerator Program (TAP):** We now oversee TAP Alberta wide. In 2023 we had a record year with 99 companies completing the program and 42 trade deals in 22 unique markets.
- **Team Calgary:** 10 new partners joined Team Calgary in 2023 and we generated record levels of cash and in-kind revenue through our partnerships.
- **Foresight:** As we set out to combat perceptions and strengthen our economy in 2023, we intentionally applied foresight to explore the possible futures that would position Calgary as an attractive destination for companies, capital and talent – not just 5 years down the line, but 10, 20 and 50 years from now.



Opportunity Calgary Investment Fund

OCIF celebrated a five-year milestone in 2023.

What OCIF does:

- OCIF finds opportunities with the highest potential to benefit Calgary's economic future.
- OCIF fuels these opportunities with funding that ensures impacts.
- OCIF fosters their success by integrating each investment into a network of support.

OCIF's impact:

- OCIF disbursed a record \$13.1 million in 2023.
- Across five years, generated **nearly 11 times return on funding committed.**
- Created **\$869 million in economic activity.**
- With OCIF funding, created/retained over **3,315 jobs and 629 companies.**

Key OCIF investments in 2023:

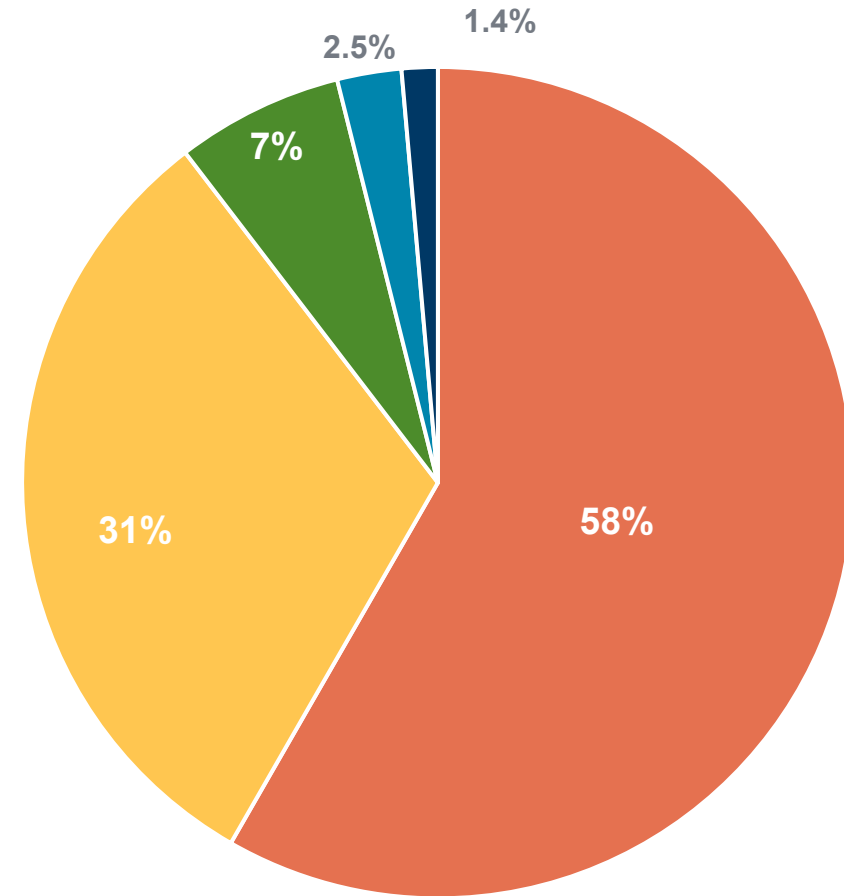
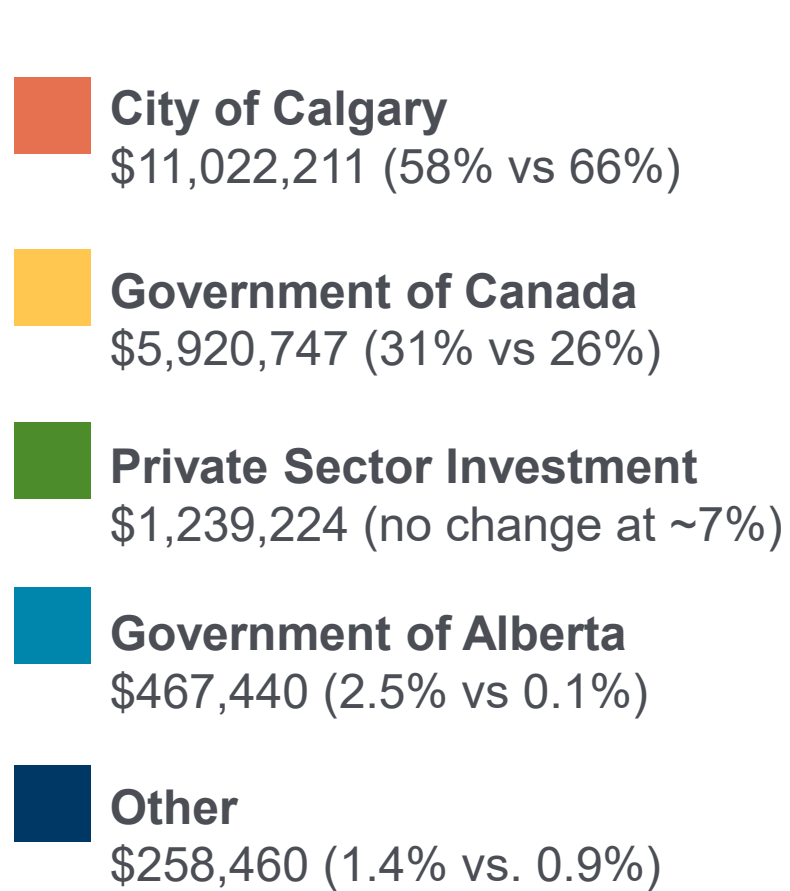
- Bow Valley College's Calgary Entertainment Arts Production Hub (CEAPH): Between 2024 and 2028, CEAPH is expected to train 675 individuals to support more than 125 companies, with the potential to create over 300 jobs.



2023 Balanced Scorecard

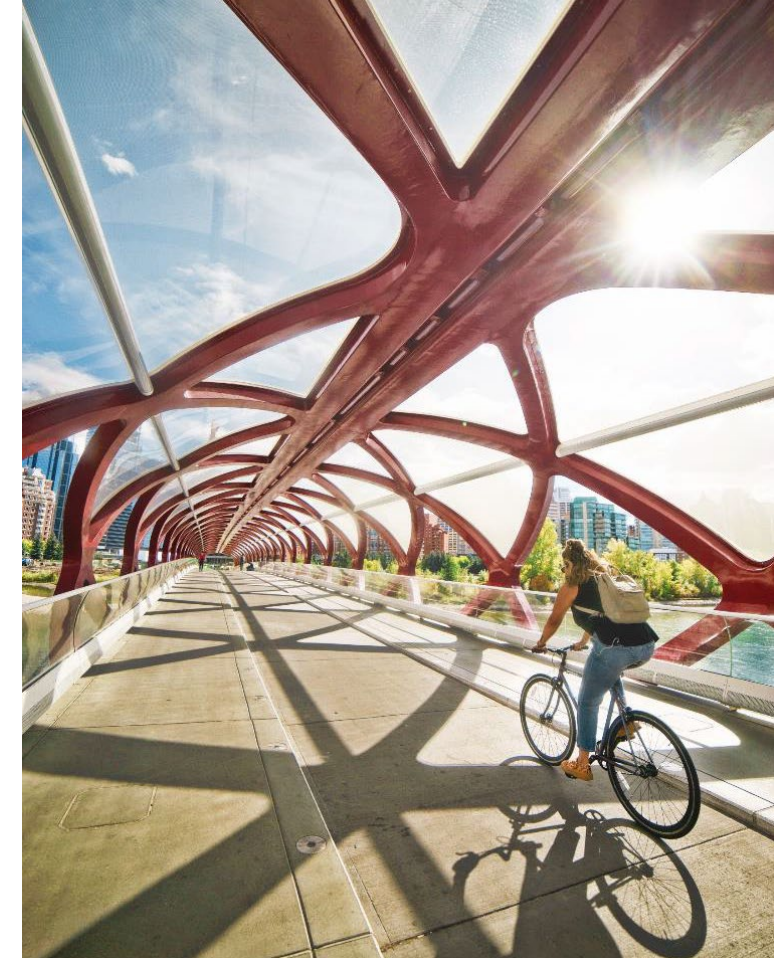
BUSINESS PLAN IMPACTS	2021	2022	2023
Strategic alliances			
Non-core (other) revenue	\$3,882,263	\$5,101,766	\$8,186,007
Key partner awareness of <i>Calgary in the New Economy</i> *NEW	N/A	N/A	76%
Build a strong and recognizable brand			
Perception of Calgary Economic Development contributing to others' success *NEW	N/A	N/A	62%
Favourable impressions of Calgary by business leaders	89%	90%	82%
Media impressions (millions) *NEW	N/A	N/A	34.6
Growing a skilled talent pool			
Talent in other markets perceives Calgary as a place to build their career	N/A	58%	61%
Talent in other markets perceives Calgary as diverse and inclusive	N/A	61%	52%
Favourable impressions of Calgary by talent *NEW	N/A	N/A	70%
Number of local companies engaged in talent attraction initiatives	93	56	42
Accelerating sector development and diversification			
Companies attracted/retained/expanded (priority sectors and creative industries)	58	61	54
Investment dollars (millions) (priority sectors and creative industries) *NEW	N/A	N/A	\$734
Direct jobs (priority sectors and creative industries)	10,315	10,878	7,183
Trade export deals	34	38	42
Real estate absorption (sq. ft.) (greater downtown office/ commercial and other commercial)	1,319,303	2,500,262	1,407,371

2023 Funding Sources



Beyond Performance Measures

- **The Key Frames: A Growth for Animation and VFX Strategy:** Developed in partnership with Edmonton Screen Industries Office and shared at the 2023 Banff World Media Festival.
- **Calgary Region has potential as a Hydrogen Hub:** Feasibility study identified a \$4.6 billion per year market in the Calgary region with opportunity to establish a hydrogen hub in Calgary.
- **The Indigenous Economic Contribution Study** was commissioned by The City of Calgary and ourselves to measure the economic participation and contribution of Indigenous Peoples in Calgary and the Treaty 7 Region. The study outlined that the Indigenous economy generated a total GDP of \$1.5 billion in 2021, approximately 1.2 per cent of Calgary's total GDP.
- Equity, Diversity, Inclusion, Accessibility and Reconciliation:
 - We held our **second Indigenous TAP cohort** in 2023 and now have over 40 Indigenous alumni of our TAP.
 - EDGE UP cohorts had at least **45 per cent newcomers and 25 per cent women**.
 - OCIF funding is founded on **principles of accessibility and inclusion**.
 - Calgary's Brand reflects all the peoples of Calgary; engagement on the new Brand **included equity-deserving communities and Indigenous Peoples**.



- **Civic Brand Rollout:** A phased brand rollout coordinated with civic partners is planned for 2024 and will unify the community's storytelling.
- **Sector Strategies:** With inputs like strategic foresight, we will develop sector strategies for each of Calgary's priority economic sectors, starting with agriculture, creative industries and energy & environment.
- **Calgary's workforce:** Work is underway to develop a Talent Strategy for Calgary, focused on workforce development, talent attraction, work integrated learning and equity, diversity, inclusion and accessibility (EDIA).
- **Business Attraction & Expansion:** In collaboration with Invest Alberta, we will support US-based cybersecurity firm Fortinet with their Calgary expansion into the downtown core, creating a cutting-edge cybersecurity tech hub. We also look forward to supporting the further growth of GoodLeaf Farms operating in their approx. 100,000 sq.ft. facility which has room to double capacity, highlighting how agriculture and technology are contributing to food security and supply chain innovation in our region.
- **Innovation clusters:** We are working with key innovation partners to build innovation clusters across the city to spark cutting edge research, create jobs and accelerate investment, including VC investment, into the city.
- **Creative Economy:** In 2024, we will work to maintain and grow the creative talent pool, the infrastructure necessary to support creative entrepreneurs and the incubation, acceleration and mentorship programs that will establish a pipeline of Intellectual Property development for creative industries in Calgary including film and TV, animation and digital visual effects (VFX), video games, esports and immersive media.
- **OCIF:**
 - OCIF invested \$3.9 million over four years into the Aerospace Innovation Hub (AIH) which will enable aerospace innovators to gain access to funding, business support and the ability to validate their technologies in real-world settings.
 - As one of the city's most effective tools to help drive an economy that's underpinned by innovation, OCIF will continue to make strategic investments to help build a diversified and resilient economy, with a focus on emerging sectors, a skilled and competitive workforce and equity-deserving groups.





QUESTIONS?