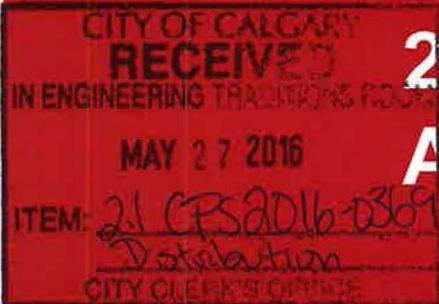


Calgary



2015 Civic Partner Annual Report

*Calgary TELUS
Convention Centre*



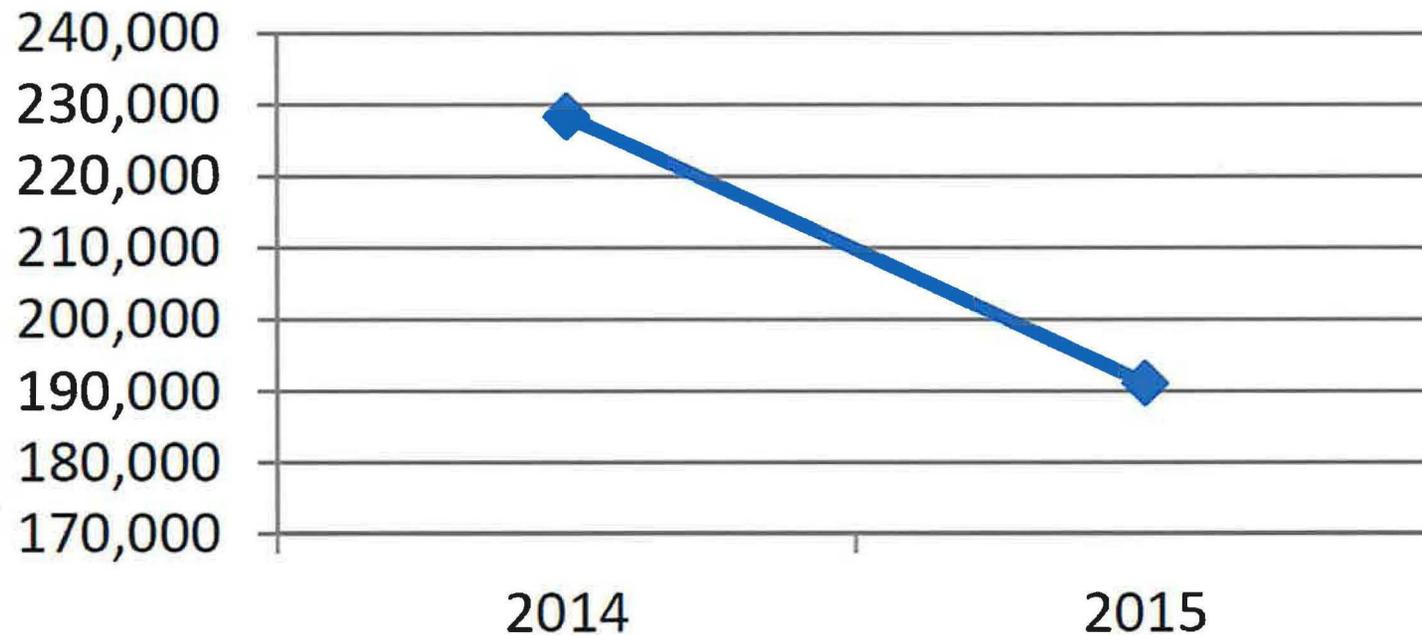


2015 Highlights

- I. Continued promotion of Calgary as a quality convention city and international business centre
- II. Economic driver for Calgary
- III. Success with Calgary Champion program
- IV. Reducing energy use and climate change impacts
- V. Integrated partnerships and programs with Calgary Economic Development, Calgary Downtown Association, Tourism Calgary, Calgary Hotel Association, Travel Alberta
- VI. Enhanced Centre's governance capability by recruiting 3 outstanding Calgarians to the board

2015 Performance Highlights

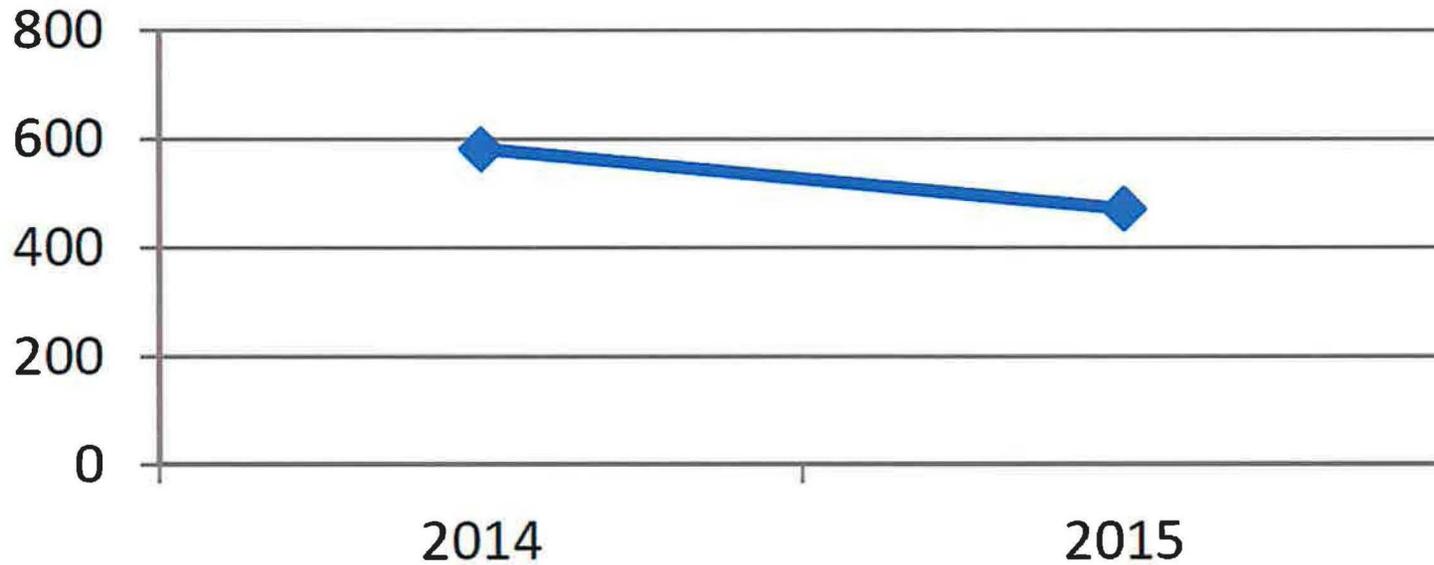
Number of delegates



People making connections, gaining exposure, showcasing Calgary based innovations

2015 Performance Highlights

Number of events

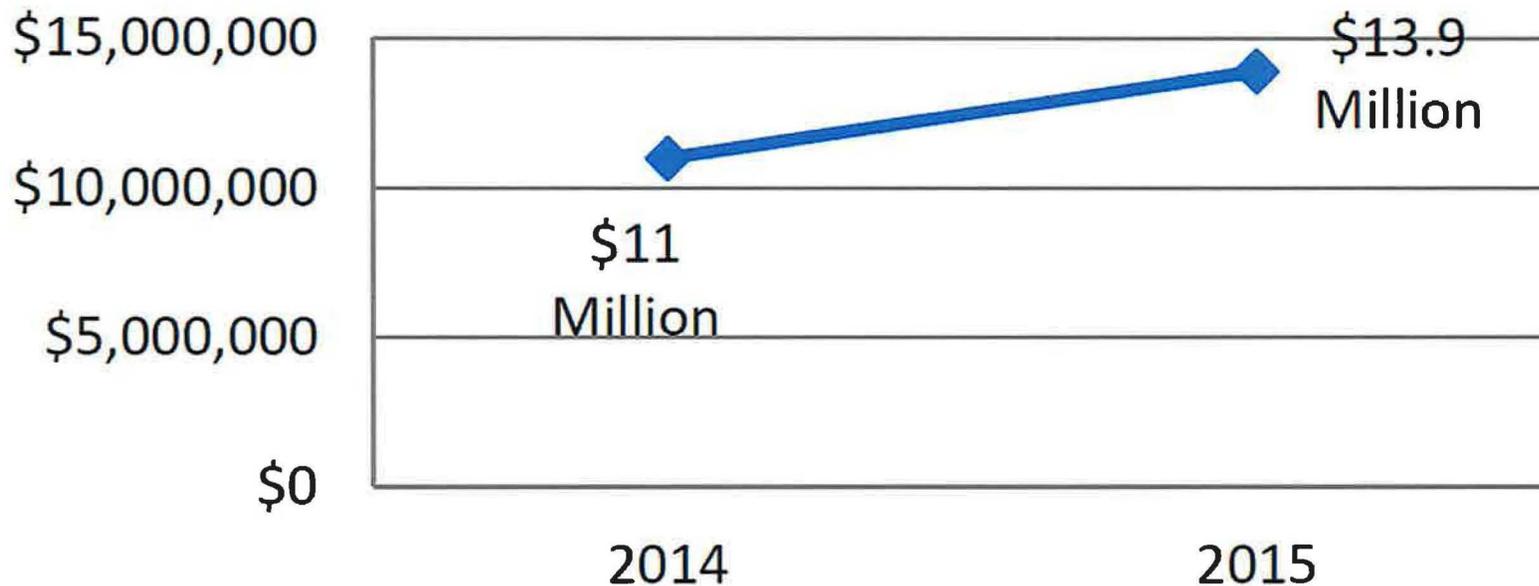


Community hub, facility utilization, enhanced reputation for the city



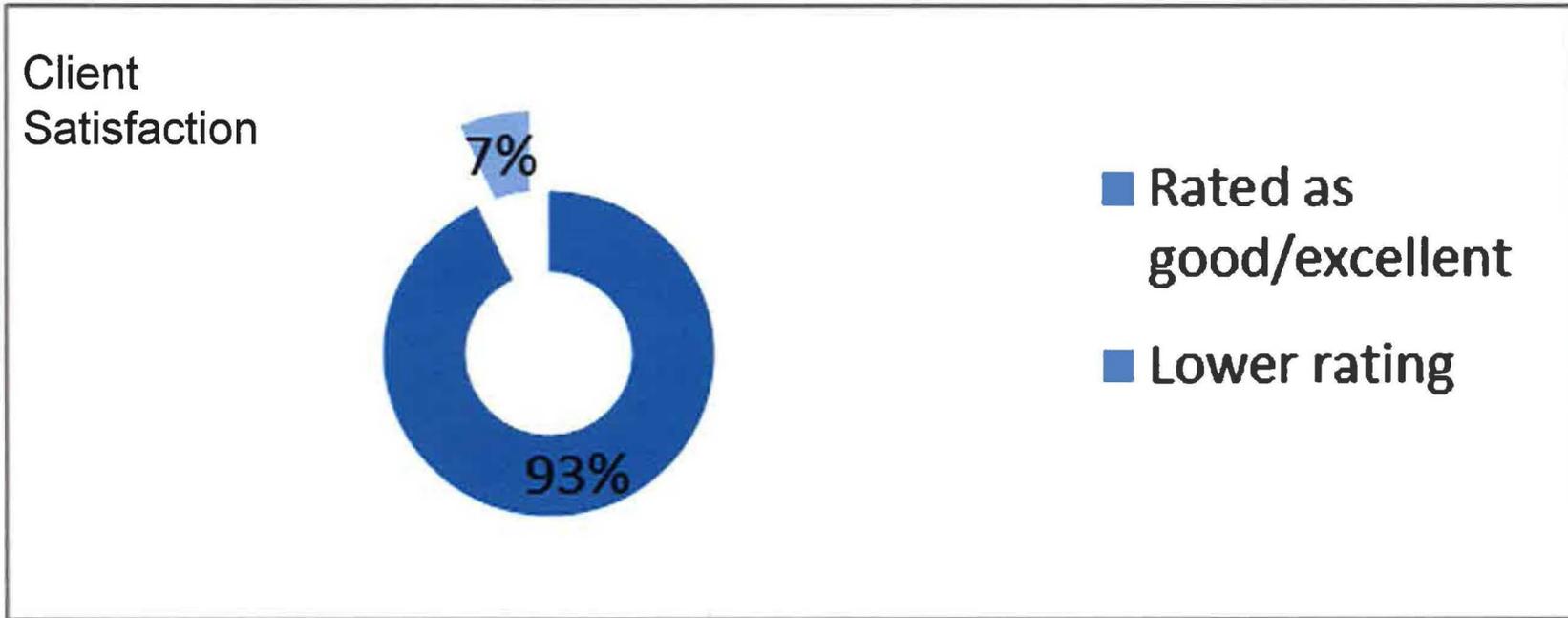
2015 Performance Highlights

Economic impact



Increase due to strategy to bring higher number of national and US delegates who stay longer, increasing revenue for businesses, drives growth

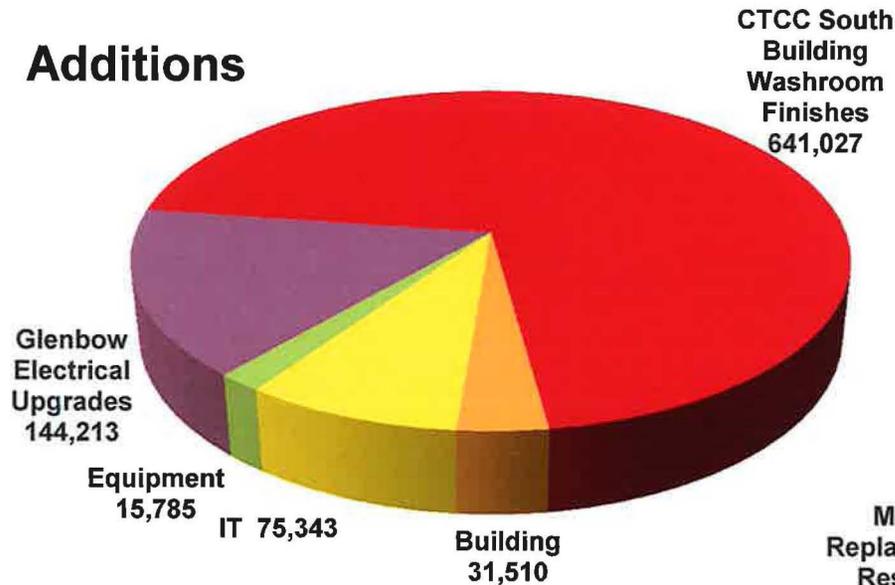
2015 Performance Highlights



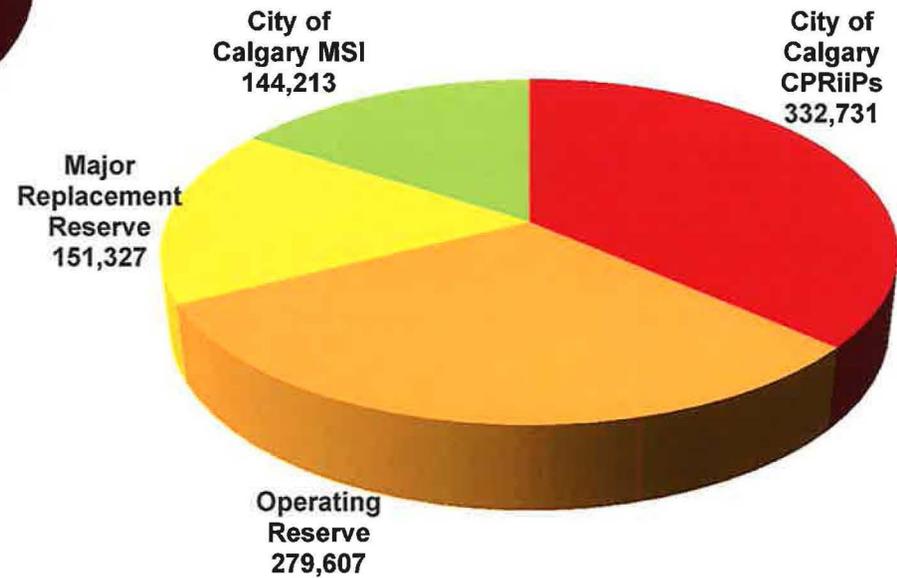
93% overall good/excellent experience, city reputation enhanced, leaves good impression with visitors

2015 Performance Highlights – Capital Expenditures

Additions



Funding





Strategic Issues - Current

- I. Deferred maintenance (ability to provide a quality product, business reputation, financial risk)
- II. Decline of economy (decrease in local booking, continue with mitigation strategy and international research)
- III. Competitive positioning of facility (aggressively target other segments)



Strategic Issues – Looking ahead

- I. Shift in business mix to medium and smaller conventions and focus on economic sectors aligning with Calgary Economic Development
- II. Explore new markets and sectors
- III. Increase participation in Calgary Champion Program
- IV. With partners, support and participate in opportunities that benefit the city
- V. Continue to support local non profit organizations and community initiatives
- VI. Attracting new city wide business through Meetings + Conventions Calgary
- VII. Continue environmental stewardship



*Calgary TELUS Convention Centre
Thank you*