

Calgary is an economic force ~~and a community for today's~~  
~~trailblazers~~. There's an intense, urban vitality in Calgary  
that unleashes the bold, can-do spirit of entrepreneurs and  
innovators, (slight pause) artists and athletes. Our city's  
vibrancy and competitive spirit drives business and  
commerce. And our creative energy nurtures a vibrant,  
ever-changing cultural scene.

Being named Canada's cultural capital in 2012, brought  
increased national and international media attention to the  
thriving arts scene in the city. Calgary Arts Development  
and other arts organizations are continuing to build on the  
legacy left as a result of the designation.

So the question you are asking is why am I standing here  
representing Calgary Economic Development to promote  
an arts strategy? The answer is simple – place making is  
key in Economic Development. Place making is process  
and a philosophy that works towards continually improving  
community well-being and prosperity while also fostering

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**calgary** economic  
development  
be part of the energy

**CITY OF CALGARY  
RECEIVED  
IN ENGINEERING TRADITIONS ROOM**

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Speaker #6

**CITY CLERK'S OFFICE**

conditions to define, draw attention to and distinguish a city on a global scale. For Calgary - more so than other cities - this is critical as we NEED to attract and retain the brightest people from all over the world.

(Slight pause) The best and brightest people look for more than just a house or a job. They look for a community with rich cultural experiences and places, urban vitality and creativity.

While the traditional definition of creativity may have been limited to the promotion of culture and the creation of artistic endeavours - new technologies and a demand for creative design are broadening the definition of Creative Industries to include other sectors of the economy such as architecture, drafting and digital media. All subsectors of the creative industries use imagination, inspiration and innovation to encourage the development of Calgary's cultural and creative community.

Having a community built arts development strategy will also ensure we continue to encourage conditions for

creativity, leading to innovation in all sectors, not just the arts sector, and ultimately benefiting all Calgarians.

Creating a strong arts sector CAN and WILL lead to building a vibrant and prosperous city – just as the arts strategy CLEARLY articulates.

Calgary Economic Development is the primary steward leading the update to the Economic Development Strategy for Calgary entitled Calgary: Building on our energy. One of the six key areas of focus is our creative energy – fostering Calgary as a city of vibrant, livable and sustainable communities.

The presence of an arts development strategy in alignment with an economic development strategy, a tourism strategy, and other city development strategies will ensure we are, together, building a strong city where people want to visit, do business or are proud to call home. This is why Calgary Economic Development is a proud signatory of LIVING A CREATIVE LIFE.