



## 2025 Annual Progress Report Summary

### 2024: A year in review

In 2024, Calgary showed resilience in the face of global economic challenges including inflation, housing affordability and labour market volatility.

The city's strong population growth, continued economic diversification and targeted initiative, – such as strategic talent development, the establishment of innovative environments for real-life testing of ideas and products, and community-focused growth measures – helped position Calgary as a national leader in innovation, business environment and economic adaptability. Key milestones included the launch of the Blue Sky City brand, reinforcing Calgary's reputation as a dynamic city of opportunity alongside initiatives that supported growth in Calgary's economy and community.

### Looking ahead to 2025 and beyond

Calgary is navigating a shifting economic landscape, shaped by geopolitical uncertainty and the risk of slowing growth.

To remain resilient, the city must continue expanding trade and foreign direct investment, addressing affordability and investing in infrastructure. By prioritizing innovation and cross-sector collaboration in areas such as clean energy, technology, aerospace, logistics and data centers, Calgary is well-positioned to stay competitive — a city where businesses can thrive and talent can make both a living and a life.



Data sources are available  
in the Uplook 2025 Annual  
Progress Report. **Scan or  
click to access the full report**

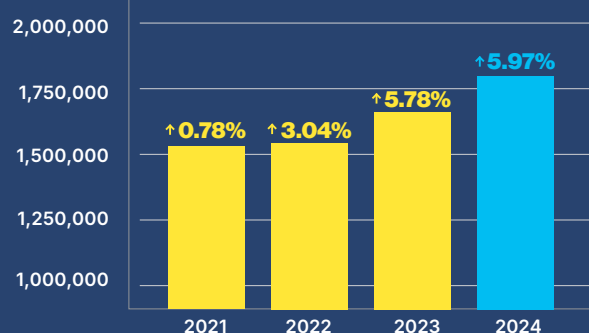
# Progress on Key Drivers

## Talent

### Home to bright minds

In 2024, Calgary's growing population and the strategic investments in skills development programs strengthened Calgary's talent pool and helped drive long-term economic growth. These programs help people find jobs, employers find workers they need and support economic inclusion of newcomers to thrive in a rapidly evolving job market.

*Calgary's growing population expanded its workforce and continued to support diversification of the economy.*



#### Case Study: Bridging Education & Industry

TalentED YYC connected 2,900 students with 1,300 employers, generating up to \$14 million in economic impact. Over 45 per cent of placements supported equity-deserving students, helping businesses access fresh talent while fostering a more inclusive workforce.



#### Investing in Workforce Readiness

Initiatives like The Knowledge Society (TKS) and SkillUp prepared Calgarians for emerging industries, with TKS launching its global HQ in Calgary and SkillUp training newcomers in trades with a 90 per cent employment success rate.

## Livability

### The best place to build a life

Calgary reclaimed its position as the most livable city in North America in 2024. Despite rising affordability pressures that have challenged quality-of-life perception, strategic investments in community infrastructure and inclusive cultural programming ensured Calgary remained an attractive and vibrant place to live and work with business leaders in key external markets continuing to see Calgary as a place of possibility.



#### Case Study: Arts Driving Connection

Organizations funded by Calgary Arts Development hosted over 37,000 arts events citywide, creating 12,000 opportunities for artists and employing more than 800 staff. Public art reached 63 neighborhoods, fostering a deeper sense of belonging and reinforcing Calgary's cultural vibrancy.



#### Investing in Culture & Community Spaces

Major projects are reshaping Calgary's cultural landscape — with the BMO Centre expansion now complete and work underway on Scotia Place and the Arts Commons transformation. At the same time, events such as the Chinatown Street Festival and the Lantern Festival are bringing Calgarians together.

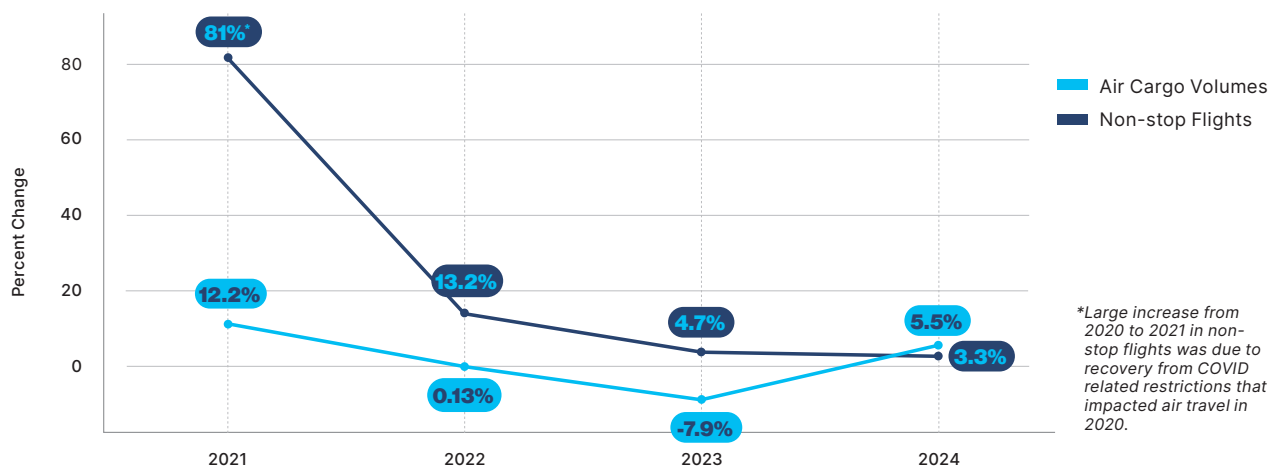


# Business Environment

Top location for business

In 2024, Calgary reaffirmed its status as a top business destination through streamlined city-business processes, targeted R&D investments, and innovative initiatives like the Living Labs program and the 5G Discovery Zone. A 22% surge in direct flights and rebounding air cargo volumes further bolstered global connectivity. Calgary Economic Development created or retained nearly 7,500 jobs and attracted over \$719 million in investment, while emerging regional partnerships such as Invest Greater Calgary are poised to advance a dynamic business ecosystem.

## Calgary's expanding air connections support business growth and global trade.



### Case Study: Strengthening Regional Collaboration

Invest Greater Calgary launched a three-year pilot with eight municipalities to position the region as a leading investment hub. Focused on job creation, investor support and workforce attraction, the initiative strengthens Calgary's appeal as a cohesive and competitive economic center.



### Innovation Driving Connectivity

The 5G Discovery Zone, Canada's first downtown 5G test environment, launched in 2024. A collaboration between Rogers, Platform Calgary, Calgary Economic Development and the City of Calgary, the zone allows innovators to explore next-generation connectivity, enhancing business and technological advancement.

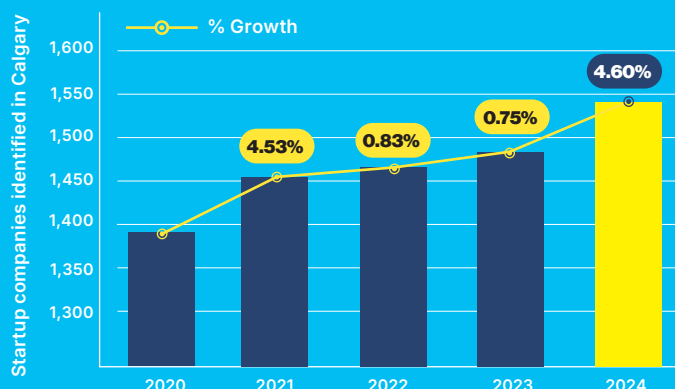


# Innovation

## A creative hub

Calgary's innovation ecosystem gained momentum in 2024, with a 4.6 per cent increase in the number of startups and steady venture capital backing. The city also earned recognition among the top 50 emerging startup ecosystems and as North America's fastest growing center for tech talent, reinforcing its position as a key location for emerging industries and business growth.

### Calgary's expanding startup ecosystem fuels innovation and entrepreneurship.



### Case Study: OCIF Advancing Innovation

The Opportunity Calgary Investment Fund (OCIF) made six major funding announcements, supporting initiatives like TECHNATION, which created 250 work-integrated learning opportunities. Investments in aerospace, construction and the National Bank Investor Hub strengthened Calgary's role as a leader in talent development and inclusive growth.



### Fueling Investment & Entrepreneurship

Calgary maintained strong venture capital investment despite national headwinds in the tech sector — a clear sign of the city's momentum and growing potential to be Canada's innovation capital.

## Brand An iconic city

Calgary's reputation as a hub for innovation and opportunity flourished in 2024, with 74 per cent overall favourability. Events like the record-setting Calgary Stampede, Chinook Blast and the thriving film and television industry reinforced Calgary's appeal as a culturally vibrant destination for business, investment and creativity.



### Case Study: Blue Sky City — A Brand for the Future

Calgary introduced the Blue Sky City brand to celebrate innovation, diversity and possibility. Rooted in the values that define our community, it brings Calgarians' stories together under a bold, inclusive identity that embodies our shared vision for the future.



### Bringing the Brand to Life

In 2024, civic partners embraced the Blue Sky City brand. Tourism Calgary launched a comprehensive campaign, Sport Calgary unveiled a refreshed identity celebrating a thriving sports culture, and activations — from the Calgary Pride Parade to the First Flip Pancake Breakfast — amplified Calgary's dynamic, inclusive identity.