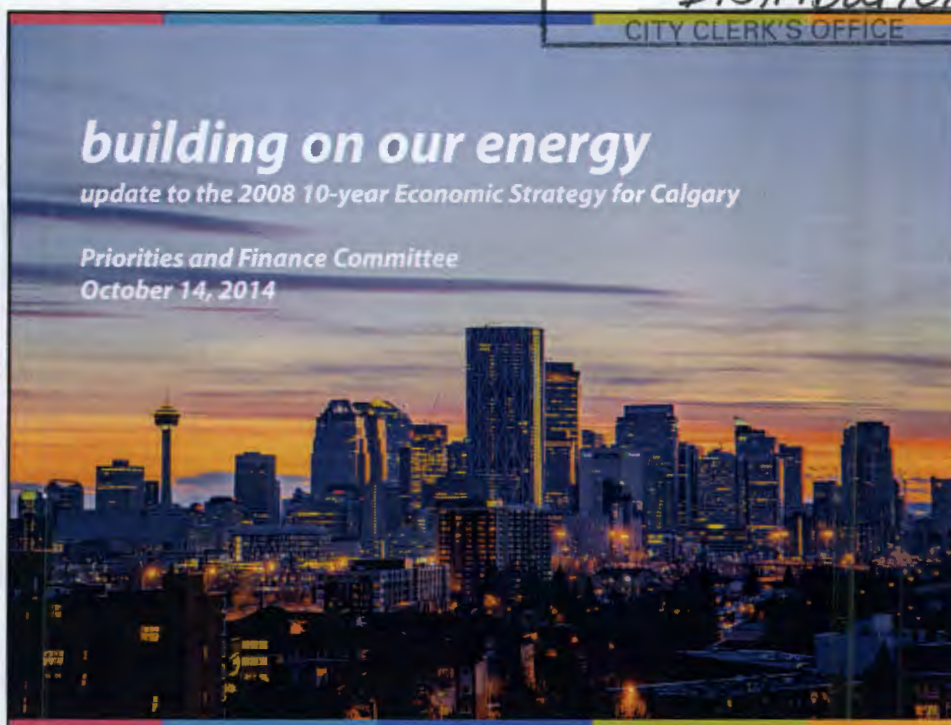


OCT 14 2014

ITEM:

PFC 2014-0809
Distribution

CITY CLERK'S OFFICE



today's objective

That the Priorities and Finance Committee recommends that Council:

1. Adopt the report Building on our Energy: an Economic Strategy for Calgary – October, 2014 including implementation plan in Attachment 1; and
2. Direct Calgary Economic Development Ltd. to provide an annual report on Building on our Energy: an Economic Strategy for Calgary to Priorities and Finance Committee no later than December, commencing 2015 December.



agenda

- 1 timeline of activities
- 2 measuring progress
- 3 core metrics from the vision
- 4 implementation & leadership



timeline of activities

Mayor's CEO roundtable
100 participants 2012

Evaluate 2008 Strategy
Q1 2013

SWOT Analysis
Q4 2013

City-Funded Agencies
Q1 2014

Economic Summit
Q2 2014

Launch
Q4 2014

Stakeholder Interview & Focus Groups
220 participants 2013

Best Practices
Q1 2013

Project Advisor Committee
4 meetings 2013-2014

Approval of Direction at PFC
Q2 2014

PFC and City Council
Q3 & Q4 2014

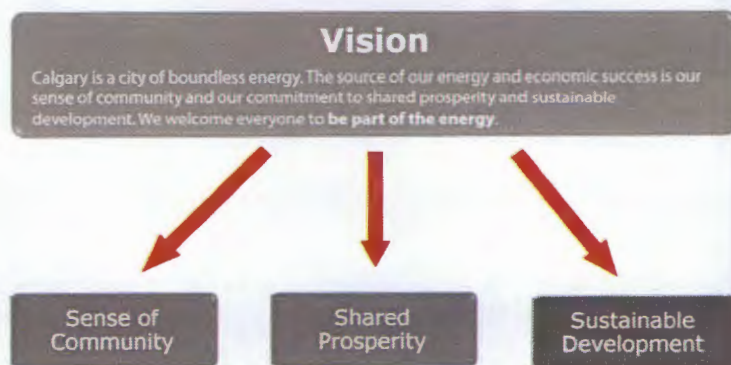
Implementation
On-going



measuring progress



core metrics from the vision



core metrics – sense of community



How we feel about ourselves as well as
how others perceive us



1. Percentage of Calgarians ranking overall quality of City services is good or very good. (2013 = 95%; target = 96%)
2. Percentage of Calgarians involved in neighbourhood and community events (2013 = 32%; target = 36%)
3. Percentage of Calgarians agreeing that Calgary is a great place to make a life (2013 = 89%; target = 90%) and that overall quality of life is good (2013 = 88%; target = 90%)
4. Percentage of Canadians in national perceptions research ranking overall perceptions of Calgary as favourable (2014 = 74%; target = 76%)

calgary
be part of the energy

7



core metrics – shared prosperity



Increase in overall prosperity as well as
how effectively prosperity is distributed
across Calgary



1. Percentage of Calgarians agreeing that Calgary is a great place to make a living (2013 = 90%; target = 90%)
2. Percentage of Calgarians spending more than 30% of their gross family incomes on housing (2009 = 17.6%; target = 17.4%)
3. Percentage of all people in Calgary living at or below Statistics Canada Low Income Cut-Off Before Tax (2011 = 9.1%; target = 9.0%)
4. Overall increase in Calgary's Employment Rate (Calgary Economic Region 2013 = 70.6%; target = 71.7%)



core metrics – sustainable development



purposeful diversification of the economy
as well as the city's built form



1. Non-residential assessment share of total assessment (2014 = 26.9%; target = 29%)
2. Non-oil and gas diversification score (2011 = 66.1 out of 100; target = 68)
3. Overall gross domestic product (GDP) for all industries (Q3 2014 = \$116 billion expressed in 2007\$; target = \$130 billion)
4. Land Use Diversity Index (2012 = 0.53 out of 1; target = 0.55)
5. Residential Diversity Index (2012 = 0.20 out of 1; target = 0.22)



leadership and implementation



leadership and implementation

Agencies Receiving City of Calgary Funding



City Administration



Other Key Stakeholders



leadership and implementation



thank-you



aligning with council priorities

