

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.

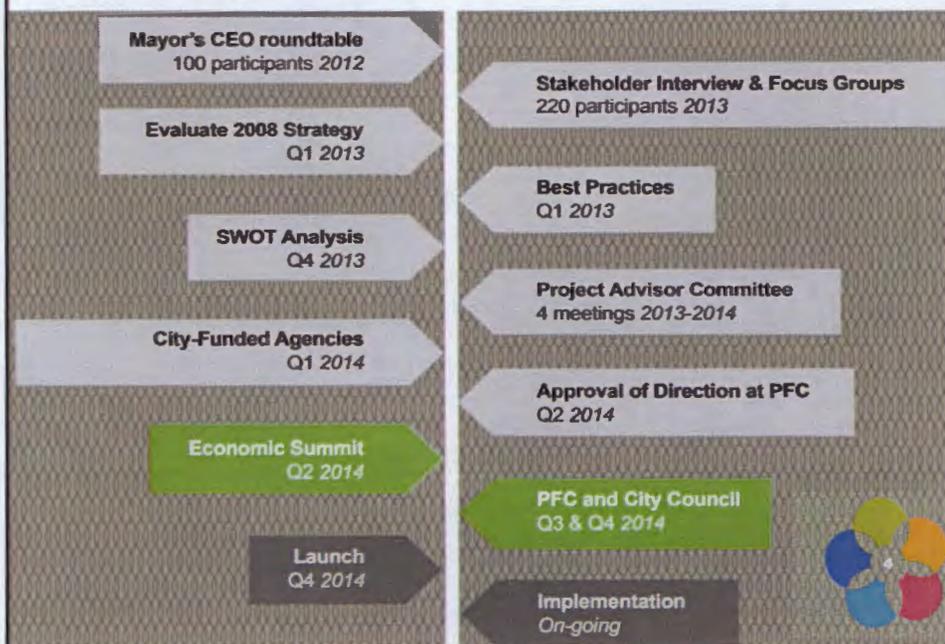


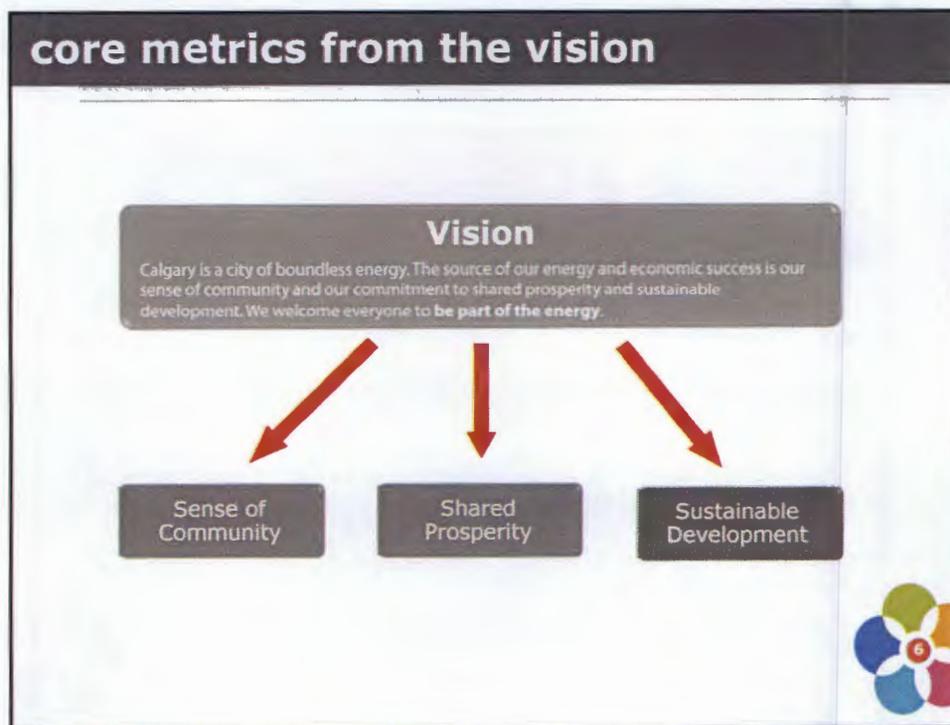
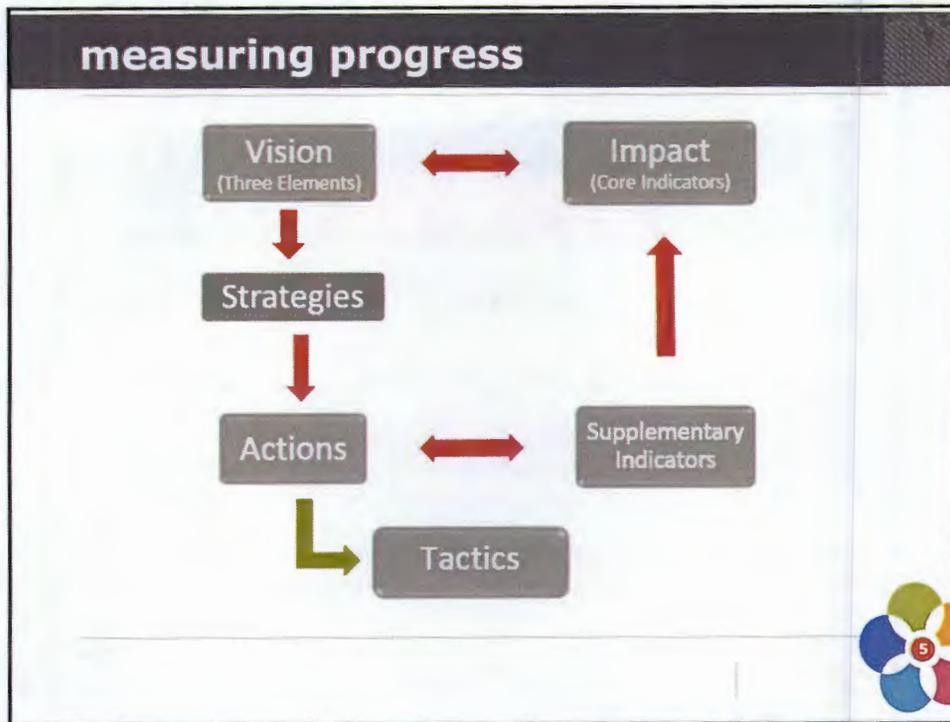
agenda

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



timeline of activities





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



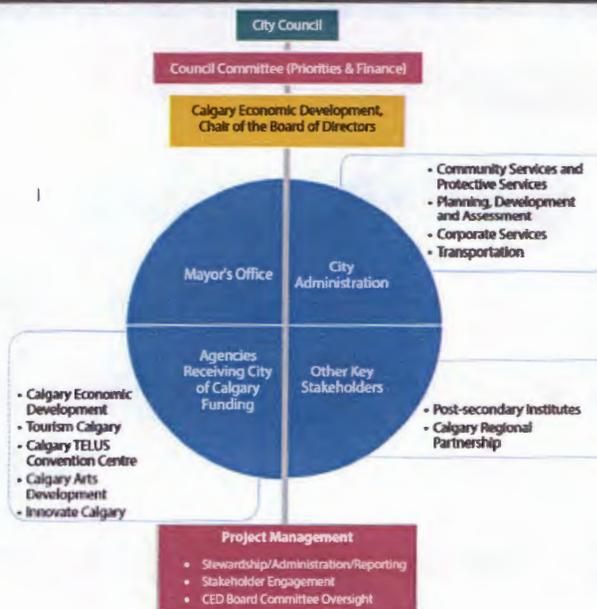
purposeful diversification of the economy as well as the city's built form



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

