



Building on our Energy: An Economic Strategy for Calgary – Update to the 2008 10-year strategy

<u>Vision:</u> <i>Calgary is a city of boundless energy. The source of our energy and economic success is our sense of community and our commitment to shared prosperity and sustainable development. We welcome everyone to be part of the energy.</i>					
<u>Mission:</u> <i>To align the City of Calgary, its civic partners, private sector and other community organizations in achieving economic competitiveness, embracing shared prosperity and building a strong community.</i>					
<u>Global Energy</u>	<u>Entrepreneurial Energy</u>	<u>Innovative Energy</u>	<u>People Energy</u>	<u>Community Energy</u>	<u>Collaborative Energy</u>
Calgary is an undisputed global energy centre. Our international reputation attracts new people, investment and businesses as we strengthen the energy value chain. G1. Build on Calgary’s position as the centre for responsible energy development and leadership. G1.1 Promote the social, environmental and innovative advancements in the energy industry. G2. Leverage the strength and international reach of the energy industry to high-potential sectors. G2.1 Collaborate to enhance the effectiveness of international investment and trade missions. G2.2 Collaborate with high growth, energy related industries to maximize investment and trade opportunities.	Calgary is a magnet for businesses fostering pathways to purposeful economic diversification and growth. E1. Focus on our strengths to identify high-potential sectors and help them grow. E1.1 Make Calgary more competitive and maximize growth opportunities by increasing local intelligence outreach. E1.2 Build financial services capacity to grow and attract international financial institutions (banks, fund management, investment firms, private equity). E1.3 Ensure a sufficient, available supply and financing capacity for future industrial and employment land development within Calgary and the region. E1.4 Solidify the region’s position as western Canada’s premiere distribution and logistics hub. E1.5 Grow the creative industries and the digital economy. E1.6 Grow tourism through enhanced local attractions and better collaboration with world-class regional destinations E2. Provide business and entrepreneurs the support to grow. E2.1 Support continued improvement in development approvals and red-tape reduction initiatives. E2.2 Improve the business support system to early stage and entrepreneurs. E2.3 Develop pathways to entrepreneurship for future leaders and youth.	Calgary fosters a culture of innovation where problems are solved through a systems approach harnessing the power of technology. I1. Leverage the strength of the energy industry to establish Calgary as a preferred location in Canada to successfully start, build, and grow early stage technology companies. I1.1 Establish and strengthen linkages between the energy and technology sectors. I1.2 Build connections, capital flows and knowledge transfer between the energy finance and technology finance communities. I1.3 Attract foreign direct investment and trade opportunities for the technology sector. I2. Promote a culture of innovation throughout industry, the public sector, educational institutions and community agencies. I2.1 Establish new and support existing hubs of innovation, providing virtual and physical spaces where communities of interest can exchange ideas. I2.2 Enhance guidance, mentoring and coaching available to first time entrepreneurs. I2.3 Integrate entrepreneurship and intrapreneurship content in post-secondary education programs to meet the future labour force needs of the technology sector. I2.4 Celebrate and promote innovation and entrepreneurship.	Calgary embraces social inclusion and shared prosperity. P1. Invest in equal opportunity and prosperity for all Calgarians. P1.1 Maximize the potential of all Calgarians to meet all of the region’s labour needs. P1.2 Support the shared economy as outlined in ‘Enough for All’ (the Calgary Poverty Reduction Initiative). P1.3 Collectively map, develop and implement a welcoming program for newcomers to Calgary.	Calgary is a vibrant, urban and prosperous community that offers people friendly neighbourhoods, diverse housing, and inspirational spaces. C1. Build Calgary as a model city for sustainable development and affordable living. C1.1 Build a range of housing options for all ages, income groups and family types and to meet the needs of residents today and tomorrow. C1.2 Direct future growth in a way that fosters more compact and efficient use of land, creates complete communities, allows for greater mobility choices and enhances vitality and character in local neighbourhoods. C2. Build and promote Calgary as a city to live a creative, active life. C2.1 Develop an integrated, multi-modal transportation system that supports a prosperous and competitive economy. C2.2 Address greater connectivity between Calgary’s primary cultural, recreation and commercial districts in the Centre City (Stampede Park to Calgary Zoo and Inglewood to Downtown West Village, Rivers area). C2.3 Establish Calgary as an artistically vibrant city and cultural destination in Canada. C2.4 Build a city where all Calgarians can participate in sport and recreation to the extent they choose.	<u>Calgary is the best place to live in Canada, with strong collaboration between public, private and non-profit sector partners in building a great city.</u> B1. Tell Calgary’s unique and compelling story with one voice. B1.1 Position Calgary as the location of choice to live, visit, meet, do business and invest. B1.2 Showcase Calgary’s urban assets to the world and increase citizen participation in events and festivals. B2. Connect organizations and individuals to build collaboration, leadership and reporting on the activities of the Economic Development Strategy for Calgary. B2.1 Implement the Economic Development Strategy.