



Calgary

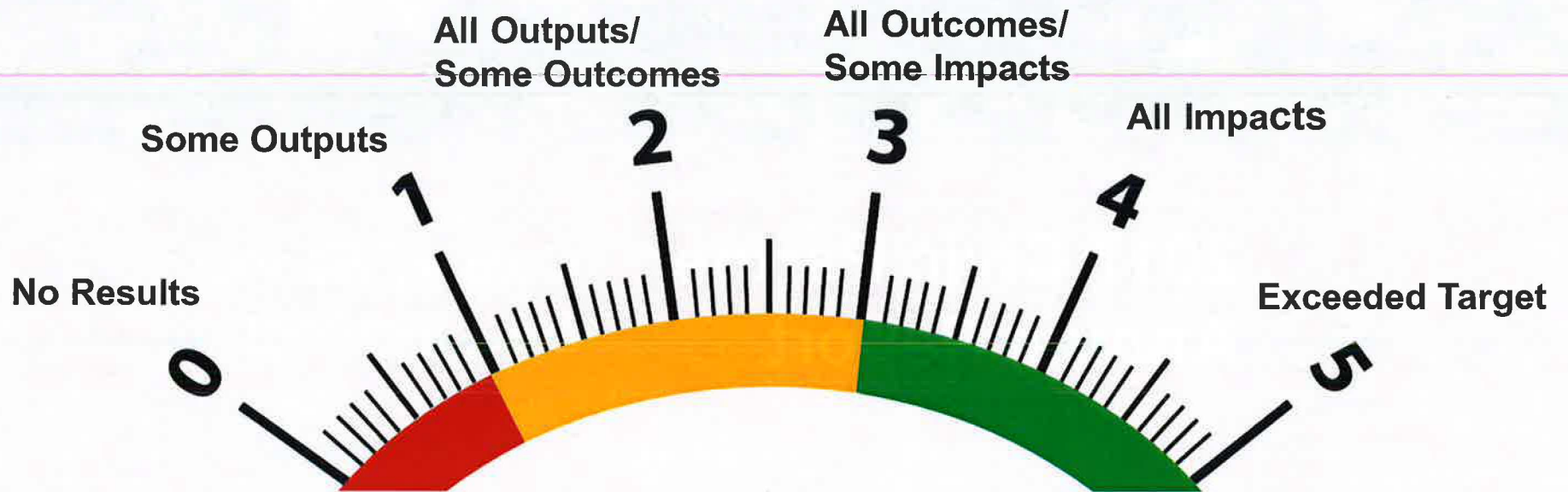


2017 Civic Partner Annual Report

*Calgary Economic
Development*



2017 Performance



Business Plan Tactics





Red	0
Yellow	0
Green	15
Score	3.7





2017 Results – balanced scorecard

Over \$520M of GDP value was generated through our work

	2017 Target	2017 Actual
 Companies engaged/attracted Companies retained/expanded Total companies	38 <u>28</u> 66	38 <u>29</u> 67
 Trade & investment deals	10	6
 # of direct/indirect jobs created/retained	3,000	5,719
 Film production	\$175M	\$178M

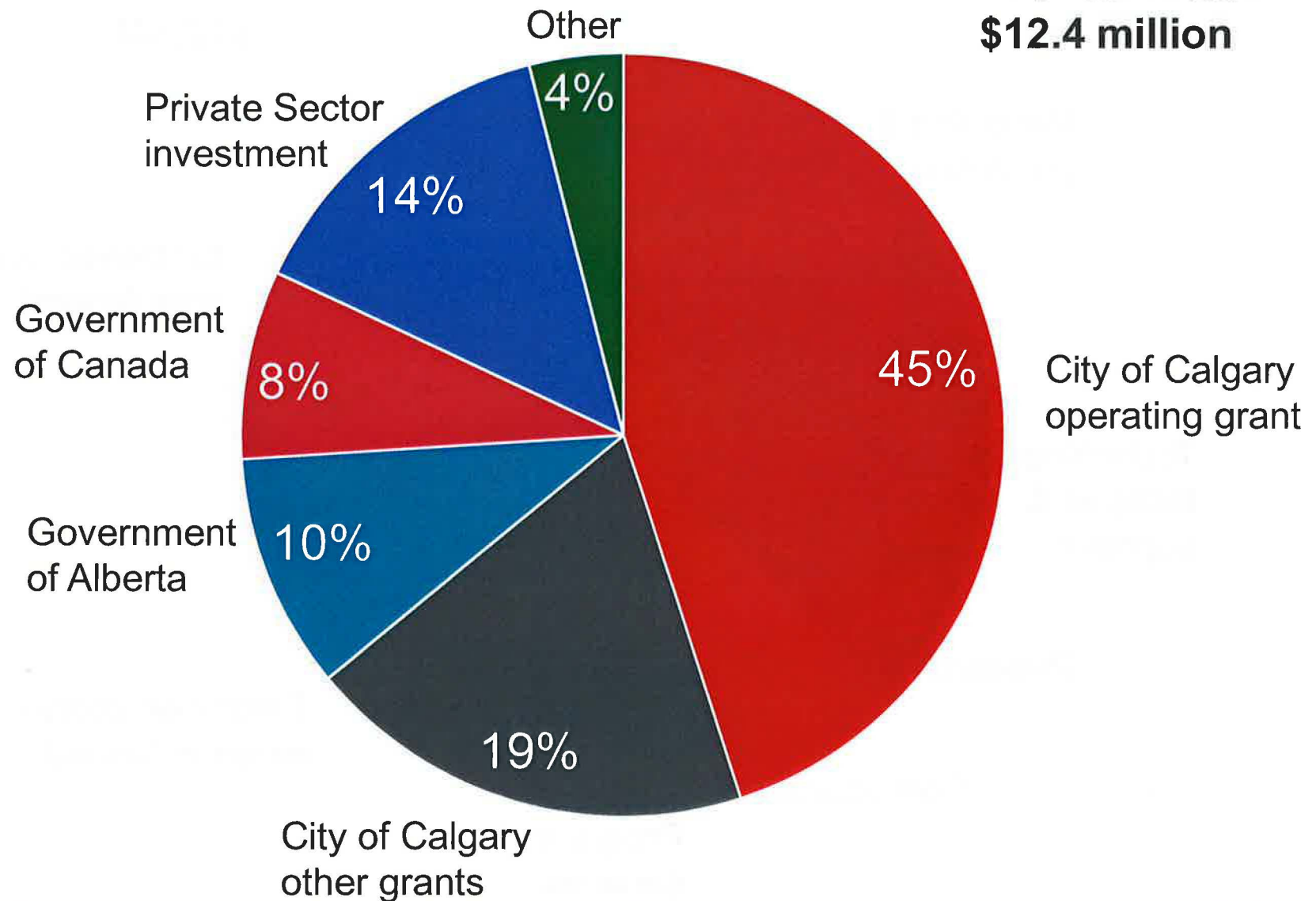


2017 Results – balanced scorecard

	2017 Target	2017 Actual
 Completion of economic strategy tactics	87%	87%
 Favorability of people who work with us	80%	83%
 Canadian business leaders have favourable perceptions of Calgary	75%	79%
 Leveraged funding	\$2.55M	\$2.39M

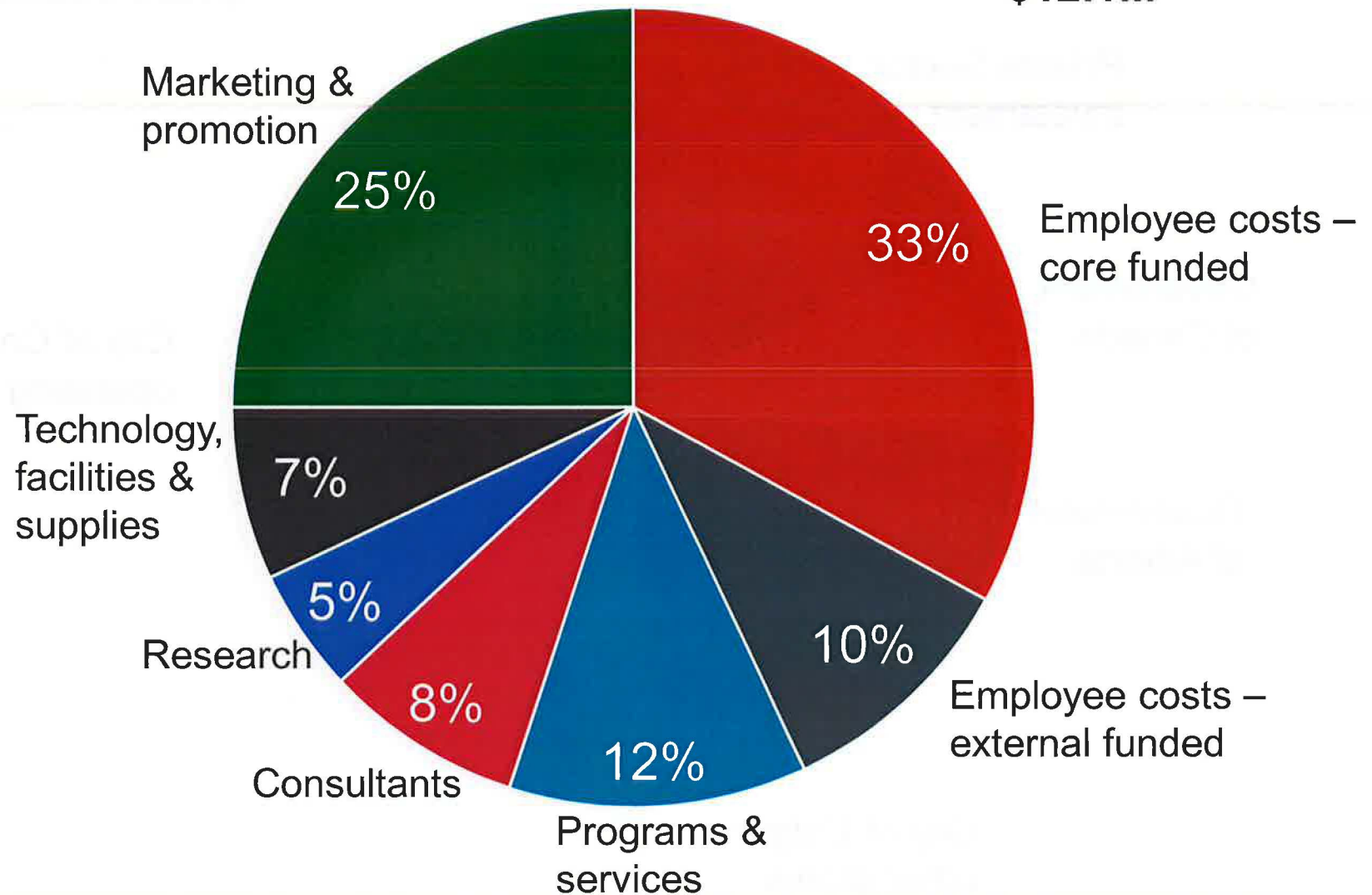
2017 sources of revenue

**2017 Revenue:
\$12.4 million**



2017 expenses

2017 Expenses:
\$12.1M



2017 Performance

- I. \$574M in GDP with 67 companies attracted & expanded creating 5,719 jobs
- II. Record year with \$178M in film & television production
- III. Launched lead generation, new market approach & aligned campaigns
- IV. Automated internal processes including CRM, Expenses, HR System & Kudos
- V. Completed major research projects: Business Confidence (2x), National Perceptions, Cost Competitiveness, Action Calgary Assessment
- VI. Sold WORKshift

Resilience & Innovation

- I. Brought Startup Calgary into the organization
 - i. 2200 people went through programs & 80 startups were formed
- II. Amazon HQ2 bid which generated 150M impressions, a 71% increase in website traffic overall in Q4 and our US traffic more than doubled
- III. Supported the innovation ecosystem
 - i. Rainforest Alberta
 - ii. Calgary Innovation Coalition
 - iii. Evolve U
 - iv. Blockchain Coalition
 - v. PivotTech & customized tech training
- IV. Collaborated with City to create \$100M Opportunity Calgary Investment Fund
- V. Initiated the update to the Economic Strategy
 - i. Focus on talent, innovation, place and business friendliness