

Who we are

Calgary Economic Development is in the business of facilitating prosperity.

We are conduits, connectors, catalysts and storytellers for an entrepreneurial and innovative city. We collaborate with stakeholders to advance economic growth and diversification to create opportunities for all Calgarians and to build a vibrant sustainable community.

As stewards of the long-term economic strategy for Calgary, our efforts are driven by enduring goals that enable sustainable prosperity. We connect people and companies with resources to help them prosper in new markets and feel at home doing business in our city.

Over the past year, we have had the opportunity to work with many organizations both from Calgary and around the world. Each year, we measure how our clients feel about the organization and we are very proud that the favourability score saw a nine-point jump from 74 per cent in 2016 to 83 per cent in 2017.

Our Board

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Chair, Corporate Director
Community Volunteer

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Thank You Action Calgary Partners

We would like to thank every one of our partners for their guidance and continuous support over the past year. With their support, we can tell Calgary's story to more people in more places. We greatly appreciate all they do for us.

Platinum



Gold



Silver

Aecon Group

Cenovus Energy

GE Canada

Redpoint Media
Group

University of
Calgary

Aspen Properties

Dentons

Graham

Resorts of the
Canadian Rockies

Valhalla

ATCO Group

DIRTT
Environmental
Solutions

Joe Media Group

RGO

WMC

Birchcliff Energy

JWN Energy

SAIT

WestJet Airlines

Bow Valley College

ENMAX

KPMG
Mount Royal
University

Siemens Canada

Brookfield
Residential

Evans Hunt

Nexen Energy

Suncor

Calgary TELUS
Convention Centre

EY

Sunesis

Bronze

Axia FibreNet

Calgary Airport
Authority

Cresa Calgary

KORITE

St. Mary's University

Bennett Jones LLP

Calgary Folk Music
Festival

First Calgary
Financial

Nutrien

Stone-Olafson

BOWEN Workforce
Solutions

Calgary Municipal
Land Corporation

Glenbow Museum

Osler, Hoskin &
Harcourt LLP

Theatre Calgary

Burnet, Duckworth
& Palmer LLP

Calgary Opera

GlobalFest

PwC

V Strategies Inc.

Business
Development Bank
Canada

Calgary Zoo

Haworth
Heritage Business
Interiors

Quality Move
Management Inc.
RPC Group Inc.

YMCA Calgary

A Year in Review

As an organization, we measure our progress in five areas – Accelerating Sector Development and Diversification; Inspiring Stakeholder Collaboration; Enhancing Calgary’s Image; Building an Authentic Brand for Calgary Economic Development; and, an internal measure, Enhancing Organizational Excellence.

In addition to our core operating grant from the City of Calgary and the generous community investment from the private sector, our work continued to be supported by \$10 million in additional funding. The end of 2017 marked the midpoint of three year \$10 million funding from The City of Calgary resiliency funding, Government of Alberta and Government of Canada to diversify the economy.



Balanced Scorecard

	2016	2017
Accelerate sector development & diversification		
Companies won	37	67
Trade and investment deals supported	1	6
Direct/indirect jobs created/retained	1,561	5,719
Film production	\$165.5 M	\$178 M
Inspire stakeholder collaboration		
Completion of economic strategy tactics	87%	87%
Non-core funding	\$11.6 M	\$2.4M
Enhance Calgary’s image		
Canadian business leaders have favourable perception of Calgary	75%	79%
Build an authentic brand for Calgary Economic Development		
Favourability of people who work with Calgary Economic Development	74%	83%

Accelerate sector development and diversification

We helped attract, expand and retain 67 companies in 2017 – compared to 37 in 2016 – which supported the creation of 5,719 direct and indirect jobs in Calgary. That’s more than a three-fold increase in the number of jobs from 2016. Our work contributed \$520 million to Calgary’s GDP.

The six trade agreements signed in 2017 – up from one a year earlier – are part of a greater focus on developing new markets for Calgary companies. We participated in government trade and investment missions to Asia, Middle East and U.S. markets – including Silicon Valley – to recruit growing companies as well as investors in our major sectors.

Calgary continues to offer exceptional value to companies as a source of high quality and available talent and economical real estate, low cost of doing business and high quality of life. Calgary’s ever-resilient economy created 16,000 jobs in 2017 and we are working with numerous stakeholders to ensure our workforce has the right skill sets for the new economy.

The speed at which technology is transforming our primary industries continued to accelerate. The convergence of numerous technologies, including: artificial intelligence, cyber-security, block-chain, advanced sensors, autonomous vehicles,

and 3-D printing is creating opportunities for established companies and startup ventures. We continued to support the growth of an innovation ecosystem as members of Rainforest Alberta and the Calgary Innovation Coalition.

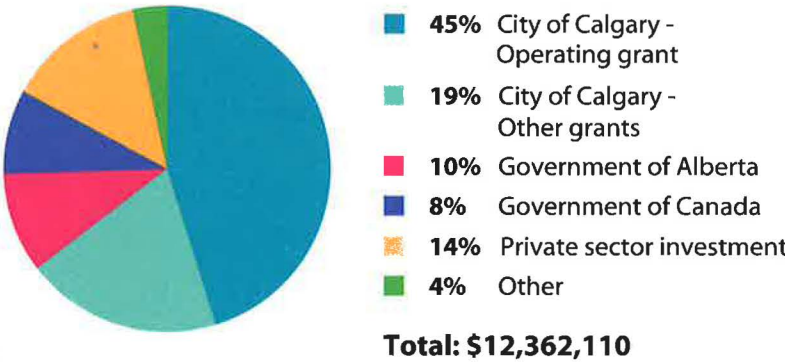
Our activities included enabling Startup Calgary to enhance their services, collaborating with industry to identify the skills gaps and connecting companies with local talent through human-resource events, like PivotTECH. In addition, we attracted Silicon Valley accelerator RocketSpace into the Calgary market.

Within creative industries, film and TV production reached a record \$178 million in southern Alberta in 2017 and the Calgary Film Centre continued our tradition of excellence when the FX Networks’ Fargo won Emmy and Golden Globe awards.

To showcase some of Calgary’s high-growth sectors – agribusiness, logistics and supply management, creative industries, and all forms of energy – we collaborated with governments and industry to host the annual Stampede Investment Forum in July.

We worked to ensure Swoop, WestJet Airlines’ ultra low-cost carrier, and the Amazon Distribution Centre were based here. We also advocated for Calgary to be home to the Canadian Infrastructure Bank (CIB) and the National Energy Board. While the CIB ended up going elsewhere, the awareness of what Calgary offers, and our role in the Canadian economy continues to grow.

2017 Revenue



Enhancing Calgary's Image

We recognized the immense opportunity to leverage the hype around the Amazon HQ2 process. Our marketing shifted to recruiting Amazon and we used the platform to showcase Calgary's value proposition. The cheeky *we'd fight a bear for you* marketing campaign earned Calgary extensive media and social media attention worldwide.

A significant element of the Amazon campaign was the engagement of Calgarians through an on-line community of almost 1,500 people that added great ideas to our bid and told stories to reinforce the community pride in our city.

The Amazon campaign, along with targeted media outreach throughout the year led to mentions of Calgary in the New York Times, Financial Times, CNN, BusinessWeek, WIRED and other influential media created unprecedented awareness for the city.

Our research indicates 79 per cent of Canadians have a favourable impression of doing business in Calgary, up from 75 per cent a year ago.



More than
1,000
STEM people
attended **PivotTECH**
event on transitioning
to new opportunities

13M
impressions on
#AmazonYYC

More than
5,900
people attended
162 events at the
Global Business
Centre in 2017

Inspiring Stakeholder Collaboration Startup Calgary

As we foster greater entrepreneurship, bringing Startup Calgary in our organization last June has been a tremendous success. By creating a more predictable funding model, the Startup Calgary team has grown to expand their programs creating opportunities for people with a business idea. Thousands of Calgarians have participated in courses and training sessions Startup has hosted since it came under the Calgary Economic Development umbrella. The high-energy events have led to the formation of over 80 startups.

Opportunity Calgary Investment Fund

The City of Calgary initiative to support catalytic investments meant to transform the economy was launched in June in response to the historic recession. Calgary Economic Development administers the \$100 million Fund, which is governed by a Board of Directors comprised of volunteers from the business community. The governance model and operating procedures were developed in 2017 ahead of officially launching the Fund in spring 2018.

Economic Strategy

Everything we undertake is guided by a long-term economic strategy for Calgary and we started the process to developing a new strategy for the city in late 2017. A committee of business and community leaders initiated a series of focus groups, competitiveness assessments and industry roundtables that identified key themes and assessed our city's strengths and weaknesses, as well as the opportunities and threats. A new strategy will be presented to City Council in 2018.