

The background of the slide is a composite of two night-time photographs of Calgary. The top half shows the illuminated clock tower of the Calgary City Hall against a dark sky, with a street lamp visible on the left. The bottom half shows a wet, reflective street at night, with blurred light trails from passing vehicles and a person standing on the sidewalk on the left.

Calgary



2017 Civic Partner Annual Report

*Calgary TELUS
Convention Centre*

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER

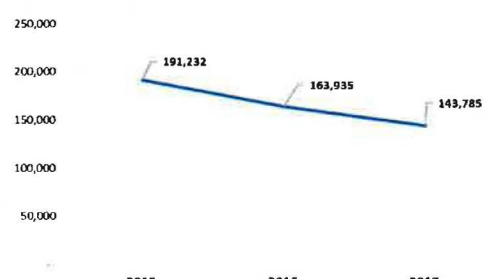
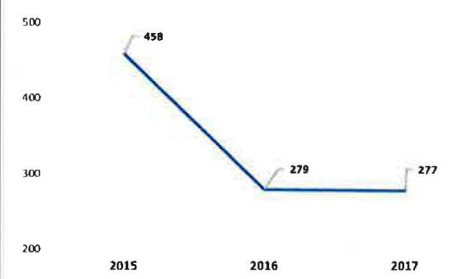


MAY 14 2018

ITEM: 5.1 CPS2018-0577
Distribution
CITY CLERK'S DEPARTMENT

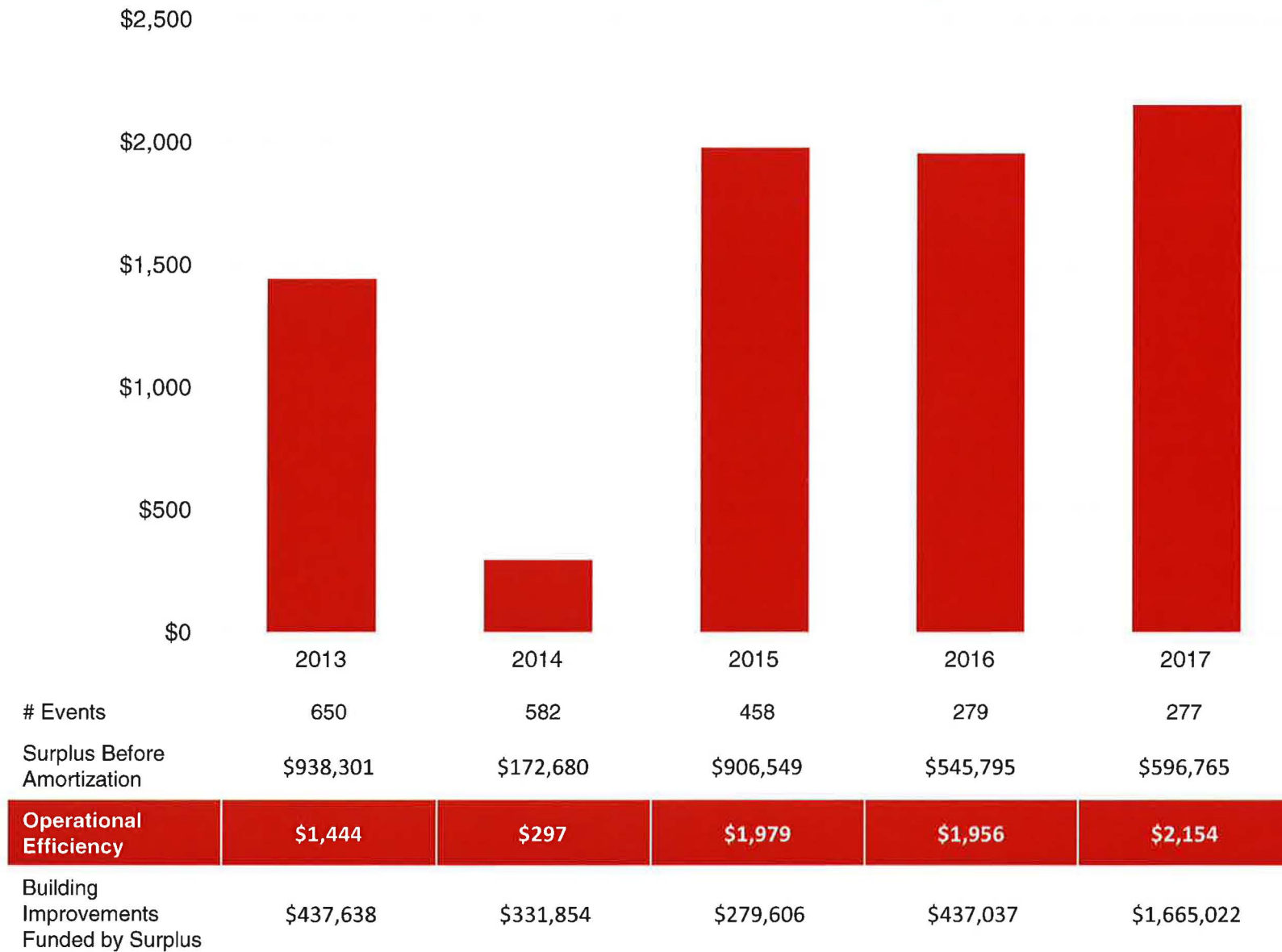
2017 Accomplishments

- New vision, organizational restructuring and refreshed focus on high-end customer service and attention
- Secured Rotary International Convention - 2025
- CTCC, MCC and BMO Centre at Stampede Park – joint marketing initiative
- Leveraging resources to increase business potential (City of Calgary, Calgary Economic Development, Tourism Calgary, Calgary Hotel Association, etc.)
- Grew Calgary Champion Program by 15 to current total of 83 Ambassadors
- Secured IEEE conference in late 2017 for April, 2018 (2300 delegates from 151 countries attending)

2017 Performance

How much did we do?																	
Number of delegates  <table border="1"> <thead> <tr> <th>Year</th> <th>Number of delegates</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>191,232</td> </tr> <tr> <td>2016</td> <td>163,935</td> </tr> <tr> <td>2017</td> <td>143,785</td> </tr> </tbody> </table>	Year	Number of delegates	2015	191,232	2016	163,935	2017	143,785	Number of events  <table border="1"> <thead> <tr> <th>Year</th> <th>Number of events</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>458</td> </tr> <tr> <td>2016</td> <td>279</td> </tr> <tr> <td>2017</td> <td>277</td> </tr> </tbody> </table>	Year	Number of events	2015	458	2016	279	2017	277
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Story behind the baseline <p>The beginning of 2017 was still a difficult economic climate. By Q3 2017, the Convention Centre began to see an uptick in activity as the economy began to slowly pick up. Our Q3 and Q4 were stronger than Q1 and Q2 but not enough to increase delegate numbers.</p> <p>Our new leadership structure was completed in Q3 and our new strategy began implementation in late 2017. The results of our new strategic direction will be more evident in 2018 and 2019 as we see the results of multiple strategic changes.</p>																	
How well did we do it?																	
Economic Impact  <table border="1"> <thead> <tr> <th>Year</th> <th>Economic Impact</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>22.4</td> </tr> <tr> <td>2016</td> <td>21.9</td> </tr> <tr> <td>2017</td> <td>26.2</td> </tr> </tbody> </table>	Year	Economic Impact	2015	22.4	2016	21.9	2017	26.2	Is anyone better off? Clients satisfaction  <table border="1"> <thead> <tr> <th>Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Rated as good/excellent</td> <td>95%</td> </tr> <tr> <td>Lower rating</td> <td>5%</td> </tr> </tbody> </table>	Rating	Percentage	Rated as good/excellent	95%	Lower rating	5%		
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Story behind the baseline <p>Numbers are increasing due to an increased number of non-local delegates.</p>																	
Story behind the baseline <p>Almost all clients rated their experience as good or excellent. Quarterly client satisfaction surveys were initiated in 2015.</p>																	

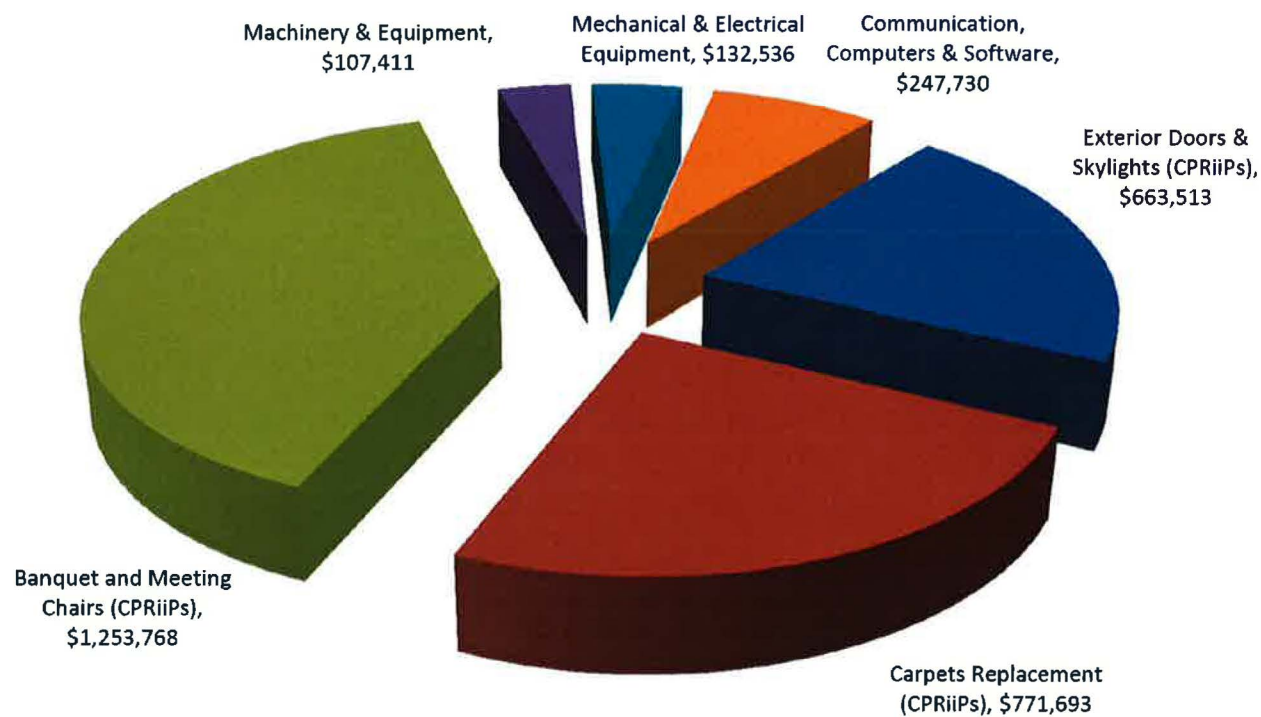
2017 Operational Efficiency



- *CTCC is an economic driver for Calgary;*
 - *Convention business promotes significant financial boosts to hotels, restaurants, transportation, and retailers*
- *CTCC participates in environmental efficiencies by;*
 - *Diverting 8,000 used banquet and meeting chairs from local landfills*
 - *Recycling 24,660 lbs. of used carpet*
 - *Implemented City of Calgary yard and food waste bylaw*
- *2,150 hours and 100 volunteers support the CTCC;*
 - *CCCA Board Members*
 - *Ambassadors + Client Servicing*



2017 Accomplishments – Capital Expenditures



CTCC Guiding Principles + Strategic Initiatives



- *Built a renovation and rejuvenation plan to better service Calgarians and out of town delegates*
- *Growing the business – identified 3 geographic and 5 industry verticals*
- *To date have installed 42 solar panels ,replaced 150 light fixtures (saving 3,153 Kilowatt hours of power)*
- *Developed an institutional “Green Program”*