

Updated August 28, 2014

building on our energy

update to the 2008 10-year Economic Strategy for Calgary
September, 2014

CITY OF CALGARY RECEIVED IN ENGINEERING TRADITIONS ROOM SEP 02 2014 ITEM: <u>PFC2014-0609</u> CITY CLERK'S OFFICE



today's objective

- That the Priorities and Finance Committee recommends that Council **adopt** the report *Building on our Energy*: an update to the 2008 10-year Economic Strategy for Calgary and **implementation** plan.



agenda

- 1 where we have been
- 2 updated strategy framework
- 3 aligning with council priorities
- 4 leadership and implementation
- 5 overarching metrics - KPI
- 6 resourcing the strategy
- 7 realizing success



where we have been

Mayor's CEO roundtable
100 participants 2012

Evaluate 2008 Strategy
Q1 2013

SWOT Analysis
Q4 2013

City Funded Agencies
Q1 2014

Economic Summit
Q2 2014

Launch
Q4 2014

Stakeholder Interview & Focus Groups
220 participants 2013

Best Practices
Q1 2013

Project Advisor Committee
4 meetings 2013-2014

Approval of Direction at PFC
Q2 2014

PFC and City Council
Q3 2014

Implementation
On-going

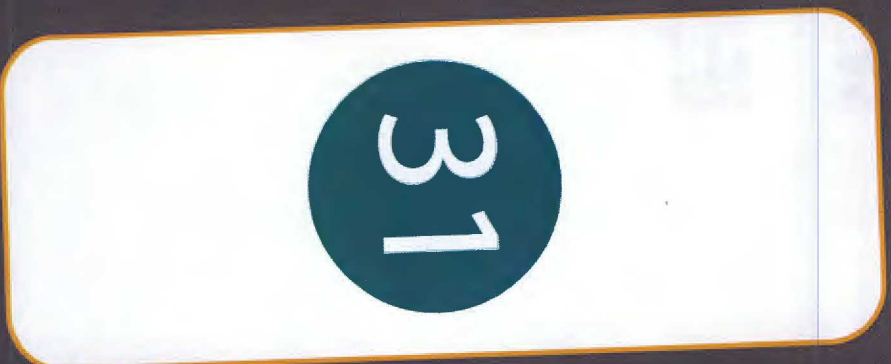


where we have been

2008 Actions



2014 Actions



updated strategy framework

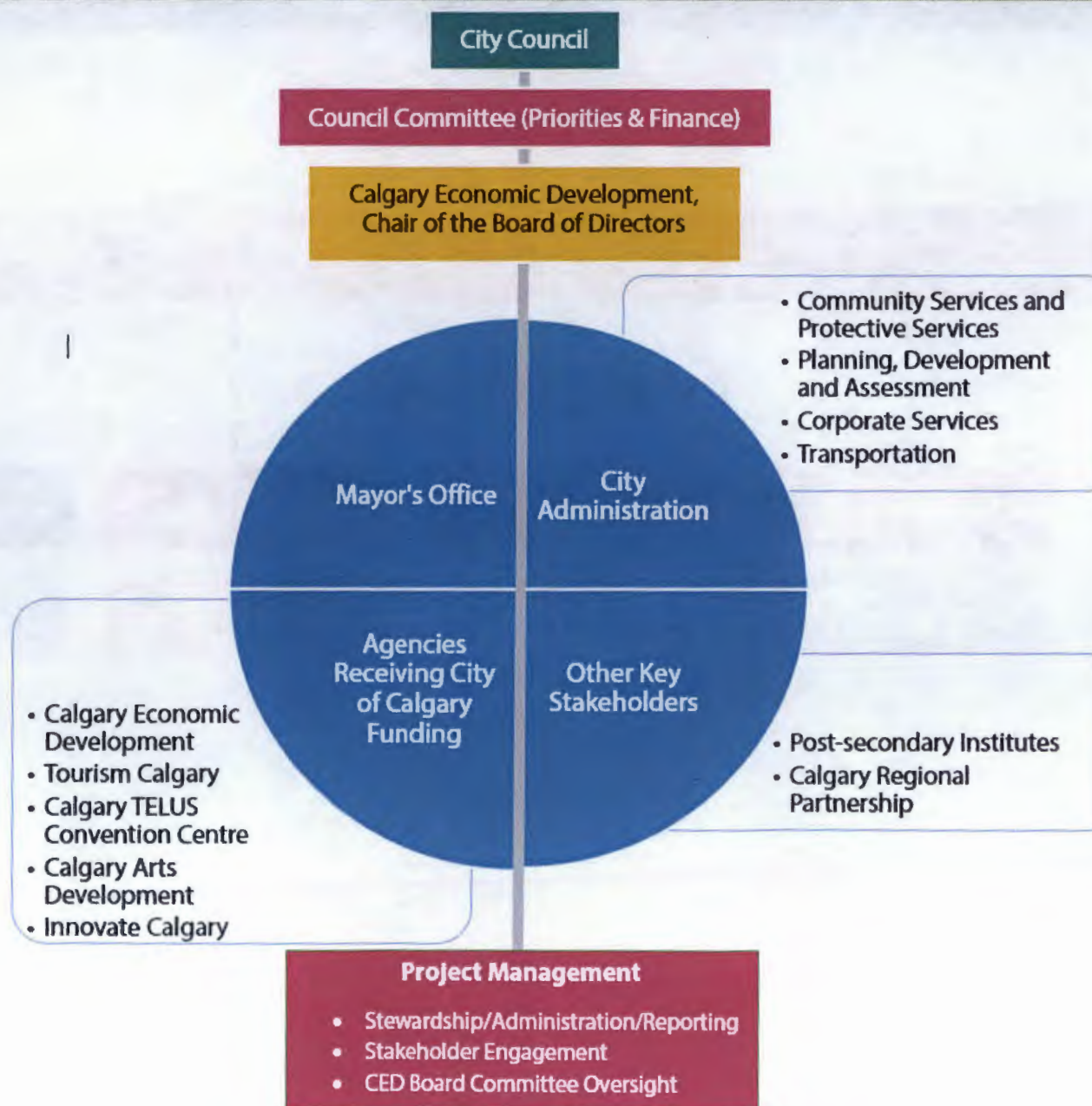


aligning with council priorities

Council Priorities



leadership and implementation



leadership and implementation

Agencies Receiving City of Calgary Funding

calgary economic
development



calgary TELUS convention
centre

tourism
calgary

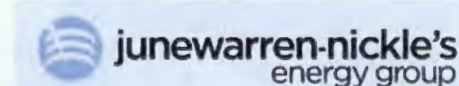
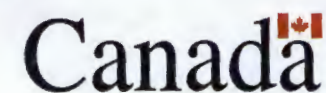
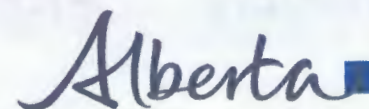
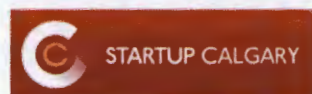
City Administration



Other Key Stakeholders



leadership and implementation



overarching metrics - KPIs



Non-residential assessment share of total assessment will grow from 25.8% to 28% by 2019.



Percentage of households spending more than they can afford on housing will decrease from 17.6% to 15% by 2019.



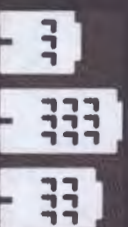
Non-oil and gas diversification score increases from 66.1 (2011) to 68 by 2019.



Canadian Federation of Independent Business Communities in Boom Policy score improves from 22.3 (2013) to 28 in 2019.



Combined employment in information and cultural and professional, scientific and technical services will grow by 16% from 115,900 to 134,450 by 2019. Calgary will maintain the highest number of small business per capita of Canada's large cities.



Those ranking overall impressions of Calgary as Favourable in perceptions research will increase from 74% to 78% by 2019.



Visitor spending in the Calgary Tourism Destination Region increases by 20% from \$2.25 billion (2012) to \$3 billion in 2019.



Provincial labour force vacancy rates remain constant while experiencing employment growth and aging demographics.



resourcing the strategy

Incremental Funding Resources	Actions (15)
Government of Alberta	11
Government of Canada	8
Private Sector	9
City of Calgary	2
Other	1

**Calgary Economic Development's request is for 1 FTE*



resourcing the strategy

- **1 FTE will coordinate and manage the Strategy implementation**
 - Stewardship, administration and reporting
 - Stakeholder engagement
 - Support Board of Calgary Economic Development in providing project oversight
 - Coordinate and validate baseline research
 - Business retention
 - Cluster maps
 - Entrepreneurial service delivery
 - Foreign direct investment
 - National perceptions
 - Business perceptions



realizing success

- Better alignment with the City, provincial and federal government objectives
- Leveraging external funding
- Activate Calgary Economic Development Board and committees
- Bringing the business community lens to City Council and Administration
- Potential resource efficiencies
- Measuring, monitoring and reporting on key performance indicators



thank-you



