

# Calgary

Ultimate hosts  
Ultimate host city

Destination Strategy

tourism  
calgary

June 13, 2018

The City of Calgary

His Worship Mayor Naheed Nenshi and Members of City Council

800 MacLeod Trail S.E.

Calgary, Alberta T2P 2M5

Re: Chinatown Area Redevelopment Plan Phase 1 Update, PUD2018-0514 to the Standing Policy Committee on Planning and Urban Development

Mayor Nenshi and Members of Council,

With a long-term, stakeholder-led and endorsed Destination Strategy for our city, Tourism Calgary has a strong interest in ensuring our city continues to evolve as a great place to live, and equally, a great place to visit.

The vision of Calgary's Destination Strategy is to make Calgary the ultimate host city.

Achieving that vision requires collaborative action toward several strategic objectives, including one of particular importance to Calgary's communities: ensuring the vitality and sustainability of our unique business improvement areas, including Chinatown.

With the redevelopment plans for Chinatown, Tourism Calgary supports the call for a safe and clean district, improved business opportunities and an enhanced experience for visitors and Calgarians. We look forward to being engaged to support the Chinatown BIA in their endeavours.

From the perspective of the Destination Strategy, we support the request that Council support efforts to establish a 'Chinatown Cultural Plan' that serves both future development of this community's arts, culture and entertainment plus land use and building architectural guides in keeping with Chinatown as a Cultural Village. We also support the development of a new Area Redevelopment Plan that protects Chinatown's history and heritage and also promotes Chinatown as a thriving commercial, cultural and economic destination for visitors and Calgarians.

We look forward to working with the Chinatown BIA to advance this request for the benefit of Calgarians and visitors to our city.

Sincerely,



Cindy Ady  
CEO, Tourism Calgary

