

CALGARY'S ECONOMIC DEVELOPMENT PROPOSED STRATEGY OUTLINE

I. Introduction

- A. 2008 Economic Development Strategy
 - a. Top accomplishments

II. Rationale for a Refreshed Strategy in 2014

- A. New Mayor/New Council
- B. Change in economic climate and metrics
- C. Implementation challenges
- D. A broader perspective of economic development has emerged
 - a. Multi-stakeholder
 - b. The rise of the social economy
 - c. Emphasis on place-making

III. SWOT Analysis

- A. Strengths
- B. Weaknesses
- C. Opportunities
- D. Threats

IV. Benchmarking Best Practices

- A. In context of the SWOT

V. Opportunities with other City of Calgary Strategies

- A. Identify synergies, opportunities and gaps with: imagineCALGARY, 20/20 Sustainability Plan, Plan It, Centre City, MDP
- B. Identify synergies, opportunities and gaps with external stakeholder strategies: U of C and other post-secondary, Innovate Calgary, YYC Arts Plan, Tourism Calgary

VI. Calgary's story

- A. Six energies

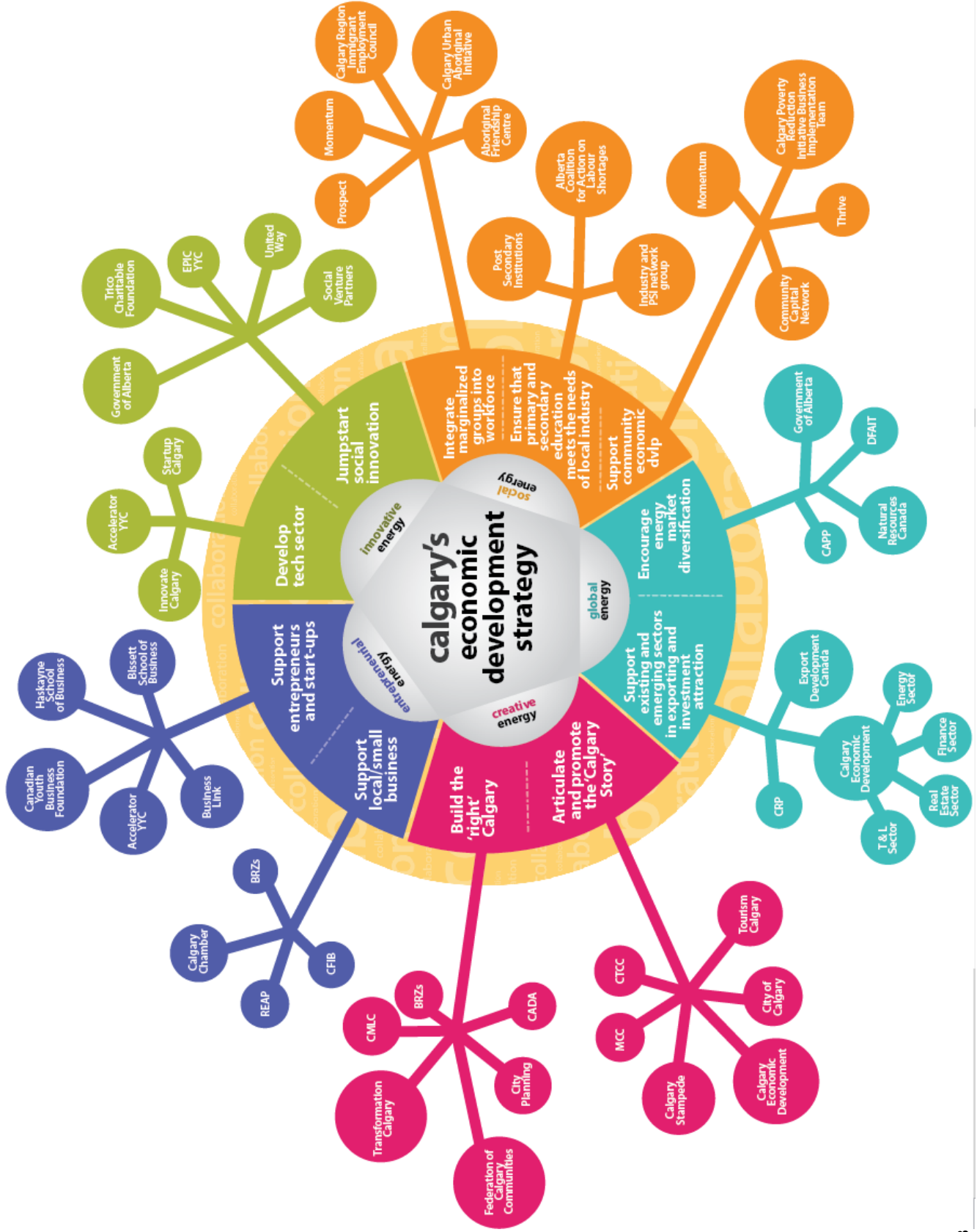
VII. Strategy

- A. Consultations Results
- B. Key Recommendations

Social	Strategies ...	Actions...	Collaborative (implementation)	Performance Metrics	Resources Required (\$)
	1-3	3-5	Key Stakeholders		
Innovative					
Creative					
Entrepreneurial					
Global					

VIII. Implementation Approach

Orientate actions, implementation and performance metrics around existing strengths and plans. Consultation would take place with these groups to ensure the new strategy aligns with existing efforts and identifies gaps where new energy is needed.



IX. Leadership

- A. Key performance metrics
- B. Mayor/Council Committee
- C. Staff Resources to steward

X. Addendum – Calgary Economic Development's Role

- A. Clearly define CED's role as a conduit, connector, and catalyst and its organizational activity in relation to city-wide strategy