



Calgary



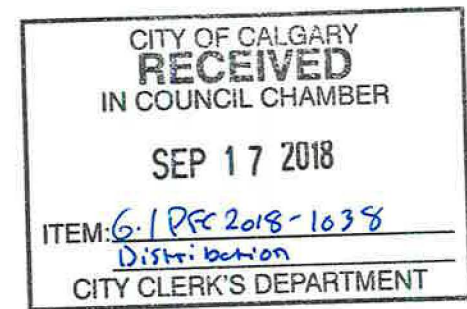
One Calgary Civic Partner Presentation

*Calgary TELUS Convention Centre
(Economic Development and Tourism)
September 17, 2018*





About our Work



Calgary's TELUS Convention Centre is the central meeting place for Calgarians and for our visiting delegates.

People convene in our district to learn, do business, interact, celebrate, and grow as an inclusive community of diverse cultural backgrounds and beliefs.

We engage our guests in a professional and safety conscious way in order to allow for maximum interaction and engagement.

The CTCC team continues to maintain and care for this important city owned asset which drives an active and engaged downtown core.

Collaborating with our partners, the CTCC attracts and drives business events into Calgary.



Total Delegate Spending

\$13,914,468

\$21,544,423



Total Exhibit Spending (Personal & Production Spending)

\$7,875,963

\$8,906,993



Total Event Production

\$3,131,354

\$4,671,196

Total Direct Spending (Delegate, Exhibit & Event Production)

\$24,921,784

\$35,122,613

Excerpts from Client Surveys:

"Wanted to thank you and your incredible staff at this year's INVENTURES event. The success for this first year event was very positive and was in part to the great support from your team". Adeo InterActive

"The food was amazing and the service was as well. Thank you again for all your assistance and calmness." High Arctic Energy

"Thanks for the wonderful service. I have done over 1000 shows world wide since I started Fitterfirst. I have continually had great service at the CTCC from friendly staff who are very efficient to work with." Fitterfirst



\$21 million in GDP
(\$12M directly, \$5M indirectly, \$4M induced)

\$29 million in GDP
(\$17M directly, \$7M indirectly, \$5M induced)

313 Calgarian jobs supported
(220 directly)

441 Calgarian jobs supported
(312 directly)

\$3.2 million in total tax revenue

\$4.5 million in total tax revenue

Excerpts from "Measuring the Economic Impact of the CTCC: 2016 Fiscal Year":

Challenges:

- Rejuvenation: to remain competitive, CTCC requires new technology, space configurations and activation opportunities

Opportunities:

- Targeting markets: CTCC has established a Calgary rep in London, England to attract new business from Europe
- Organic growth: Developing new conventions
 - Forward Summit (in partnership with the indigenous community)
 - Fashion Week, Aesthetics Conference

Tracking Performance and Economic Impact Success by:

- Number of conventions and delegates
- Calculating indirect/direct impact
- Analysing annual financial results



Alignment with Citizen Priorities & Council Directives

A Prosperous City

- Conventions introduce new industries and thought leaders to Calgary
- CTCC's location is a critical hub for bringing businesses together that revitalize our downtown core

A City of Safe and Inspiring Neighborhoods

- CTCC, Canada's first purposely designed Convention district (1974)
- Stephen Ave; the core of Calgary since 1889 - A Canadian Heritage Site
- The CTCC rejuvenation plan will activate the area and bring more visitors to downtown

A City That Moves

- Highly trained and certified security team control and/or monitor the convention district
- CTCC's maintenance and engineering teams conducts daily inspections, cleaning and enhancements

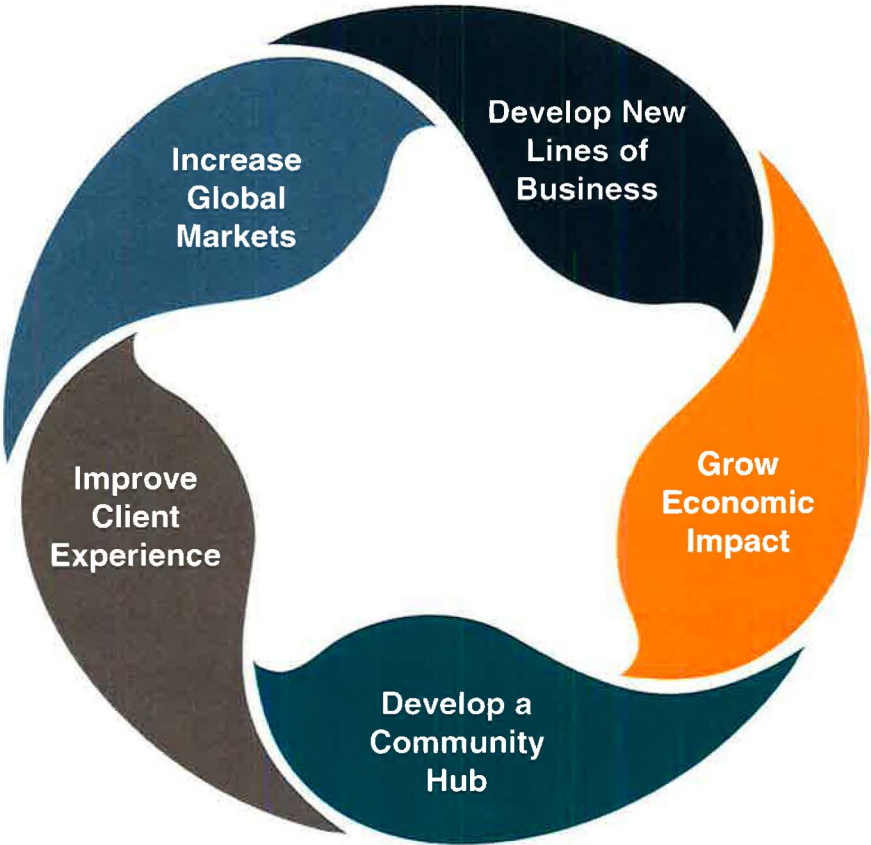
A Healthy and Green City

CTCC Achieved:

- Government of Alberta COR certified for Health & Safety Programs
- AIPC Gold Level Quality Standard certification
- NAFA - National Air Filtration Clean Air Award (best air filtration practices in buildings across Canada and the US)

A Well-Run City

- CTCC is initiating and developing events that will bring various and diverse groups together





Results and Measuring Performance





2019-2022 Operating Budget

| Operations (000's) | 2019 | 2020 | 2021 | 2022 |
|--|--------|--------|--------|--------|
| City of Calgary proposed operating grants | 1,743 | 1,743 | 1,743 | 1,743 |
| Other operating grants | 0 | 0 | 0 | 0 |
| Earned revenue from operations | 21,663 | 23,745 | 26,054 | 26,952 |
| Donations & fundraising revenue | 0 | 0 | 0 | 0 |
| Operating expenses | 23,389 | 24,322 | 25,648 | 26,551 |
| Net of revenue and expenses | 17 | 1,166 | 2,149 | 2,144 |
| Opening operating reserves | 5,517 | 5,534 | 6,700 | 8,849 |
| Ending operating reserves | 5,534 | 6,700 | 8,849 | 10,993 |
| Capital (000's) | 2019 | 2020 | 2021 | 2022 |
| Opening capital reserves | 200 | 200 | 200 | 200 |
| Requested City of Calgary lifecycle & upgrade grants | 12,500 | 12,500 | 12,500 | 12,500 |
| Other City of Calgary capital grants | 180 | 180 | 180 | 180 |
| Other capital revenues | 0 | 0 | 0 | 0 |
| Capital expenditures | 12,680 | 12,680 | 12,680 | 12,680 |
| Ending capital reserves | 200 | 200 | 200 | 200 |

Top 10 Reasons to INVEST in the CTCC

- 10 We are Calgary's downtown meeting place
- 9 We manage a valuable city-owned asset
- 8 We are a collaboration catalyst for tourism and economic development
- 7 We are part of the team making our city safe
- 6 We energize historic Stephen Ave
- 5 We are the most hotel-connected Convention Centre
- 4 We stimulate business for the city
- 3 We host the world
- 2 We build intellectual capital
- 1 We return \$19 for every \$1 invested