



**Report Number:** C2018-0671

**Meeting:** Regular Meeting of Council

**Meeting Date:** 2018 May 28

## NOTICE OF MOTION

### **RE: ESTABLISHMENT OF A DOWNTOWN CONVENTION DISTRICT**

**Sponsoring Councillor(s): COUNCILLOR COLLEY-URQUHART**

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WHEREAS it is timely for The City of Calgary to re-frame our traditional convention centre approach to embrace a broader area around the Calgary TELUS Convention Centre (CTCC) as something larger than just the buildings; with a Downtown Convention District being more inclusive, strengthen stakeholder engagement, re-invigorate the downtown and enhance collaboration amongst the various entities that service large group gatherings including Calgarians, Canadians and/or delegates from around the world;

AND WHEREAS the first step to defining a Downtown Convention District would be an inclusive approach to encase a set of parameters that would be used to draw various groups and organizations together to result in a Team Calgary message; encompassing the necessary branding to market our city and the downtown core as a place to convene, interact and connect with people while adding pageantry, naming and signage to visually embrace the area;

AND WHEREAS the Centre City Plan provides for the establishment of special districts and the creation of District Strategies and is currently in the process of being reviewed and updated which could include a more specific policy perspective for the establishment of a Downtown Convention District;

AND WHEREAS a Downtown Convention District (following preliminary discussions) with those listed below could include, but not be limited to:

- Calgary TELUS Convention Centre
- Calgary Marriott Downtown Hotel
- Hyatt Calgary Downtown
- Glenbow Museum
- Arts Common
- Olympic Plaza
- The Fairmont Palliser Hotel
- Palliser Square
- Le Germain Calgary Hotel

AND WHEREAS the key to success of a Downtown Convention District would result in enhanced cooperation with all the partners working together to attract, welcome and host guests in the downtown core, to ensure that they feel embraced by Calgary and connected to our history, arts, culture and business community;

AND WHEREAS for this approach to succeed the partners would need to ensure there is a unified approach for the:

- Coordination of rentable space into a single entry system for the convention sales team;
- Joint marketing messaging and materials;
- Coordination of contracts for renting out space;
- Coordination of food services;
- Coordination of AV services; and
- Coordination of Events Management teams.

AND WHEREAS a Downtown Convention District would enable Calgary to market a potential combined 240,652 square feet of mixed format meeting space, 1250 connected hotel rooms and 6 theatres ranging in capacity from 185 to 1797 people (up from the current offering of 122,000 square feet with no theatre spaces);

NOW THEREFORE BE IT RESOLVED THAT Administration be directed to:

- a) Engage with the CTCC and key stakeholders to examine the merits of formally establishing a Downtown Convention District;
- b) Bring proposed analysis and amendments for a Downtown Convention District to Council through the Standing Policy Committee on Planning and Urban Development no later than December 2018; and
- c) Upon Council direction by December 2018, return with an updated Centre City Plan along with associated amendments for a Downtown Convention District no later than Q1 2019 for final Council approval.