

## Event Strategy

Calgary Recreation and Tourism Calgary have been working together to engage stakeholders to establish a shared Event Strategy. These stakeholders include Sport Calgary, Calgary Arts Development Authority, Meetings and Conventions Calgary, Calgary Hotel Association, and the Calgary Stampede. The Event Strategy is envisioned to look broadly across sport, culture and art sectors and to establish common objectives and performance indicators that support Council's overall vision for Calgary.

In addition to potentially addressing "event-ready infrastructure" gaps, the Event Strategy will achieve two of four commitments set out in the Sport for Life Policy (CP2018-03), which was adopted by Council on 2018 May 28. These commitments are (1) *Supporting Sporting Events* and (2) *Building Infrastructure*.

In alignment with the Sport for Life Policy, this Strategy will: (a) enable the success of partners and the sport sector; (b) identify the infrastructure required to support the objectives set out in the Strategy; and (c) identify how City-owned facilities may accommodate sanctionable sporting activities.

This Event Strategy will emphasize strategic and long-term alignment and planning, collaboration with external partners, and the promotion of community legacies. Where possible, alignment will be made to the national and provincial approach to bid opportunities, and would consider the social, environmental and economic legacy of festivals and events. In addition, the Strategy will consider how to streamline processes, funding grants and subsidies that sport, art and cultural partners depend on to deliver festivals and events to Calgarians.

The scope of work required to complete the Event Strategy is currently under discussion within Administration and with Tourism Calgary and other Event Strategy stakeholders. As part of One Calgary, the event strategy will be developed and implemented over the 2019-2022 period. Work may include:

- clarifying the purpose of infrastructure (e.g. recreational play and practice, tournament hosting and spectator capable amenities, etc.) and prioritizing all "Event-Ready Infrastructure" gaps (including the nine identified by Tourism Calgary in their 2018 July memo);
- identifying the barriers, benefits and opportunities to hosting;
- establishing investment priorities (for funding or to remain unfunded) including alignment with Council-approved infrastructure investment priorities, associated technical specifications to meet international hosting standards, and venue time requirements;
- defining Triple Bottom Line impacts;
- exploring various investment models; and
- developing economic proformas which consider potential incremental value of future events hosted, financial impact and payback period.

This work may result in a future business case to Council recommending further funding as a budget adjustment or in the 2023-2027 budget cycle.