



# 2018 Civic Partner Annual Report

## Calgary Economic Development





2019-05-07

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CITY OF CALGARY  
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**ECONOMIC DEVELOPMENT**

- Business Attraction, Expansion & Retention
- Investment Attraction
- Marketing & Communication
- Sector Development
- Research & Analysis
- Events & Missions
- Partnerships
- Programs & Initiatives

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## 2018 Highlights

Completed 87% of 32 specific actions from the 2014 Economic Strategy and consulted with 1,800 Calgarians to develop a new economic strategy  
***Calgary in the New Economy***

**\$100 million Opportunity Calgary Investment Fund** launched in partnership with the City of Calgary and 2 funding announcements made in 2018

**Participated in 44 inbound & outbound trade & investment missions**

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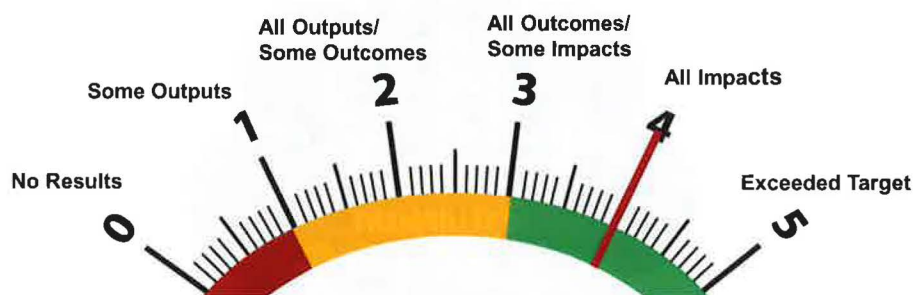
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## 2018 Performance




### Business Plan Tactics


Red	0
Yellow	3
Green	16
Score	4

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2018 Performance



**Attracted & retained 87 companies** supporting 8,299 direct & indirect jobs for Calgarians



**26 Startup Calgary companies received funding** and over 4,000 Calgarians participated in Startup programs




**Supported \$180 million of film & television production**

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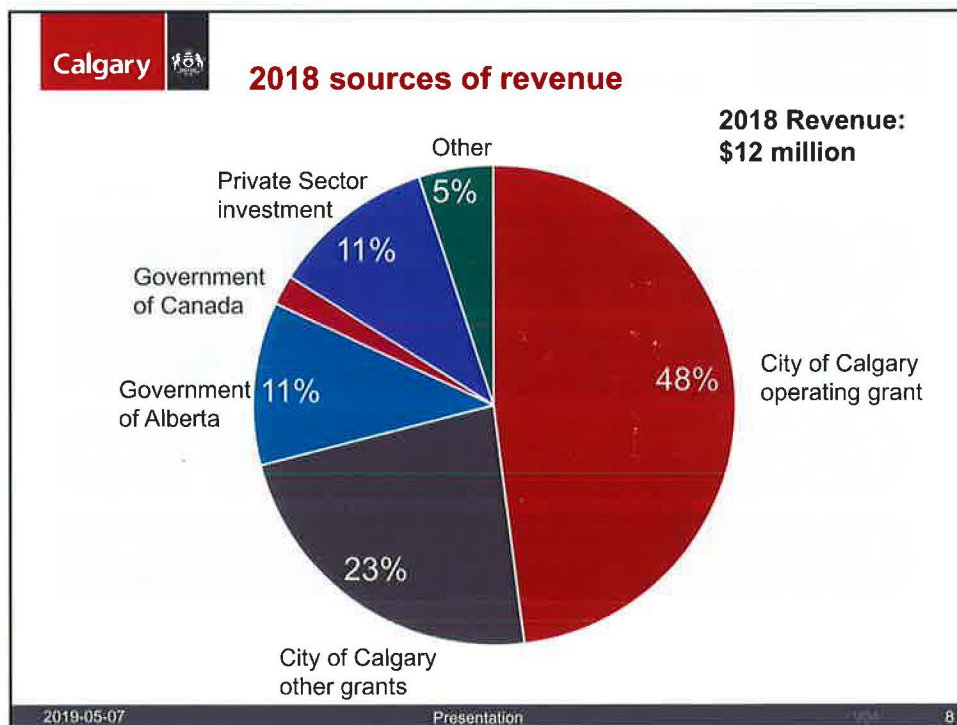
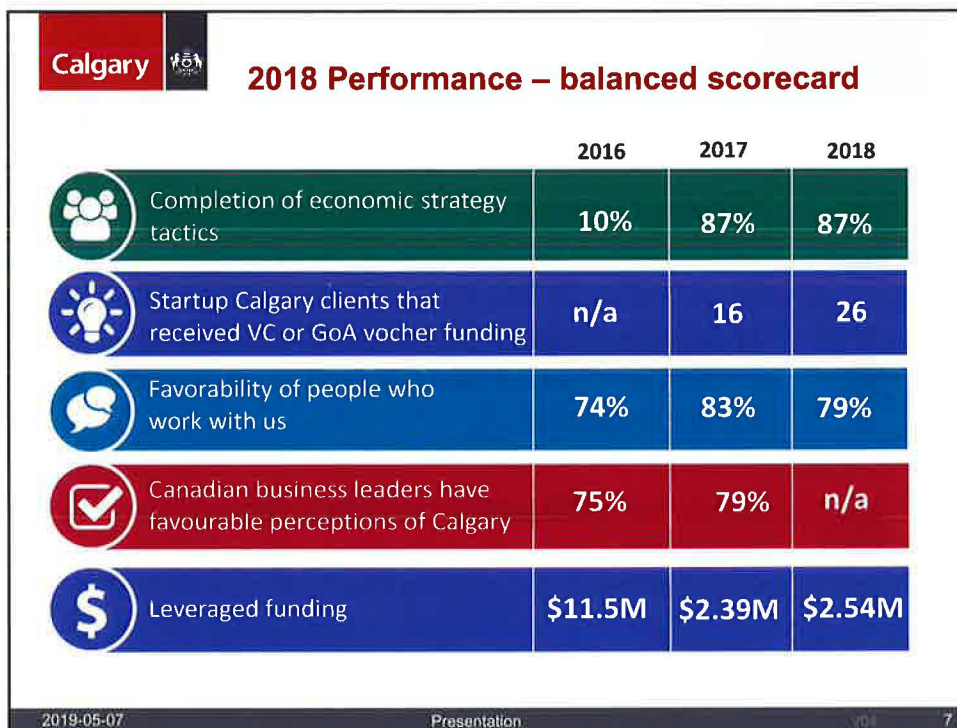
2018 Performance – balanced scorecard

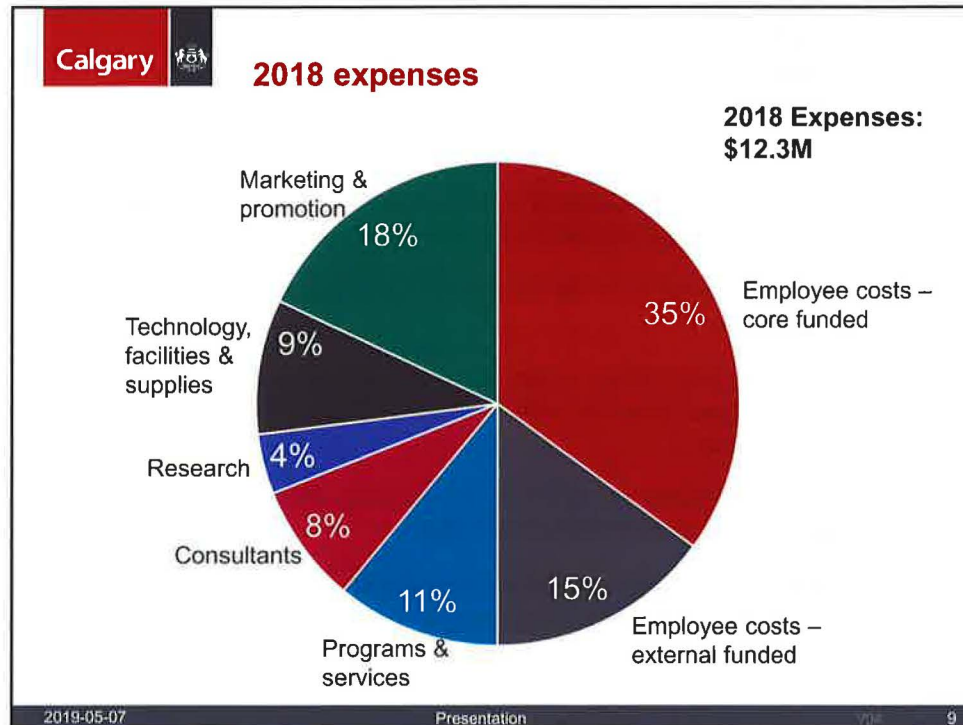
	2016	2017	2018
 Companies engaged/attracted	26	38	55
 Companies retained/expanded	11	29	32
 <b>Total companies</b>	<b>37</b>	<b>67</b>	<b>87</b>
 Trade & investment deals	1	6	7
 # of direct/indirect jobs created/retained	1,561	5,719	8,299
 Film production	\$165.5M	\$178M	\$181M

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**Calgary**  **Strategic Alignment**

***Calgary in the New Economy – unanimously supported by Council in June 2018***

- 1,800 Calgarians consulted
- 40 CEO round table participants
- 4 Implementation Committees made up from industry, government, civic partners & post-secondaries have been launched

Implementation Committee Chairs			
Talent	Innovation	Place	Business Environment
<b>Dr. Greg Bass</b> Calgary Academy  <b>Dr. Ed McCauley</b> UCalgary  <b>Dr. David Ross</b> SAIT	<b>Dr. Terry Rock</b> Platform Calgary  <b>Judy Fairburn</b> Federal Skills Council	<b>Michael Brown</b> CMLC	<b>Stuart Dalgleish</b> City of Calgary

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## Strategic Alignment

- **Cultural Plan for Calgary** – participated in advisory committees and developed a Digital Media report
- **Enough for All Poverty Reduction** – participate in steering committee
- **Sport for Life Policy** – stewarded economic impact study for amateur sport together with Tourism Calgary and sit on the Sport Calgary board
- **Foundations for Hope** – Calgary Housing Affordability Collective participates in the Place Committee
- **Recreation Master Plan** – Acting Director for Recreation participates in the Place Committee

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## What We Heard & How We Responded

 <b>We heard...</b>	 <b>We responded...</b>
<p><i>We need to focus on new opportunities</i></p>	<p><i>Restructured in 2017 to provide expanded support for agribusiness and life sciences as new sectors.</i></p>
<p><i>Firms are struggling to recruit talent</i></p>	<p><i>Taking an approach to recruit, retain and recruit talent. Launched talent attraction efforts and work with the Government of Alberta, Post-Secondary Institutions and others to roll out new programs.</i></p>
<p><i>The innovation ecosystem needs to be strengthen</i></p>	<p><i>Active in the innovation ecosystem, worked with the Calgary Innovation Coalition and expanded several of our Startup Calgary programs</i></p>

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 <b>What We Heard &amp; How We Responded</b>	
 <b>We heard...</b>	 <b>We responded...</b>
<p><i>We need to continue supporting a business friendly environment</i></p>	<p><i>Launched the Business Environment committee for the Economic Strategy to support work the city is undertaking. Worked with the City's consultants to address several key issues including the assessment dispute process, find efficiencies for small businesses and collaborated to launch the living lab initiative</i></p>
<p><i>The energy industry needed support from a trusted voice</i></p>	<p><i>Launched the Canada We Need to Talk campaign and continue to explore how best support</i></p>
<p><i>Downtown vacancy is forecasted to be a long-term problem</i></p>	<p><i>Although progress has been made, the Place Committee for the Economic Strategy launched to support the downtown. Working to leverage the Opportunity Calgary Investment Fund as much as possible for downtown opportunities</i></p>
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<h1 style="text-align: center;">Questions?</h1>
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