

CITY OF CALGARY
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CITY CLERK'S DEPARTMENT

Calgary in the New Economy

May 14, 2019

calgary economic
development
be part of the energy™

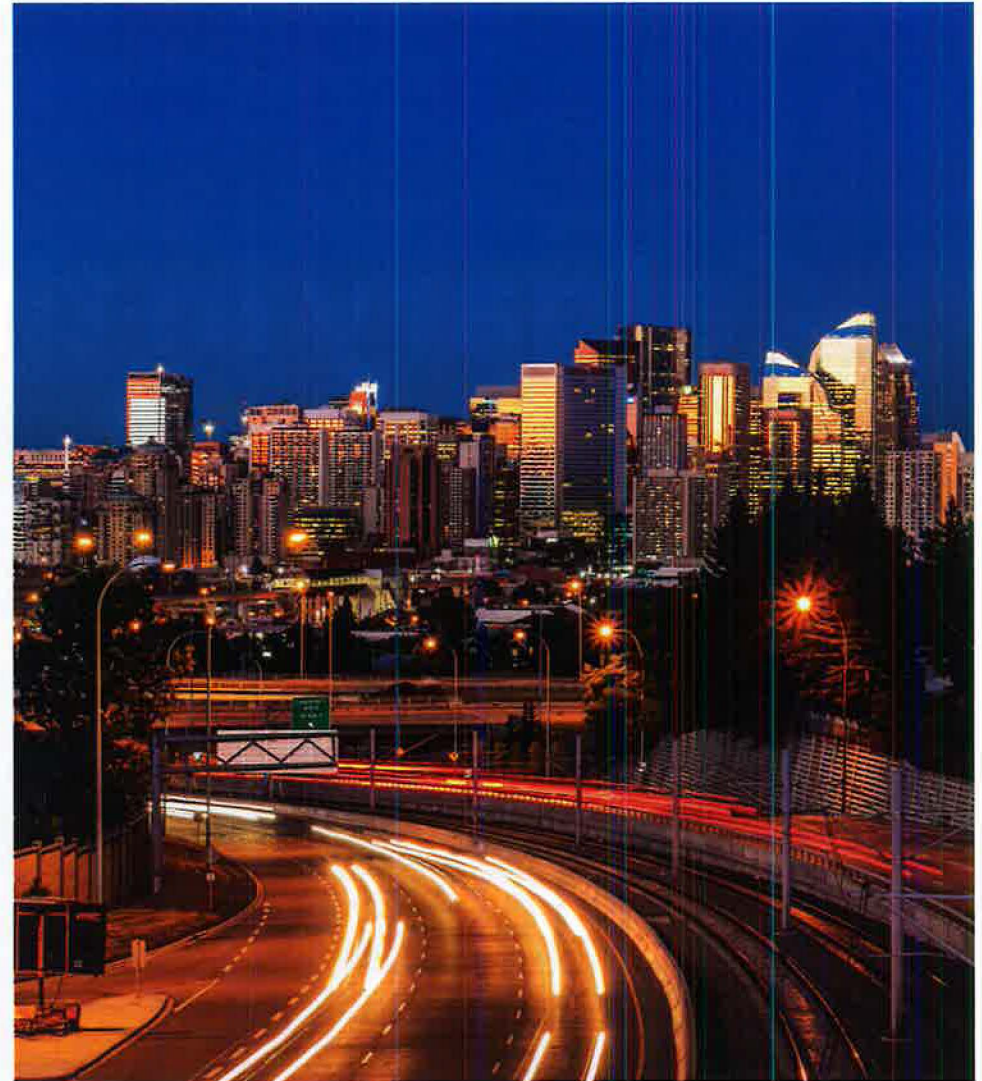
Calgary Economic Development's collaborative energy makes us a conduit, connector, catalyst and storyteller for Calgary.

CONNECTOR, CONDUIT & CATALYST

PURPOSE

We collaborate to advance opportunities in achieving economic success, embracing shared prosperity and building a strong community for Calgary.

Calgary Economic Development works with business, government and community partners to position Calgary as the location of choice for the purpose of attracting business investment, fostering trade and growing Calgary's workforce.





CONNECTOR, CONDUIT & CATALYST

OUR ROLE AS STEWARD

- Convene and support stakeholders in identifying priorities, developing and launching initiatives, collaborating to a common goal
- Directly contributing to outcomes through talent attraction, workforce development programs, business retention, expansion and attraction, support to early stage entrepreneurs, ecosystem development and advocacy
- Tell Calgary's story as a great place to make a living and make a life
- Progress reporting and measuring success

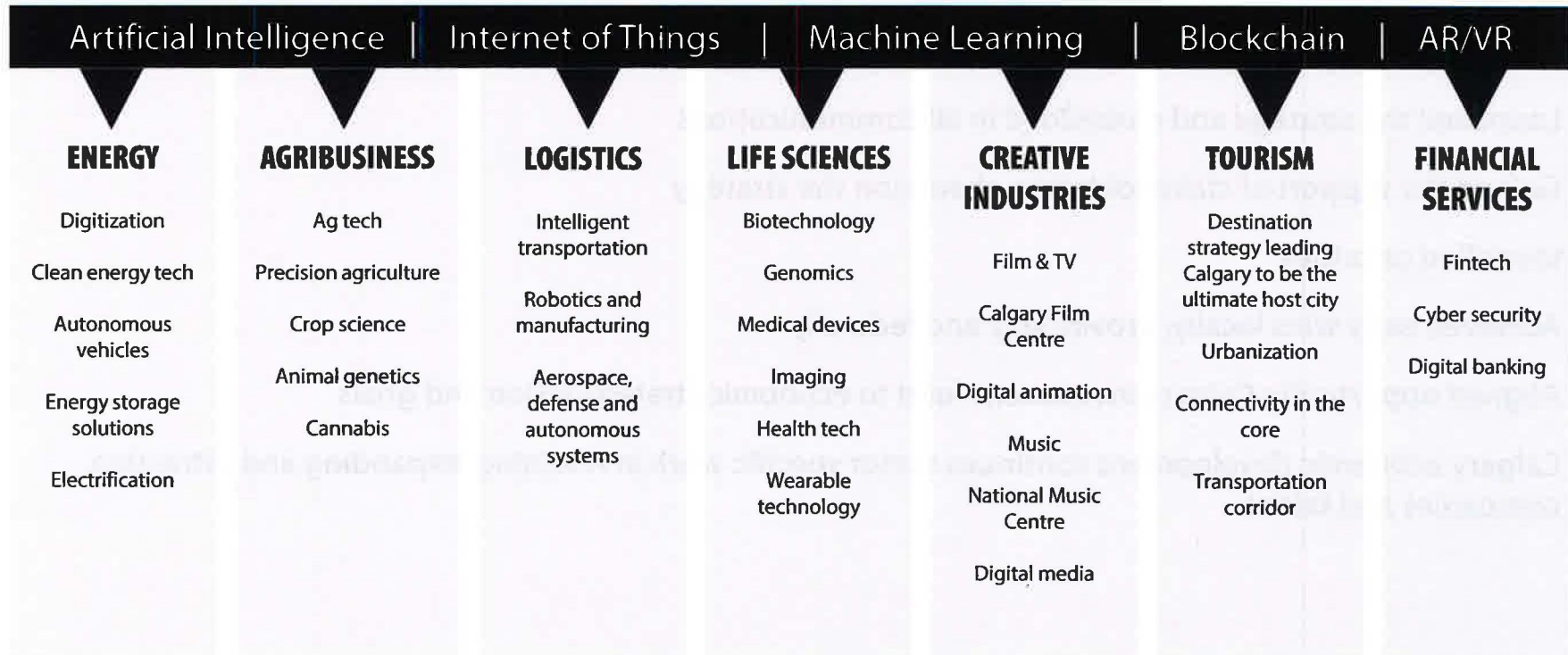


**Calgary is the city of choice
in Canada for the world's
best entrepreneurs.**

**We embrace innovation and create
solutions to meet the world's
greatest needs: food, health, energy
and transportation**

DIGITAL TRANSFORMATION

ACROSS INDUSTRIES



STEWARDED CALGARY IN THE NEW ECONOMY

- Built and launched area of focus leadership teams
- Restructured the implementation and leadership team to triangulate input from post-secondary and the private sector
- Launched the strategy and embedded in all communications
- Gained the support of stakeholders to champion the strategy
- Identified priorities
- Achieved early wins locally, provincially and federally
- Aligned opportunity Calgary investment fund to economic strategy vision and goals
- Calgary economic development continues sector specific work in retaining, expanding and attracting companies and talent

ECONOMIC STRATEGY

AREAS OF FOCUS



TALENT

Be Canada's Destination
for talent



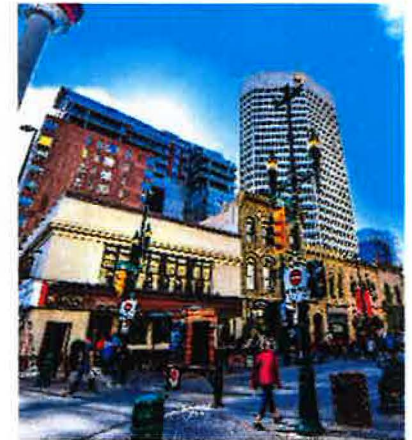
INNOVATION

We aim to be Canada's
leading B2B innovation
ecosystem.



PLACE

Be Canada's most
livable city



BUSINESS ENVIRONMENT

Be Canada's most
business-friendly city

DASHBOARD



TALENT

- Unemployment unchanged 7.7%
- Employment in technology 42,100 (2017)
- Net Migration 20 – 39 8,950 (2017/18)



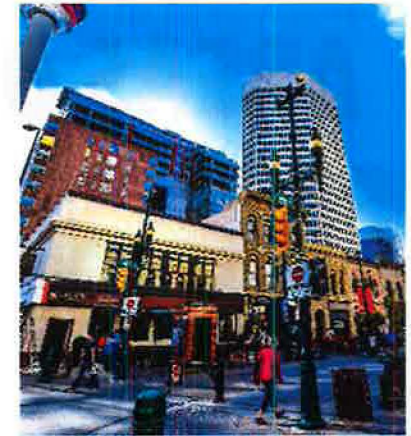
INNOVATION

- 150 – 250 Startups in Calgary (2018 estimate)
- PwC CBInsights identified \$126 million in Venture Capital Deals in Calgary (2018) – 3.6% of national total.



PLACE

- 83% of citizens agree Calgary is a great place to make a life (2018)
- 43,492 people live in downtown core (2018)



BUSINESS ENVIRONMENT

- 51,042 businesses with employees in Calgary (December 2018)



AREA OF FOCUS: Talent

Priorities:

- Experiential Learning/Work Integrated Learning
- Labour Force Information/Skills Gap

Significant Achievements:

- Thin Air Labs launched EvolveU – 6 month full stack developer program
- 216 (of 400 in Alberta) newly funded technology training positions in Calgary post-secondary. New programs added and existing technology programs expanded across Calgary.
- CADA partnered with TRICO Changemaker Studio to launch Artist as Changemaker Program
- Launched www.calgaryupskill.ca an interactive career planning tool
- Robogarden partnered with Calgary Board of Education to bring coding education to Calgary students
- Conducted two outbound and two inbound talent attraction missions in partnership with Calgary employers
- Opportunity Calgary Investment Fund invested \$1.5 million in Mobsquad to attract the best software engineers to Calgary

AREA OF FOCUS: Innovation

Priorities:

- Innovation Corridor
- Addressing challenges through AI/ML
- Supporting Early Adoption Program

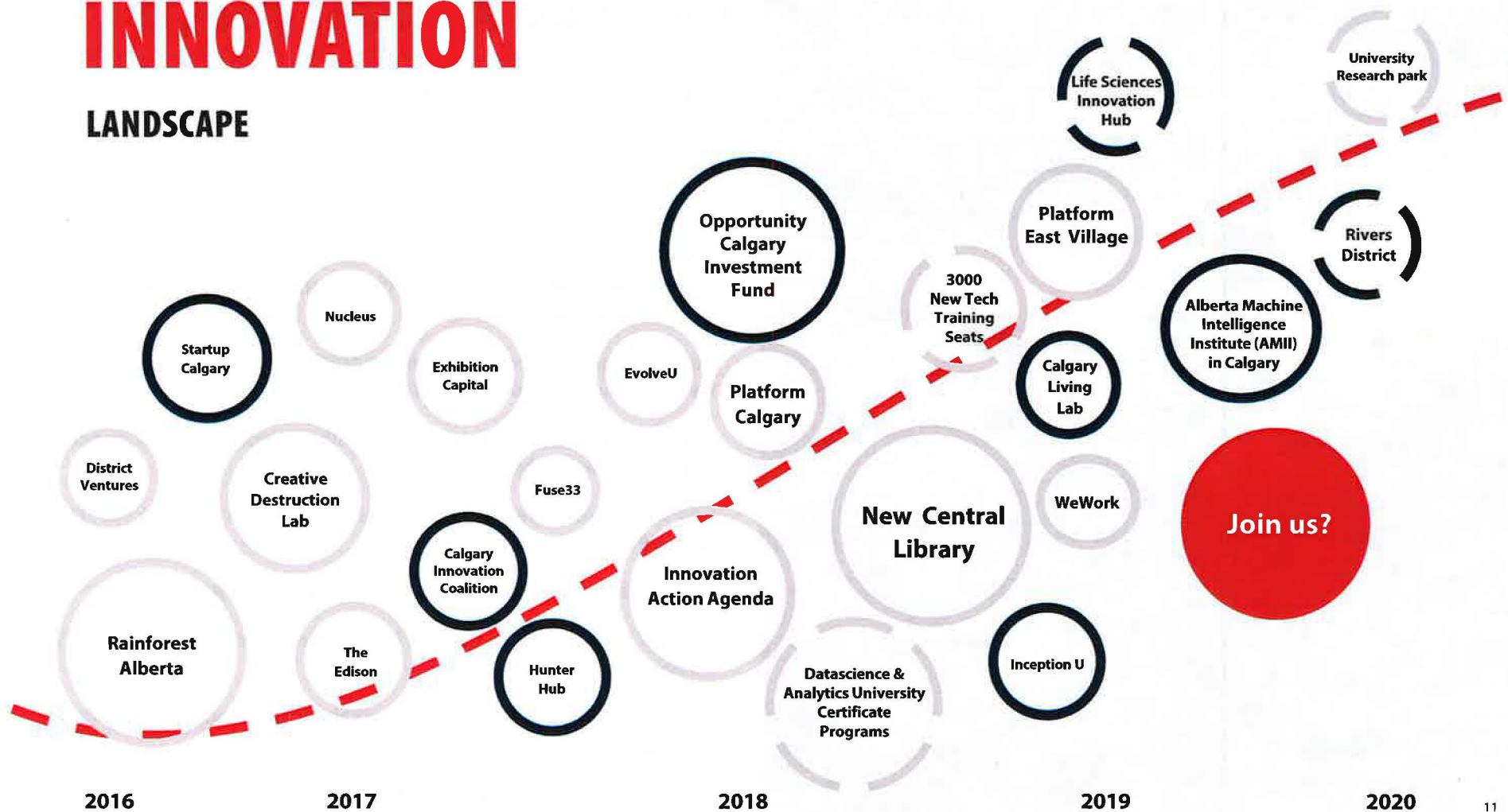
Significant Achievements:

- Calgary Innovation Corridor was awarded \$2.2 million from Alberta Innovates to continue strengthening the innovation ecosystem.
- UCalgary secured ownership of the University Research Park and, with support from Opportunity Calgary Investment fund, launched the Life Science Innovation Hub
- Ground broken on Platform
- Intergen Capital launched \$6 million fund for post-seed and Series A investments
- Solium sold to Morgan Stanley for \$1.1 billion
- Creative Destruction Labs Rockies 2017/18 prime cohort included 25 companies that collectively generated 45 jobs and raised \$14 million
- Opportunity Calgary Investment Fund invested \$4.5 million on Attabotics placing Calgary at the forefront of the future of warehousing



INNOVATION

LANDSCAPE





AREA OF FOCUS: Place

Downtown Priorities:

- Broadening industry engagement
- Convention District
- Downtown West

Significant Achievements:

- Industry engagement with downtown property owners representing over 100 buildings
- Local and national real estate firms purchase Sunlife Plaza and Stephen Avenue Place as opportunities for revitalization
- Opened Downtown Library while old library repurposed as community hub for School of Architecture
- City Downtown Strategy Committee struck and issued RFP for Stephen Avenue
- Completed economic impact study of Rivers District
- Hosted 2018 GO Media Canada listed as top place to visit by New York Times
- CADA and Tourism launched Remarkable Experience Accelerator Program
- Poverty rate held steady at 8.9 per cent

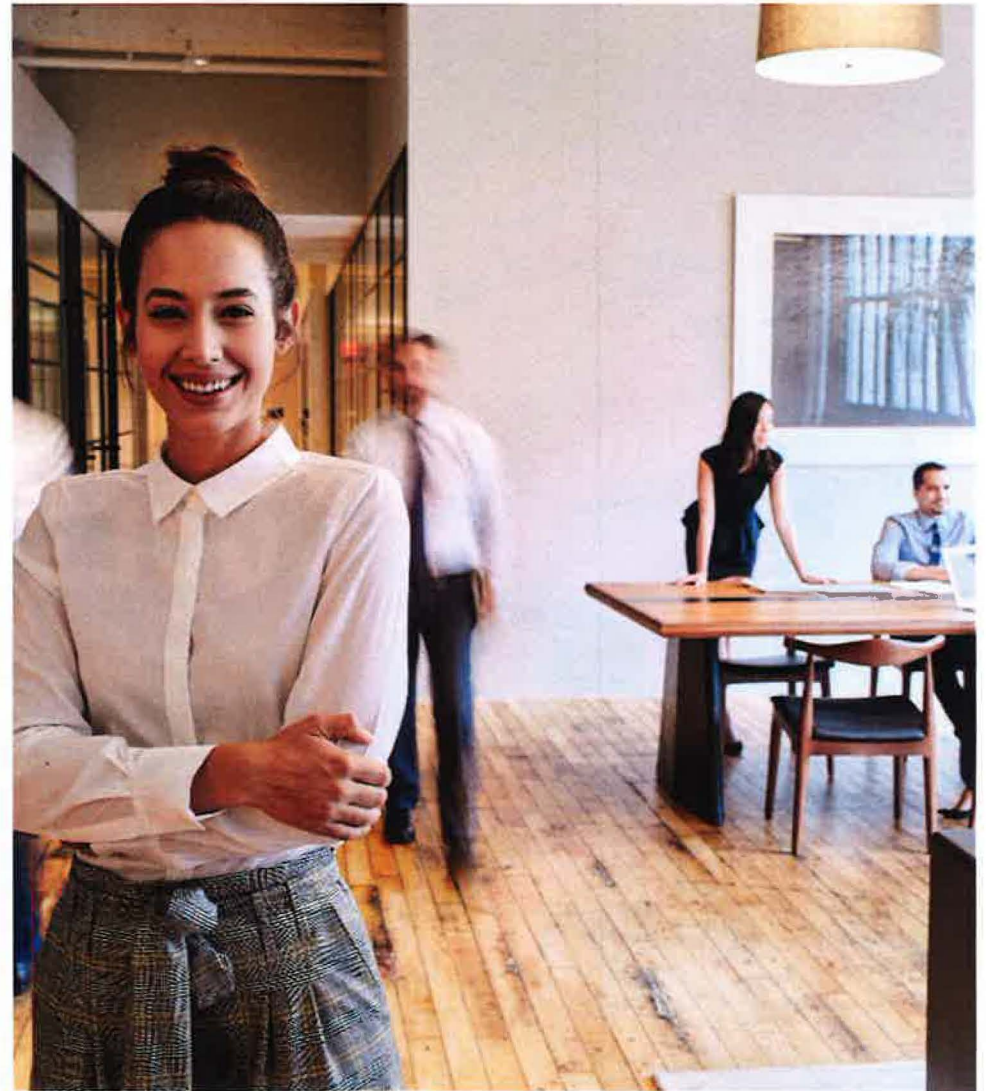
AREA OF FOCUS: Business Environment

Priorities:

- Being responsive
- Expanding Living Lab

Significant Achievements:

- One window for all business applications – 50% now online
- Permit Fees: The City has held development and construction permit fees at 2016 levels to 2020
- Business Advisory Committee of Council
- Business and Local Economy Team
- Enabling Pop-up and Interim uses City Wide
- 20 companies accessing City infrastructure to test products through Living Lab
- Calgary is the first major city in Canada to accept developer surety bonds as an alternative to letters of credit while also reducing the overall dollar amount held for securities



QUESTIONS