

## CIVIC PARTNER 2018 ANNUAL REPORT SNAPSHOT- TOURISM CALGARY-CONVENTION AND VISITORS BUREAU

### TOURISM CALGARY-CONVENTION AND VISITORS BUREAU (TOURISM CALGARY)

**Mandate:** Increase the economic impact of the tourism economy to Calgary.

**Mission:** Inspire more people to visit Calgary for memorable experiences.

**Vision:** To be the Ultimate Host City.

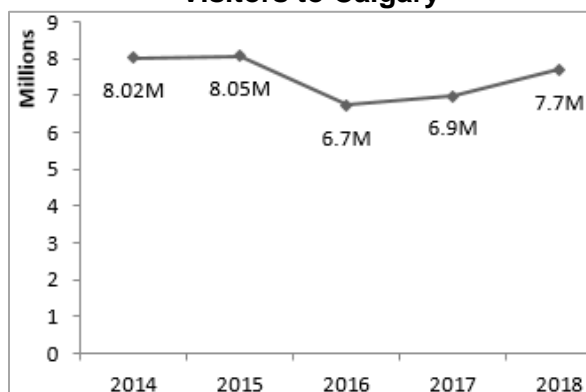
### 2018 City Investment

Operating Grant:\$2,961,665

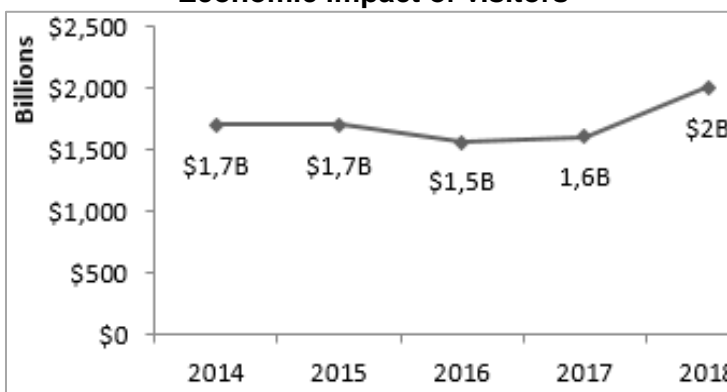
City owned asset? No

### 2018 Results

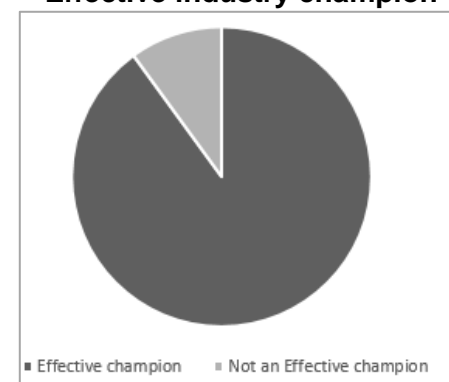
Visitors to Calgary



Economic impact of visitors



Effective industry champion



### The story behind the numbers

- Leisure travel is once again growing in Calgary.
- In 2018 Tourism Calgary supported attracting and hosting a record 89 sport, cultural and special events which contributed \$108 million to the economy and evolved the Calgary Sport Tourism Authority to Calgary Sport & Major Events Committee.
- Tourism Calgary made a record 1,181,416 referrals to industry partners.
- Developed cooperative marketing campaigns with partners that attracted over \$1.3 million per year in industry investments to increase regional and national marketing reach.

### Strategic alignment

- Tourism Calgary is a key partner in implementing *Calgary in the New Economy: An economic strategy for Calgary*, sits on the advisory committee and contributes through its own organizational strategy: the *Destination Strategy*.
- Support implementation of the *Cultural Plan for Calgary* by sitting on the Cultural Leadership Council, and incorporating cultural considerations into events and activations.
- Support the City's *Sport for Life* policy through the Calgary Sport & Major Event committee.
- Aligns with the *Open Spaces Plan*, *Recreation Master Plan*, and *Calgary Heritage Strategy*.

**Organizational Structure:** Independent External Organization

**Fiscal Year:** Ended December 31, 2018

**Related Subsidiaries or Foundation:** No

**City 2018 Operating Grant:** \$2,961,665

### 1. Current Vision, Mission and Mandate:

**Mandate:** Increase the economic impact of the tourism economy to Calgary.

**Mission:** Inspire more people to visit Calgary for memorable experiences.

**Vision:** Make Calgary the ultimate host city.

### 2. What key results did your organization achieve in 2018 that contributed to one or more of the Council Priorities in Action Plan 2015-2018 and created public value?

In 2018, Calgary welcomed 7,788,192 visitors who contributed \$2 billion to the local economy, thanks to a strong strategic focus on generating incremental visitation and spend from regional, national and international travellers.

Ongoing collaboration with industry partners resulted in:

- 28% of Canadians planning to visit Calgary within the next two years;
- 85% of Calgarians believing tourism is an important contributor of Calgary's economy and quality of life;
- 90% of stakeholders believing Tourism Calgary is an effective champion for industry;
- 66% of Canadians and 84% of Calgarians believing Calgary offers shareable experiences;
- Supporting of a record 88 sport, cultural and special events which contributed \$108 million to the economy;
- Signing 30 joint marketing agreements with international tour operators;
- Hosting a wildly successful Go Media Canada which resulted in Calgary being featured in the New York Times list of 52 Places to visit in 2019;
- Making a record 1,181,416 referrals to industry partners;
- Undertaking Phase 2 of the Brand Evolution project, in collaboration with CED;
- Advocating for the hosting infrastructure and major events that will benefit Calgary's tourism industry and visitor economy.

Tourism Calgary continues to implement Calgary's Destination Strategy: Ultimate Hosts. Ultimate Host City. in meaningful ways, with 10 initiatives advanced in 2018.

### 3. What challenges affected your operations in 2018 and how did you adjust?

Ongoing economic challenges continued to affect Calgary's tourism industry in 2018. With a focus on actualizing benefits for visitors and Calgarians by marketing the city locally, nationally and internationally, and advocating for its ongoing development as a destination. The organization was also instrumental in hosting and attracting events, with the evolution of the Calgary Sport Tourism Authority to Calgary Sport & Major Events. Tourism Calgary also activated the city by fostering shareable, memorable experiences.

### 4. Briefly describe how your key results in 2018 contributed to the following Council approved strategies (as applicable. Please note if you steward the strategy)

<u>Strategy</u>	<u>Key Results</u>
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<a href="#"><u>Calgary in the new economy: an updated economic strategy for Calgary</u></a>	As a key partner in the Place pillar, Tourism Calgary sits on the advisory committee and contributes through the ongoing stewardship of the Destination Strategy, which resulted in advocacy for all aspects of the development of the destination.
<a href="#"><u>Cultural Plan for Calgary</u></a>	As a key partner in the implementation of the Cultural Plan, Tourism Calgary sits on the Cultural Leadership Council, and continuously works to incorporate cultural considerations into events and activations, year-round.
<a href="#"><u>Enough for All Poverty Reduction Strategy</u></a>	Tourism Calgary advocated for funding for this strategy, based on the objectives of the Destination Strategy.
<a href="#"><u>Sport for Life Policy</u></a>	Tourism Calgary is a key partner of the Sport for Life policy, working with the City, Sport Calgary and others through the Calgary Sport & Major Event committee as we work to attract, host and activate sport events in city for the benefit of Calgarians and visitors.
<a href="#"><u>Foundations for Hope: Calgary's Corporate Affordable Housing Strategy</u></a>	<b>N/A</b>
<a href="#"><u>Open Spaces Plan</u></a> (Calgary Parks')	Tourism Calgary supports Calgary Parks' plans, particularly through advocacy and considerations for events and experiences, and preservation of Calgary's parks that contribute to our destination.
<a href="#"><u>Recreation Master Plan</u></a>	Tourism Calgary supports the Recreation Master Plan in multiple ways, particularly through the attraction, implementation and hosting of 89 annual sporting events that contribute \$108 million in economic development, annually.
<a href="#"><u>Calgary Heritage Strategy</u></a>	The Calgary Heritage Authority is a partner of Tourism Calgary's and the organizations are beginning to work together to find more ways to collaborate.

**5. Do you support any Civic Partner approved strategies? For example, Calgary Arts Development Authority's [Living a Creative Life](#), or Tourism Calgary's [Destination Strategy](#)?**

Tourism Calgary stewards the Destination Strategy and advanced 10 strategic initiatives in 2018.

As a key partner, Tourism Calgary and CADA work in lockstep to support both Living a Creative Life and the Destination Strategy. Tourism Calgary participates in many of CADA's committees and initiatives, and likewise, CADA are key participants in many Tourism Calgary-led initiatives.

**6. Please estimate how The City's operating funding was allocated in 2018. Mark all areas that apply by approximate percentage. For example, 45% allocated to staffing costs, 10% to evaluation or research, etc.**

<b>25%</b>	Advertising and promotion
<b>25%</b>	Programs or services
<b>6.6%</b>	Office supplies and expenses
<b>5.5%</b>	Professional and consulting fees
<b>34.4%</b>	Staff compensation, development and training

%	Fund development
%	Purchased supplies and assets
%	Facility maintenance
.5%	Evaluation or Research
3%	Travel to promote Calgary as a destination

**7. Did volunteers support your operations in 2018? If yes:**

<b>How many volunteers?</b>	46
<b>Estimated total hours provided by volunteers:</b>	1,100 hours

**8. What resources did your organization leverage to support operations in 2018?**

- Developing cooperative marketing campaigns with partners that attracted over \$1.3 million per year in industry investments to increase regional and national marketing reach;
- Leveraging industry support and City dollars with Travel Alberta funding to market Calgary regionally, nationally and internationally;
- Partnered with Travel Alberta to host Go Media Canada, which garnered 18 million online impressions of Calgary and landed our city on the New York Times Top 52 Places to Go in 2019 list;
- Partnered with Calgary Hotel Association to secure \$50,000 in funding for the Ultimate Host 2026 industry advocacy campaign;
- Securing key sponsorships and in-kind donations for partnership events, educational seminars and the City's celebration of western hospitality – the annual Calgary White Hat Awards;
- Partnering with multiple Destination Strategy stakeholders to advance key strategic initiatives toward the vision of Ultimate Host City;
- Leveraging investments from City and Province to host major events including Grey Cup (2019) and Canadian Country Music Awards (2019).

**9. Using the chart below, please report your 2018 performance measures that demonstrate: how much you did, how well you did it, and how Calgarians are better off. *Please identify through BOLD font, 1-2 measures that are most significant and could be presented in a chart.***

	Performance Measure	2016 results	2017 results	2018 results	What story does this measure tell about your work?
<b>How much did you do?</b>	Number of annual visitors to Calgary	6.7 million	6.9 million	7.7 million	Leisure travel to Calgary is growing
<b>How well did you do it?</b>	Stakeholders believe Tourism Calgary is an effective champion for our industry	N/A	N/A	90% of stakeholders	Tourism Calgary has overwhelming support of its stakeholders and achieved a record number of paid partners (715) in 2018.
<b>How are Calgarians better off?</b>	\$2 billion contributed to Calgary's economy from visitor spending	\$1.56 billion	\$1.6 billion	\$2 billion	Additionally, 85% of Calgarians believe tourism is an important contributor to Calgary's economy and



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Civic Partner 2018 Annual Report**

					quality of life.
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**CAPITAL AND ASSET MANAGEMENT (for applicable partners)**

**Asset:** *Insert Name of City owned asset managed or operated*

- a) Provide a summary of your organization's 2018 capital development, including specific lifecycle/maintenance projects.**

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- b) What funding did your organization leverage to support capital activities in 2018?**

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