

Calgary



Establishment of a Downtown Convention District

PUD2019-0677

June 5, 2019

CITY OF CALGARY
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IN COUNCIL CHAMBER

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Original Notice of Motion

NOW THEREFORE BE IT RESOLVED THAT Administration be directed to:

1. Engage with the Calgary TELUS Convention Centre (CTCC) and key stakeholders to examine the merits of formally establishing a Downtown Convention District, reporting back in Q2 2019;
2. 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 2019; and
3. 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 Q4 2019 for final Council approval.



Actions

- Calgary Convention Centre Authority has continued meetings with area partners – working toward a Memorandum of Understanding
- Administration has met with CCCA twice
- The Calgary Economic Development Place Committee has held several sessions on the potential of the district

Generalized Area of Focus

PARTNERS

- Calgary TELUS Convention Centre
- Marriot
- Hyatt
- Le Germain
- Palliser Square
- Glenbow Museum
- Arts Commons





Benefits of a District Approach

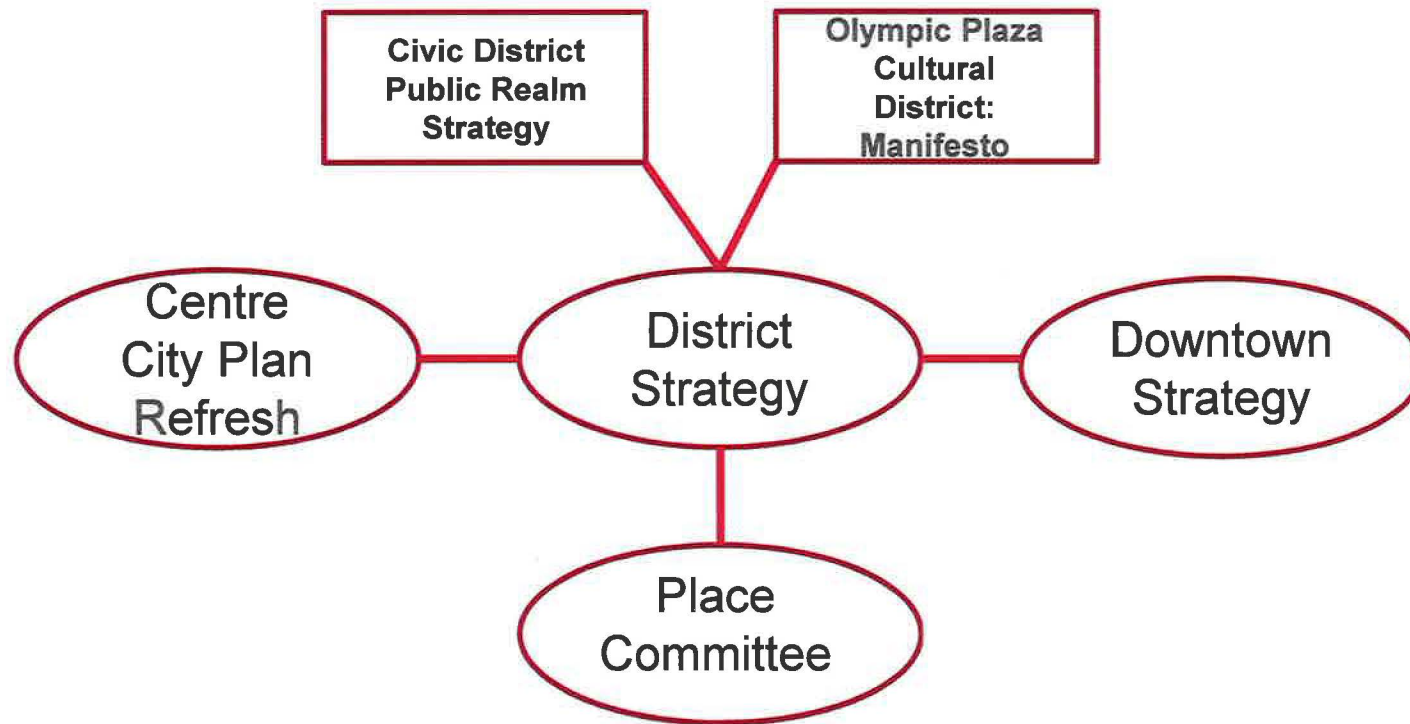
- Job creation
- Local business sustainability
- Attraction of conventions and delegates, tourists and Calgarians
- Support downtown business environment and encourage workers to stay downtown
- Opportunities for synergistic programming between convention, culture and recreation activities
- Activate the area in all 4 seasons
- Improve perceptions of safety
- Attract private investment



Next Steps

1. Prepare a plan and scope of work.
2. Investigate possible small scale short term projects

Aligning with Other Initiatives



Recommendation

That the SPC on PUD recommend that Council direct Administration, in partnership with the Calgary Convention Centre Authority (Calgary TELUS Convention Centre), to prepare a plan and scope of work that would lead to establishing a Downtown Convention District, and report back no later than Q4 2019 to Council, through the PUD Committee.