

CITY OF CALGARY
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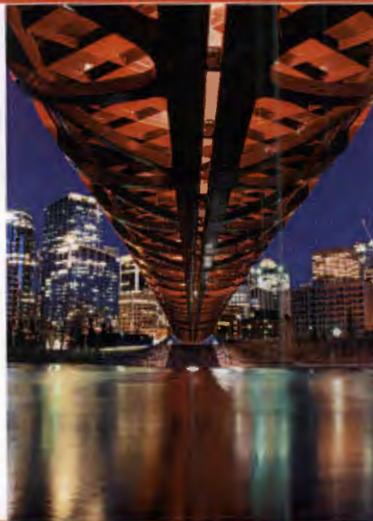
6/8/2015



Mission & Mandate

Mission: We collaborate to advance opportunities for **smart growth** to achieve **individual, business and community** potential for the Calgary Region

Mandate: Calgary Economic Development works with business, government and community partners to achieve **economic success**, embrace **shared prosperity** and build a **strong community** for Calgary



2014 year in review

1. 10-year Economic Strategy for Calgary

- Economic Strategy unanimously approved by City Council
 - 30+ letters of support and letters of commitment
 - Leadership & Implementation Team formed
 - CED to steward
 - Aligned with City priorities and Resiliency Strategy
 - Tool for City Council



building on our energy
an economic strategy
for calgary

2014 year in review

Area of Focus	Target	Actual
Business Outreach	150	87
Outbound missions	2	3
Inbound missions	18	20
Success Stories	20	22
Film & TV production	\$135 million	\$160 million
GBC new tenants	5	10
Action Calgary	\$1.2 million	\$1.5 million
Be Part of the Energy campaign	25 million impressions	42 million impressions
Media value	\$1.2 million	\$1.7 million

2014 year in review

2. Business Development Trade & Investment

- 12 foreign direct investment (FDI) success stories and 10 company expansions
 - nearly 2,400 new and retained jobs and
 - occupied more than 2.7 million sq. ft. of space
- Film and Television production activity is at a near record level
 - 7 major productions (feature film and episodic TV) and commercial non-incentivized productions
 - estimated value of \$160 million of activity compared to \$135 million planned



2014 year in review

2. Business Development Trade & Investment

- 3 outbound missions conducted
- 18 inbound missions hosted
 - successful Stampede Investment Forum in partnership with GoA
- 5 new GBC tenants, a total of 10 tenants throughout 2014



2014 year in review

3. Stakeholder Relations

- Action Calgary corporate partnership revenue exceeded target by 30% resulting in \$1.5 million in revenue

calgary economic development | action calgary
be part of the energy™

2014 year in review



4. Calgary Film Centre

- secured provincial and City funding in April
- broke ground in Oct
- expected completion date of Fall 2015 for the workshop/warehouse and studios is Winter 2016

2014 year in review

5. Workforce Development

- Completed 10-company recruitment mission to Ireland and Scotland
- National student recruitment tour with Mayor
- 7 Workforce Best Practices events held
- Developed Calgary Connector Program in conjunction with CREIC and PSI's



2014 year in review

6. Place Marketing

- Calgary. *Be Part of the Energy.* national campaign
 - 42M impressions
- Perception Research
 - 40% of Canadians have improved perception of Calgary since campaign launch
- LifeinCalgary.ca was launched
- Media Hits = 1,392
 - print media value of \$1.7M



2014 year in review

7. Other Initiatives

- **WORKshift**

- four founding partners
- contribution \$100K per year for 3 years
- national expansion to Halifax, Ottawa, Edmonton, and the Greater Toronto Metro Area



- Held **Economic Developers Association of Canada** Annual Conference, positioning CED as an economic development lead



- Eight active advisory committees

E D A C • A C D E

2014 year in review

2014



looking forward

1. Stewardship of the Economic Strategy for Calgary: Building on our Energy

- 3 leadership & implementation team meetings per year
- Report to PFC in December



2. Completion and launch of the Calgary Film Centre

- \$28M, 95k sq.ft. workshop/warehouse and studio facilities
- Programming to support industry development and diversification



looking forward

3. Economic Outlook - September 21

- Governor Poloz of the Bank of Canada will be the keynote speaker

4. Local Business Retention & Expansion

- 300 surveys
- 10 retention/expansion client success stories

5. Investment attraction

- 50 Foreign direct investment (FDI) leads
- 10 FDI client success stories
- 4 international missions
- 20 inbound missions



looking forward

6. Film & TV Production

- \$150 million in film
- 1 executive familiarization tour
- 4 major scouts

7. Workforce Recruitment and Development

- Connector program generates 25 job offers
- Workforce Symposium in September
- Best practices on retention



looking forward

8. Community Economic Development

- Support CPRI/VCC Poverty awareness campaign
- Soul of the City

9. Promoting Calgary

- Implement national diversification campaign leveraging Be Part of the Energy brand
- Mayor's tour to New York
 - Meeting with private equity firms & site selection



looking forward

10. Advocacy

- WORKshift certification launched
- Provincial government relations strategy

11. Partnership & Fund Development

- Retain 87% of partners, all major events fully funded
- Action Calgary projected revenue is \$1.2M



looking forward

Further opportunities/projects that could stimulate the Calgary economy

- BREAA
 - Analysis of competitive advantage & issues
 - Could identify specific opportunities/projects
- Strengthened interface between CED & City
 - Build Calgary
 - Economic Resiliency
 - Office of LS&H
- Additional marketing materials for Calgary. Be Part of the Energy diversification campaign



thank you.

calgary economic
development
be part of the energy