

# *Building on our Energy*

**calgary** economic  
development  
be part of the energy™

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

# agenda



**Calgary Economic Development  
Overview**



**10-Year Economic Strategy:  
*Building on our energy***



**Current Economic Condition:  
*Opportunity Calgary***



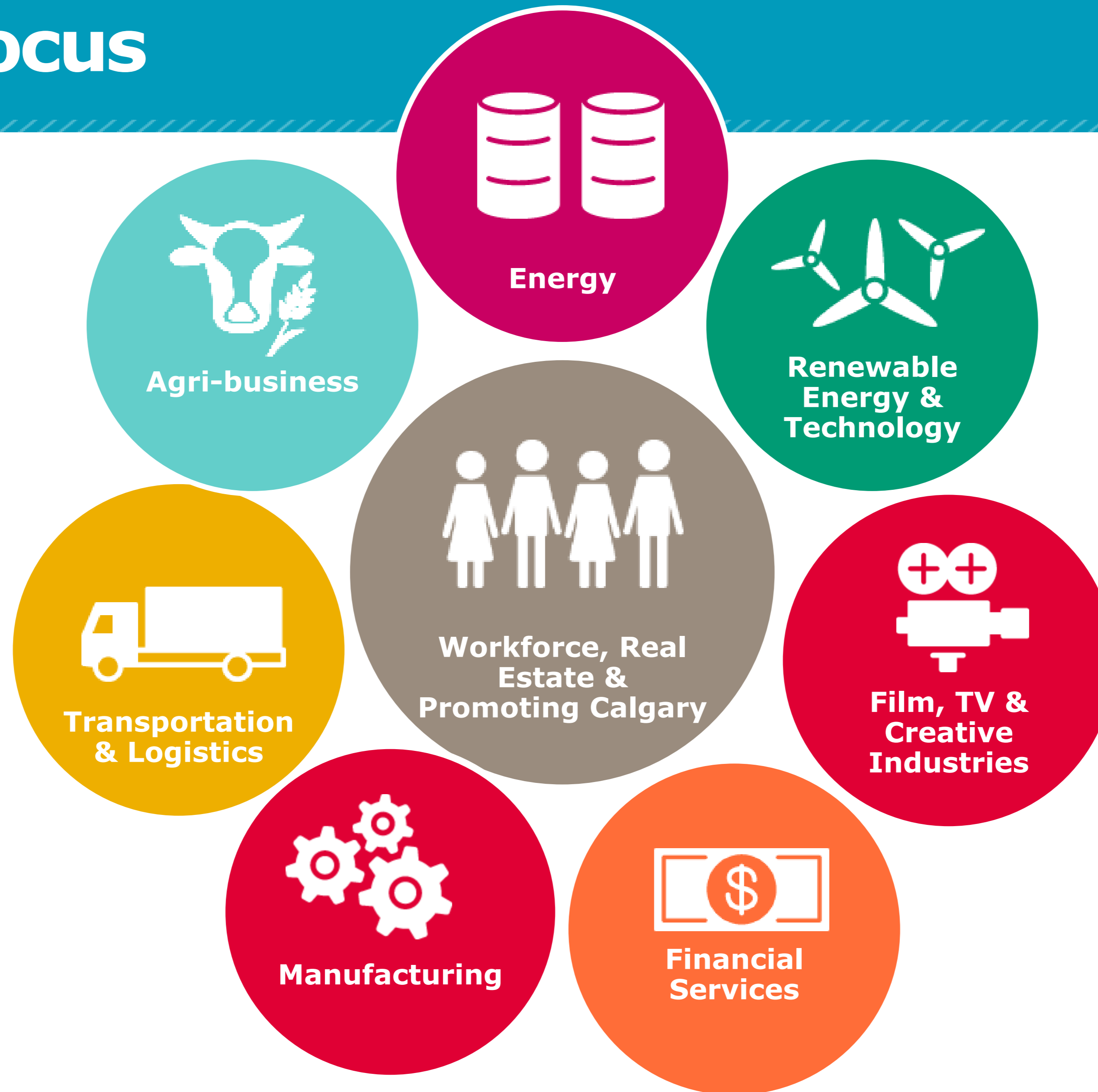
# Calgary Economic Development Overview

# Our role in the community



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

# Areas of focus





# **10-year Economic Strategy: Building on our energy**

# Leadership & Implementation Team

reporting structure

**CITY COUNCIL**

**COUNCIL COMMITTEE (Priorities & Finance)**

**CALGARY ECONOMIC DEVELOPMENT, Chair of the Board of Directors**

leadership and implementation team



- Community Services and Protective Services
- Planning, Development and Assessment
- Corporate Services
- Transportation




- Calgary Economic Development
- Tourism Calgary
- Calgary TELUS Convention Centre
- Calgary Arts Development
- Innovate Calgary

- Post-secondary institutes
- Calgary Regional Partnership
- Western Economic Diversification
- Vibrant Communities Calgary
- Calgary Municipal Land Corporation
- Momentum
- Calgary Airport Authority
- Calgary Chamber
- Provincial government
- Industry (Advisory Chairs)

**Project Management**

- Stewardship, administration and reporting
- Stakeholder engagement
- CED Board Committee oversight

# Core Indicators: Measuring Success

 <b>Sustainable Development</b>	 <b>Shared Prosperity</b>	 <b>Sense of Community</b>
<ul style="list-style-type: none"><li>• Non-residential share of total assessment</li><li>• Non-oil and gas diversification score</li><li>• GDP for all industries</li><li>• Land Use Diversity Index</li><li>• Residential Diversity Index</li></ul>	<ul style="list-style-type: none"><li>• Calgarians agreeing the city is a great place to make a living</li><li>• Households spending more than they can afford on housing</li><li>• Low income Calgarians</li><li>• Overall employment rate</li></ul>	<ul style="list-style-type: none"><li>• Satisfaction with City services</li><li>• Calgarians involved in community events</li><li>• National perceptions of Calgary</li><li>• Calgarians agreeing the city is a great place to make a life</li><li>• Calgarians agreeing overall quality of life is good</li></ul>



# Building on our energy: 10-year economic strategy for Calgary

*Sustainable development, shared prosperity and sense of community*

## global energy

Calgary is an undisputed global energy centre. Our international reputation attracts new people, investment and business as we strengthen the energy value chain.



## innovative energy

Calgary fosters a culture of innovation where problems are solved through a systems approach, harnessing the power of technology.



## community energy

Calgary is a vibrant urban and prosperous community that offers people-friendly neighbourhoods, diverse housing and inspirational spaces.



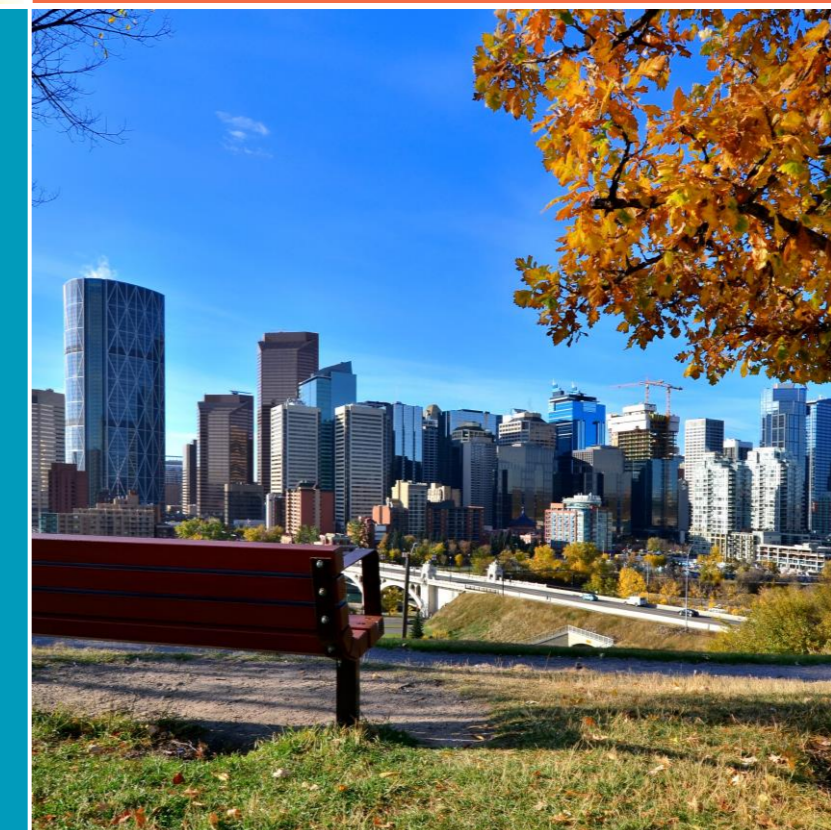
## entrepreneurial energy

Calgary is a magnet for businesses fostering pathways to purposeful economic diversification and growth.



## people energy

Calgary embraces social inclusion and shared prosperity.



## collaborative energy

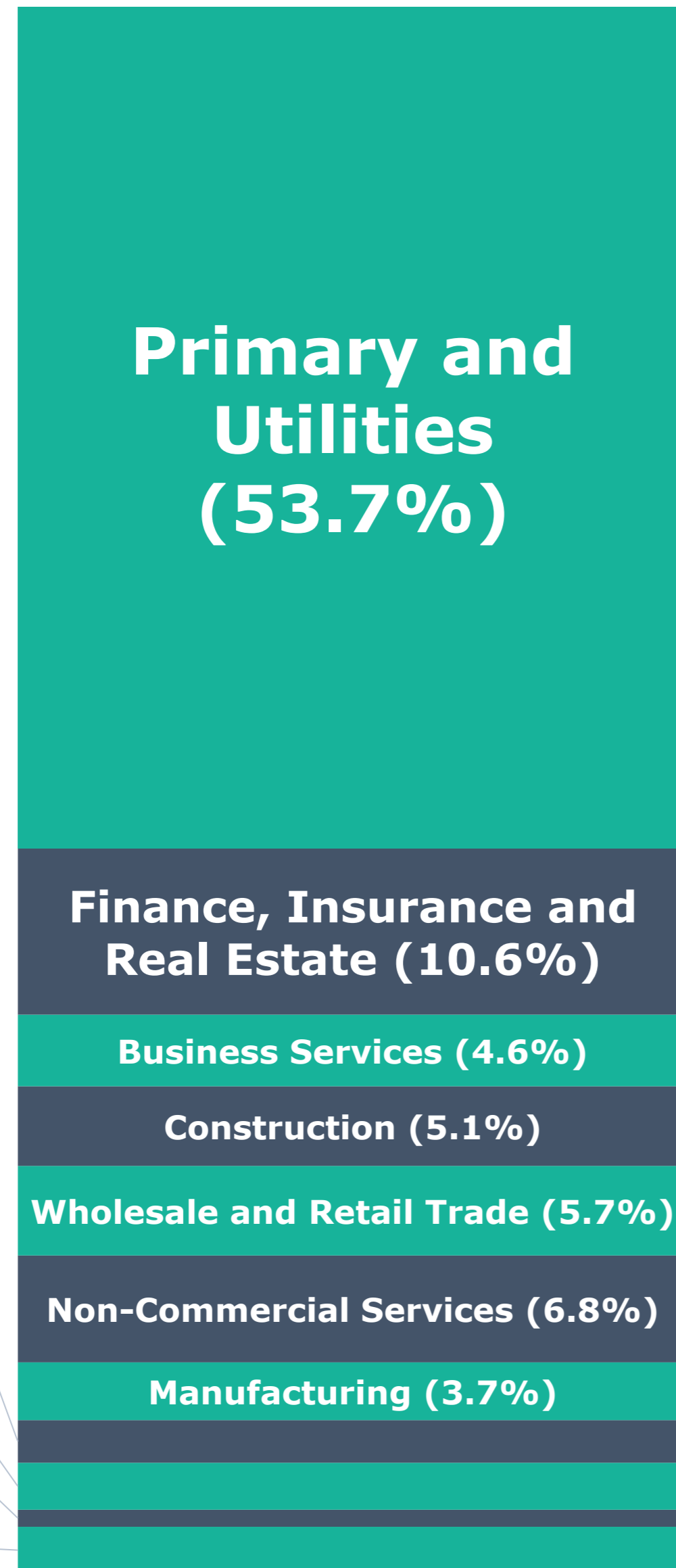
Calgary is the best place to live in Canada, with strong collaboration between public, private and non-profit sector partners.



# **Current Economic Condition: Opportunity Calgary**

# Calgary GDP by Industry

1987 GDP  
\$48.9 B



1987



2015

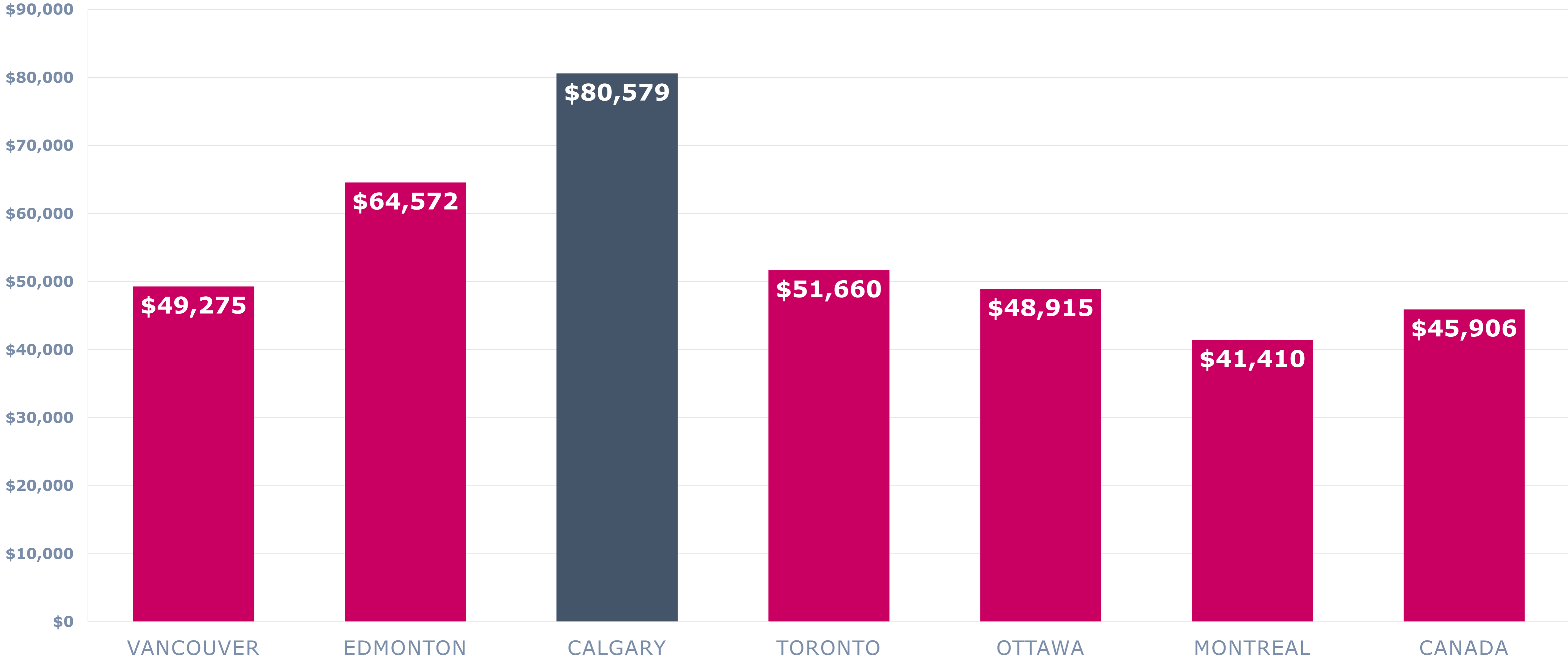
2015 GDP  
\$116 B

Transportation and Warehousing (4.6%)  
Personal Services (3.9%)  
Information and Cultural Industries (2.8%)  
Public Administration and Defence (2.6%)

# Calgary by Comparison

	Vancouver	Edmonton	Calgary	Toronto	Ottawa	Montreal	Canada
<b>2015 GDP Growth</b>	3.9%	-1.8%	-2.4%	3.1%	1.0%	1.7%	1.2%
<b>CMA Population</b> Jul 2015	2,504,340	1,363,277	1,439,756	6,129,934	1,332,001	4,060,692	35,851,774
<b>2014 Population Growth</b>	1.2%	2.4%	2.4%	1.3%	1.2%	0.8%	0.9%
<b>Unemployment Rate</b> March 2016	6.3%	6.9%	8.6%	7.3%	6.8%	8.5%	7.1%
<b>Participation Rate</b> March 2016	66.5%	75.3%	73.5%	67.2%	69.1%	66.4%	65.9%
<b>Employment Growth</b> 12 months ending March 2016	63,800 5.0%	27,400 3.6%	-18,100 -2.2%	107,400 3.5%	4,700 0.7%	7,900 0.4%	126,600 0.7%
<b>Full-Time Employment Growth</b> 12 months ending March 2016	3.8%	3.5%	-4.3%	4.5%	21.8%	2.7%	0.9%
<b>Part-Time Employment Growth</b> 12 months ending March 2016	10.6%	6.0%	9.2%	-1.3%	-3.4%	-7.5%	0.1%
<b>Average Weekly Earnings</b> <i>Provincial</i> Dec 2015	\$923.33	\$1,137.91	\$1,137.91	\$981.45	\$981.35	\$877.64	\$964.74

# 2015 GDP per Capita Across Canada



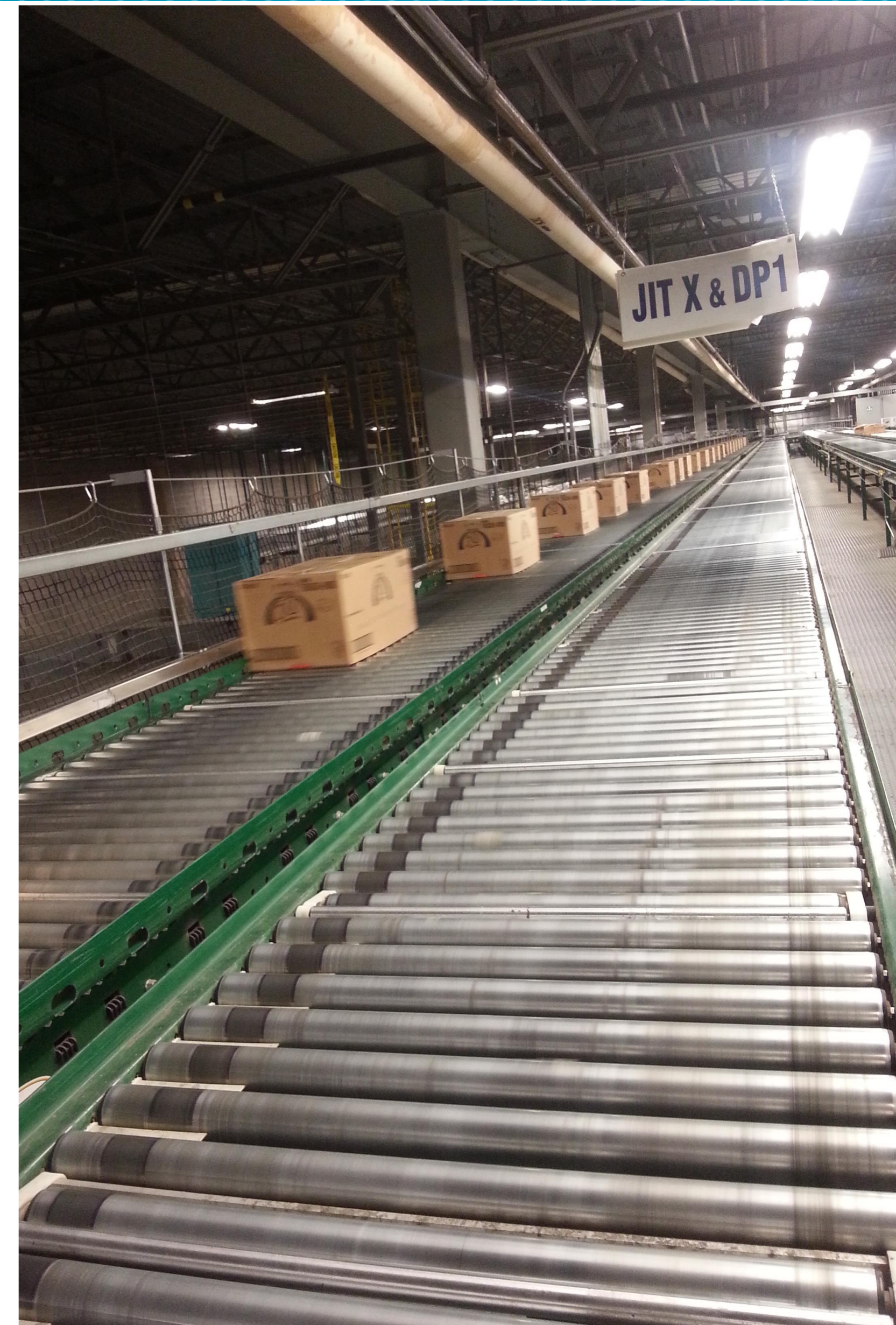
# Accelerating Diversification: Logistics

## Calgary is perfectly positioned transportation hub and inland port in Western Canada.

- Provide resources to activate an existing business plan for immediate results
- Proactive outreach to site selector firms to raise awareness of the opportunities in Calgary
- Implement take to market action plan including events, marketing, website, media, etc.

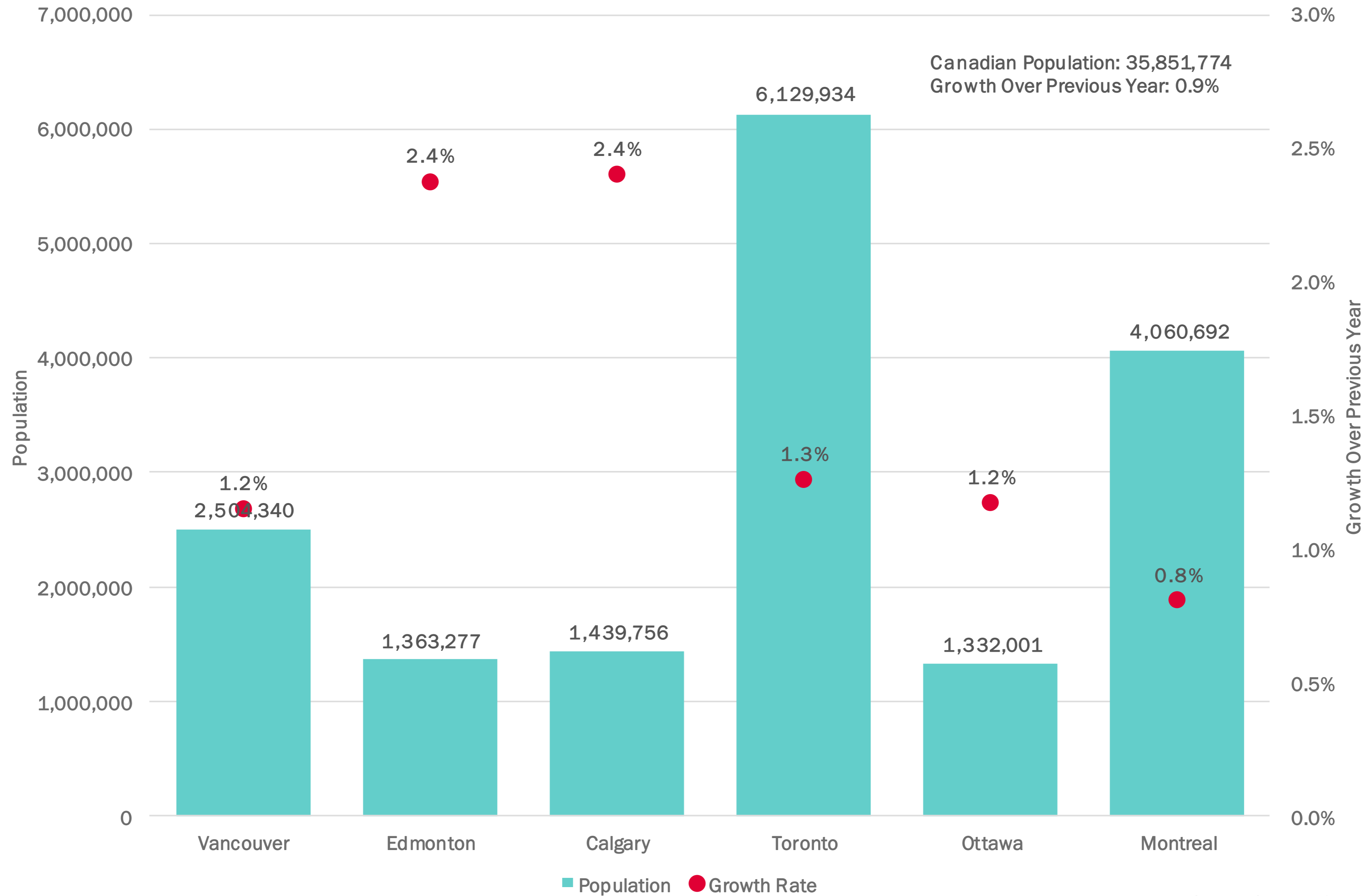
## Metrics

- 20 companies engaged/attracted
- 15 local expansions
- 3,000 direct/indirect jobs



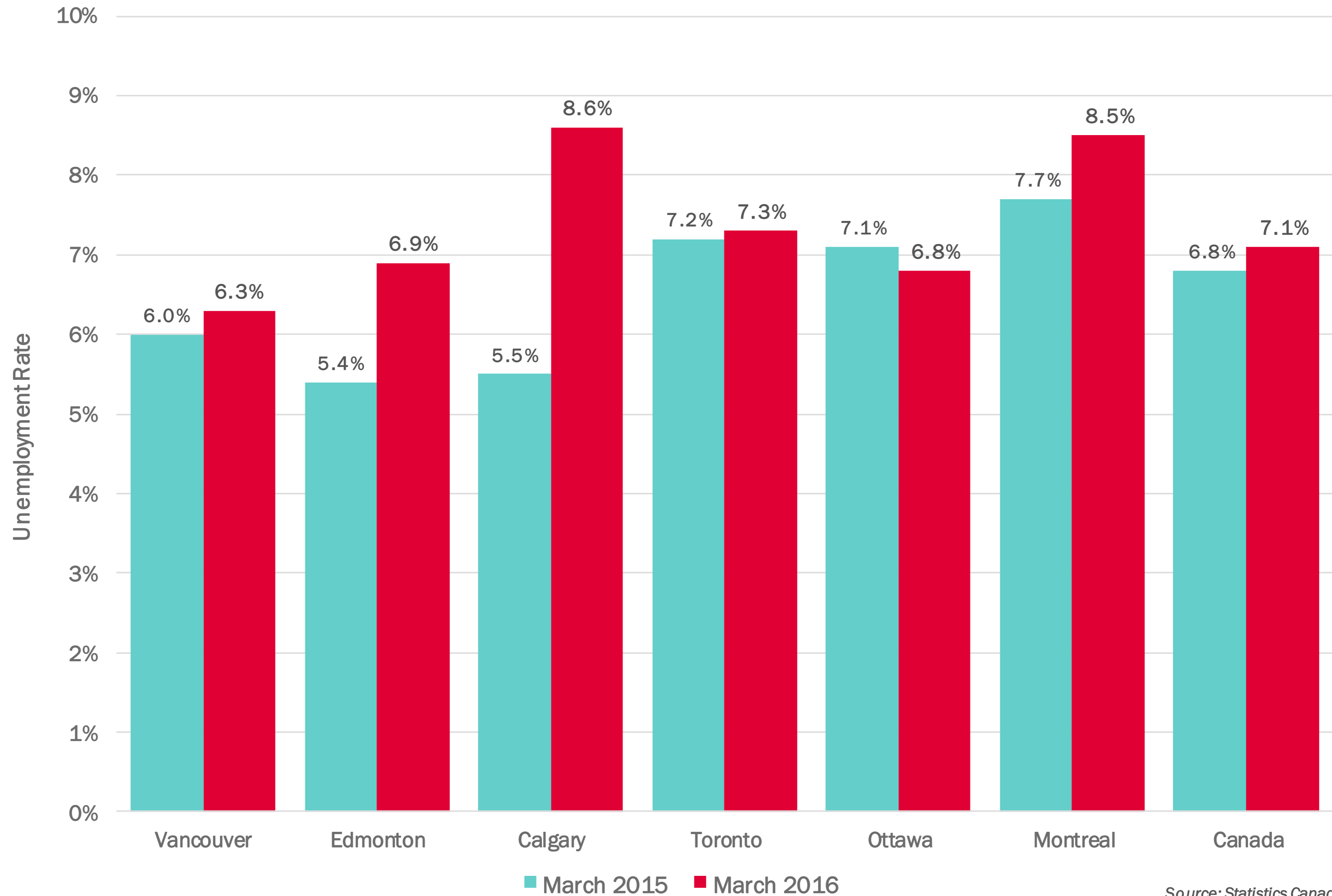
# CMA Population Across Canada

(As of July 1, 2015)



Source: Statistics Canada

# Unemployment Rate Across Canada

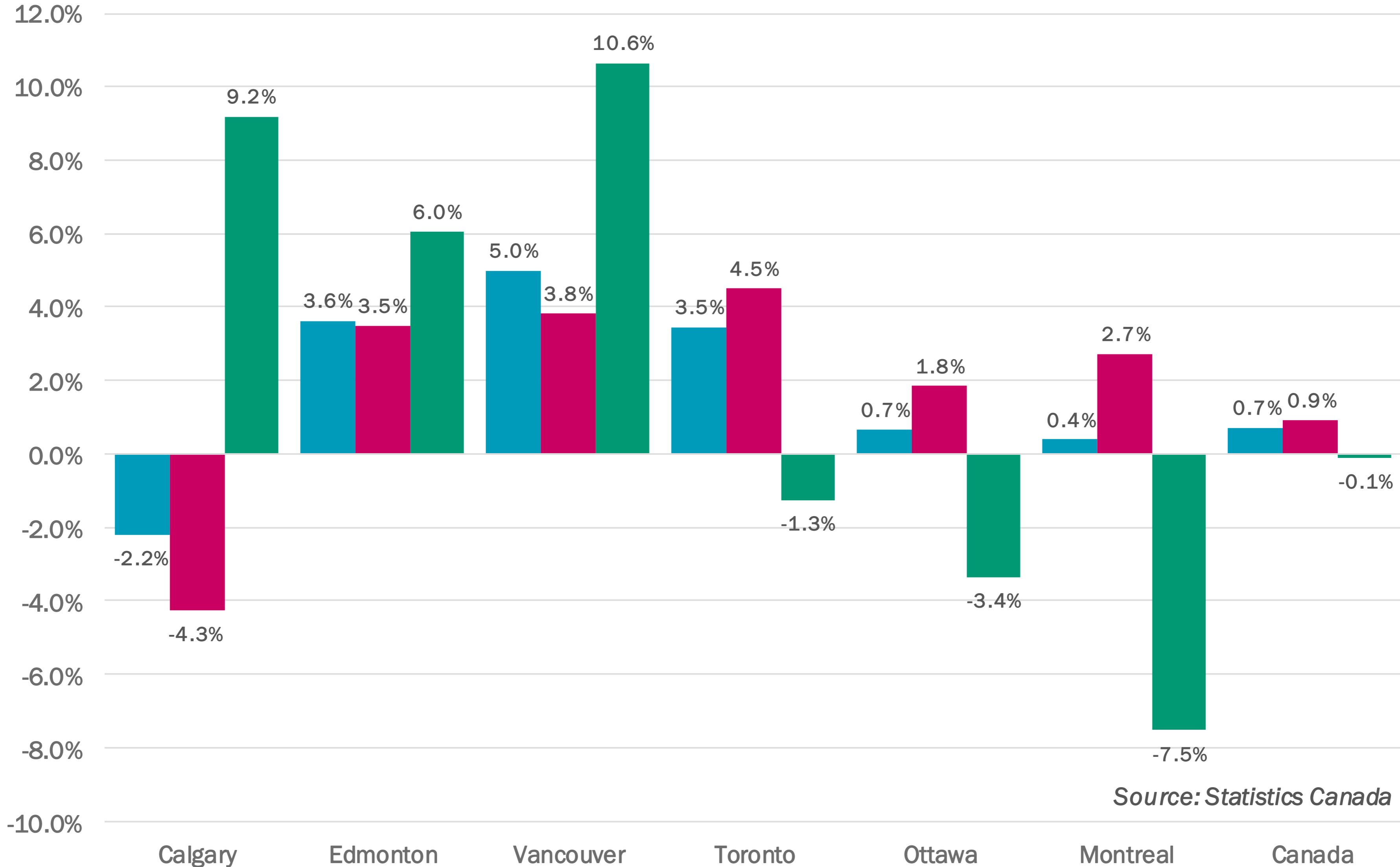


Source: Statistics Canada



# Annual Employment Growth

(March 2015 - March 2016)



Source: Statistics Canada

■ Total Employment Growth Rate ■ Full-Time Employment Growth Rate ■ Part-Time Employment Growth Rate

**thank you.**

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