

OUR LATEST MEDIA RELEASE



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PARTNERS INVEST OVER \$3 MILLION TO BUILD CALGARY'S CREATIVE ECONOMY

(Calgary, Alta.) – PrairiesCan, the Government of Alberta, the City of Calgary and the Edmonton Screen Industries Office have invested a combined \$3 million to fund five programs. Facilitated by Calgary Economic Development, the programs will build skill capacity in Calgary's creative industries workforce and enhance inclusivity and accessibility across the creative economy.

The five programs are built from recommendations of *Calgary's Creative Economy Strategy*, the *CreativeCITY Guidebook* and the *Alberta Screen Production Workforce Action Plan*, which identified frameworks for the Calgary region to diversify its creative economy. By focusing on inclusive talent growth and intellectual property (IP) development, Calgary will be better positioned to attract and retain creative talent and investors, scale revenue beyond fee-for-service work, and be resilient to rapid technological developments and market volatility.

Both the strategies and the five programs were created to harness opportunities to build agility across Calgary's core creative industries – film and TV, animation and digital visual effects (VFX), video game development, esports and immersive media – that result in the production and consumption of creative goods.

In a collaborative approach to fuel talent development across the creative economy, PrairiesCan contributed over \$1.2 million, the City of Calgary \$1 million, the Government of Alberta over \$650,000 and the Edmonton Screen Industries Office \$150,000.

Between 2024 and 2026, these programs are projected to train 500 individuals, create 210 jobs and support 94 companies. Launching in fall 2024, the programs include:

- **Six cohorts of the Alberta Producer Accelerator (APA) Program.** Facilitated by Access Canada, this program prepares producers to elevate their careers with training, mentorship and industry connections through cohorts for Scripted Film and Television, Animation and Indigenous producers. Animation cohort applications are [now open](#);
- **Equity, Diversity, Inclusion, Accessibility and Belonging (EDIAB) Protocols and Anti-Racism Training.** Developed by Convoke Consulting, this resource will provide training and equity protocols for those that work in film and television environments in Alberta to create more inclusive environments;
- **Indigenous In-Community Training Program.** Facilitated by Pathfinders Film Institute, three cohorts of training will be offered in-community to Indigenous applicants to learn a variety of skillsets and certifications to elevate employment opportunities in the film and television industry;
- **Screen Access Alberta career website.** This digital portal will support recruitment and retention of creative workers in Alberta, and will be a central resource for talent to build a career plan in the creative industries and access existing training opportunities and open job postings; and
- **The Calgary Games Studio Foundry.** Focused on the video gaming and e-sports sector, this pilot program will support creative entrepreneurs to develop, market and commercialize their product.

Building Calgary's creative economy aligns with priorities to attract talent, grow Calgary's innovation ecosystem and enhance livability in the city's economic action plan, [Uplook](#).

QUOTES

“The Calgary region’s film, television and creative industries are on a roll. With expert production crews, top tier talent, and outstanding regional locales that are featured internationally in award-winning blockbusters, this sector is helping to drive economic growth and job creation for Albertans. Our government’s investment in these new programs led by Calgary Economic Development build on the creative sector’s global reputation while continuing its growth trajectory.”

- **The Honourable Dan Vandal, Minister for PrairiesCan**

“Strong creative industries are an important part of supporting economic growth in communities throughout Alberta. I’m proud that our government is investing to bolster the Calgary region’s creative economy and enable this sector to take advantage of new opportunities to grow and attract talent — in a way that is both inclusive and sustainable for our long-term growth.”

- **George Chahal, Member of Parliament for Calgary Skyview**

“Alberta’s creative industries have the momentum to succeed. Through this \$650,000 grant, Alberta’s government is ensuring Albertans have the skills they need to get ahead and that the province remains the best place for producers to tell their stories”

- **Tanya Fir, Minister of Arts, Culture and Status of Women**

“Calgary is globally recognized as a city of creative problem solvers and industry-disrupting ventures across sectors. This collaborative investment will enhance our region’s existing creative talent pool, support the diversification of our creative economy, and build Calgary’s innovation scene and increasingly dynamic downtown core.”

- **Mayor Jyoti Gondek, City of Calgary**

“Global trends and disruptive technologies are transforming the way content is produced, distributed and commercialized around the world. Calgary is poised to be nimble to these shifts by building economic resiliency through diversification of its creative industries and increasing agility of our workforce. These inclusive programs will play a crucial role in ensuring Calgary continues to emerge on the global stage a top destination for creative talent, studios, entrepreneurs and investors to build a fulfilling career and a life.”

- **Brad Parry, President & CEO, Calgary Economic Development**

“The ESIO is proud to contribute to the growth and diversification of Alberta's creative economy through these collaborative initiatives. By investing in talent development and fostering inclusive practices, we're helping to ensure that Alberta remains a vibrant hub for the screen industries and a place where creative professionals can thrive.”

- **Dorian Rowe, Interim CEO and Film Commissioner, Edmonton Screen Industries Office**

“We see examples of how artists and creatives drive innovation, vitality and belonging in our city every day. We applaud this important investment in Calgary's creative industries to further the skills and careers of our creative workforce.”

- **Patti Pon, President and CEO, Calgary Arts Development Association**

ABOUT CALGARY ECONOMIC DEVELOPMENT

Calgary Economic Development is an opportunity-maker, helping to spark and fuel Calgary's growth. Our job is to connect people with resources that can help them grow their careers or businesses, thrive in new locations or markets and feel at home in our community. We steward the economic strategy, [*Uplook: An Action Plan for Our Economy*](#) with the mandate to position Calgary for long-term economic success by supporting the expansion, retention and acquisition of companies, capital and talent. We offer a wealth of information to help everyone succeed and we tirelessly promote Calgary, in Canada and around the world. For more information, please visit our website at www.calgaryeconomicdevelopment.com and follow us on [LinkedIn](#).

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