

# BRAND AN ICONIC CITY

## PRIORITIES

- 1 ▶ Demonstrate Calgary is a vibrant and inclusive community with a global perspective.
- 2 ▶ Tell a unified story to strengthen consistent and unique identity here and everywhere.
- 3 ▶ Share Calgary's story as an ambitious city full of energy, optimism and opportunity.



## BY THE NUMBERS

Calgary welcomed the return of the Global Energy Show where more than

**60%**

of the exhibition floor showcased clean technology

**72%**

of talent and 90 per cent of business leaders have an overall favourable impression of Calgary<sup>1</sup>

**74%**

of business leaders see Calgary as a new hub for tech and innovation and 76 per cent agree that Calgary has a diverse economy<sup>1</sup>



<sup>1</sup> Calgary Economic Development External Perceptions Final Report, 2022

# CALGARY IS A CITY WITH AN ASPIRATIONAL BRAND STORY THAT REFLECTS ALL CALGARIANS.

## STORIES FROM THE COMMUNITY

### COMMUNITY-OWNED

Calgary Economic Development continued its work with Tourism Calgary and the City of Calgary to evolve Calgary's brand story through community engagement. With a vision for the brand to be community-owned and reflective of all Calgarians, past and future engagement includes diverse, equity-deserving communities including:

- youth
- Indigenous
- ethnic minorities
- LGBTQIA2S+

As a unique storytelling platform that shapes perceptions locally and abroad, the updated Calgary brand will serve to strengthen Calgary's unique identity.

### COMMON CULTURE

Progress continued on major renovations to two of the city's most important cultural venues:

- the BMO Centre
- Arts Commons

The expansion of the BMO Centre is expected to be complete before the 2024 Stampede and will serve as western Canada's largest convention centre, and as an anchor for Calgary's emerging Culture + Entertainment District.

Phase 1 of the Arts Commons Transformation Project is a \$270 million capital project that will add 173,000 square feet to the facility, including a new 1,000 seat theatre. As work continues as part of this transformation, a groundbreaking is expected in 2024.



### CALGARY ON THE GLOBAL SCREEN

Calgary was home to the production of HBO's *The Last of Us*, becoming an immediate global hit upon its release in early 2023. The series signaled a major step for Calgary's film and TV industry, showcasing to the world that Calgary and Alberta can be home to large scale productions.

Calgary also made MovieMaker's list of Best Cities to Live and Work as a Moviemaker in 2023, rising two spots and placing eighth among the Top 25 cities in North America.

The economic impact of film and television production in the Calgary area reached \$461 million in 2022.