

State of Downtown Calgary 2021

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Letter from Downtown Strategy Director

The past year was an exciting one for the Downtown Strategy team and partners that saw challenges, but also significant commitments to move Calgary's downtown along the roadmap to reinvention.

Our downtown is the economic and cultural heart of Calgary - a hub for business, innovation, and creativity. Our city benefits from a strong downtown, as it creates jobs and contributes to its economic success and The City's revenues, tax base, and ability to provide services to citizens across the city.

Calgary's Greater Downtown Plan

In April, City Council approved **Calgary's Greater Downtown Plan**, a long-range plan that will help city-builders, decision-makers, investors, and citizens understand the direction over the next decade. It is our vision, roadmap and commitment to building a thriving, future-focused downtown.

The Plan focuses our future success on downtown being a place people want to live, visit and set up businesses. The goal is to create a diverse mix of residential, office, retail, entertainment, tourism and culture.

In 2021, Council made an initial investment of \$200 million to activate the Greater Downtown Plan and invested an additional \$55 million in November. It is an investment to provide incentives for building owners to convert empty office buildings to residential spaces, kick-start vibrancy-building capital projects and programming efforts, establish a dedicated downtown team within The City, and to support the Arts Commons Transformation (ACT).

Downtown Calgary Development Incentive Program

We are moving forward to remove 6 million square feet of downtown office space over a 10-year period. City Council has invested \$100 million to start realizing this goal, which would help restore downtown property values and reduce the impact of the non-residential tax shift over the next decade. It is a reduction to the tax burden on both residential and non-residential properties outside the downtown core.

The City of Calgary announced the first three successful applicants to the Downtown Calgary Development Incentive Program. These three projects will infuse life into largely empty or underutilized office buildings by converting empty office space to new residential units. It's one way The City is moving beyond the traditional 9 to 5 business district towards a vibrant city centre people enjoy 24/7, with a balanced mix of residential, office, retail, entertainment, tourism and culture.

Downtown Programming

Activating places and spaces is essential to increase downtown vibrancy and make downtown a place that people want to live, visit, and establish a business. We have set aside funds to support our downtown partners to plan and execute vibrancy-building programming and events. In 2021, we supported the implementation of the Tomorrow's Chinatown cultural plan, the Beltline Urban Mural Project (BUMP), and projects that support safety, security, and vibrancy downtown, like the Stephen Avenue Safety Hub.



Image provided by Travel Alberta

Vibrancy-Building Capital Projects

Council approved \$55 million to fund impactful projects, big and small. The Downtown team is considering a few high-impact projects that would improve vibrancy and safety in Calgary's downtown like redesigning the future of Stephen Avenue, reimagining Olympic Plaza, and improving the public spaces along 8 Street in Downtown West.

A Dedicated Downtown Team

The City has established a team whose sole focus is to support the shift of downtown from vacancy to vibrancy. The team is following a model for successful "innovation teams" used by many start-ups. It includes disciplines of finance, analytics, marketing, design, and project management/delivery. We expect it to rapidly take shape in 2022, so it can tackle the ever-growing slate of projects and private investment underway.

Looking Forward into 2022

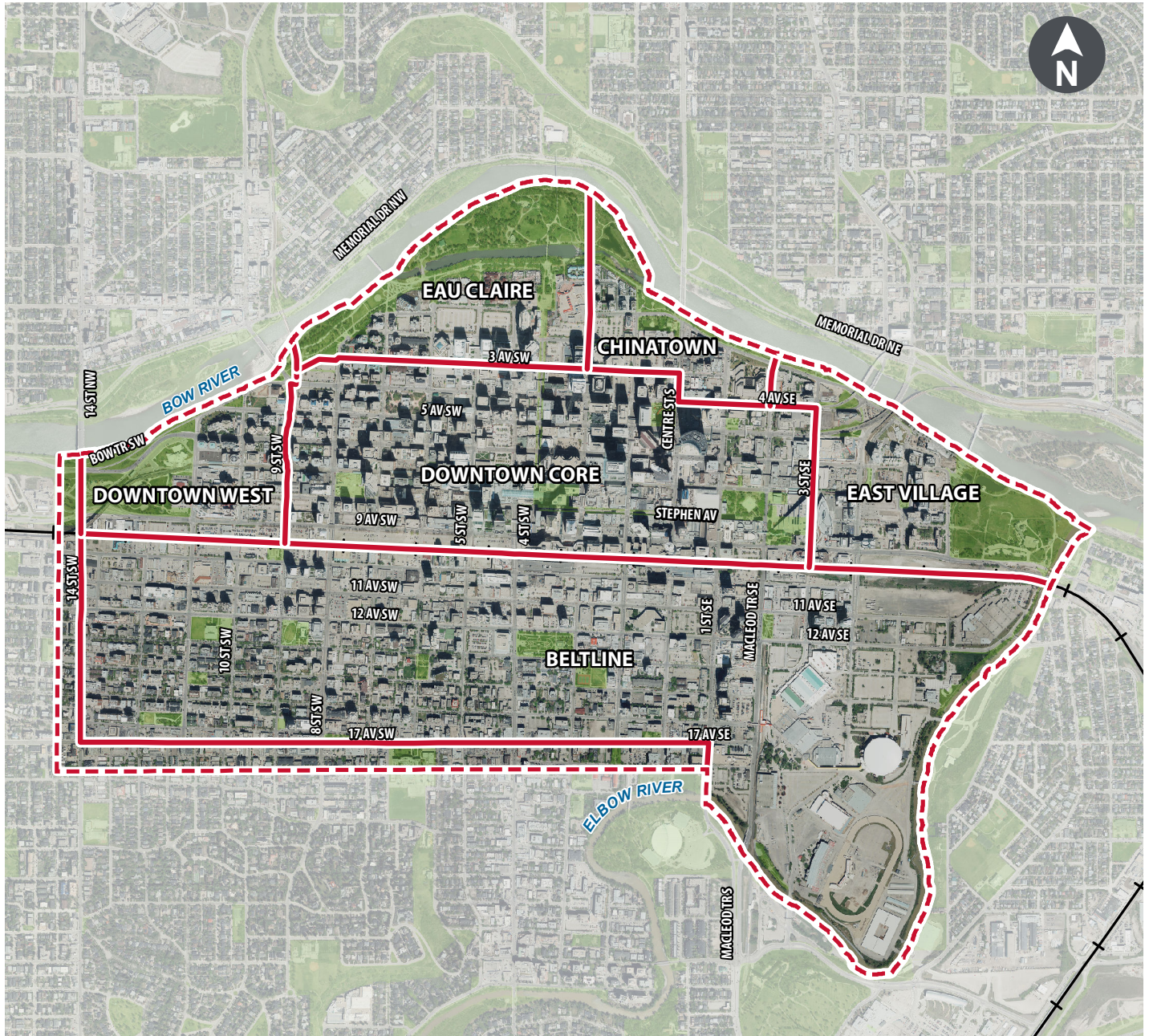
This past year was focused on bringing forth a plan, securing investment, and laying the framework for the work we need to move forward with to reinvent Calgary's downtown. Already, our expectations have been surpassed and real momentum is being generated with the announcement of Council's investments. This momentum will help us shift to action. In 2022, we are focusing on projects that will begin to move the needle, addressing the challenges that downtown faces. We look forward to announcing the additional recipients of funding from the Downtown Calgary Development Incentive Program, along with programming and capital projects that will help build vibrancy.

Thank you for your continued commitment to our downtown. Our best days are ahead of us, as we position ourselves to come back stronger than ever with renewed focus and collaboration.

Best regards,

Thom Mahler
The City of Calgary

Greater Downtown - The Boundaries



Legend

- - - Greater Downtown Boundary
- Neighbourhood Boundary



Image provided by Travel Alberta


The Roadmap for Downtown Calgary

Calgary's Greater Downtown Plan


In 2021, City Council approved **Calgary's Greater Downtown Plan**, a long-range plan that will help city-builders, decision-makers, investors, and citizens understand the direction over the next decade. It is the vision, roadmap and commitment to building a thriving, future-focused downtown. The goal is to create a diverse mix of residential, office, retail, entertainment, tourism and culture. City Council invested \$255 million to activate **Calgary's Greater Downtown Plan**. It is an investment to provide incentives for building owners to convert empty office space to residential units, kick-start vibrancy-building capital projects and programming efforts, establish a dedicated downtown team within The City, and to support the Arts Commons Transformation.

Developing the Greater Downtown Plan




- 

19
workshops, pop-up engagements, information sessions, and online engagements

- 

1500+
Calgarians and downtown stakeholders engaged with in-person and online

- 

1050+
comments/feedback received through online engagement

What we heard:





Image provided by Travel Alberta

The Vision

Calgary's bustling centre of commerce and a 24/7 destination.

We're reimagining and reinventing downtown to create a new sense of community. We need to move beyond the traditional business district that's buzzing 9 to 5 towards a vibrant city centre people enjoy 24/7.



Image provided by Travel Alberta Roth & Ramberg

The 10 principles for Greater Downtown



1. Economic vitality and innovation

Create exciting places that attract, support and retain businesses, entrepreneurs and talent to provide diverse employment opportunities.



2. Identity and place

Design neighbourhoods that Calgarians are proud to call home. Ones that are inclusive, connected, and accessible to businesses and services



3. Opportunity and choice

Give everyone access to places to live, shop, learn, work, eat and play, plus diverse housing choices and mobility options.



4. Health and wellness

Ensure everyone has equitable access to health care and medical services, recreational and cultural opportunities, and healthy food.



5. Social interaction

Build gathering places for civic, arts, cultural, recreation and entertainment activities, and neighbourhood get-togethers.



6. The green network and natural environment

Protect and restore the green network, natural areas, biodiversity and ecological functions for everyone's enjoyment.



7. Mobility for all

Provide options that address the mobility needs of people of all ages and abilities, including walking, wheeling and using transit.



8. Climate mitigation and adaptation

Support the transition to a low-carbon economy and adapt to the changing climate by enhancing the resilience of our infrastructure.



9. Quality urban design

Connect buildings, streets and places while responding to the emerging needs of people, property owners and businesses.



10. Resilient and prepared

Adapt, survive and thrive in the face of chronic stresses and acute shocks to our physical, natural and social systems.

Now is the time for bold action

The Downtown Strategy team, along with its partners Calgary Economic Development, Calgary Municipal Land Corporation, University of Calgary and the downtown business improvement areas will implement The Greater Downtown Plan. To achieve our vision of a resilient and vibrant downtown for everyone, with welcoming neighbourhoods, active streets and well-used public spaces, Calgary must act now.

Strategic Moves



1. Neighbourhoods for vibrant urban life

Create mixed-use neighbourhoods with gathering places, housing choices and all of the amenities residents need close by.

How we get there:

- Create and support mixed-use neighbourhoods
- Reinforce neighbourhood gateways, landmarks and view corridors
- Celebrate diversity, culture, art and history
- Develop an array of key gathering places
- Make downtown living more attractive
- Shift the image of the Downtown Core

2. A green network for a healthy environment

Build a green network by connecting parks, natural spaces and river frontage with downtown's main streets.

How we get there:

- Plan, expand and connect to the green network
- Protect, maintain and grow the tree canopy
- Connect to and celebrate the rivers
- Be flexible and accommodating in design and use
- Leverage green infrastructure assets to create year-round vibrancy

3. Streets for people

Design streets for walkers and wheelers first, with regional pathways stretching along the riverbanks and underpasses, and bridges and on-street mobility tracks connecting to neighbouring communities.

How we get there:

- Invest in a multi-modal transportation network
- Re-envision street space and public rights-of-way
- Improve connectivity throughout Greater Downtown
- Invest in the public realm
- Support the Plus 15 network

4. Transit for all

Make transit the quickest, safest and most cost-effective way to travel to and through downtown.

How we get there:

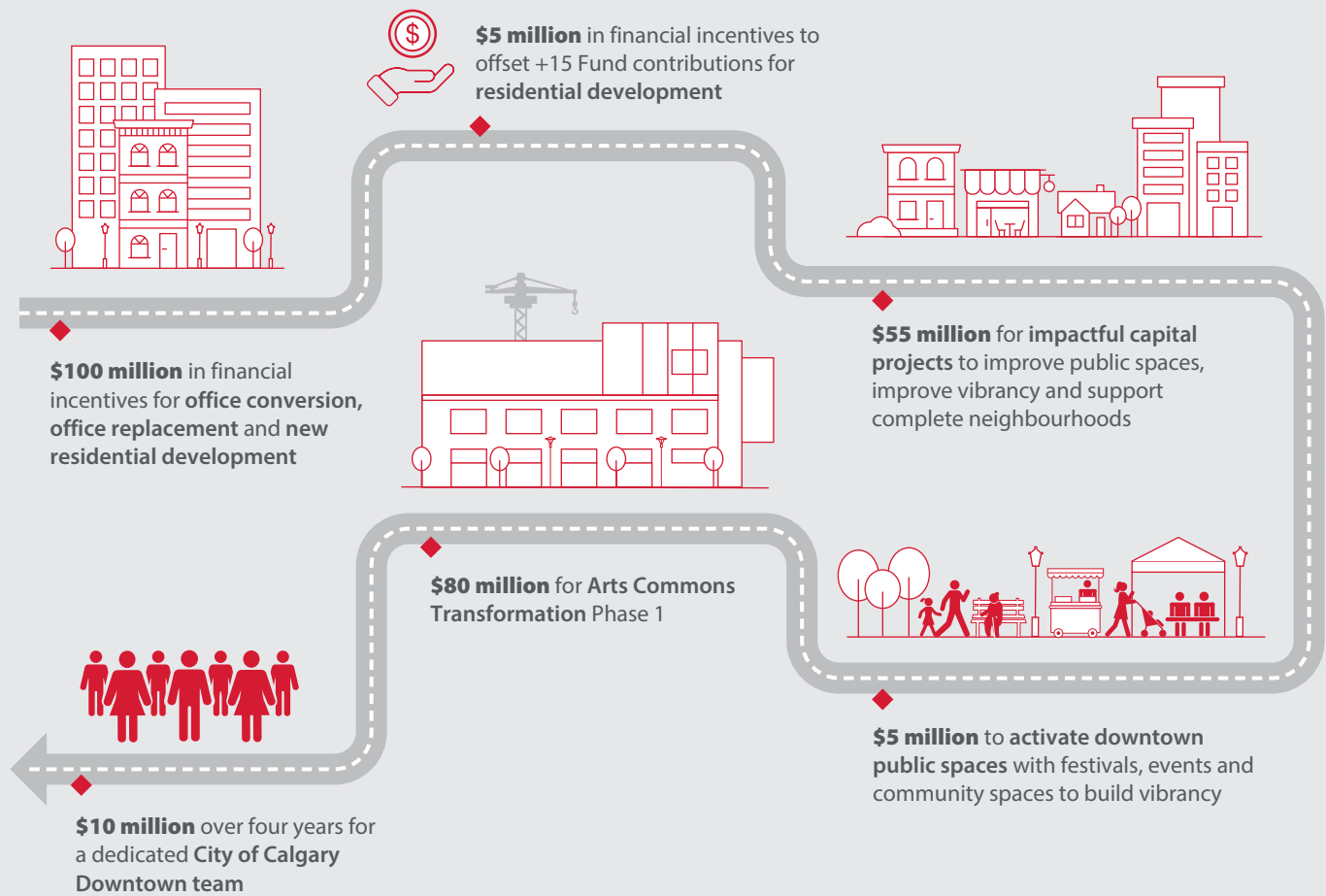
- Expand and enhance transit service
- Improve transit stations and stops to create welcoming experiences

5. Future-proof and innovate for the next generation

Attract the global technology sector, utilize our highly educated workforce and leverage our head office concentration to prosper in the new economy.

How we get there:

- Encourage innovation and testing
- Streamline the regulatory environment
- Reduce vulnerabilities
- Improve energy use and reduce GHG emissions



\$100 million in financial incentives for office conversion, office replacement and new residential development

Downtown office vacancy at the end of 2021 sat at approximately 14 million square feet which translates into 33.2 per cent. As downtown office vacancy rates continue to rise, the impacts are far reaching. Downtown office property values have declined by \$17.3 billion since 2015, or 60 per cent, resulting in the tax shift situation that affects City finances and residential, commercial, and industrial property taxes throughout the city. The City worked in collaboration with industry experts including Calgary Economic Development’s Real Estate Sector Advisory Committee and the Real Estate Working Group to develop an incentives package for downtown office conversions, office replacement, and new residential development. Converting office to residential uses is complex and expensive, with incentives being required to stimulate investment.

The City is moving forward to remove 6 million square feet of downtown office space over a 10-year period. City Council has invested \$100 million to start realizing this goal, which would help restore downtown property values and reduce the impact of the non-residential tax shift over the next decade. It is a reduction to the tax burden on both residential and non-residential properties outside the downtown core.

The City of Calgary announced the first three successful applicants to the Downtown Calgary Development Incentive Program. These three projects will infuse life into largely empty or underutilized office buildings by converting empty office space to new residential units. It’s one way The City is moving beyond the traditional 9 to 5 business district towards a vibrant city centre people enjoy 24/7, with a balanced mix of residential, office, retail, entertainment, tourism and culture.



1 909 5 Avenue S.W.

2 Palliser One

3 205 9 Avenue S.E.

\$5 million in financial incentives to offset +15 Fund contributions for residential development

Residential development in the downtown core often includes the requirement to contribute to the Plus 15 Fund, which supports construction, operation, and maintenance of downtown's Plus 15 system. This is often a barrier to residential development in the downtown core. The City will provide \$5 million in incentives to developers who initiate residential projects in the downtown core to offset the Plus 15 Fund contribution. This removes a potential barrier to office to residential conversion or new residential development. The maximum incentive available is \$1 million and a project will need to be completed in a designated time period to receive the incentive.

\$55 million for impactful capital projects to improve public spaces, improve vibrancy and support complete neighbourhoods

Implementing the Greater Downtown Plan means allocating \$55 million immediately for impactful projects, big and small, which move the plan from a planning document to real actions.

The City is considering the following projects that would improve vibrancy in Calgary's downtown:



- 1 Downtown West Promenade, from the Peace Bridge to 14 Street S.W.**
- Create a gateway to the Bow River and river pathway system in Downtown West
 - Extend pathway and public space improvements already in place or being built in Eau Claire, Chinatown and the East Village

- 3 Future of Stephen Avenue**
- Create short and long-term strategies that can be implemented over time to make Stephen Avenue better for Calgarians and visitors, while creating opportunities for private investment and redevelopment

- 2 8th Street S.W**
- Improve north-south connections from the Bow River to Downtown West and the Beltline
 - Redesign and rebuild public spaces to support residential, retail, and commercial growth in the Downtown Core and Downtown West

- 4 Redesign and rebuild Olympic Plaza**
- Re-imagining our Olympic legacy by renovating the living room for City Hall and Arts Commons

\$5 million to activate downtown public spaces with festivals, events and community spaces to build vibrancy

Activating places and spaces is essential to increase downtown vibrancy and make downtown a place that people want to live, visit, and establish a business. The City is setting aside to fund, support and enable its downtown partners plan and execute vibrancy-building programming and events.

This included support for the implementation of the Tomorrow's Chinatown cultural plan, safety, security, and vibrancy around City Hall and Stephen Avenue, along with community programming like Chinook Blast and the Beltline Urban Murals Program.

Additional programming and events that will be supported will be determined in consultation with The City's downtown partners, business improvement areas, and community associations.

\$10 million over four years for a dedicated City of Calgary Downtown team

To activate the Greater Downtown Plan and move forward with the actions and projects that have been identified as priorities to enhancing downtown vibrancy, The City allocated resources to a team dedicated to moving the actions required through this investment package forward.

\$80 million for Arts Commons Transformation Phase 1

For the last 35 years, Arts Commons has been a key contributor to social, economic, cultural, and intellectual life in Calgary. As Canada's third largest arts centre, it is home to six resident companies and used by more than 200 community groups.

The Arts Commons Transformation (ACT) project of expanding and upgrading Arts Commons supports the goal of improving and diversifying Calgary's economy. It supports the Downtown Strategy and is considered a catalyst project for the Culture + Entertainment District.

Executed in two Phases, Arts Commons Transformation will both expand capacity in an adjoining new building and renew the existing facility.

The Government of Canada announced its intention to double the federal Gas Tax Fund for one year, as the newly renamed Canada Community- Building Fund. This \$77 million of new federal funding will be directed for the Arts Commons Transformation (ACT) Project Phase 1.

The ACT project has been identified as a catalytic project for downtown vibrancy for more than 15 years. Once completed, Arts Commons, and their resident companies, will generate \$53 million to Calgary's economy annually and support 683 jobs.

During construction of Arts Commons Transformation:



3,155
jobs in
Calgary



provide
\$239M
in labour income



contribute
\$386M
to GDP

Upon completion of Arts Commons Transformation:



3,155
jobs in
Calgary



provide
\$239M
in labour income

Calgary's Downtown vision continues to be realized with a new Downtown Strategy Business Unit being created

In 2021, The City formalized the creation of a new Downtown Strategy business unit by naming Thom Mahler as the director to lead The City's downtown revitalization efforts. This business unit was created in April, when City Council approved **Calgary's Greater Downtown Plan** and committed an initial \$120 million to invest in downtown's future. The Downtown Strategy Team leverages resources across the corporation to implement the strategy, especially in the areas of programming, safety, marketing, research and public realm design and construction.

Mahler has been leading The City's Downtown Strategy team from its inception and has effectively built partnerships focused on leading our downtown's roadmap to reinvention. His passion for Calgary's downtown has helped the team to begin to tackle the challenges our downtown has been facing.

Mahler has been with The City for more than 20 years. In his new role as director of the Downtown Strategy business unit, Mahler will steward The City's investment in the future of downtown. This includes incentives for converting empty office space to residential units and other uses, programming and activating downtown public spaces to promote vibrancy, and kickstarting public space capital projects to support thriving downtown neighbourhoods.

Mahler leads a team committed to making downtown Calgary a better place. Team members include:

- **Sheryl McMullen** - Manager, Investment and Marketing
- **Natalie Marchut** - Manager, Development and Strategy
- **Kristyna Ng** - Downtown Strategy Coordinator
- **Aliyyah Mohamed** - Executive Advisor
- **Kate Zago** - Planner
- **Neil Babaluk** - Communications Planner
- **Pia Novello** - Administrative Assistant

The establishment of the new Downtown Strategy business unit is a component of The City's investment in actioning **Calgary's Greater Downtown Plan** – our downtown's roadmap to reinvention. The initial investment is earmarked for actions that will address office vacancy, improve downtown vibrancy, and support the development of thriving neighbourhoods.



Image provided by Asim Haque

Investing in downtown residential and office space

The Downtown Calgary Development Incentive Program takes shape

Calgary's downtown has faced significant challenges since 2015 and is facing a long road to recovery. There is over 14 million square feet of total vacant office space downtown and the office vacancy at the end of 2021 sat at 33.2 per cent (CBRE Q4 2021). Office buildings have lost \$17.3 billion in property values since 2015. Plummeting downtown property values means the tax burden is shifted to businesses and property owners around the city. In addition to the vacancy and property value challenges, the pandemic has further exacerbated these issues with more people working remotely, further reducing the market demand for restaurants, retail and personal services. This reduction in downtown activity is further amplifying concerns regarding personal comfort and safety for those living, working and visiting downtown.

Calgary's Challenge



14.3 million sq. ft.

Total **vacant** office space downtown
(CBRE Q4 2021)

\$16 billion

Loss in property value for downtown
office buildings since 2015
(City of Calgary Assessment, 2021 tax year)

33.2%

Downtown office vacancy rate
(CBRE Q4 2021)

63%

Decrease in downtown property values
(City of Calgary)

Calgary's Aim for the Future

\$10B ↑

TARGETED increase in property value of
downtown office buildings by 2031

\$14% ↓

TARGETED office vacancy rate by 2031

23% ↑

TARGETED percentage of non-residential
property tax revenue coming from
downtown office buildings by 2031

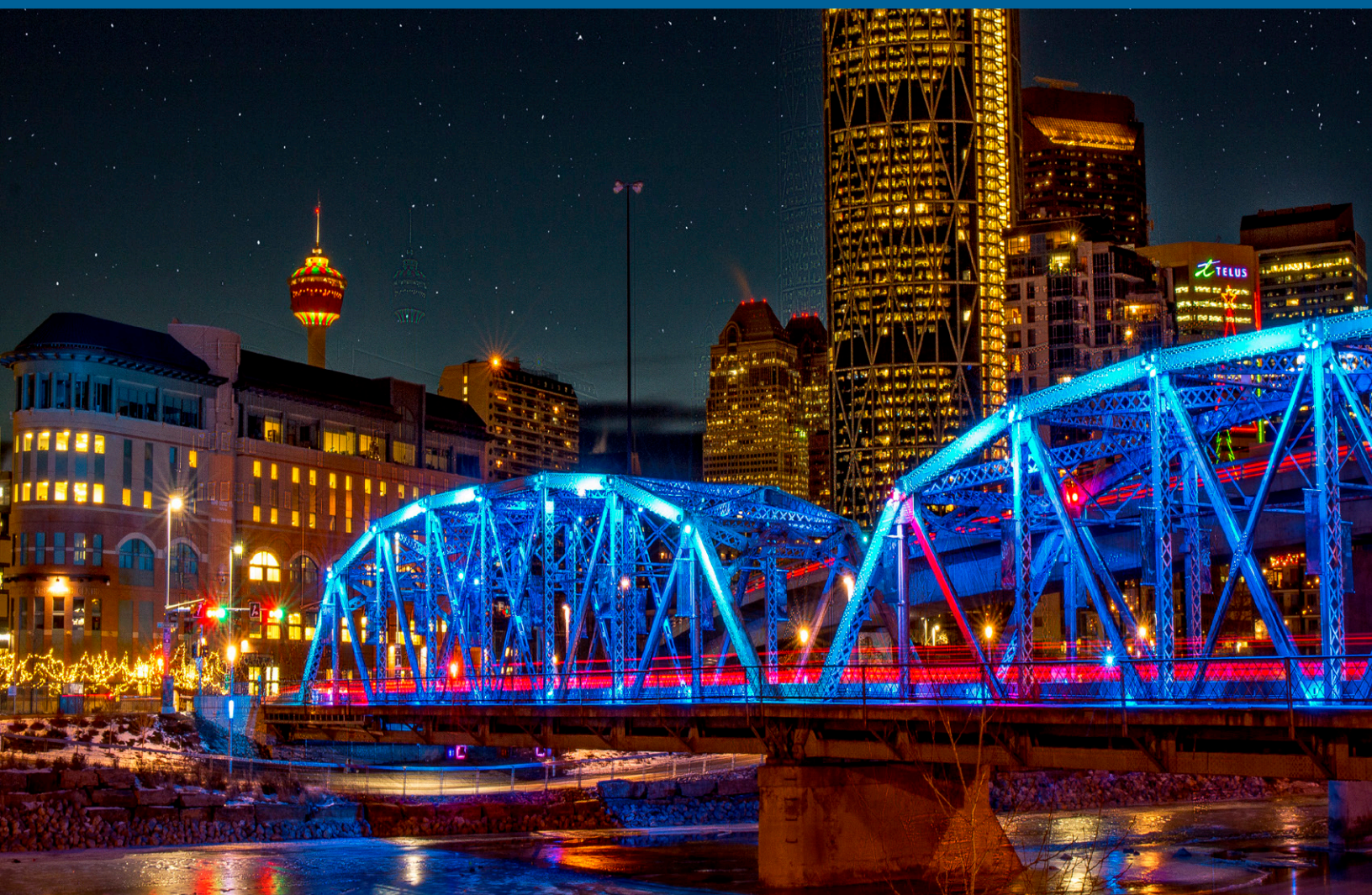


Image provided by Asim Haque

The City of Calgary announced the first three successful applicants to the Downtown Calgary Development Incentive Program. These three projects will infuse life into largely empty or underutilized office buildings by converting empty office space to new residential units. It's one way The City is moving beyond the traditional 9 to 5 business district towards a vibrant city centre people enjoy 24/7, with a balanced mix of residential, office, retail, entertainment, tourism and culture. The first three approved projects of the Downtown Calgary Development Incentive Program are:

- **Palliser One (125 9 Avenue S.E.)** – Aspen Properties
- **205 9 Avenue S.E.** – Cidex Group of Companies
- **909 5 Avenue S.W.** – Peoplefirst Developments

Calgary's success relies on our downtown shifting to a place where people want to live, and where businesses want to set up shop, now and for decades to come. These three projects are supporting the shift to move beyond the traditional office-based central business district to becoming a dynamic centre of the city with welcoming neighbourhoods, active streets, and well-used public spaces.

These three projects have been approved to receive, upon completion of construction, ~\$31 million from the \$100 million fund approved by Council in 2021. These three projects are expected to remove ~414,000 square feet of office space from the market and create an estimated 401 homes. The estimated grant amounts are all based upon \$75 per square foot of office space being converted to living space with final amounts to be confirmed and disbursed at project completion.

Creating homes in these buildings will help bring new life to downtown areas that have largely been quiet, as office space has sat empty for the past several years. The Palliser One and 205 9 Avenue S.E. projects are located across the street from each other, creating the beginnings of a residential 'hub' at a critical intersection of 9 Avenue S.E. and 1 Street S.E. within the Civic District. These projects are in close proximity to the new Arts Commons Transformation, Olympic Plaza, the soon-to-be renovated Glenbow Museum/ JR Shaw Centre for Arts and Culture, and a redesigned Stephen Avenue. People living in this location will also benefit from the pathways and parks in the East Village, shopping and restaurants in Victoria Park, and the Cultural & Entertainment District.

The 909 5 Avenue S.W. project will bring life to an office building, which has sat vacant for nearly 10 years. The project will provide attainable, family-oriented housing options in Calgary's downtown core, with the majority of homes being two and three-bedroom layouts. The developer, Peoplefirst, is providing 40 per cent of units at 20 per cent less than current market value. The project is also in close proximity to the recently upgraded park and pathway space in downtown's west end – West Eau Claire Park and the Eau Claire Promenade, along with future planned improvements to the pedestrian realm along 8 Street S.W.

The Palliser One and 205 9 Avenue conversions will bring people, liveliness and vibrancy to the east side of downtown as The City and its downtown partners embark on major vibrancy building initiatives in the area. Additionally, the 909 5 Avenue S.W. conversion brings much needed affordable housing to the downtown core and the developer is partnering with various social organizations to ensure these homes are available to those in need.

The three conversion projects have a mix of residential units ranging from studio suites to three bedroom, plus den suites, helping to diversify the residential stock in Calgary's downtown. Collectively, the conversion projects help to support downtown living through all phases of life.

Residential conversion projects are complex and expensive, making it very difficult to balance the surplus of office space in our downtown. The City's investment in the Downtown Calgary Development Incentive Program has made office-to-residential conversion possible in Calgary's downtown.

One year ago, in April 2021, City Council approved **Calgary's Greater Downtown Plan**, as well as an initial investment package to support the implementation of the Downtown Strategy, including a focus on incentives for office conversions. The City worked in collaboration with industry experts including Calgary Economic Development's Real Estate Sector Advisory Committee to develop the Program to support downtown building owners considering converting vacant office space to other uses. In July 2021, The City officially established the Downtown Calgary Development Incentive Program and opened the program for applications in August 2021.

The City has finalized approval of the three initial projects for funding. Two other projects are in the final stages of approval as part of the first round of applicants, and it is anticipated further announcements will be made in the coming weeks. The City is currently working with waitlisted applicants for the remaining funds and as applications are approved, further announcements will be made throughout the summer.

The City is currently working through details of a Phase 2 of the Downtown Calgary Development Incentive Program to continue encouraging office conversion projects in our downtown.

Palliser One (125 9 Avenue S.E.)

The Palliser One project is a conversion of approximately 200,000 square feet of office space to 176 apartments, featuring a mix of one- and two-bedrooms. In addition, this project will include an amenity lounge located midway through the building, providing residents with a modern common floor featuring games areas, a workspace area, a kitchen/bar area, lounge seating, and an outdoor BBQ space, as well as a rooftop patio.

“The conversion of Palliser One is more than transforming vacant office space into residential units; it will be a catalyst for creating a more exciting mixed-use, residentially focused complex in Palliser Square – right in the heart of downtown Calgary. We believe this project, and others like it, will greatly enhance vibrancy in our downtown and the overall brand of our city, as we work together to attract and retain talent and businesses.”

- Rob Blackwell, Chief Operating Officer, Aspen Properties



205 9 Avenue S.E.

The 205 9 Avenue S.E. project is a conversion of an estimated 110,000 square feet of vacant office space, into a mixed-use residential tower. The building's office space would be converted to 113 new homes, along with a full floor of amenities to serve the residential units.

“Cidex is thrilled to be a part of this revitalization project. We look forward to the new life this will inject into underutilized properties in the core,” said Sarah Itani, business development manager with Cidex Group of Companies. The Downtown Calgary Development Incentive Program is a prime example of the excellent work that can be done when the public and private sector team up in pursuit of a shared goal.”

- Sarah Itani, Business Development Manager, Cidex Group of Companies



909 5 Avenue S.W.

The 909 5 Avenue S.W. project is a conversion of ~104,000 square feet of office space, into a mixed-use residential tower. The final building will include approximately 112 pet-friendly apartments across eight floors. The main floor will include retail and amenities for residents and the surrounding community, while the second floor will be built out into a coworking space for small businesses – supporting entrepreneurs, and residents in the area.

“We are honoured to be able to participate in the revitalization of downtown Calgary. Our project is about bringing life back to an underutilized central location by transforming spaces for residents and businesses in the area to thrive. Through attainable housing, support for local businesses, and our collaboration with nonprofit organizations, we are working towards improving the lives of Calgarian's through socially responsible development. We are proud to partner with the City of Calgary through the Downtown Calgary Development Incentive Program to bring vibrancy back to downtown.”

- Maxim Olshevsky, Managing Director, Peoplefirst Development



Homespace begins the first downtown residential conversion at Sierra Place

HomeSpace, Calgary's leading affordable housing provider, purchased the 10 storey, 100,000 square foot Sierra Place building which is located on the C-Train line at the corner of 7th Avenue and 6th Street S.W. The vacant office tower was perfect for a retrofit to over 80 units of affordable housing, in addition to providing new retail, office, and shelter space for Inn from the Cold Society. This building is in a prime location, with easy access to transit and essential amenities. Sierra Place will provide housing for nearly 200 vulnerable Calgarians including low-income families with children, single mothers, Indigenous people, seniors, and newcomers to Canada, leaving a lasting impact for residents and the greater Calgary community.

Not only will these new affordable homes create dignity, safety and an opportunity to thrive for more nearly 200 Calgarians in need, but the project will also address Calgary's office vacancy issue, create 160 jobs for the private sector, and bring vibrancy and economic stimulation in our struggling downtown core. This innovative project will serve as a demonstration that future office to residential conversions are both possible and economical.

HomeSpace and Inn from the Cold launched Project Thrive, a joint \$28.5 million capital campaign to fund the project. The City is a project partner and sees this building renovation as an important first step to bolstering Calgary's office to residential unit conversion initiative. The City has pledged \$5.5 million to the project, situating the redevelopment of the Sierra Place family hub inside a larger commitment to reinvigorating Calgary's downtown.



Calgary ranked as emerging tech ecosystem

Calgary continues to garner attention on the global stage – this time for being a city to watch for its technology-focused startups. The city's startup ecosystem earned recognition during London Tech Week, where the Global Startup Ecosystem Report (GSER) ranked Calgary as one of the top 100 emerging tech startup ecosystems in the world, and second in Canada as an innovation ecosystem with the best "bang for buck" for the average amount of money raised by local tech startups. The city was also one of the top 20 North American cities for hiring affordable talent.

Tech Ecosystem facts

- Calgary companies captured \$353 million in venture capital funding through 33 deals
- Tech sector is expected to triple in size and create 30,000 jobs by 2031
- The GSER benchmarked Calgary against more than 300 startup ecosystems around the world



Infosys creating 500 new tech jobs downtown

Infosys, a global leader in next-generation digital services and consulting, announced in March that it will create 500 jobs in downtown Calgary as part of its commitment to double its Canadian workforce to 4,000 employees by 2023. Infosys currently has fewer than 10 employees in Calgary and an expansion here enables the company to expand work with clients in Canada, the Central U.S. and Pacific Northwest across natural resources, energy, media, retail and communications.

Infosys facts:

- Infosys works in 46 countries and has 250,000 employees worldwide
- Infosys is hiring tech talent from 14 Canadian post-secondary institutes, including the University of Calgary and the Southern Alberta Institute of Technology



Plug and Play accelerates the growth of Calgary's innovation ecosystem

The Opportunity Calgary Investment Fund (OCIF) is supporting local entrepreneurs and startups through the establishment of Plug and Play Alberta by global business accelerator Plug and Play LLC with its headquarters in downtown Calgary. Plug and Play Alberta will deliver programs in Calgary to bring venture capital from around the world to Alberta. They will offer accelerator programs in digital health and sustainable clean resources across the province. Plug and Play will offer local companies support in several ways including workshops and webinars, 1:1 mentoring and coaching, investment pitch opportunities, and pilot-project facilitation.

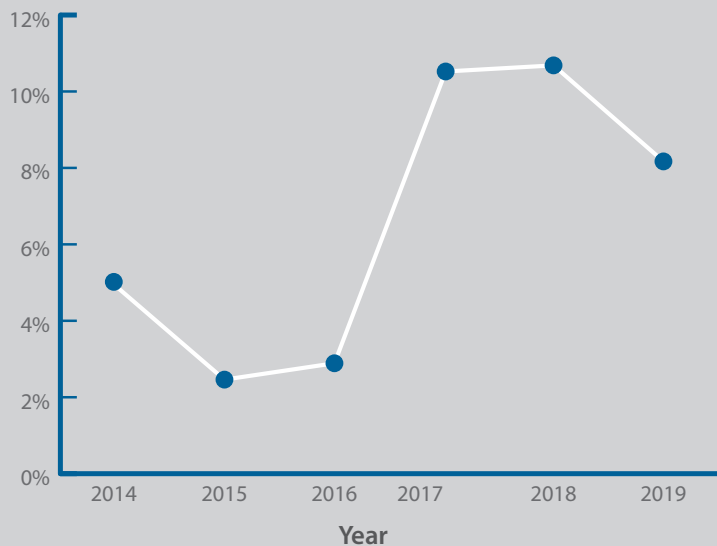
Plug and Play facts:

- Network of 30,000 startups and 500 corporations worldwide
- Part of \$35 million investment from all three orders of government for the Alberta Scaleup and Growth Accelerator program
- The GSER benchmarked Calgary against more than 300 startup ecosystems around the world



Downtown Population

Percentage of Calgary's Population Growth that Occurred in the Downtown Area



Downtown Demographics

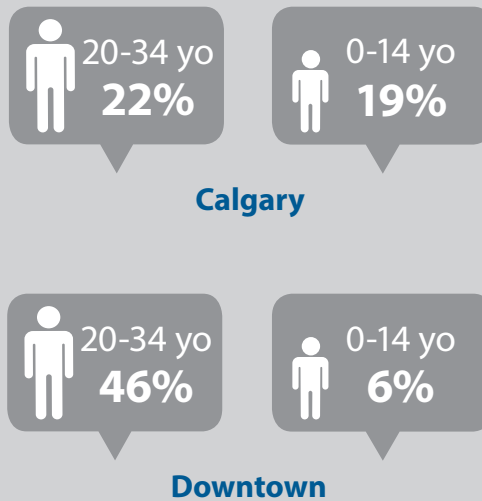
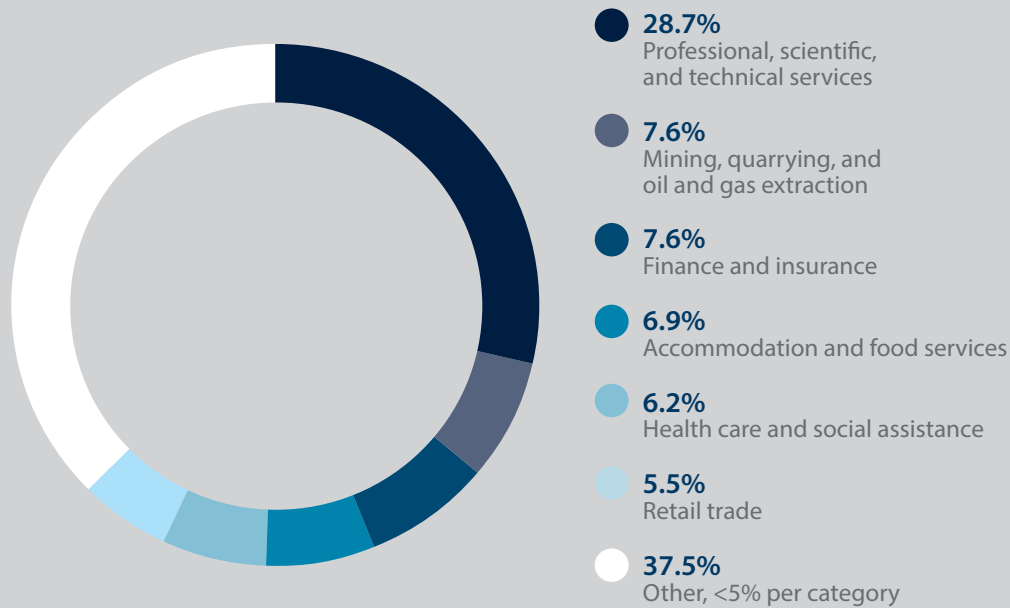


Image provided by Tourism Calgary

Downtown businesses by industry



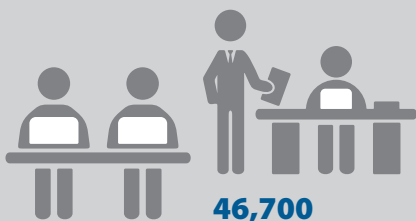
– Canadian Business Counts, Statistics Canada, December 2020 –

102
Head offices
based in Calgary
– the highest
concentration per
capita in Canada

– FP500 2021 Database (Canada's
largest corporations by revenue) –



49,433,816 sq.ft.
Downtown & Beltline
Office and Retail Space



46,700
Number of tech workers in Calgary

– 2020 Scoring Tech Talent, CBRE Research –

-2,075,235 sq.ft.
Office Absorption Volume

– CBRE –

Creating vibrant public spaces

Re-shaping public spaces in the Eau Claire area

Redesigning the Eau Claire Promenade and Eau Claire Plaza public spaces was driven by the need to improve flood resiliency by installing a new Downtown Flood Barrier that is integrated into the design of these spaces. This work is part of The City's efforts to create a safe, efficient and beautiful riverfront promenade and cycling network. It will have a ripple effect of supporting neighbouring communities and business areas. These projects are working towards building more resilient and vibrant communities that support future growth and development for the people who live, work, visit and travel the area.

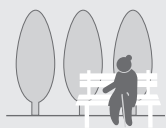
Enabling work began in March 2021 to prepare for construction of the Eau Claire Promenade/Downtown Flood Barrier, redesigned Eau Claire Plaza, and the replacement of the Jaipur Bridge. The projects combine flood protection, lifecycle improvements, enhanced safety measures, and the goal of building more resilient and vibrant downtown communities for the people who live, work, visit and travel the area. All three projects are expected to be completed in 2023.



\$59.1 million

Capital investment between 2020 and 2023 in Eau Claire area **public space projects**





1 Eau Claire Plaza
Eau Claire Promenade/
Downtown Flood Barrier

2 Jaipur Bridge,
Centre Street Ramps

3 3 Avenue Walking and
Wheeling projects

4 Historic Eau Claire &
Bow River Lumber Co.
Building being preserved

Historic Eau Claire & Bow River Lumber Co. Building being preserved

The 1908 Eau Claire & Bow River Lumber Co. building was moved from its current location at 187 Barclay Parade S.W. to a temporary location at 381 2 Ave S.W. The move strengthens the building's heritage factor as it moves it closer to the central operational area of the Eau Claire and Bow River Lumber Co. The building's heritage will be tied more tightly to Eau Claire's history while making it more prominent and accessible to visitors.

The building is being moved temporarily as part of the Eau Claire Plaza redesign project. The building will be preserved and protected at its temporary location throughout the redevelopment of the Eau Claire Plaza. Work in the Plaza includes site re-grading to improve flood resiliency and integrate with the new Jaipur Bridge and Downtown Flood Barrier and Eau Claire Promenade projects.

"In addition to flood protection, the plaza is being re-designed to include a gathering space at the southern end of the plaza. The gathering space will be built partially on the lumber company building's current location. The need to move the building has presented the opportunity to place the building in a location that increases its visibility and historical presence in the area.

Having a small piece of the past in Eau Claire provides a window into how Calgary was founded and shows how downtown Calgary has always been a hub for innovation and our city's economy; we hope to share that history with visitors to Eau Claire.

The Eau Claire & Bow River Lumber Co. was established in Calgary in 1886 by lumber interests from Eau Claire, Wisconsin interested in the potential value of southern Alberta timber. The Company soon grew to become the largest supplier of lumber in the North West Territories. The mill was located along the Bow River between 3 and 4 Streets W. It became the parent company of numerous other local industrial firms, including the Calgary Iron Works, the Calgary Milling Co., and the Calgary Water Power Co. Ltd. The building has excellent historical significance for being the sole survivor of this important group of companies that involved prominent Calgary businessmen. The lumber company gave the name "Eau Claire" to this part of town.



Preserving Eau Claire's Olympic Arch

When Eau Claire Plaza's Olympic Arch was created in 1987, it signified the feeling of excitement and renewal for Calgary, as we prepared to host the 1988 Winter Olympic Games. Moving forward, the Olympic Arch is also a part of a renewed effort to reinvent Calgary's downtown and reshape the Eau Claire neighbourhood.

The Olympic Arch will be featured prominently in the new design of Eau Claire Plaza, as it has for the past 33 years. The existing features of Eau Claire Plaza are being removed, including the Arch, so the ground level can be raised to a height that would protect against flooding, similar to the 2013 flood. The Olympic Arch will be safely preserved, placed in storage until it's reinstalled close to its original location.

In addition to the Arch, The City will also restore and reintegrate the Eau Claire Lumber building into the in the new plaza design. The Lumber building will be repurposed to support programming and functionality of the plaza. The City also aims to use as many existing elements as possible to limit the amount of waste being sent to local landfills.

In 1987, Canada participated in the Olympic Arts Festival in advance of the upcoming Winter Olympic Games, the first hosted in Canada. The mandate of the Olympic Charter includes that the architecture of the host country be showcased. Twenty architects from across the country were commissioned to design ceremonial Olympic Arches for the Olympic Games. The architects were chosen by an arts festival selection committee, assisted by the Royal Architectural Institute of Canada and the Alberta

Architects Association. Five of the 20 architects were from Alberta, including Fredrick Valentine of Calgary. Valentine's entry was chosen as one of three winning designs and became the ceremonial entrance to Prince's Island Park, in Eau Claire Plaza.

Eau Claire Plaza is being redesigned and rebuilt as part of the refresh of the Eau Claire area to create a better year-round public space and improve accessibility for all residents and visitors. Its new design will embrace everyday community gatherings in addition to spaces for hosting larger events and festivals. The new plaza is part of a larger program to redevelop the public spaces in the Eau Claire area and improve the flood resiliency of Calgary's downtown. This includes construction of the Downtown Flood Barrier, Eau Claire Promenade, and Jaipur Bridge replacement. Once fully completed, the plaza will become an iconic gateway to the area and a vibrant destination that compliments the improvements occurring around it.



Arts Commons Transformation gets go ahead through Calgary's Greater Downtown Plan

\$80 million was allocated towards the Arts Commons Transformation (ACT) project through **Calgary's Greater Downtown Plan**. The Greater Downtown Plan is the City's vision and roadmap for building a thriving and future-focused downtown, of which Arts Commons—the city's premier arts centre—is a key component.

This new funding was made possible thanks to a federal contribution under the Canada Community-Building Fund. This commitment means ACT can proceed through design development and completion of the Phase 1 expansion. Valued at \$240 million, Phase 1 involves construction of a new building expected to include three the existing building and supporting amenities. The \$80 million commitment is a welcome addition to the funding secured over the past two years for ACT, including \$25 million from the City's Municipal Sustainability Initiative announced in October 2020 and \$135 million in funding from CMLC's Community Revitalization Levy secured in March 2019. Once completed, this state-of-the-art facility will attract and serve world-class artists, community partners, and arts lovers for decades to come.



Tomorrow's Chinatown supports community vibrancy

The City of Calgary and the Chinatown community have been working together on new community initiatives to bring more vibrancy to this culturally significant neighbourhood and build a stronger relationship.

Through the Tomorrow's Chinatown project, a collaboration to create the first Cultural Plan and a new Local Area Plan for Chinatown, The City and Chinatown community have been working together to plan a variety of improvements in the area. All work and investment in the area is to support the growth of this important ethno-cultural community and tourist destination, and the vibrancy of 3 Avenue South, considered the heart of Chinatown.

One of the first projects developed, thanks to input from the Chinatown and Calgary-Asian community, is a new online tool mapping Chinatown's important spaces and places. All Calgarians are encouraged to submit content to this online tool and take part in framing the past, and shaping Chinatown's present and future. Visit calgarychinatownculturemap.ca to explore the online map.

Since the Tomorrow's Chinatown project began in 2019, The City and community have been working together to improve their relationship and the success of Chinatown.



Adaptive Roadways returned to make it easier to move safely

To help provide Calgarians with the space needed to safely walk, run, skateboard and cycle during the COVID-19 pandemic, The City of Calgary brought back the Adaptive Roadways Program for 2021. Under the program, road lanes are closed to motor vehicle traffic so they can be used by people who are walking, running, cycling and rollerblading. These roadways provided spaces for citizens to remain active and explore the city, while physically distancing to create more safe spaces for movement.

Adaptive roadway facts:

- 7 adaptive roadways were open around Calgary in 2021

Downtown Adaptive roadways included:

- Centre Street Bridge Lower Deck
- 4 Avenue S.W./Bow Trail Connector
- 7.25 km of adaptive roadways throughout Calgary
- 1.25 km of adaptive roadways downtown





Platform Innovation Centre officially opens

The Platform Innovation Centre opened in 2021 as a hub dedicated to supporting startups and entrepreneur, and a focal point for Calgary's burgeoning tech sector. It provides a single point of access to resources, supports, programming and events to help startup founders successfully launch and grow their business. It is a critical tool in Platform Calgary's plan to create jobs, diversify the economy, and ensure greater prosperity for all Calgarians.

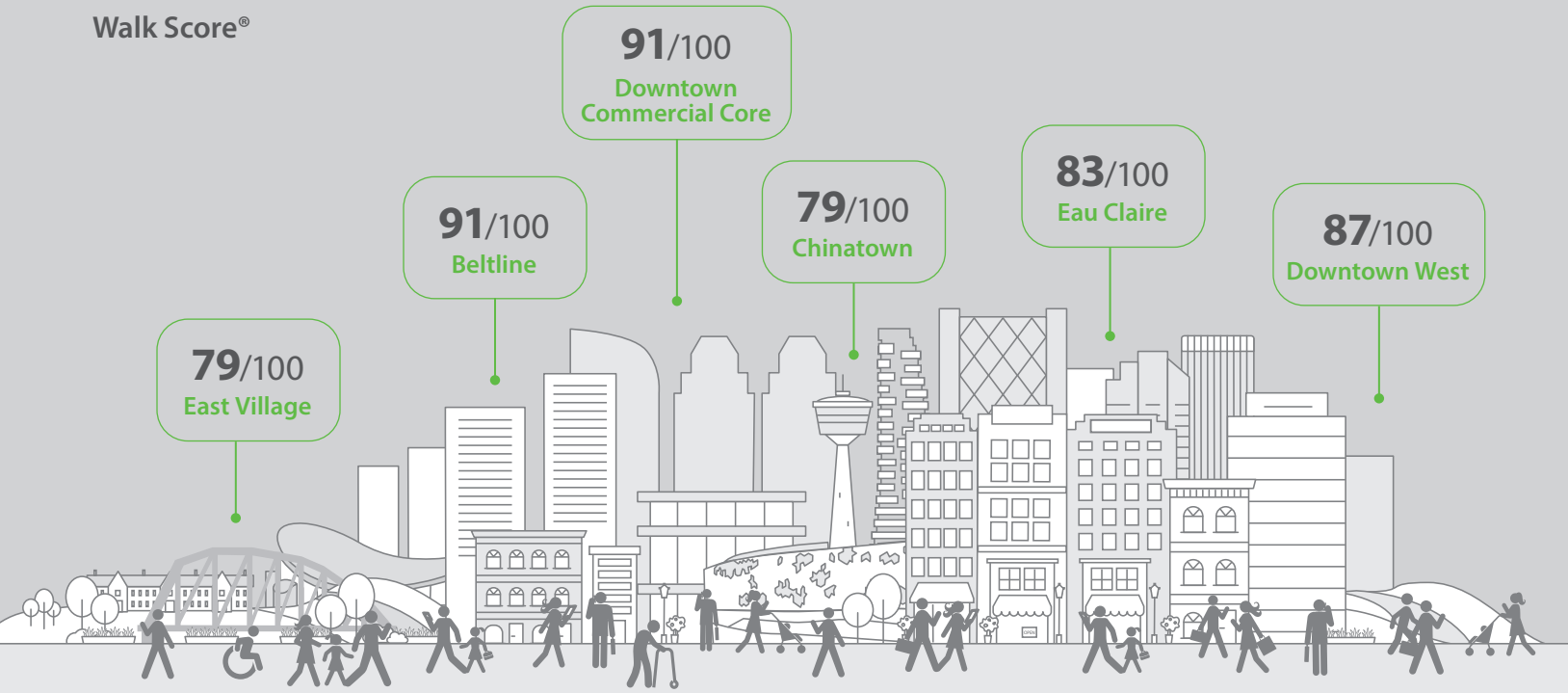
Located in the heart of the East Village neighbourhood, beside City Hall, Central Library, and Studio Bell, the Platform Innovation Centre will help create connections for local innovators, driving new economic growth and job creation in Calgary.

The Platform Innovation Centre is a partnership between Platform Calgary, Calgary's organization dedicated to making the city a global hub for startups and innovation, the Calgary Parking Authority, and Calgary Municipal Land Corporation. It is being designed to meet the changing needs of Calgary's business community while accelerating Calgary's innovation economy.

Platform Innovation Centre facts:

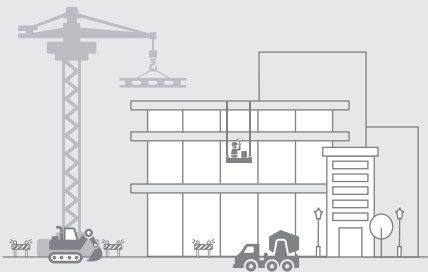
- Pitch stage and event-based community space for 450+ people equipped with display screens, built-in-sound system, lights, and broadcasting cameras to provide a fully immersed digital-first experience and the ability to pivot to in-person events
- 50,000 sq. ft. to serve entrepreneurs and tech startups
- Includes 503 vehicle parks stalls, 6 electric vehicle chargers, and 99 bicycle spots
- Features a publicly accessible sport court on the main level
- Upper floor can be rented for corporate events and community gatherings
- 50+ tech and innovation partners will be part of the Platform Innovation Centre

Walk Score®



- WalkScore -

Development and Investment



Construction Value
\$610 million



Building Permits
673



Downtown and Beltline Office Sales
\$1.435 million



Average Downtown Commercial Core
Net Rental Rate
\$11.46/sq.ft.

Activating public spaces to support vibrancy and safety

Downtown Ambassadors make downtown welcoming for all

Calgary's downtown is a place for everyone and the city's Downtown Ambassadors have been roving its streets and parks to make sure people feel welcome. In the fall of 2020, The City and the Calgary Downtown Association launched the Downtown Ambassador program as a way to connect Calgarians and visitors to resources, services and supports, while providing a friendly presence along Stephen Avenue and within the nine blocks that surround City Hall.

A big part of the job is creating inclusivity downtown and providing a friendly face to each and every person the Ambassadors talk with. Downtown is for everyone and they're here to make sure that people from all walks of life feel welcome, safe and supported.

What does that mean on the ground though? Under the mandate of enhancing existing community efforts focused on outreach, safety, and connectivity, teams of two Ambassadors hit the streets and check-in on community members along their route. They wear many hats including helping Calgarians and visitors navigate the city centre, building ties with local businesses and neighbouring organizations, providing a welcoming presence for people spending time downtown, and making connections and being a resource to vulnerable people by connecting them to services and supports.

Downtown Ambassadors have built strong ties with local businesses and community organizations over the past eight months. They routinely check-in with downtown businesses to build relationships and hear any concerns they might have. They then direct people to different resources for business supports. The team has also been handing out Calgary Emergency Management Agency (CEMA) COVID-19 care kits, which include boxes of face masks and hand sanitizer.

By engaging regularly with vulnerable citizens, the Ambassadors build a rapport with individuals, conduct wellness checks and take the opportunity to refer them to resources and supports that they need. They accomplish this by working in partnership with community organizations like the Canadian Mental Health Association's Streets Outreach and Stabilization team, HIV Community Link, Alpha House Society's DOAP team and the Aboriginal Friendship Centre of Calgary, amongst many others. But at a base level it's about building relationships and building a foundation of positive interactions.

Downtown Ambassadors connect Calgarians and visitors to information on services, places and supports in the city. Since launching in September 2020, the Downtown Ambassadors have had more than 3,900 interactions with Calgarians and visitors, including more than 2,300 interactions with members of Calgary's vulnerable population, and over 400 interactions with local business owners and staff. This has included more than 1,200 wellness checks and Ambassadors have helped 620 Calgarians connect with social services and supports.

In June 2021, the Ambassadors added the entire length of Stephen Avenue and 7 Avenue, extending westward to Century Gardens, to their route, along with 3 Street, from Stephen Avenue to the Eau Claire Promenade. This expansion allows the Ambassadors to connect with and support a larger number of Calgarians and visitors throughout Calgary's downtown.



Downtown Ambassadors



have had more than
3,900 interactions with
Calgarians and visitors



2,300 interactions
with members of
Calgary's vulnerable
population



400+ interactions
with local business
owners and staff.



+1,200 wellness checks
and Ambassadors have
helped **620** Calgarians
connect with social services
and supports.

Stephen Avenue Safety Hub opens doors to safety collaboration

Several city services partnered with community leaders to open what is believed to be a first-of-a-kind facility in downtown Calgary. The Stephen Avenue Safety Hub, located at 230 8 Avenue S.W., is a centralized location where officers from Calgary Community Standards, Calgary Transit and the Calgary Police Service can work together to better serve the downtown community. The Hub is not a traditional community station, rather, it allows officers to have a dedicated space for report writing, multi-service collaboration, storage of equipment and restroom facilities.

The space has been generously provided rent-free for one year by Slate Asset Management and the Calgary Downtown Association. This two-year pilot project will facilitate evaluation into how The City of Calgary and the Calgary Police Service can enhance the perception of safety in the core, while building stronger connections between partner agencies and community partners.

City Council has approved \$2.5 million dollars, over two years, for downtown safety initiatives, which includes the operation of the Stephen Avenue Safety Hub beyond the first year of operation. The Downtown Ambassador program, a partnership between The City and the Calgary Downtown Association to provide a welcoming and safe presence downtown, is also be funded for the next two years.

Safety in Calgary's downtown has always been a top priority for The City, whether during busy and vibrant times or through a crisis like the COVID-19 pandemic. The Stephen Avenue Safety Hub supports this priority by increasing presence of uniformed officers, providing an enhanced sense of safety and security for citizens and business in the area which contributes to the vibrancy of the downtown core.

This space will allow Transit officers to have a dedicated site in an area with high volumes of customer reported concerns. The location is within a few blocks of three downtown CTrain stations and allows officers to respond to concerns quickly and help Transit customers feel safe and comfortable at these stations.

Safety and security for business, residents and visitors to downtown are a top priority and the Hub is an important part of ensuring downtown is recognized as a safe, inclusive and vibrant place for all.

Inaugural Chinook Blast lights up Downtown

Chinook Blast, Calgary's mid-winter roundup, welcomed Calgarians outside to enjoy Calgary as a winter city. This year's Blast included a series of outdoor art, light, and cultural displays that Calgarians could experience safely with their family cohort. Local artists illuminated winter weekend nights in February at the Chinook Blast Hub, an outdoor art park running from the East Village through the downtown core and into Chinatown, as well as a number of partner sites around downtown Calgary. This included Kensington Love, Northern Reflections in Inglewood, Fort Chinook in Victoria Park, and the Chinatown Ice Sculpture Showcase.



120+ local artists featured and included



10 founding civic partners



Supported **17 BIAs**



50+ local businesses participated



391,903 people attended



\$3.35 million in economic impact and directly supported the equivalent of 21 full time jobs



Stephen Avenue surprises and delights

The Calgary Downtown Association partnered with downtown businesses and local artists to bring surprises and delights to Stephen Avenue over the summer. These bright and unexpected public space activations included Whoopsy-Daisy, where a larger-than-life floral installation brightened up the iron horse sculpture in front of the Saltlik restaurant. Sitting Pretty transformed benches and Adirondack chairs along Stephen Avenue, each being painted with bright, summery designs by local artists.



Whoopsy-Daisy was inspired by Lewis Miller Design's Flower Flashes in New York



10 Benches and **4 Adirondack chairs** were transformed for Sitting Pretty



Seven local artists were involved



Return of cozy in the East Village

Calgary Municipal Land Corporation (CMLC) and the East Village welcomed back their Hygge Hut and Nordic Loop to bring winter community spaces back to downtown's east end.

Hygge Hut – (pronounced “hoo-ga”) - is a Scandinavian-style space inspired by the Danish idea of hygge, which means a special kind of well-being—it's a cozy, easy togetherness. The Nordic Loop is a partnership with Foothills Nordic and Fort Calgary, to create a free, groomed cross-country ski trail open to people of all abilities.

Hygge Hut and Nordic Loop facts:

- **Hygge Hut** is located at C-Square (4 St. S.E. and 7 Ave. S.E.)
- **Nordic Loop** is 1 km long with entrances at Fort Calgary, Elbow River bridge and 6 St. S.E.



Calgary kicked off #ExperienceDowntownYYC

In support of local businesses and Calgary's economic recovery, The City of Calgary launched #ExperienceDowntownYYC in August to remind Calgarians of all that Calgary's downtown neighbourhoods have to offer.

The ask of Calgarians was when they come downtown, they share their favourite experiences and support their favourite downtown businesses by using #ExperienceDowntownYYC and spreading the word to their fellow Calgarians.

Whether it be a quest for dim sum in Chinatown, patio hopping in the Beltline's Blox, finding the perfect outfit on 17th Avenue or checking out new street art popping up in the Downtown Core and Beltline, downtown Calgary is the place you can explore, find new experiences and make new memories. Calgary's downtown business improvement areas – Downtown Calgary, Chinatown, the Beltline, Victoria Park, Fourth Street, and 17th Avenue – are a diverse community of restaurants, pubs, shops, personal services and parks and outdoor spaces.



Level Up, Calgary! asked students to shape downtown

Brick by brick, students across Calgary had the opportunity to redesign, restructure and rebuild the city's downtown. The City's Downtown Strategy team collaborated with the Calgary Board of Education (CBE), the Calgary Public Library, and Microsoft Canada to launch Level Up, Calgary!, where students explored, created and prototyped designs in a pixelated version of downtown Calgary.

It was a great opportunity for students to take something they do for fun, like spending hours at home playing Minecraft, and apply it towards the real world. Level Up, Calgary! was creativity with purpose – developing something that could help to solve real world issues in Calgary's downtown. Students took skills that they've built without even knowing and applied them towards creating something that could be realized in Calgary's downtown.

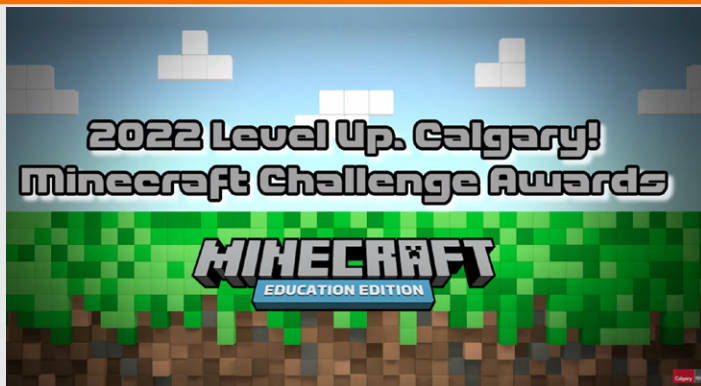
Level Up, Calgary! was the first student Minecraft: Education Edition design challenge of its kind in Canada. Over 12,000 CBE Students from all grade levels were able to visit the Central Library, explore Olympic Plaza and interact with leaders from the Indigenous community and experts from The City, with the challenge being "How might we reimagine our public spaces to enrich the lives of Calgarians and strengthen our community?"

For The City, this partnership was an effort to connect with Calgary's youth and get them thinking about the challenges and opportunities that the city's downtown is currently facing. Level Up, Calgary! gave students the opportunity to take ownership of the future of downtown and design public spaces that could make downtown a better place.

City building is a priority of The City's Downtown Strategy and it is important to start conversations with Calgary's youth on the next generation of downtown to help shift The City's thinking about what the future may hold. This partnership with the CBE is a collaboration to bring a new viewpoint on Calgary's downtown to the table.

Students learned about The City's Downtown Strategy and how it focuses on building a vibrant downtown and liveable communities. This includes learning about creating great public spaces, the efforts to support the downtown business community, making downtown a better place to live and visit, and how people, information and ideas are connected. They also had the opportunity to "speak" with virtual versions of downtown leaders to help solve challenges and create their designs. This includes Mayor Nenshi, Blackfoot Elder Saa'kokoto, Kate Thompson from the Calgary Municipal Land Corporation, and members of The City's Downtown Strategy team.

The CBE narrowed the selection list down to 12 finalists across four divisions (Kindergarten-Grade 3, Grade 4-6, Grade 7-9, Grade 10-12). Judges from The City, CBE, Calgary Arts Development, Tourism Calgary, Arts Commons, the Calgary Public Library, Microsoft Canada, Calgary Municipal Land Corporation (CMLC), the University of Calgary, and the Southern Alberta Institute of Technology (SAIT) selected one winner for each division.



The winners of the inaugural Level Up, Calgary! Awards include:



Division 1 (K-3)

Dr. E.W. Coffin School

Franco A., Kaylee C., Sammy G., Marek G., Yuna J., Rane M., Helia T., Max P., Morgan R., Taylor T., Finn V., Landon W., Joel W., Porter W., Alex Z., Graham C., Candice C., Kipling H., Rory H., Abigail K., Pierce L., Ansif R., and Max W.



Division 2 (Grades 4-6)

Captain John Palliser School

Poppy P.



Division 3 (Grades 7-9)

Dr. Gordon Higgins School

Areeb K., Nihchal (Nick) P., Ender S., and Jashanjot S.



Division 4 (Grades 10-12)

Centennial High School

Tyson L., Ethan M., Andy X.



E-scooter trips ending in downtown's Business Improvement Areas (BIAs)

43.1% Calgary Downtown Association	11.8% 17 th Avenue S.W.
6.2% Chinatown	4.9% Fourth Street S.W.
14.8% Victoria Park	8.1% Beltline
909,918 Total Riders	2,262,648.02 Total Distance (km)

Connecting Downtown



By train

Ctrain Customer Trip Satisfaction

2020: 80%
2021: 81%

- The City of Calgary -



By bike

Cycle tracks connecting downtown

8.7 km
of cycle track in downtown Calgary

- The City of Calgary -



By foot

Underpasses

13,240
2021 Pedestrian traffic

- The City of Calgary -



By car

All-day average occupancy at downtown parkades

2020: 21%
2021: 28%

- Calgary Parking Authority -

Events/festivals



40
Events

581,063
Estimated total attendance

Downtown Business Improvement Areas

Downtown is home to thriving business improvement areas (BIAs) that strengthen the downtown business community and vibrant neighbourhoods. These BIAs are essential to the fabric of Calgary's downtown.






What do BIA's do?

- Enhance the economic development of an area through promotion and marketing.
- Improve the physical environment of public spaces in commercial areas.
- Develop, improve and maintain public parking.
- Work collaboratively with The City of Calgary in delivery of municipal services in their zones.
- Advocate for policies and practices that support economic vitality in their zones.
- Invest annually in promotion, special events, street maintenance and improvements.
- Play a lead role in area revitalization and work with their communities on public safety and crime prevention efforts.
- Create some of Calgary's best known and most loved neighbourhoods.
- People living in and visiting Calgary identify with and value these areas as special and unique - each BIA gives Calgary a distinctive, appealing character.
- Offer an international array of exotic and unusual shops, food stores, restaurants, and coffee shops.
- Collaborate with The City regarding operational issues in the community (parks, land use, urban design, redevelopment, physical improvements, public safety, maintenance, traffic, parking, etc.).
- Provide input on policies to support economic health.





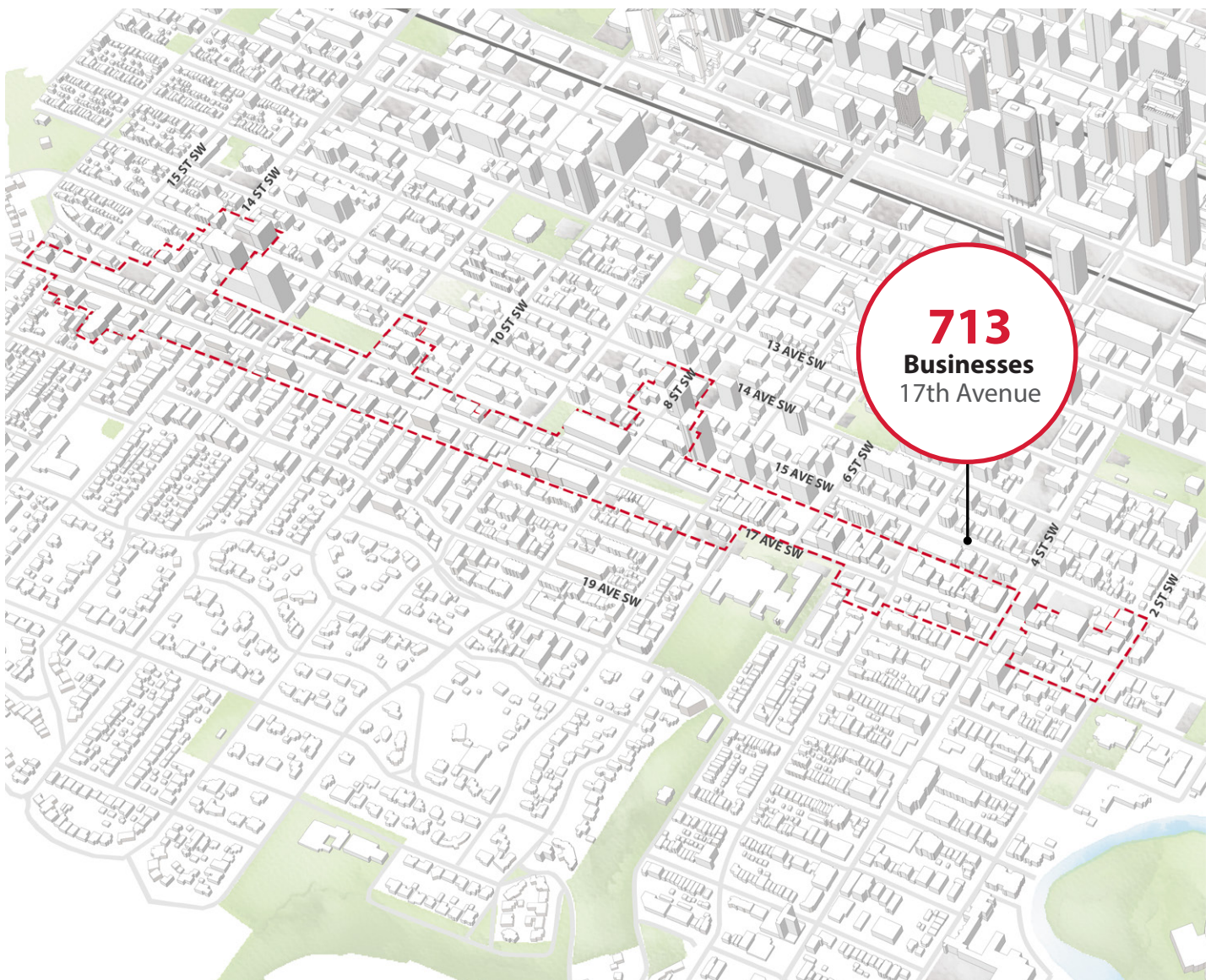
Legend

-  Business Improvement Areas (BIAs)
-  Existing Parks/Plaza
-  Proposed LRT Green Line
-  Existing LRT Blue Line
-  Existing LRT Red Line

The illustration is for conceptual purpose only.

17th Ave Retail & Entertainment District

The 17th Ave Retail & Entertainment District works hard to make 17th Avenue a dynamic, fun place to shop, relax and people watch. The area stretches along 17 Avenue from 14 Street West to 2 Street East.



Get Off the Apps and Onto the Ave

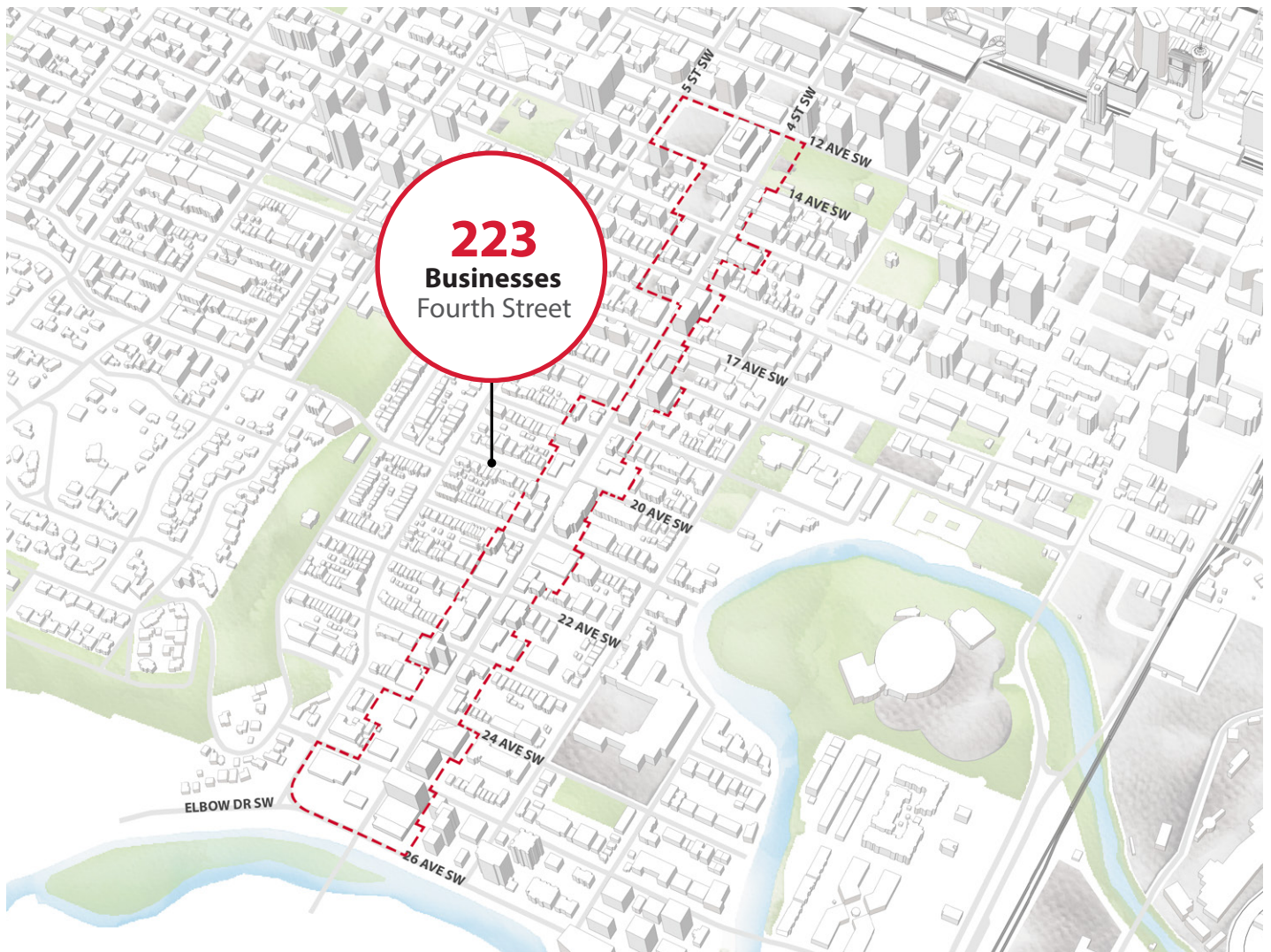
From January 7, 2022 to February 28, 2022, the 17th Ave Retail & Entertainment District BIA hosted a two-month calendar of events called 'Get Off the Apps and Onto the Ave,' which featured a variety of singles events hosted by 17th Ave businesses. The intention of this two-month calendar of events was to encourage singles to get off the dating apps and meet people the old-fashioned way on Calgary's greatest street, as well as incentivize Calgarians to come down to 17th Ave in what is normally a very slow time of year for businesses. They had great engagement from our businesses — more than 40 businesses hosted some sort of COVID-friendly event or promotion, and saw many events completely sell out.



Image provided by Tourism Calgary

Fourth Street Business Improvement Area

The mission of the Fourth Street Business Improvement Area is to represent the business interests of its members and to create, promote and maintain a unique, attractive, vibrant and prosperous business area that is appreciated and supported by the local market residents and by visitors from throughout the city and beyond.



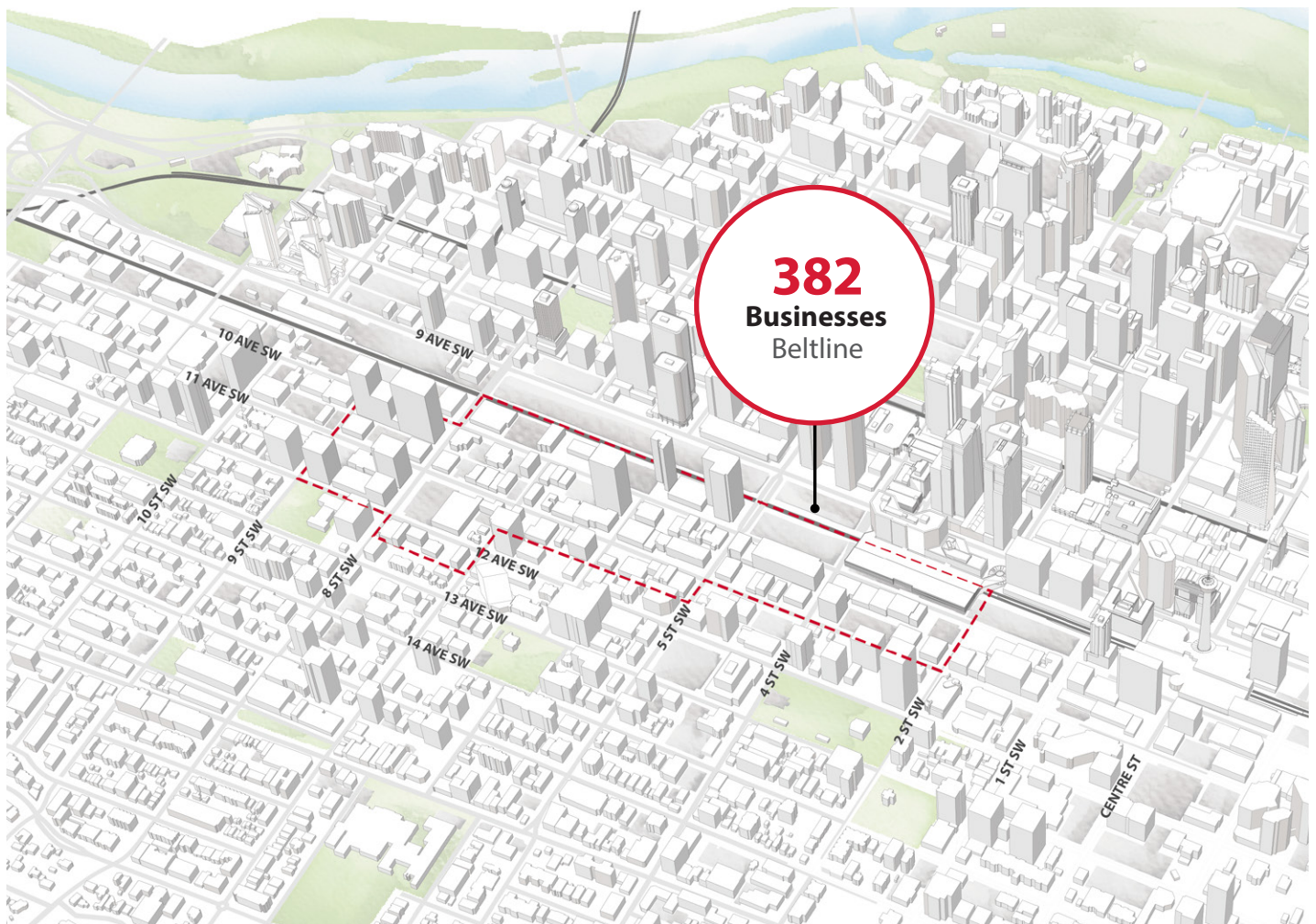
4th Street Night Market

The inaugural 4th Street Night Market launched in August and September 2021 and brought local vendors, live music and food trucks to Mission. The business improvement area launched the market as a way of saying thank you to the community for continuing to support the 4th Street area during the COVID-19 pandemic. From cheesecake and coffee to outdoorsy backpacks and skincare, over 50 vendors set up shop over three weekends on this lively downtown main street.



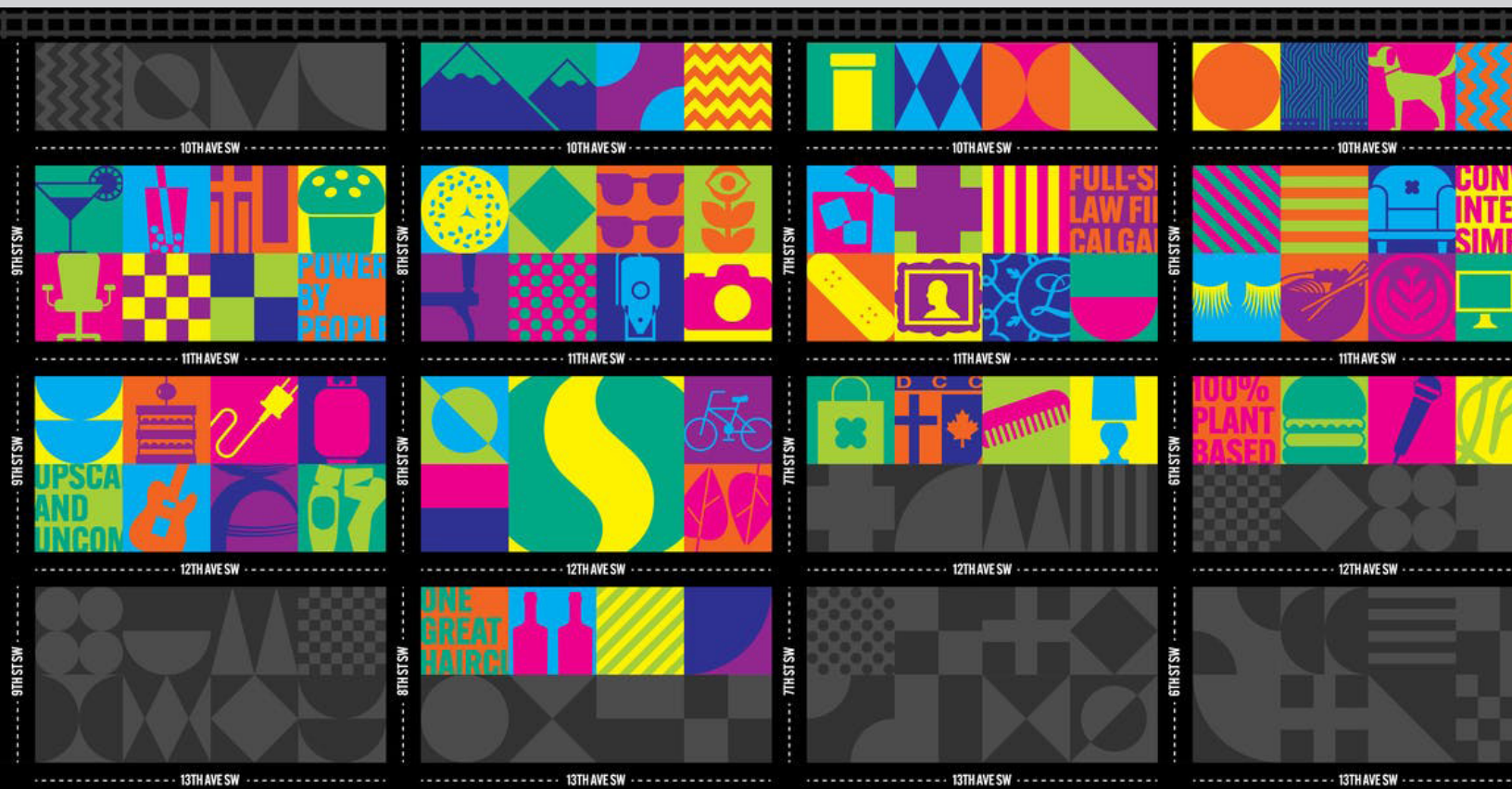
Beltline Business Improvement Area

The Beltline business community is a safe, fun, and vibrant destination for Calgarians and tourists; it is a central hub for business, shopping, dining, arts, and community events that celebrate local diversity and talent.



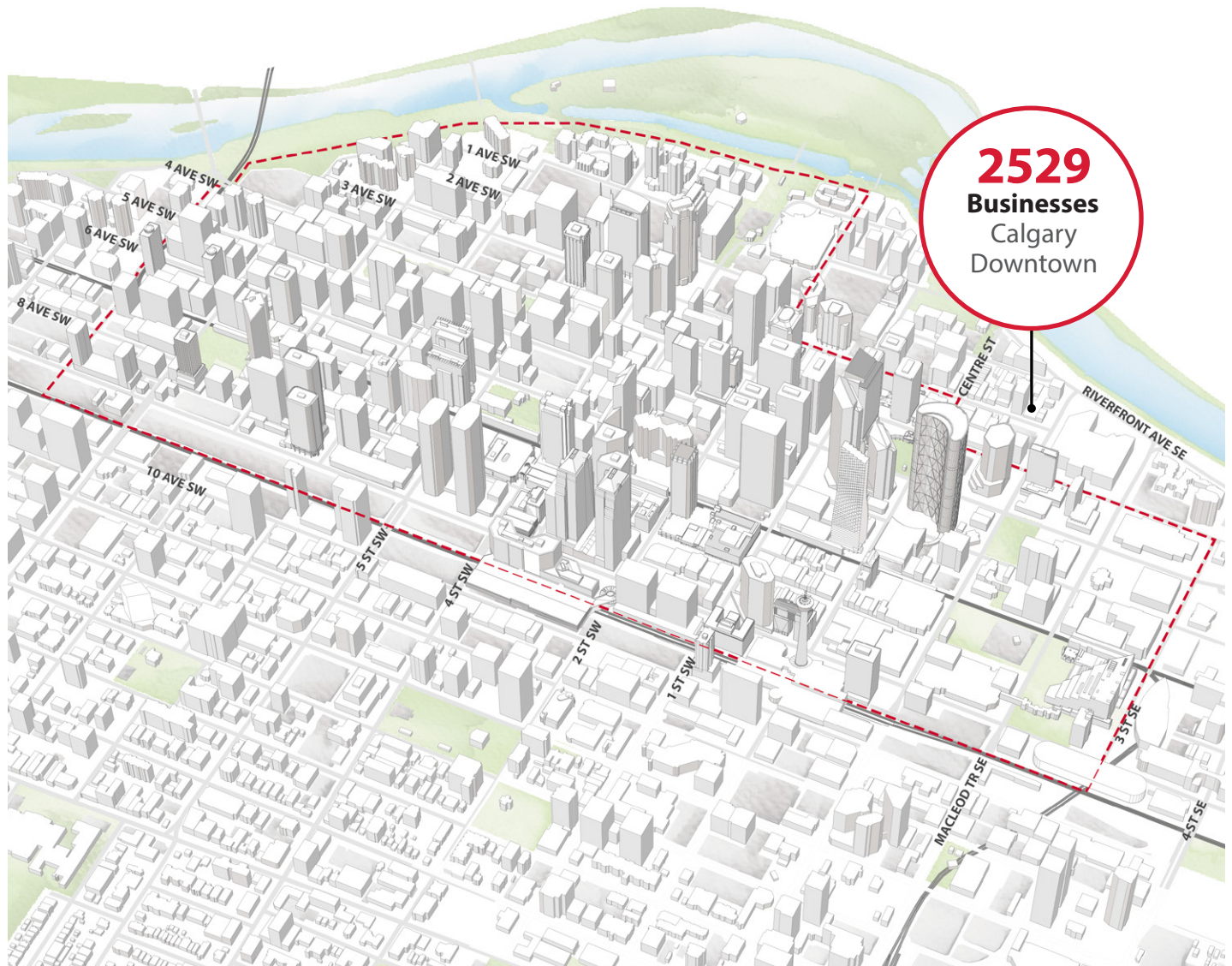
The Blox launches in the Beltline

The Beltline Business Improvement Area created “The Blox”, a community of businesses, people and experiences that highlights the vibrancy and eclectic community of the Beltline. The Blox spans the Beltline from 2 Street to 9 Street and 10 Avenue to 13 Avenue. It contains some of Calgary’s most beloved businesses, restaurants, shops and pubs. The initiative promotes growth and vibrancy in downtown’s historic Beltline district.



Calgary Downtown Association

The Calgary Downtown Association represents businesses in a 120 block area in the city centre. This area comprises over 50 million square feet of office, hotel, retail, restaurant, entertainment, attractions, cultural and government buildings.



Murals came Downtown! - A collaboration with Beltline Urban Murals Project

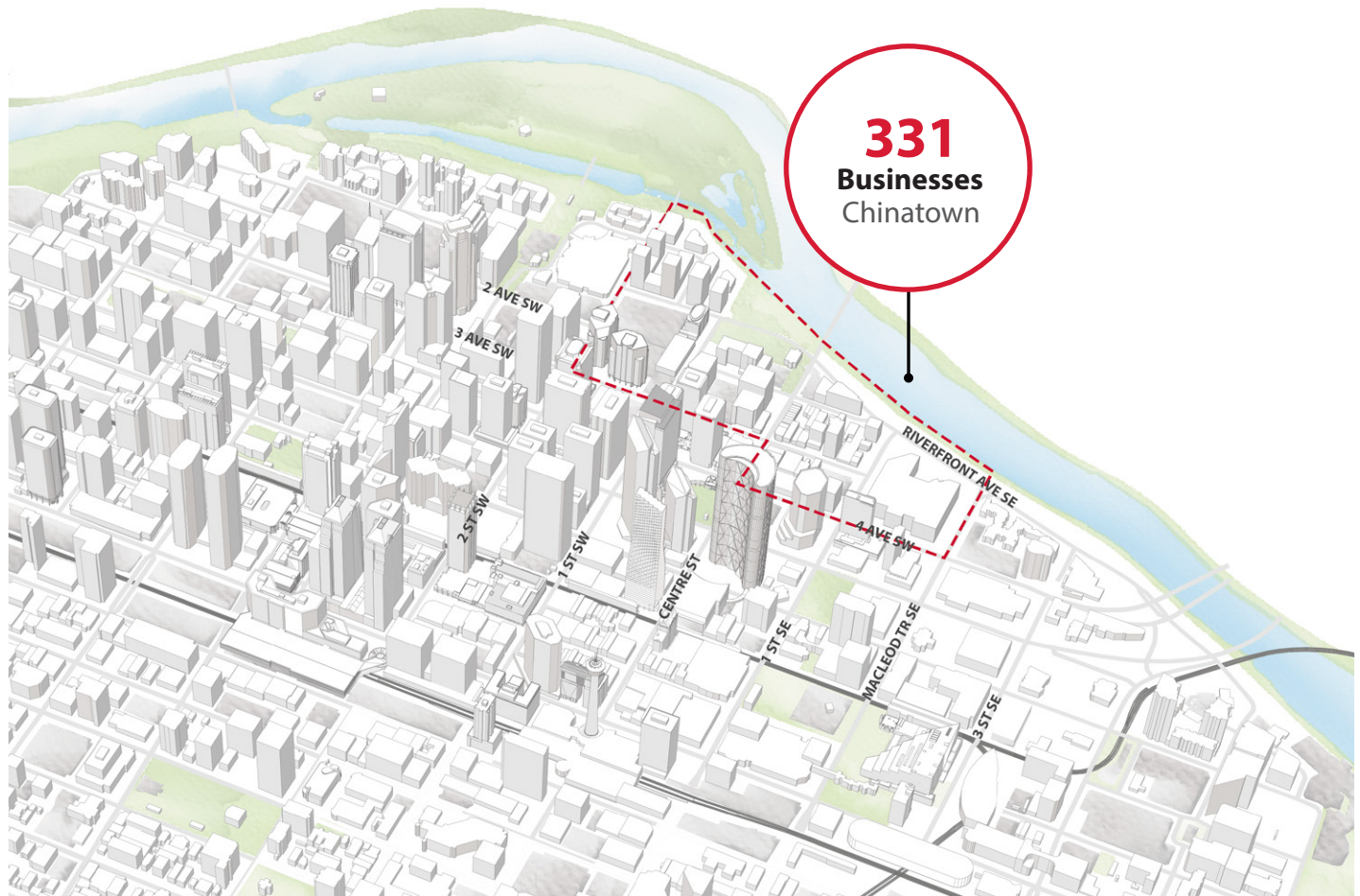
International mural artist, **Astro**, has been commissioned by many international mural festivals and by high profile Corporations, including Microsoft, Google, Skoda, Citadium, Legallais, Montana Colors, Eskis to name a few. He has created his own signature world by exploiting the subtlety of shadows and light, the strength of color and depth perspective. Astro tricks the viewers' eye by visually transforming the flatness of facades and paintings, creating impressive dimensional optical illusions.

birdO is a multidisciplinary artist based in Toronto. While his surreal geometric animals can be found on canvas, in digital print, and installation, birdO is primarily known for his large-scale mural work on walls and buildings around the world. Jerry's long passion for the arts, his storied experience working in film, and the skills acquired as an award-winning graphic designer, have all contributed to his approach, which focuses on an acute awareness of the surface and studious preparation with regard to local culture and surroundings.



Chinatown Business Improvement Area

The Chinatown Business Improvement Area is a partnership program to enable businesses to work together to raise funds and administer an organization that will serve to improve and promote business in this community. CBIA is unique as it also intends to revitalize the distinct Asian culture and societal diversity of this community and 110+ years of civic heritage and pride.



Chinatown Lamppost Banner Design Competition

Hosted by the Chinatown Business Improvement Area, the contest received over 80 submissions from 41 artists. The Chinatown BIA along with eight other judges from the Calgary Chinese Cultural Centre, Chinatown Community Association, Sien Lok Society, Calgary Chinese Elderly Citizens' Association, The City of Calgary, Tomorrow's Chinatown, The New Gallery (art studio), and Calgary Chinese Merchants Association worked together to select banners that reflected Chinatown's history and heritage, Chinese culture, and the future of Chinatown.

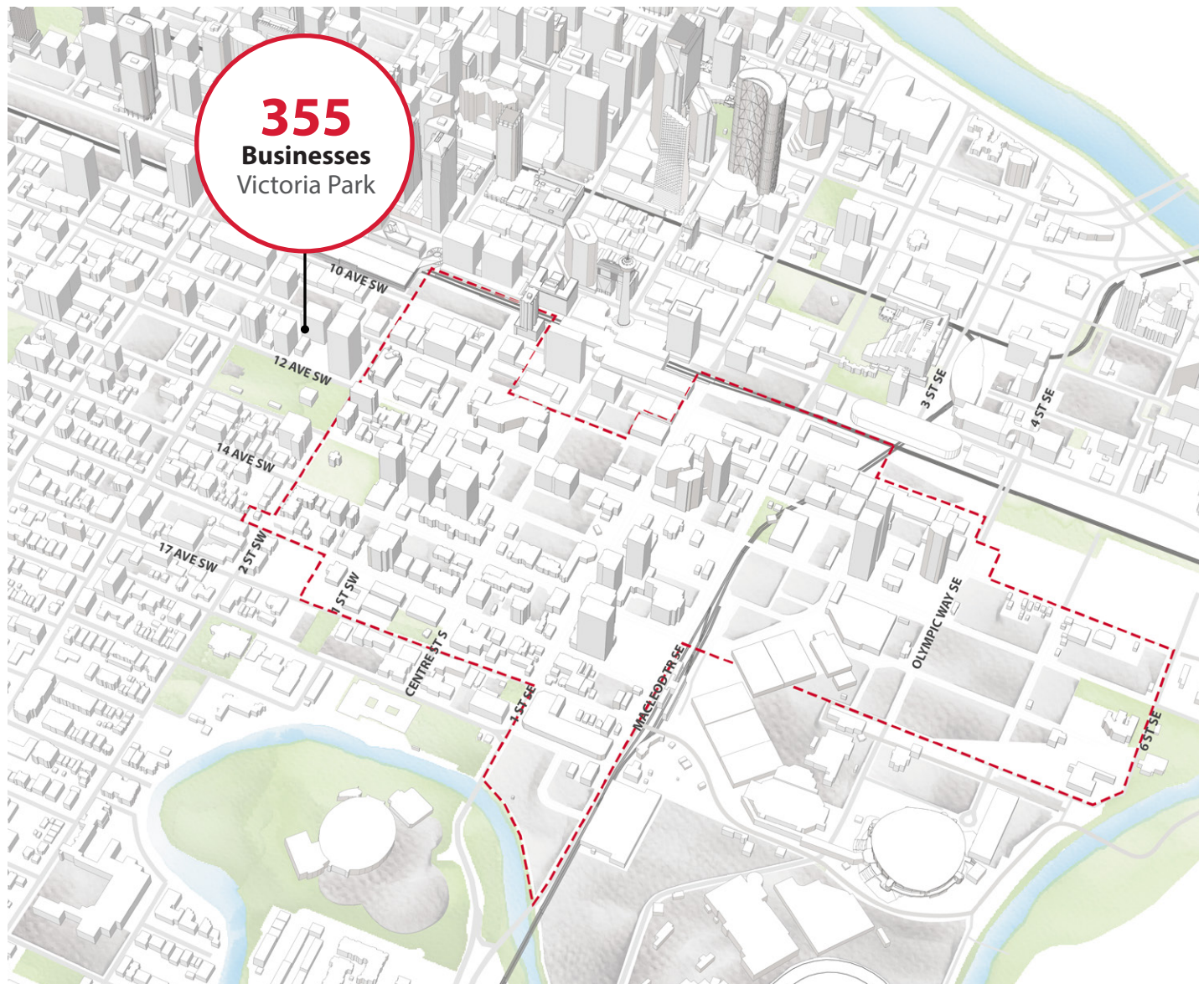
The winners were:

- **Ashley Oshiro** - Peonies on Calgary Downtown Skyline
- **Gina Gong** - Perseverance, Ambition, Longevity, and Prosperity
- **Kevin Chow** - Alberta Porcelain



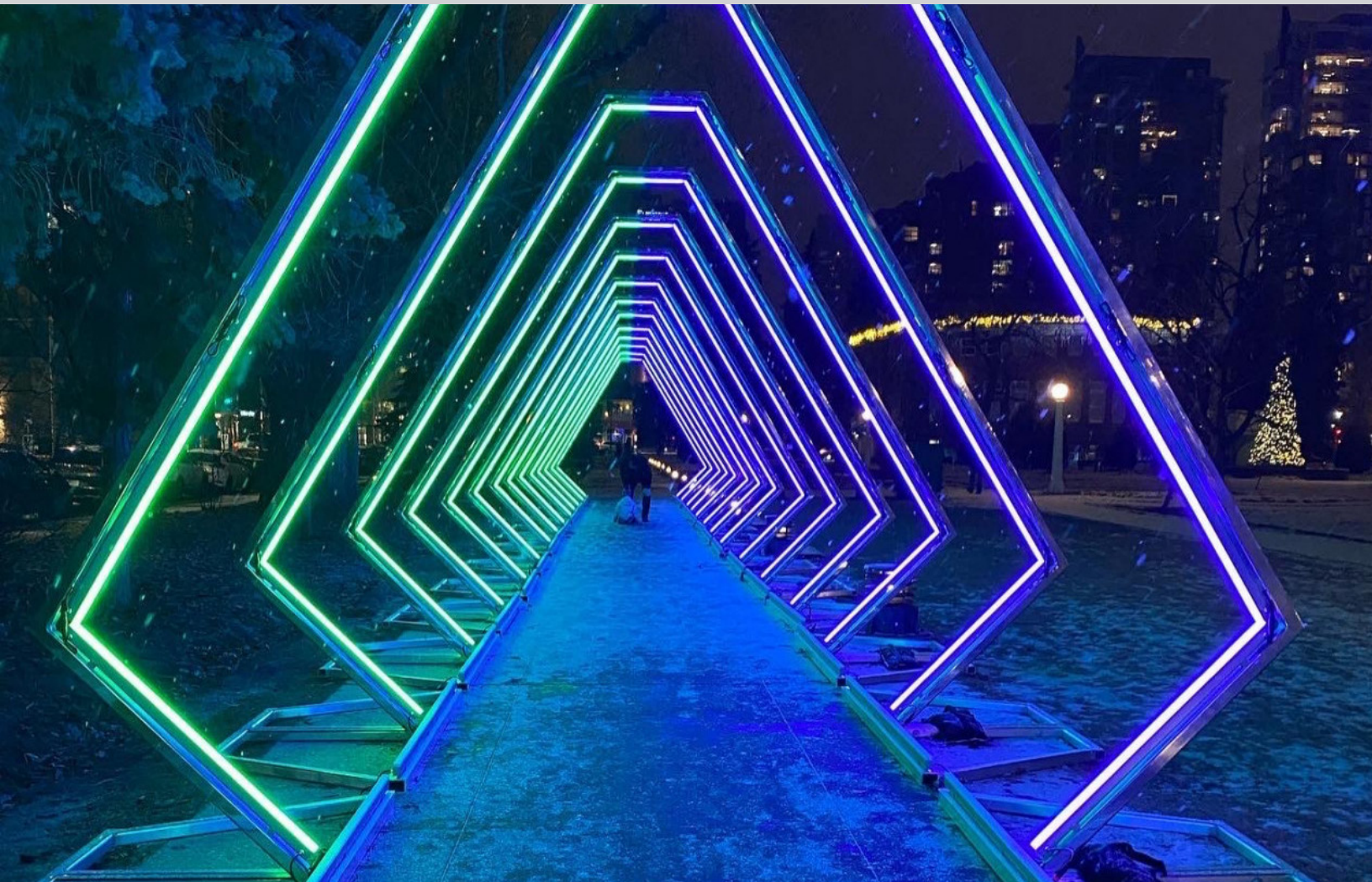
Victoria Park Business Improvement Area

Victoria Park is a place to shop, to dine and to enjoy a night out. Find yourself immersed in vibrant shops, restaurants and cafés. Enjoy independent retailers and the unique wares they have to offer. Discover a rich heritage and the unique people that foster this energetic community.



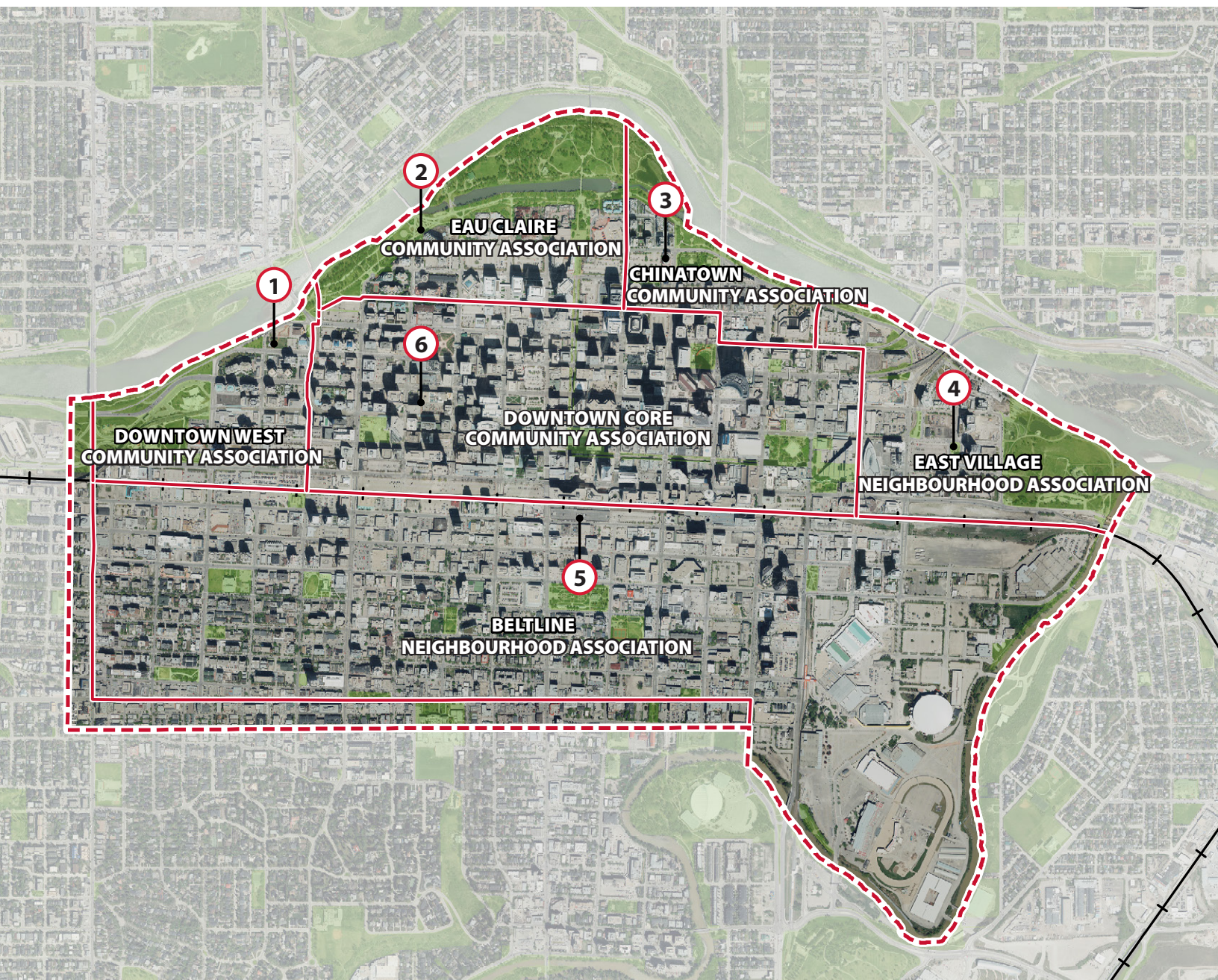
The TUNNEL

The Victoria Park BIA partnered with Axis Z Media Arts (AZMA) and Big Art to bring the TUNNEL to Central Memorial Park in December 2021. The TUNNEL is a one way trip to another side. A series of strange, 4m tall cosmic structures create a tunnel of magical light, scalable from 32 to 50 meters. Pilots use an interactive device to manipulate the array, creating an infinite number of patterns of light and sound guiding your path through the structures. The 3D design uses over 200 LED bars, consisting of 12,000 pixels, video-mapped to create a vortex of light pulling you through the structures.



Downtown Calgary Community Associations

Calgary's community associations are vital in creating and sustaining communities throughout the city. With five community associations, downtown Calgary boasts a diverse group of volunteers who support community programs and events, community safety, and community development initiatives.



Downtown West Community Association

Population: 2,785
(2019 Civic Census)

2021 Highlight

- 1** **Bowforth Park Glow Up** – brightened up and beautified Downtown West’s community space.

Eau Claire Community Association

Population: 2,030
(2019 Civic Census)

2021 Highlight

- 2** **Virtual AGM** – the COVID-19 pandemic did not disrupt the Eau Claire Community Association’s annual general meeting, with attendance and member participation rising in a virtual setting.

Chinatown Community Association

Population: 2,471
(2019 Civic Census)

2021 Highlight

- 3** **Chinese Lunar New Year** – the Chinatown Community Association and Chinatown Cultural Centre welcomed in the year of the ox with celebrations, performances, and a marketplace throughout January.

East Village Neighbourhood Association

Population: 3,893
(2019 Civic Census)

2021 Highlight

- 4** **Stampede Breakfast** – The East Village welcomed back residents for a community Stampede breakfast after a year away.

Beltline Neighbourhood Association

Population: 25,129
(2019 Civic Census)

2021 Highlight

- 5** **BUMP Festival** – Started in 2017 as the Beltline Urban Murals Project, the community-led, artist-focused initiative has exploded to become a city-wide street art festival reimagining public spaces through the visual arts and expanding the capacity of the local arts community. A diverse jury selects from among local, national and international artists for the BUMP Festival’s annual exhibition of new mural and graffiti works on the streets of Calgary.

Downtown Core Community Association

Population: 8,683
(2019 Civic Census)

2021 Highlight

- 6** **A new community association** – The community incorporated a new community association to represent the 8,600+ Calgarians living in the downtown core.

In partnership with



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