

"We are a Calgary company and intend to remain so; our intention is to compete from here. The work CED has done to make resources available so we can accomplish this mission is very valuable to us. I have applied key lessons within days after each interaction I've had with the experts I've been able to meet through CED."

Greg Helfrich, National Operations Manager
~ Elrus Aggregate Systems

**CALGARY
ECONOMIC
DEVELOPMENT**

2009 AT A GLANCE

2009 Highlights

"While a lot of work remained to be done following our initial introduction to PEMEX (Mexico's national oil company) via that meeting at Calgary Economic Development it is fair to say that none of this would have happened if that meeting had not taken place.

Thank you for being an integral part of our international expansion."
Ray Joyce, Chief Financial Officer ~ Hydrotesters International Inc.

Launched Action Calgary program; 42 partners.

15 companies involved in the development of the Global Business Centre.

Hosted 15 of the world's top energy cities; Official signing of the Calgary Climate Change Accord.

Calgary accepted onto the global financial centre index.

WORKshift
Action Calgary

Launched WORKshift initiative and hosted telework summit.

Trade Delegations
Global Business Centre

26 delegations received; 3 outgoing.

Gemini Awards
World Energy Cities Partnership

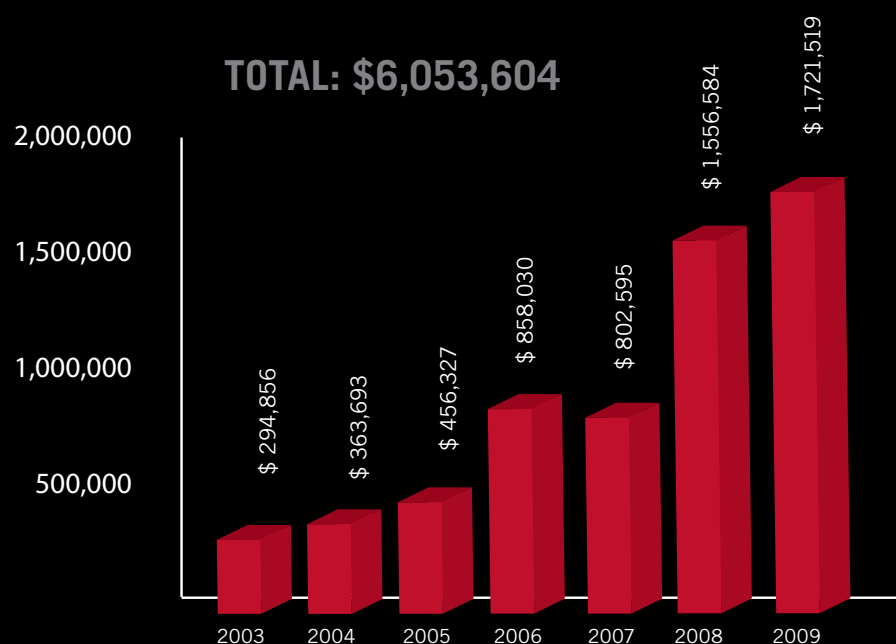
Hosted Alberta nominees reception.

Alberta Creative Hub
Financial Sector Advisory Committee

Incorporated in December of 2009.

CED By the Numbers '03-'09

(Funding levels leveraged from partners and stakeholders)



'09 Client activity performance measures

Trade and Investment leads serviced:

891

Client engagements (CED services provided):

262

Proactive external and local outreach:

316

Business investment, local opportunity or trade activity:

22

Film and TV productions:

11

Policy Documents & Research

Sector Profiles

Energy / Manufacturing / Labour Force

Research Reports

Calgary Manufacturing Productivity Issues and Opportunities Study
Green Business Report - Simple Steps for Going Green
Skilled Calgary: Preparing to Meet Our Talent Needs

State of the Economy Reports

June 2009
December 2009

Global Scorecard on Prosperity

Highlights since CED's inception ('03-'08)

'03: Three-year business plan; Completed a Memorandum of Understanding with Calgary Technologies Inc., Tourism Calgary and the Calgary TELUS Convention Centre, facilitated by the Mayor's office

'05: Established Manufacturers CEO Committee with 17 leading companies; Workforce development initiative launched with 18 companies signed on as partners; Site selection and land assembly for The Bow

'07: Largest economic forecast event in the country with 1,000 in attendance; Business-led missions to Dubai & China; Global Business Centre initiated

03

04

05

06

07

08

'04: Imperial Oil headquarter relocation; 'Calgary Family Fair': CED-led event, 33 Calgary organizations and attractions represented; Triple Bottom Line and imagineCalgary initiatives

'06: Calgary Economic Development Strategy initiated; Building Connections – Mission to Toronto and Ottawa attended by 77 corporate and community partners

'08: Adoption of the Calgary Economic Development Strategy; People attraction digital project initiated with Calgarypedia; Behind the Scenes initiative launched

2009 Project Achievements

ACTION CALGARY

A program to engage Calgary's corporate community in a partnership to deliver results, beginning with strategic projects that support business and employment growth and diversification.

ALBERTA CREATIVE HUB

Alberta's first state-of-the-art film studio and digital hub.

BEHIND THE SCENES

Calgary's film friendly initiative; this program connects the film and television industry with our communities to bring stories to life.

GLOBAL BUSINESS CENTRE

The Global Business Centre (GBC) is an innovative facility designed to accelerate international business attraction and expand access to new markets for Calgary and southern Alberta companies.

SUSTAINABLE AND RENEWABLE ENERGY (SURE)

The Sustainable and Renewable Energy (SURE) industry group covers everything from wind energy, solar, biofuel, hydro to environmental technologies and waste management.

GLOBAL ENERGY CENTRE

An opportunity to secure Calgary's position as THE global centre for ALL things energy.

WORKshift

WORKshift is an innovative program that will accelerate and promote the adoption of telework within the business community in the Calgary Region.

LIVEINCALGARY.COM

A long-term 'People Attraction' website to recruit and retain talented professionals and skilled workers for Calgary.

PRODUCTIVITY ALBERTA

An initiative aimed at educating and providing tools to Alberta's manufacturers to help increase their productivity.

FINANCIAL SECTOR

Bringing Calgary's financial services to prominence and further strengthen the industry.

CALGARYPEDIA

A groundbreaking online initiative to engage and connect Calgarians – a wiki-based website with content created by Calgarians.

"Calgary Economic Development was able to assist us by directing us to useful services such as an online permitting service which saved us valuable time in our opening. They were also able to arrange on short notice an informal pre-application conference call between our broker and two senior City Approvals Department officials. The information exchanged during that call enabled the building permit to be approved in an expeditious manner. We continue to work with CED and hope to maintain this relationship."

Sandy Gott, Executive Vice President – Ice River Springs Water Co. Inc.

42 Partners.

Incorporated the Alberta Creative Hub.

Created Film Friendly Procedures adopted by the City of Calgary.

15 Companies involved in the development of the Global Business Centre.

40 Organizations in SURE Cluster. Created/distributed Calgary & Edmonton SURE directory.

Conducted research study.

11 Companies in pilot project.

Developed people attraction website with engagement of key community stakeholders.

2 Best practice missions. Lean manufacturing programs.

Completed investment attraction study for financial services.

41,454 Visitors. 122 Contributors.