

Economy is one of five topics we would like to hear from you about.

The City of Calgary has commissioned a cost-benefit analysis of Calgary 2026's Draft Hosting Plan Concept. Information from this report will be made public mid-October.



Calgary 2026's Draft Hosting Plan Concept What's proposed for Calgary and surrounding areas

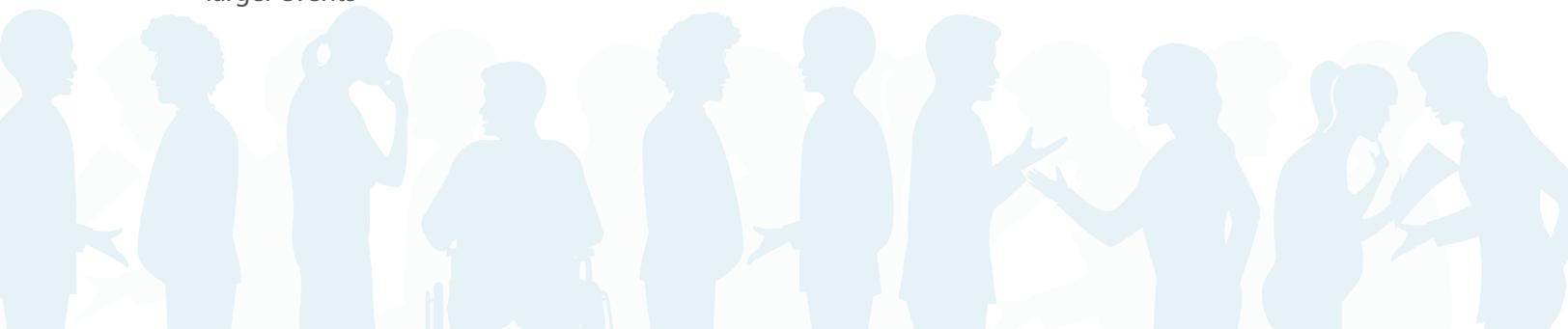
- Strengthen and recognize Calgary, Canmore and the Bow Valley's sport hosting brand
- Attract and retain an innovative, creative, and skilled workforce
- Work with Indigenous communities and organizations
- Boost innovation, investment, and creativity in Alberta
- Build international relationships, attract investment, and create jobs and innovative business

Potential benefits and risks of hosting the Games

More information about the economy will be released mid-October as The City completes its cost-benefit analysis. We will share this information with you as soon as we can.

Benefits

- Supports Calgary Economic Development's 10-year Economic Strategy by making Calgary a hub for national and international investment
- Potential to increase and attract investment and create jobs
- International awareness of Calgary may lead to a rise in investment, helping our economy grow in new ways and with new ideas
- Rise in tourism during the Games and potentially afterwards
- Promotes Calgary internationally with events leading up to and during the Games:
 - According to the Vancouver 2010 Global Television and Online Media Overview, the 2010 Games were shown on television in more than 220 countries. 1.8 billion viewers saw at least one minute of Vancouver 2010 coverage on television, 48 per cent of the potential global audience
 - In Canada, 98.3 per cent of the population (32.9 million viewers) saw at least some of the coverage on TV
- Calgary can continue to host regional, national and international sport events and host new larger events



Risks

- Given the size and complexity of the Games, not all economic risks may be eliminated and would therefore need to be closely managed
- The return on investment in economic, social and environmental terms may not be perceived as being enough for Calgarians
- Determining potential return on investment is difficult because the return on investment is often easier to see years after the Games ends
- Future economic climates are unknown and may impact costs and revenues
- Reports on past Games in other cities have different opinions on the economic benefit of hosting the Games

Aligning with City priorities

The City is reviewing the draft hosting plan to see how well it fits with Citizen Priorities, Council Directives, City policies, strategies and long-term capital and financial plans.

The Council Directives linked to this topic are: *A well-run city* and *A prosperous city*.

