



Playbook 2030: Economy

About: This document is part of a collection of learning briefs, each with their own thematic area, focused on key findings from the ActiveCity Playbook 2030. This learning brief is focused on the economy.

About the Playbook

The goal of the ActiveCITY Playbook 2030 was to listen to the diverse voices of Calgarians. Over the past 18 months, the ActiveCITY Collective proactively engaged a diverse group of over **23,000 citizens** since March 2019 - the largest public engagement exercises in the city's history.

The Playbook will evolve as our community evolves. The long-term plan must maintain a sustained commitment to ongoing community engagement over the length of the Playbook - this plan is only successful if all **4,000 active economy enterprises** and **1.5 million citizens** own it - every single day.

What is an Active economy?

In short, an active economy is defined as a group of organisations that are focused on improving both citizens and communities through the **delivery of physical activity including sports and recreation.**

What is the impact of the Active Economy on the economy?

The economic impact of Calgary's regional active economy incorporates direct employment, reduction of health costs, increased productivity, and contribution to talent acquisition.

Based on direct employment, Calgary's regional active economy contributes an estimated \$3.3 billion annually to the regional gross domestic product

Calgary has an impressive record hosting major national and international sporting competitions - In 2019 alone Calgary hosted 67 events which generated \$151 million in economic activity!

Over the past five years Calgary has hosted:

- 90+ International events including World Cups
- 110+ Canadian National Championships and Cultural Events
- 120+ Provincial and Western Canadian Championships
- Sport competition in 50+ different sports

DID YOU KNOW?



4,000
ORGANIZATIONS

EMPLOYS

43,000
PEOPLE



90%
ARE ENTREPRENEURIAL
SMALL BUSINESS



TRAFFIC CONGESTIONS
COSTS CANADIANS
\$4.3B ANNUALLY

CALGARIANS SPEND

\$3.15B

ON SPORT AND RECREATION.
2X THE NATIONAL AVERAGE

\$3.3B

ANNUAL IMPACT ON GDP

Case Study: Intuitive Engineering Calgary


Although Calgary has hosted a vast array of international sporting events, some facilities face barriers to meet the requirements to accommodate large, high level events.

In 2018, Tourism Calgary recognized that the Diving Grand Prix was an event that could be brought to Calgary to assist local diving athletes in their journey to becoming Olympians. However, because the most suitable venue, Repsol Sport Centre was built in 1983, the existing infrastructure for the diving tower did not meet required specifications.

Tourism Calgary found an unintended consequence of engineers losing jobs in the energy sector by connecting with Intuitive Engineering and Ian Washbrook to find a solution to this problem. Intuitive Engineering worked on a pro-bono basis and determined it would cost roughly \$50,000 to install a regulation-sized diving platform to allow the venue to accommodate the event.

In yet another collaborative effort, the organizations then worked out a three-way partnership between Tourism Calgary, Diving Canada, and the Repsol Sports Centre where each would pay a third of the cost and recognize Intuitive.

The economic and sectoral impact of this effort yielded **\$2.9M** from the 2018 and 2019 Diving Grand Prix events made possible with a **\$50,000** investment.



Calgary is a city that works together to create innovative solutions. The collaborative environment enables better problem-solving potential which may lead to benefits for the entire community.

GOAL

By 2030, Calgary leads Canada in direct economic contribution of the active economy to the regional GDP.



Benefits to individuals and community

13 to 1 yield on investment

The National Health Service identifies that increases of walkability yield on average a 13 to 1 return on investment.

Reduced absenteeism

Physical activity increases economic productivity by reducing absenteeism by an estimated 25 per cent. This translates into an estimated one-week per year in lost productivity.

Huge boost to GDP

A Conference Board of Canada study forecasts that increasing activity in ten per cent of Canadians would increase the gross domestic product (GDP) by \$7.5 billion between 2015-2040.

What should be prioritised?

1. Greater investment in infrastructure including, enhancing natural landscape.
2. More investment in pathways and cycle-tracks.
3. Explore targeted regional active economy investment funding.
4. Develop professional development and learning pathways to grow the ecosystem.
5. Pursue opportunities for collaborative technology adoption to advance the targeted goals of the Playbook.

What is the Economic context?

The economic impact of Calgary's regional active economy incorporates direct employment, reduction of health costs, increased productivity, and contribution to talent acquisition.

There is extreme uncertainty around Calgary's economic outlook for the next five years including high employment rates and increased demand on food bank hampers.

The ecosystem must explore alternative business models to drive the growth and prosperity of the ecosystem.



- The economic impact of active design and transportation is structural and measured in decades, not in election cycles.
- Active economy expenditures are immediate, whereas the impacts are measured over years. This lack of immediate return on investment must be more effectively measured and tracked at an ecosystem-level.

References: [1] The Conference Board of Canada (2018, April 5) [2] Bounajm, F., Dinh, T., & Thériault, L. (2014, October). Moving ahead: The economic impact of reducing physical inactivity and sedentary behaviour. The Conference Board of Canada [3] Davis, A. (2010, March). Value for money: An economic assessment of investment in walking and cycling. Government Office for the South West. [4] Hendriksen, I., Simons, M., Garre, F., & Hildebrandt, V. (2010). The association between commuter cycling and sickness absence. Preventive Medicine, 51(2), 132-135.