

## Invest Greater Calgary Budget and Operational Review:

### **Background:**

3 year commitment.

~9,650/yr membership.

### **Year 1 – Presence: The Foundational and Operational Build. (June 2025 – May 2026)**

1. Establish Governance and Operations
  - a. Memorandum of Understanding (Partner Charter)– *July 2025*
  - b. Transportation Logistics Study (**Project 1**) – *May 2025*
  - c. Site Selector Event (**Project 2**) – *July 2025*
  - d. Secretariat Lead Hired – *September 2025*
  - e. Signed Service Agreements – *September 2025*
  
2. Define Strategic Priorities – *September 2025*
  - a. Organize financial budget
  - b. Review initial key activities
  - c. Identify branding and marketing priorities
  
3. Year 1 - Strategic Plan and Budget - *December 2025*
  - a. Finalized partnership functions
  - b. Provided strategic activities up to September 2026 (IGC Fiscal Year – June 1 – May 31)
  - c. Provided a general 3-year budget (June 2025 – May 2028)
  
4. Initial Branding
  - a. Logo – *February 2026*
  - b. Landing Page – *April 2026*
  
5. Singapore Airshow – *February 2026*
6. Food X Japan – *March 2026*
  
7. Value Proposition Sector Study – *April 2026*
  - a. Comprehensive sector study for the region to establish industry targets
  - b. Individual sector studies for Foothills County and Town of High River
  
8. Administrative Coordinator – *April 2026*
  
9. Governance Committee -*Ongoing*

- a. Advisory Committee agreement on KPIs
- b. Advisory Committee agreement on process for lead distribution (see Appendix A - Proposed Lead Distribution Structure)
- c. Governance Committee minutes (Appendix B)

## 10. Member Environment Assessments – *May 2026*

### **Year 2 - Go to Market Strategy (June 2026 – May 2027)**

Following the successful establishment of a brand presence and foundational assets in Year 1, Year 2 shifts toward active market engagement and pipeline generation. The core objective is to transition from awareness to qualified investment opportunities and measurable deal flow through three integrated pillars:

#### **1. Content**

#### **2. Targeted Outreach**

#### **3. Partnerships**

##### **1. Content – An Investor Ready Region**

- a. Value Proposition Sector Study – (\$100k)
- b. LinkedIn Profile and Content – June 2026 (\$15k)
- c. Regional Website – August 2026 (\$120k)
  - NRED Grant – awarded.

##### **2. Targeted Outreach – Building the Investment Pipeline**

- a. 7 International Trade Shows (\$56k)
- b. Lead Generation – July 2026 – May 2027 (\$45k)
- c. Stampede Site Selector Event – July 2026 (\$20k)
- d. Secondary Fund – June 2026 – May 2027 (\$20k)

##### **3. Partnerships – Business Partner and Industry Stakeholder Ecosystem**

- a. IGC Launch Event – August 2026 (\$10k)
- b. Partner Engagement – June 2026 – May 2027