

# New Event Centre will be a Cornerstone in Calgary's Culture and Entertainment District

*TOURISM CALGARY APPLAUDS CITY COUNCIL'S DECISION TO DEVELOP NEW EVENT CENTRE IN THE HEART OF THE RIVERS DISTRICT*

BY BRIDGETTE SLATER

Over the past three years, Tourism Calgary has undertaken extensive research and stakeholder engagement on Calgary's development needs as part of *Ultimate Hosts. Ultimate Host City.*, Calgary's stakeholder-led and endorsed Destination Strategy.

The overwhelming sentiment of stakeholders is that a new event centre in the Rivers District, along with the expansion of the BMO Centre and subsequent investment and development of the area, is critical for the revitalization of Calgary's Culture and Entertainment District. With this important development comes public, social and economic benefits for Calgarians through investment, vibrancy, increased tourism and visitor spending.

Guided by Calgary's Destination Strategy and the support of its stakeholders, Tourism Calgary has been actively supportive of the development of a new event centre for the benefit of Calgarians and visitors.

On July 30, Calgary city council made the historic, city-building decision to develop a new event centre in the heart of the Rivers District. The event centre and surrounding festival street are envisioned as a year-round, permanent gathering place where all Calgarians can enjoy affordable programming and activities like concerts, assemblies, festivals and amateur and professional sporting events. Located at the envisioned "critical corner" of Calgary's Culture and Entertainment District, the event centre is considered a catalyst community-building project that will accelerate redevelopment in the Rivers District.

Following a year of finalizing design details and acquiring requisite permits, construction is estimated to commence

GUIDED BY CALGARY'S DESTINATION STRATEGY AND THE SUPPORT OF ITS STAKEHOLDERS, TOURISM CALGARY HAS BEEN ACTIVELY SUPPORTIVE OF THE DEVELOPMENT OF A NEW EVENT CENTRE FOR THE BENEFIT OF CALGARIANS AND VISITORS.

in 2021 and to be completed in 30 months, with Calgary Municipal Land Corporation managing public consultation, construction, programming and integration into the Rivers District.

As the Ultimate Host City, the benefits of new sport and entertainment hosting infrastructure – designed to meet current and future needs – is clearly reflected in Calgary's local, national and international brand, the economy, the core of our city and our quality-of-life aspirations of being a vibrant and active city.

For the benefit of all Calgarians, visitors to our city and the city's growing tourism industry, Tourism Calgary congratulates city council on making the historic, city-building decision to develop a new event centre in the heart of the Rivers District. To learn more about Tourism Calgary's ongoing efforts to advocate for items that will make a big difference to tourism, quality of life and Calgary's growing reputation as the Ultimate Host City, see [visitcalgary.com](http://visitcalgary.com). **B**