

Calgary 2026 Core Messaging: UPDATED – October 24, 2018

Messaging Pillars:

1. The 2026 Games will inject \$4.4 billion in the local economy, creating jobs, prosperity and growth
2. The Games would re-establish Calgary on the global stage and put it on the map
3. We would renew critical sport infrastructure, build a much-needed field house and construct affordable housing for everyday Calgarians
4. The Games would showcase Calgary's superpower of volunteerism and sense of pride
5. We have the opportunity to build a legacy for our children and future Olympic athletes

Fundamental Key Messages:

1) Growth – Jobs & Economy

- This is the best opportunity we have in front of us
- It's a \$4.4 billion injection into Calgary's economy (\$700,000 province, ~\$1.5 billion feds, \$2.2 billion Olympic revenues)
- That's more jobs for Calgarians, \$1 billion in local wages for local businesses and employees
- This is not about a choice of spending these dollars on the Olympics or other priorities. If the Games are not held here, billions of dollars will not come to Calgary

2) Global Reputation

- The Games would re-establish Calgary on the global stage and put it on the map
- Calgary produces more world class athletes and hosts the most world class sporting events of any city in the world – we could see even more
- Calgary is innovative, creative and never gives up. Calgary equally cares about its people and its environment – let's make that even better
- Hosting the Games would continue to enhance Alberta's reputation as one of the great sport discovery, development and excellence training centres in the world
- Calgary 2026 is a catalyst for us to imagine, define and create Calgary's future together

3) Infrastructure

- 87% of 2026 Games venues are already in place, this keeps costs down
- 2850 athlete housing units will be built, 80% used for affordable housing after the Games
- 11 venues will be renewed and two new ones built, including a much-needed field house
- Making venues accessible is a top priority

4) Community Spirit

- Our community spirit is lifted through our investment in community venues. Thousands of kids have learned to play, compete and be healthy and we want that for future generations
- We have done this before and we have expertise to do again
- Volunteers are our 'super power'
- The 1988 Games returned a profit, with the dollars used as a legacy fund to maintain our venues and build programs for youth
- Arts and Culture programming /investment will leave a community and educational legacy

5) Legacy

- The Games are not a landing pad, but a launching pad
- They will help us maintain our position as a winter sport city and centre of excellence by modernizing and expanding our venues
- We will attract more international summer events and promote Calgary and region as an all-season sports centre of excellence with a brand-new fieldhouse
- A 2026 Games would allow us to develop a sustainable fund for facilities and programs that will keep our city healthy, including our youth, Indigenous youth, and world-class athletes who choose to make a career in sport