

TECHNOLOGY & CREATIVITY

DEFINITION: The information, culture, communications, and technology (ICCT) sector comprises establishments primarily engaged in one or more of the following activities:

- Producing and distributing information and cultural products (*publishing, motion picture and sound recording, broadcasting, telecommunications, data processing and hosting services industries*)
- Manufacturing computers, computer peripheral equipment, communications equipment, and similar electronic products, as well as components for such products.
- Technological services such as computer systems design, repair, and maintenance.

ICCT is an enabler for all sectors of the economy.

VISION:

"Canada's future competitiveness and growth prospects are inextricably linked to our ability to seize the opportunities created by the rapidly evolving digital economy." A Digital Strategy for Canada, 2019 - <http://irpp.org/wp-content/uploads/2019/01/A-Digital-Strategy-for-Canada.pdf>

"Studies have found that life satisfaction and quality of life are positively correlated with participating in arts and cultural activities."

Calgary Economic Development - <https://calgaryeconomicdevelopment.com/dmsdocument/267>

ECONOMIC PROFILE

Federal Context

- › \$87 billion contribution to Canada's GDP in 2017 (4.5% of total GDP).
- › 34% of all R&D spending in Canada (\$6.2B).
- › 650,000 employed.
- › \$77,000 average annual salary.
- › Stronger annual growth than total economy since 2012.
- › 78% of ICT products manufactured in Canada exported.
- › Growth driven by software and computer services sub-sector (*particularly significant investments in cloud computing and artificial intelligence*).

Provincial Context

- › 4th largest output contributor to total ICCT GDP in Canada at \$10.7 billion in 2017.
- › 4th largest employer by province in Canada with 7.9% of total ICCT sector workforce in Canada.
- › 2.9% of Alberta's employed workforce is in ICCT.
- › 48% increase in number of technology companies headquartered in Alberta between 2012 and 2016
- › Areas of expertise: artificial intelligence, geomatics, big data

Local Context

- › Highest concentration of high-tech workers in Canada.
- › 28% of all Calgary post secondary completions from STEM programs.
- › Creative Industries – 3.2% (24,000) of total Calgary employment, 3.8% (4424) of total Calgary businesses, 5.2 creative businesses per 1000 people – 4th highest in Canada after Montreal, Vancouver, and Toronto.

OKOTOKS ADVANTAGE

"The ICCT workforce is increasingly mobile and drawn to locations that appeal to their individual lifestyle preferences and is influenced by available recreational and educational assets."

"A vibrant and dynamic creative ecosystem is a key ingredient of high quality of life and is essential to attracting people to a city, especially young, talented, creative people – an idea popularized by urban studies expert Richard Florida. Cities that are magnets for human capital also tend to be magnets for business investment. This is because the availability of highly skilled workers is a major factor for businesses deciding where to locate. The weight that businesses place on access to talent in their location decisions is likely to grow in importance in the future, in line with the trend of newly-created jobs becoming more cognitively complex."

Src: <https://calgaryeconomicdevelopment.com/dmsdocument/267>

3.8%
4424 TOTAL CALGARY BUSINESS



CREATIVE INDUSTRIES

- Lifestyle leads – leading per capita recreation amenity, 85 km of pathways, award-winning environmental sustainability, a high-performance school track record, a quality of experience downtown, 98% satisfied with quality of life.
- Gigabit fibre to every home and business (TELUS).
- History of film/video production.

WORTH KNOWING

Did you know that every home and business in Okotoks is connected to Fibre Optic Internet, providing speeds in excess of 300 mb/s.

Okotoks offers easy access to post-secondary ICCT-related programs at the University of Calgary (with extensive research programs in Departments of Computer Science, and Electrical and Computer Engineering), Mount Royal University, and local Bow Valley College.

INVESTMENT OPPORTUNITIES

- PROPOSED BUSINESS TYPE

Okotoks is seeking investment in the following ICCT business types:

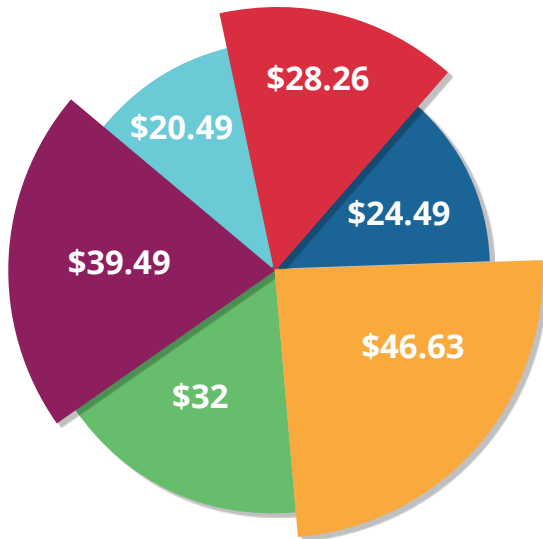
- Digital Technologies
- Film/Video Production
- Remote Digital Workers
- Internet-based Enterprise/Workforce

WAGES

\$33.38 Calgary Average *Economic Region*

\$32.38 Alberta Average

\$28.72 Canadian Average



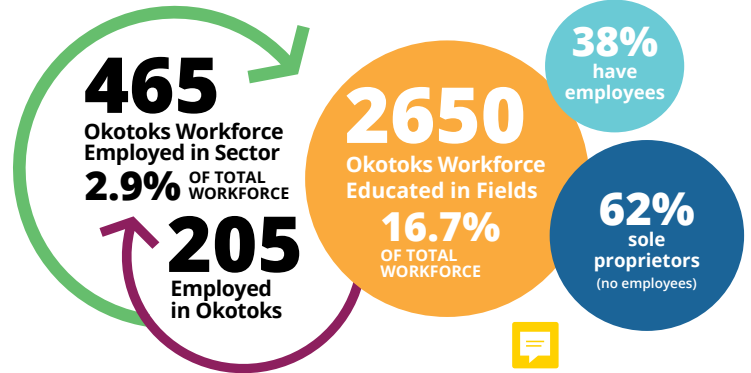
REPRESENTATIVE OCCUPATIONS:

- Software Engineer
- Electrical Engineering Technologist
- Web Designer
- Film and Video Camera Operator
- Graphic Art Technician
- Electronics Assemblers/Fabricators

SECTOR AT A GLANCE

Okotoks has a small ICCT base, with competitiveness (based on sector analysis) in computer systems design and related services, and motion picture and video industries.

WORKFORCE



Workforce strength in semiconductor and other electronic component manufacturing, newspaper and book publishing, motion picture and video industries, and other telecommunications (telecommunication resellers).

Business concentration in computer and peripheral equipment manufacturing, sound recording industries, and radio and television broadcasting.

MAJOR EMPLOYERS

OKOTOKS

- 8 H.T.S. (telecommunications)
- 7 Integrated Traceability Solutions (computer programming)
- 7 Computer Aid Professional Services (computer systems design/related services)
- 6 POSAL System (computer programming)
- 6 Pros from Dover Productions (motion picture/video)
- 6 Western Wheel Publishing (publishing)
- 5 Krux Analytics (computer programming)
- 4 Zelt Professional Services (computer systems design/related services)
- 4 Intuitive Technical Solutions (computer systems design/related services)

REGIONAL BUSINESSES

- 1000 Shaw Communications (telecommunications)
- 600 SMART Technologies (semiconductor/electronic component manufacturing)
- 500 Long View Systems (computer systems design/related services)
- 500 General Dynamics Land Systems (computer systems design/related services)
- 500 Omnilogic Systems (computer systems design/related services)
- 500 Replicon (computer programming)
- 455 Schneider Electric Software Canada (computer programming)
- 322 Guest-Tek Interactive Entertainment (telecommunications)
- 265 AspenTech Canada (computer programming)
- 240 Siemens Canada (semiconductor/electronic component manufacturing)
- 200 Critical Mass (data processing)