

NM2011-02-07

RE: EXTENDING THE LRT FREE FARE ZONE TO INCREASE THE CITY OF CALGARY'S COMPETIVENESS IN ATTRACTING NATIONAL AND INTERNATIONAL CONVENTIONS AND TRADESHOWS

Alderman Diane Colley-Urquhart  
Alderman Andre Chabot  
Alderman Ray Jones

WHEREAS extending the free fare zone to connect the Telus Convention Centre with the BMO Centre at Stampede Park to combine both venues into a seamless event package is critical to improving our city's competitiveness in attracting national and international organizers for city-wide conventions/tradeshows;

AND WHEREAS the Telus Convention Centre does not have sufficient capacity to hold the types of conventions and conferences that an Energy Centre like Calgary should be hosting; with large shows and meetings being lost because of a lack of adequate convention and conference space;

AND WHEREAS the extension of the free fare zone to connect downtown to Stampede Park would effectively increase the City of Calgary's ability to host large events, while also enhancing the experience of visitors and boosting the appeal and accessibility of downtown Calgary as a tourism draw with resulting economic benefits for the entire downtown business community;

AND WHEREAS the extension of the free fare zone can provide environmental benefits by improving the flow of people and decreasing the flow of traffic between downtown and Stampede Park, thus easing congestion in downtown core, reducing the average distance travelled by automobiles;

AND WHEREAS there is no cost to The City for this service as the CTrain is already operating in this area as part of regular service, with the *majority* of people using the CTrain in the core for free trips are monthly transit pass holders and therefore are paying for the service anyway;

NOW THEREFORE BE IT RESOLVED THAT:

- a) The free fare zone be extended to Stampede Station no later than May 2011;
- b) Administration be directed to absorb the potential annual revenue shortfall (\$1.5 and \$2.0M) into Calgary Transit's operating budget
- c) Administration be directed to evaluate the results with the Calgary Stampede and Calgary Tourism, and report back through the SPC on LPT no later than June 2012.

Alderman Ray Jones

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Alderman Andre Chabot