

Strategic Business Plan (and Land Plan), Regional Innovation System Strategy

University Innovation Park—Calgary



Four stakeholders, the City of Calgary, the University of Calgary, the Province of Alberta, and Calgary Technologies, Inc., together are leading an effort to position Calgary's *University Innovation Park* and related programmatic initiatives of the University, City, and Province as an integrated regional strategy for *knowledge-based economic development*. Their goal is to lead the Calgary region's future *Innovation Economy* and to ensure that Calgary is a globally prominent and competitive center of innovation.

IDEA Partnerships/EKA provided consulting services to develop a comprehensive *Strategic Business Plan* in a highly complex strategic process that involves bringing together many stakeholders—University, its Health Sciences Center, City, provincial, and federal governments, private sector, and neighborhood communities.

The scope and content of the *Plan* included:

Vision and Goals

Innovation System Strategy

Market Strategy

Development and Financial Strategy

Physical Development (Land) Plan

Governance Strategy

Performance Metrics.



Location:

Calgary, Alberta, Canada

Contact:

Mr. John Masters, President/CEO,
Calgary Technologies, Inc.
403.284.6424

jmasters@calgarytechnologies.com

Planning Team:

IDEA Partnerships
Eva Klein & Associates
Bay Area Economics
JRM Realty Advisors
Perkins Eastman (land planning)
Gibbs Gage Architects

Relevance:

This complex study involved multiple stakeholders, strategies to coordinate existing pieces of an *Innovation System*, and re-envisioning of a developed urban campus with the adjacent University of Calgary campus.

