

# Making Calgary's businesses, events, and programs findable by AI

Restaurants, community programs, local events, neighbourhood businesses — Calgary has it all. But when someone asks AI where to eat, what to do, or where to find a groomer, none of it shows up.

## THE CONTRAST

*"Where should I eat tonight in Beltline?"*

### WHAT AI SAYS TODAY

#### Ten Foot Henry

Canadian (New) · \$\$\$ · 4.5 stars

"Great food, nice atmosphere"

Generic category. No menu detail. No availability.

### WITH CITYBOOK

#### Ten Foot Henry

Vegetable-anchored sharing plates · Beltline

Try: Roasted carrots with salsa macha

Hours: Daily 11am–11pm, brunch Sat–Sun

Max 6 guests per table

## HOW IT WORKS

01

### Businesses share updates

Tonight's special, the pet-friendly patio. A quick text or 2-minute form.

02

### Citybook organizes it

Structured for every AI assistant. One update reaches them all.

03

### People get real answers

Siri, ChatGPT, or Google — they get answers that reflect what's happening today.

## WHY NOW

### The investment is already there

Calgary funds rec centres, community associations, and arts orgs. The gap isn't what the city offers — it's whether anyone can find it.

### No city in Canada has done this

Every municipality has this problem. None have solved it. Calgary can set the standard.

### The window is closing

AI assistants are becoming the default search. Cities that structure their data now will be found.

### Zero risk

No procurement. No budget request. No IT integration. Walk away after 90 days if it doesn't work.

# 90 days. 3 partners. \$0.

Three organizations. One unified event layer. A complete picture of what's happening in Calgary.

## TIMELINE

### SETUP

Week 1–2

- Partner organizations onboarded
- Existing public event data integrated
- Live dashboard for your team

### LIVE

Week 3–10

- Events from all three partners discoverable
- Citizens find them through any AI assistant
- Weekly coverage reports

### EVALUATION

Week 11–12

- Events that reached citizens for the first time
- Query volume and engagement
- Expand or wind down — your call

## SUGGESTED PILOT PARTNERS

### Tourism Calgary

Visitors ask “what should I do in Calgary tonight?” and get a real answer — live events from every venue and festival.

### Calgary Arts Development

150+ arts organizations already create events. Pawlo makes sure every gallery opening and theatre performance reaches its audience.

### Federation of Calgary Communities

259 community associations, mostly volunteer-run. Park cleanups, block parties, neighbourhood dinners — events that never make it past a Facebook post.

Cost to the city during pilot

# \$0

Pawlo covers all technology costs. Publicly available event data. No procurement. No IT integration.