

Smith, Theresa L.

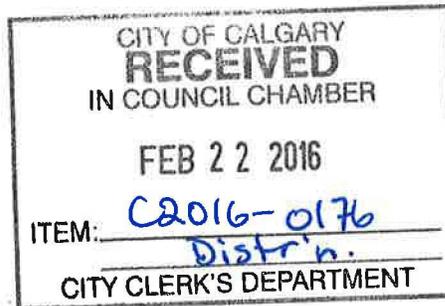
From: David Low [david.low@victoriapark.org]
Sent: Friday, February 12, 2016 9:11 AM
To: City Clerk; Office of the Mayor; Community Liaison – Ward 9; Woolley, Evan V.; Executive Assistant - Ward 1; Executive Assistant - Ward 2; Executive Assistant Ward 3; Executive Assistant - Ward 4; eaward05@calgary.ca; Executive Assistant Ward 7; Executive Assistant Ward 8; Executive Assistant - Ward 9; Executive Assistant Ward 10; Executive Assistant Ward 11
Cc: Lisa Corcoran; Mary Moran
Subject: PFC2016-0081
Attachments: pfc2016_0081VicParkSup.pdf

Please see attached for our letter of support for administrations recommendation #1 on PFC2016-0081.

Kind regards,

David Low
Executive Director
david.low@victoriapark.org
www.victoriapark.org

Victoria Park BRZ
Suite 310, The Kahanoff Centre
105 12th Avenue S.E.
Calgary AB, T2G 1A1
T: 403.265.2968
C: 403.850-1638



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THE CITY OF CALGARY
CITY CLERK'S

February 8, 2016

Office of the Mayor
City of Calgary
P.O. Box 2100, Station M
Calgary, Alberta T2P 2M5

Attn: Mayor Nenshi, All Councillors.
RE: PFC2016-0081 Resiliency fund for Calgary Economic Development

Dear Mayor Nenshi & Councillors.

On behalf of the Victoria Park Business Revitalization Zone, I would like to offer this letter as support of the first Administrative Recommendation number 1, PFC2016-0081 to approve a one-time increase to operating budget program #449 of \$7million from the Resiliency fund for Calgary Economic Development over a 3-year period.

The Calgary Economic Development *Opportunity Calgary* plan to attract, retain talent and accelerate diversification in our local economy will provide much needed support for both the business community and our citizens during this shift in the economic environment.

Attracting new office centres and more businesses is always welcomed throughout the city, and is especially critical in the Centre City. In addition, positioning Calgary as a global talent hub will enable our highly skilled workforce, particularly those who have been released from the energy sector, to continue to live, work and contribute to the vitality of our community.

While Calgary's economy has been slowly diversifying over the past decade, this current downturn only showcases how much further we have to go. By accelerating this process with more aggressive take to market action plans in high potential industries such as logistics, agribusiness, creative industries, renewables, Calgary will be stronger and more stable in future economic cycles.

This entire *Opportunity Calgary* program needs to be wrapped in an intensified integrated marketing campaign that highlights the counter-cyclical opportunities in the energy and real estate industries and showcases the diversity of opportunities Calgary has to offer. It will be a call to action to invite investors and business to be a part of the innovative and entrepreneurial energy here in Calgary. It will also support the education of Canadians about the drive for Calgary, Alberta and Canada to have a socially, environmental and economically sustainable economic system.

I personally have had multiple discussions with American companies doing due diligence and reconnaissance work in the Calgary area. A common theme is the recognition of the outstanding value we currently offer and how can that be capitalized on, short, medium and long term. Unfortunately, there is currently no unified messaging to give. In addition, as we realized after the flood of 2013, reminding people of the options and opportunities that are available locally does yield significant benefit to the local economy.

Sincerely,



David Low
Executive Director
Victoria Park Business Improvement Area

cc: City Clerk, City of Calgary
Mary Moran, President & CEO, Calgary Economic Development
Steve Allan, Board Chair, Calgary Economic Development