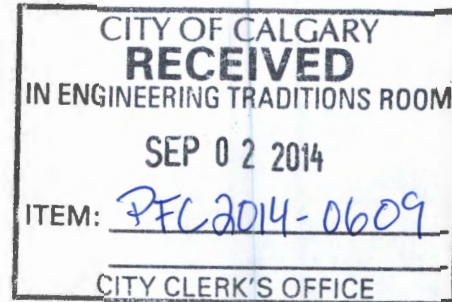


phone 403.263.8510 fax 403.262.3809
200, 238 11 Avenue S.E.
Calgary, Alberta, Canada T2G 0X8
visitcalgary.com



August 25, 2014

J. Stephens Allan
Chair of the Board
Calgary Economic Development
731 1st Street SE
Calgary AB T2G 2G9

Dear Mr. Allan,

We have been pleased to participate in the development of the new vision & Mission of CED.

Vision: Calgary is a city of boundless energy. The source of our energy and economic success is our sense of community and our commitment to shared prosperity and sustainable development. We welcome everyone to be part of the energy.

Mission: To align the City of Calgary, its civic partners, private sector and other community organizations in achieving economic competitiveness, embracing shared prosperity and building a strong community.

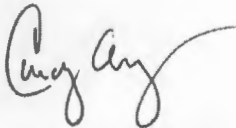
We hereby agree to become a signatory to "Building on our energy":

By becoming a signatory, we agree to the following:

- Our organization's work contributes to one or more of the actions in "Building on our energy".
- Our organization believes in the overall vision and focus areas of "Building on our energy", and therefore endorses the Strategy.
- Where possible, our organization will give consideration to the vision, areas of focus, strategies and actions of "Building on our energy" when drafting future strategic plans and initiatives.
- Where possible, our organization will share data and research with Calgary Economic Development and the Strategy's implementing partners to demonstrate the impact of "Building on our energy" on Calgary.
- Our organization will designate a staff member as the primary contact and manager of our involvement with "Building on our energy".
- Calgary Economic Development or an implementing partner may contact the designated contact for the purposes of implementing and reporting on "Building on our energy".

- Calgary Economic Development may contact the designated contact regarding "Building on our energy" news and updates.
- Our organization's name will appear on lists of "Building on our energy" signatories and endorsers that will be made available to the public.

Sincerely,



Cindy Ady
Interim CEO
Tourism Calgary



Roderick J. McKay
Chair, Board of Directors
Tourism Calgary