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As a member of the Project Advisory Committee for the update to the economic strategy for Calgary, I have been directly involved in the formulation of *Building on our energy*. As a committee member, I was a part of the extensive stakeholder engagement process and participated in discussions that shaped the vision, mission and areas of focus for the document. *Building on our energy* considers the strengths, weaknesses, opportunities and threats of Calgary and is reflective of the changing nature of economic development in Calgary and across the country.

I agree with my colleagues at CED that the Strategy:

- builds on our energy sector strengths to support trade and investment
- provides the foundation for purposeful diversification
- fosters innovation and creativity
- supports the development of strong communities
- understands that our neighbours' success is our success and that every citizen should benefit in the region's prosperity
- brings together stakeholders to promote Calgary with a unique and compelling voice

I found the process open and inclusive with room for debate and discussion among the diverse group of stakeholders. The CED team took every effort to ensure all voices were heard around the table. This Strategy provides the direction for individuals and organizations to work towards a unified vision for Calgary's future economic prosperity. I see the strategy as a living document and in that sense look forward to opportunities for our organization to continue to refine a sustainable economic path for our city over the coming years.

I, enthusiastically endorse *Building on our energy*: An update to the 10-year economic strategy for Calgary.

Sincerely,

Dr. Noel Keough  
Chair of the Board  
Sustainable Calgary Society

