

building on our energy

an economic strategy for Calgary

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.

As an organizational member of the Project Advisory Committee for the update to the economic strategy for Calgary, Momentum was directly involved in the formulation of *Building on our energy*. Momentum was also part of the extensive stakeholder engagement process through the *Thrive* network that supported the inclusion of community economic development actions in the document.

The *Building on our Energy* strategy reflects the changing nature of economic development by considering the important role of social issues in economic development. The alignment between *Building on our Energy* and the Calgary Poverty Reduction Initiative *Enough for All* strategy is commendable.

Momentum is supportive of the Strategy as it:

- recognizes the value of reducing poverty and inequality as economic development goals
- provides opportunities for local entrepreneurs to grow their business
- creates an opportunity to strengthen local businesses owned and operated by Calgarians
- supports the development of strong communities by paying attention to more economically marginalized people
- understands that our neighbours' success is our success and that every citizen should benefit in the region's prosperity

This Strategy provides the direction for individuals and organizations to work towards a unified vision for Calgary's future economic prosperity. Therefore, I, Jeff Loomis, hereby endorse

NAME

Building on our energy: An update to the 10-year economic strategy for Calgary.

Dated the 26 of August, 2014.

[Signature]
Signature

Executive Director
Title

Momentum
Organization

