



United Way

Calgary and Area

United. Building a great city for everyone.

August 21, 2014

Mary Moran
Vice President, Marketing, Communications & Research
Calgary Economic Development
731 1st Street SE
Calgary, Alberta
T2G 2G9

Dear Mary Moran,

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 which 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.

It is my belief 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

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

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

Sincerely,

Lucy Miller,
President and CEO
United Way of Calgary and Area

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Change starts here.

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