

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 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, Dani DeBoice, hereby endorse
NAME

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

Dated the 12 of August, 2014.

Dani DeBoice
Signature

Director, Corporate Citizenship
Title

First Calgary Financial
Organization

