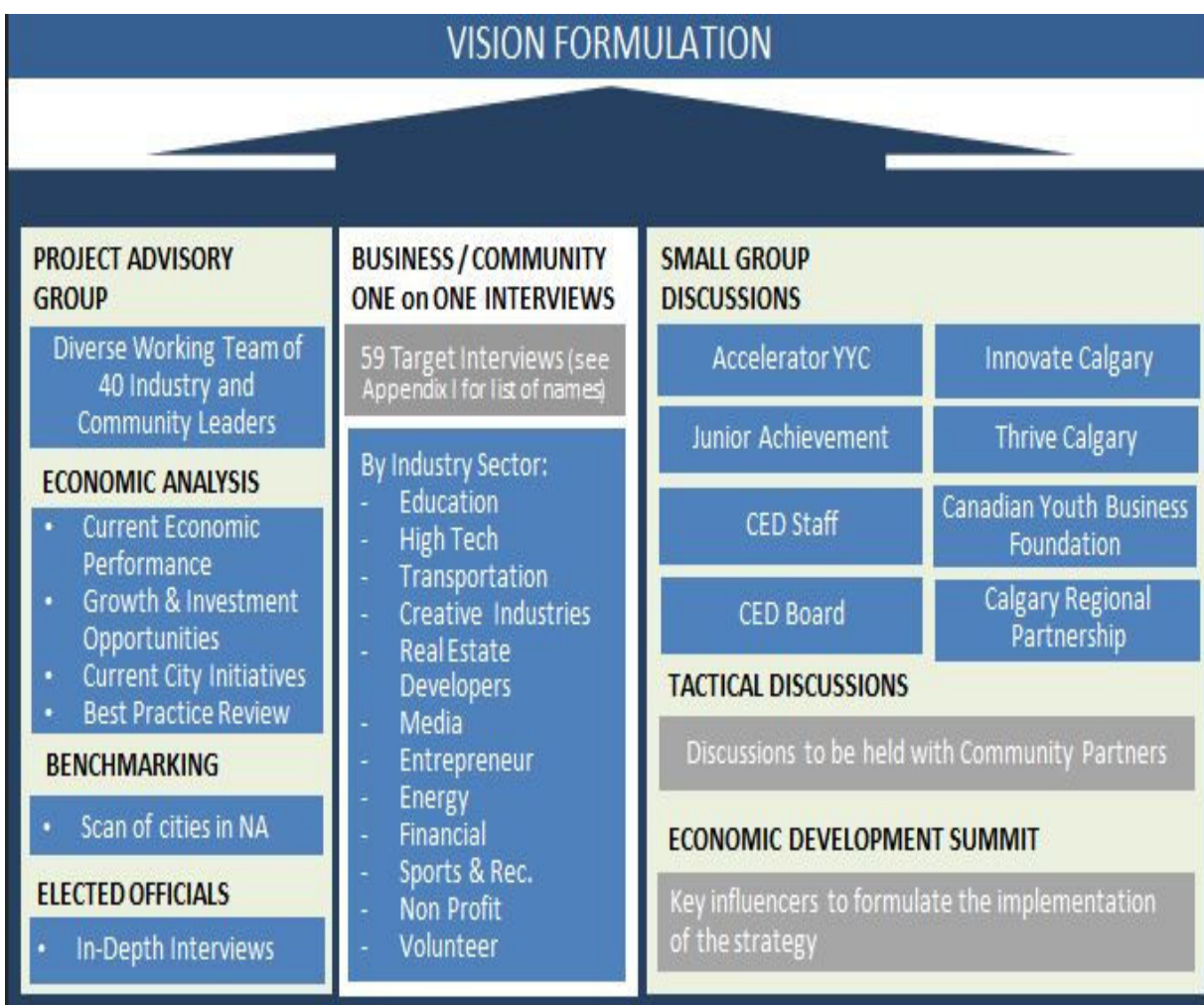


Attachment 1: Calgary Economic Development Strategy CONSULTATIONS AND MAJOR THEMES

Extensive consultation was completed in the Calgary community and region with participants reflecting a variety of diverse sectors including oil and gas, telecommunications, small business and entrepreneurs, tourism, not for profit and many more. This consultation was done utilizing a Project Advisory Committee, 59 individual interviews, and small group discussions with targeted agencies to arrive at a vision and identify major themes.



MAJOR THEMES

Major themes that arose from the consultations are still being refined (and some may combine), but currently include the following:

- Integrate marginalized groups into workforce (youth, aboriginal, disabled, immigrants)
- Ensure that primary and secondary education meets the needs of local industry
- Support community economic development
- Support local, small business
- Support entrepreneurs and start-ups
- Develop the tech sector
- Jumpstart social innovation
- Encourage energy market diversification
- Support existing and emerging sectors in exporting/investment attraction
- Build the 'right' Calgary (social / cultural amenities / vibrant neighbourhoods)
- Articulate and promote the 'Calgary Story'

It is likely that these themes will evolve into strategies that will align under the six energies that tell Calgary's story:

