

**NEWS RELEASE
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ECONOMIC DEVELOPMENT PLAN CHARTS COURSE TO PROSPEROUS FUTURE

(CALGARY, AB) – Investing in people, innovation and leveraging our existing economic strength will ensure that Calgarians will enjoy prosperity well into the future, according to the new 10-year Economic Development Strategy presented to a City Council Standing Policy Committee today. The Strategy which outlines a 10-year guide to fostering a strong community and economy for Calgary identifies three key goals for future growth:

1. **Focus on People and Community** - *Where we put learning, creativity and liveability first*
2. **Focus on Business and Enterprise** - *Focus the trajectory of our traditional economy with new and emerging growth opportunities*
3. **Focus on International Reach** - *Promote and market our reputation in business, tourism, innovation and arts and culture*

Calgary's 10-year economic plan was introduced this morning to City Council's Standing Policy Committee on Community and Protective Services by Mayor Dave Bronconnier, Mauro Meneghetti, Chair of the Community Steering Team and Adam Legge, Project Manager.

The Mayor noted, "Today we enjoy the strongest economy in Canada and one of the strongest in the world. Ensuring that prosperity in the future means making strategic investments in our community which will keep us a competitive and attractive place for business and people."

Development of the Strategy was initiated by Mayor Bronconnier and led by a 17-member Steering Team, comprised of individuals from private sector, senior levels of government and the four City-funded economic development agencies (Calgary Economic Development; Tourism Calgary; Calgary Technologies Inc.; and the Calgary TELUS Convention Centre). The Strategy makes a powerful statement on the direction for the city, setting out a plan for the sustainable, equitable and manageable growth of Calgary's economy to 2018.

"This strategy clearly describes our citizens' desires, aspirations and a common vision for Calgary's future," said Mauro Meneghetti, Steering Team Chair. "Throughout the process, the team listened to hundreds of Calgarians from the business community, all levels of government, educational institutions and many other organizations. This Strategy strives to set Calgary's unique direction in the increasingly competitive global economy."

"The strategy is unique in that the primary focus is on people, which is an innovative and fresh approach in terms of economic development", said Adam Legge, Director of Research and Business Information, Calgary Economic Development and the Strategy's Project Manager.

Draft document of the Calgary Economic Development Strategy will be available Wednesday, January 9, 2007 at 9:30 a.m. on the website of the Office of the Mayor at www.calgary.ca/mayor

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