



Chamber named as key advisor on Plan It Calgary initiative

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The Chamber was recently selected for the Plan It Calgary Key Stakeholder Advisory Committee based on its expertise on housing affordability and thoughtful analysis provided in past consultations.

The committee will play an important role in the implementation of Plan It Calgary, the City's new land use and mobility plan. The Chamber's involvement will add a strong industry perspective to the group of key stakeholders.

"In 2007, housing affordability appeared as a top five priority for Chamber membership," says Ben Brunnen, Manager of Policy & Research. "Our members recognized the link between housing affordability and the ability to attract and retain talented workers. Plan It Calgary is an opportunity to improve housing affordability and create a 21st century renaissance capital that draws the best and brightest."

Brunnen's participation on the committee follows a Chamber presentation at the City's November 15th Plan It Calgary Summit, which discussed housing affordability in Calgary and factors impacting house prices. The presentation was based on the recommendations of the Chamber's May 2008 research paper Municipal Land Development Policies and Regulations and the Impact of Calgary Housing Affordability, supported by a generous grant from the Alberta Real Estate Foundation.

"The Chamber has taken a newly proactive role on such a broad range of municipal affairs issues," says Brunnen. "This is possible due to the strong support of our members and volunteer committees, and the enhanced effectiveness of our renewed, refocused municipal engagement strategy."

Given the Chamber's increased presence at City Hall, Brunnen is optimistic about the outcome of the Advisory Committee.

"We are confident that as the Plan It initiative continues to develop, it will do so in a way that serves Chamber members, the business community, and the community at large."