



February 28, 2025

Executive Committee
City of Edmonton
1 Sir Winston Churchill Square
Edmonton, AB T5J 2R7

Re: Item 7.1 Capital City Downtown Community Revitalization Levy End Date Extension

Dear Mayor Sohi, Members of Executive Committee and City Council:

BILD Edmonton Metro is pleased to share feedback on the City of Edmonton's Administrative Report titled "Item 7.1: Capital City Downtown Community Revitalization Levy End Date Extension."

Together, our organization, Downtown Revitalization Committee, Edmonton Chamber of Commerce, Edmonton Downtown Business Association, NAIOP Edmonton, and BOMA Edmonton, alongside stakeholders and institutions from the public, private, and community sectors, have come together to develop a comprehensive vision for downtown revitalization, encapsulated in a ten-year [Downtown Investment Plan](#). This collective effort highlights the need for strategic investments in key areas: residential attraction, infrastructure and servicing, business retention and economic growth, and placemaking and programming. We are calling for a half-billion-dollar of investments from all levels of government. Since the plan's introduction in October 2024, we have worked closely with the City of Edmonton and the Province of Alberta to refine its implementation. We are grateful for the ongoing conversations and view the Downtown Investment Plan as a vital roadmap for our shared future.

As part of the City's discussions around the Community Revitalization Levy (CRL) extension, we are pleased to see that many of our ideas from the Downtown Investment Plan have been incorporated as New Potential Catalyst Projects. These include an event park, improved downtown LRT entrances, Downtown Infrastructure Fund, an Attainable Housing Incentive Program, and additional funding for the completion of the Jasper Avenue New Vision, as well as initiatives to make downtown greener and more walkable.

During our engagement with the City, we emphasized that any CRL investment should yield a return of two to five times its value. Our Downtown Investment Plan's financial and spatial mapping illustrates the current state of downtown — showing a



significant drop in tax revenues from 10% in 2009 to just 6.4% in 2024 (which was later clarified by the City as closer to 5% after removing tax exempt properties), alongside deteriorating infrastructure. Our plan highlights how completing public infrastructure projects and additional initiatives could revitalize the area. Strategically leveraging downtown catalysts such as major public projects, commercial hubs, and cultural institutions can maximize the impact of public investments. By aligning these efforts with private sector development, the City can foster vibrant, economically resilient neighbourhoods that benefit the entire downtown core. Administration's report emphasizes that the CRL extension is projected to generate an estimated \$976 million in revenue over a ten-year period. This increase in revenue is expected to support the growth of a residential population of up to 24,000 people.

We are encouraged that the City of Edmonton is actively engaging with our Downtown Investment Plan and is taking serious steps to bring them to life. We continue to advocate for leveraging the CRL extension to support housing development and residential attraction. We have communicated this perspective to both elected and administrative officials at the Government of Alberta and remain firm in our belief that residential attraction is a critical Return on Investment for any CRL expenditure. In many Canadian cities, CRLs or Tax Increment Financing (TIF) mechanisms are widely used to stimulate housing development. We urge Edmonton to follow suit.

Our commitment to ongoing collaboration and engagement with the City of Edmonton and our government partners remains steadfast. We are dedicated to ensuring the full realization of the Downtown Investment Plan and its potential to revitalize our downtown core.

Sincerely,



Kalen Anderson, CEO
BILD Edmonton Metro

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