



BILD[®]
EDMONTON
METRO

2025 ANNUAL REPORT



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Territorial Acknowledgment

BILD Edmonton Metro respectfully acknowledges that we are located within Treaty 6 territory and Métis Nation of Alberta Region 4.

We acknowledge this land as the traditional home for many Indigenous Peoples including the Cree, Blackfoot, Métis, Nakota Sioux, Dene, Saulteaux, Anishinaabe, Inuit, and many others whose histories, languages, and cultures continue to influence our vibrant community.



MESSAGE FROM THE CHAIR & CEO

Dear Members,

We've passed the one-year mark — a pivotal milestone for BILD Edmonton Metro. Over the past year, we've stabilized operations, aligned our vision, and laid the groundwork for an ambitious future. Our initial one-year Strategic Plan set the foundation: we defined who we are, launched our brand and identity, clarified our priorities, and united our team, our members, and our resources. That phase is now complete — and we are officially under one roof.

Our new headquarters is more than just a space. It's a hub where members can connect, collaborate, and contribute to the continued prosperity of our region. It marks the beginning of a new chapter — and we couldn't be prouder of how far we've come or more excited about where we're headed.

Over the past year, our members have risen to meet a critical challenge: Canada's housing crisis. Together, we've worked to accelerate housing development and improve efficiency across the board. At the association level, we've deepened our collaboration with municipal partners to break down barriers and meet the demands of Edmonton's rapid population growth.

We've remained engaged on several key policy and operational fronts — from the City of Edmonton's Zoning Bylaw Renewal Initiative to land use regulations across the region. We've tackled permitting and inspection reform, advocated for infrastructure to support both infill and greenfield development, and promoted the use of technology to streamline approvals and decision-making.

A defining moment came in March, when we stood proudly alongside the City of Edmonton to celebrate its top national ranking for development-related policies, processes, and charges. That recognition underscores a fundamental truth: collaboration works — and more importantly, it's essential to our region's continued success.

Our region's affordability advantage is not just a statistic — it's a strategic edge and a critical part of our value proposition. While other regions in Canada face increased complexity and slower development timelines, Edmonton and its surrounding communities are taking bold, coordinated action. With The City Plan and alignment among regional partners, we are ready and positioned to welcome more infill, greenfield growth, and investment across all corners of the Edmonton Metro Region.

With momentum on our side, the BILD Edmonton Metro Board has launched a new three-year Strategic Plan — our guiding vision for the future. It sets a bold course to ensure the Edmonton Metro Region remains the best place in Canada to live, work, and invest. But achieving that vision requires all of us — our members, our partners, and our communities — to stay focused, stay aligned, and stay the course. Now is not the time to introduce new roadblocks or reverse the meaningful progress we've made together.

We are growing — not just as an industry, but as a region. Growth isn't just measured in buildings or infrastructure. It's measured in opportunities, community wellbeing, and shared prosperity. It's about planting trees, creating jobs, building vibrant neighbourhoods, and shaping a region that's inclusive, resilient, and ready for the future.

This past year was a banner year — a testament to the power of collaboration and the promise of what's ahead. We're deeply grateful to our members and partners who share this vision and are helping shape a thriving region for generations to come.

The future is bright — and we're just getting started. We invite you to continue this incredible journey with us.



Katrina Rowe

Katrina Rowe
Board Chair



Kalen Anderson

Kalen Anderson
CEO

IMPACT

BILD Edmonton Metro is shaping our region to ensure more people and businesses choose to live, invest, and thrive here.

Industry Advocacy Highlights

- In 2025, 25 advocacy files were active, with 20 completed. Of those completed files, outcomes were: 15 favourable, 3 partly favourable, 1 unfavourable, and 1 outcome still pending.
- Favourable outcomes achieved:
 - Downtown CRL Extension
 - Downtown Action Plan Approval
 - Master Agreement: Event Park and Village at ICE District
 - Downtown Student Housing Incentive
 - South of 41 Ave. SW Servicing Study
 - Terms of Reference for ASPs and NSPs
 - Permits and Inspections Guide for Infill Townhousing
 - Zoning Bylaw One-Year Review
 - Priority Growth Area Upzoning
 - City Plan Amendment – Density Targets
 - Off-Site Levies (Facility Costs for Fire Halls)
 - Beaumont Land Use Bylaw Amendment
 - Beaumont Off-site Levies
 - Fort Saskatchewan Off-site Levies
 - Urban Growth Case Study
- Partly Favourable Outcomes:
 - Climate Resilience Planning and Development Framework
 - Stony Plain Land Use Bylaw
 - Complete Streets
- Other Outcomes
 - Municipal Government Act Review: Outcome still unknown
 - City of Leduc Townhouse Lot Sizes: Unfavourable outcome
- Engagement and Participation
 - 29 members presented at Council and Committee meetings
 - 87% attendance achieved at BILD Advocacy Committee meetings
 - 4 Advocacy Committees increased their membership; 2 remained stable – with no declines in participation in 2025
 - 37 letters were sent to municipal Councils on advocacy files
 - 106 meetings held between BILD staff (under the CEO) and industry/municipal leaders on key advocacy files



Media and Public Awareness

- \$3.14M of earned media (Advertising Value Equivalent) generated (\$1.28M in 2024)
- 339M total potential editorial reach (138M in 2024)
- 94% positive/neutral sentiments for BILD Edmonton Metro in the media
- 369 number of mentions in the media (197 in 2024)
- 280 X posts, 150 followers, and 49.2K impressions
- 280 LinkedIn posts, 3,205 followers, and 547.8K impressions
- 280 Facebook posts and 3,221 followers
- 400+ Instagram posts and 4,305 followers
- 76 newsletters sent (49.8% Open Rate and 5.3% Click Rate)

Member Engagement

- 12 Committees, attracting 148 members to share their insights and perspectives
- 15 Working Groups, with more than 194 members digging into municipal and industry issues
- 4 Forums, with 62 members, convening 16 times to share best practices
- 39 Member visits
- 100+ member companies featured online



Event Engagement

- 48 events hosted, attracting 6,508 members and partners
- 1,220 Luncheon attendees
- 566 Builder Breakfast attendees
- 572 Golf Tournament participants
- 1,410 Awards of Excellence guests
- 400 Spirit Award guests
- 88 Curling Invitational participants
- 60 BILD Bowling League participants
- 196 Field Trip participants
- 106 Dirt to Door Field Trip participants
- 72 OurJoy participants
- 166 Member Mixer attendees
- 215 Economic Forecast Dinner attendees
- 9 NextGen events, drawing in 872 attendees
- 114 sponsors, providing \$800,105 in revenue to support and elevate our programs

A look back at 2025's biggest stories and defining moments.

HEADLINES

The Right Honourable Mark Carney was sworn in as the 24th Prime Minister of Canada.

For the first time in Alberta's history, more than 50,000 housing starts were achieved in a single year.

In the Edmonton Census Metropolitan Area, housing starts rose from 18,384 in 2024 to 21,337 in 2025 – an increase of 16.7%.

In the surrounding municipalities, four municipalities exceeded the regional average, including Beaumont at 6.3 per cent, Leduc County at 4.7 per cent, Spruce Grove at 4.2 per cent, and the City of Edmonton at 3.4 per cent.

Alberta surpassed 5 million residents, marking a significant population milestone.

The Land and Property Rights Tribunal invalidated Canmore's Bow Valley Off-site Levy, citing insufficient public disclosure of data and assumptions used in its calculation.

Municipal elections took place on October 20, with voters across the Edmonton Metro Region electing new councils.

The City of Edmonton continued debate on a proposed zoning amendment to limit mid-block infill developments to six units, down from the previously permitted eight, following community feedback.

Concerns mounted among businesses and residents over the closure of four key bridges, raising questions about connectivity and accessibility.

BILD Alberta launched the "Unlock Housing" public awareness campaign to highlight the complexities of homebuilding and to spark dialogue and action on Alberta's housing challenges.

Edmonton City Council voted to extend the Capital City Downtown Community Revitalization Levy, unlocking over \$500 million for strategic public infrastructure investments, including the OEG Fan Park, Village at Ice District, and new housing incentives

The United States imposed steep tariffs — 35% on most Canadian goods and 50% on steel and aluminum —prompting industry-wide concern.

For the second time in a row, the City of Edmonton was ranked #1 in the CHBA National Benchmarking Study, recognized for its efficient timelines, reasonable municipal fees, and robust planning systems.

The University of Alberta launched the Cities Institute, a new interdisciplinary research hub dedicated to shaping the future of urban development through collaboration with industry and academia.

Rezoning was approved for the future site of Edmonton's first Nordic spa, located on the Soaring lands, previously home to the iconic Mactaggart family mansion.

COLLABORATION AND PARTNERSHIPS

We build purposeful partnerships with trade associations, local economic development agencies, post-secondary institutions, and civil society organizations – all to articulate and promote the role that our members and the real estate sector plays in Edmonton’s economic future and job growth.



State of Our City

Our CEO, Kalen Anderson, was a featured speaker at both the City of St. Albert’s and the Edmonton Chamber of Commerce’s State of the City addresses. At each event, she underscored the critical role the city-region plays in attracting investment, enabling development, and sustaining a strong, diverse local economy. Her participation reinforced BILD Edmonton Metro’s commitment to regional collaboration and strategic leadership in shaping the future of our communities.



Post-secondary Partnerships

In 2025, we strengthened our ongoing partnerships with MacEwan University, NorQuest College, and the University of Alberta to help build a stronger talent pipeline and foster innovation in city-building. Key initiatives included: participation in video campaigns promoting downtown revitalization, joint advocacy efforts focused on the future of Edmonton’s downtown core, sponsorship of the Downtown Block Party, connecting students, faculty, and the community, and support at institutional announcements and milestone events. These collaborations help align post-secondary institutions with the needs of our industry — and position the region as a vibrant, inclusive place to live, learn, and grow.

Edmonton Ranked #1 Nationally

The CHBA National Benchmarking Study once again ranked Edmonton as the top city in Canada — for the second time in a row — across three critical measures that directly impact housing affordability: policy and regulation, permitting processes and timelines, and development charges. This recognition reflects the City of Edmonton’s continued leadership in enabling efficient and affordable development. BILD Edmonton Metro proudly supported this achievement, contributing data, expertise, and industry insight to inform the study’s foundation and outcomes.

EPCOR Joint Communications

In collaboration with EPCOR, we developed and delivered a coordinated communications strategy that showcased how EPCOR and the development industry worked together to enhance water and wastewater infrastructure. Using a range of marketing and communication tools, we highlighted efforts to align infrastructure planning with evolving consumption patterns, emerging technologies, and updates to Edmonton’s zoning bylaw. This initiative was driven by strong industry collaboration, which enabled the identification and resolution of inefficiencies — such as overbuilt infrastructure — leading to more sustainable and cost-effective solutions.



GOVERNMENT RELATIONS

We proactively shape municipal policy and regulations through coordinated government relations with other real estate associations, and the engagement and leadership of our members.

Federal Election Platform and Municipal Election Platform

The policies set by municipal and federal governments shape how — and where — people live, work, and build community. When done well, these policies lead to inclusive, lasting, and forward-thinking outcomes. To support that vision, we developed comprehensive Federal and Municipal Election Platforms — strategic advocacy tools that clearly articulated our industry’s top priorities. These platforms served as roadmaps in our engagement with elected officials and candidates, emphasizing the urgency of: reducing policy barriers to housing, accelerating development timelines, revitalizing our downtown core, attracting investment to the region, and creating policies that ensure long-term prosperity for all.

Minister Meetings

We held direct meetings with Minister McIver and Minister Williams to address high-priority issues, including: downtown revitalization strategies, extending the Capital City Downtown Community Revitalization Levy to support housing, urban growth and expansion, and streamlining regulations to speed up housing delivery. These conversations were critical in elevating the voice of our members at the provincial level.



Urban Growth Case Study

In the summer, we released our Urban Growth Case Study — a pivotal report that reframed how we think about growth and its role in shaping a strong, sustainable future. This study challenged outdated narratives and demonstrated that urban growth is not a burden — but a strategic, revenue-generating opportunity. Key findings included: over \$3.2 billion in infrastructure contributions expected from the development industry in Heritage Valley and Windermere, and over \$309 million in annual property tax revenue at full build-out, and a compelling case for aligning growth with long-term city-building goals. The report attracted widespread media coverage and sparked important conversations on how we can better manage infrastructure funding, plan for growth, and attract investment to our region.

Edmonton Advocacy

Our policy team continuously tracked and responded to hundreds of City of Edmonton files this year. We prioritized advocacy on: Cost-Benefit Analysis of Capital Projects, Complete Streets Guidelines, Sanitary Servicing Strategy Fund, Zoning Bylaw Renewal Amendments, Infill Infrastructure Fund, Point Access Block Policies, and the Industrial Investment Action Plan. Each of these areas has long-term implications for affordability, timelines, and the economic sustainability of development.

Regional Advocacy

Beyond Edmonton, we remained actively engaged in regional municipalities — supporting constructive, collaborative growth policies across the broader metro area. Key advocacy files included: off-site levies in Strathcona County, Fort Saskatchewan, and City of Beaumont and land use bylaw updates in City of Beaumont, City of Spruce Grove, and Town of Stony Plain. Our work helped ensure that development remains feasible, transparent, and aligned with long-term planning goals across the region.

Council Connections

We introduced a new advocacy initiative: Council Connections — bringing members together with municipal councillors and officials across the region. Over four events, we facilitated candid, collaborative conversations focused on: growth management, development charges, and planning and policy improvements. These sessions are fostering stronger relationships and more informed decision-making between industry and government.

Economic Forecast Dinner

Our inaugural Economic Forecast Dinner featured leading economists Stéphane Marion and Catherine Rockwell, who provided in-depth analysis of macroeconomic trends and their impacts on housing, development, and infrastructure. The event sold out the Fairmont Hotel, establishing itself as a must-attend annual fixture for our industry. The evening reinforced the importance of data-driven forecasting in planning for a resilient, prosperous future.



MENTORSHIP AND EDUCATION

Dirt to Door Field Trips

This brand-new series reimagines professional development — think of it as “luncheons on legs.” Our Dirt to Door Field Trips took 220 participants out into the field to explore active communities across the region, showcasing our members’ innovative work and examining the full development lifecycle. From raw land acquisition to planning, zoning, servicing, and through to construction, sales, and design, these guided tours covered it all — giving participants firsthand insight into the processes, challenges, and creativity behind building the region.

Luncheons

Providing diverse and relevant educational opportunities is a top priority — and our eight luncheons delivered just that. Drawing in 1,320 members, these sessions tackled critical topics including: labour shortages and career pathways, evaluating the performance of municipal policies, industrial and non-residential development, urban growth trends and challenges, the potential of a downtown Education & Entertainment District, data-driven development, and shifting homebuyer trends and expectations. Each luncheon brought fresh insights and practical takeaways for members across all sectors.

We develop opportunities for our members to learn about issues facing the industry, and to exchange knowledge and insights.



NextGen

Our NextGen Committee curated 9 programs designed to support early- and mid-career professionals through hands-on learning and networking. With events ranging from golf tournaments, mixers, and mentorship nights to Lunch & Learns, 890 attendees came together to grow their networks and gain industry knowledge. Lunch & Learns explored topics such as: financial acumen and proformas, lessons from established leaders, networking 101 and career development. NextGen continues to strengthen peer connections and prepare the industry’s future leaders.



Builder Breakfasts:

This year’s six Builder Breakfasts provided 570 members with practical, technical, and policy-focused content tailored to the realities of today’s construction environment. Topics included: rightsizing mechanical systems, labour shortages and workforce planning, on-site safety, permitting innovations, updates from the Safety Codes Council, best practices from top site superintendents. These early-morning sessions helped builders stay informed, compliant, and ahead of the curve.

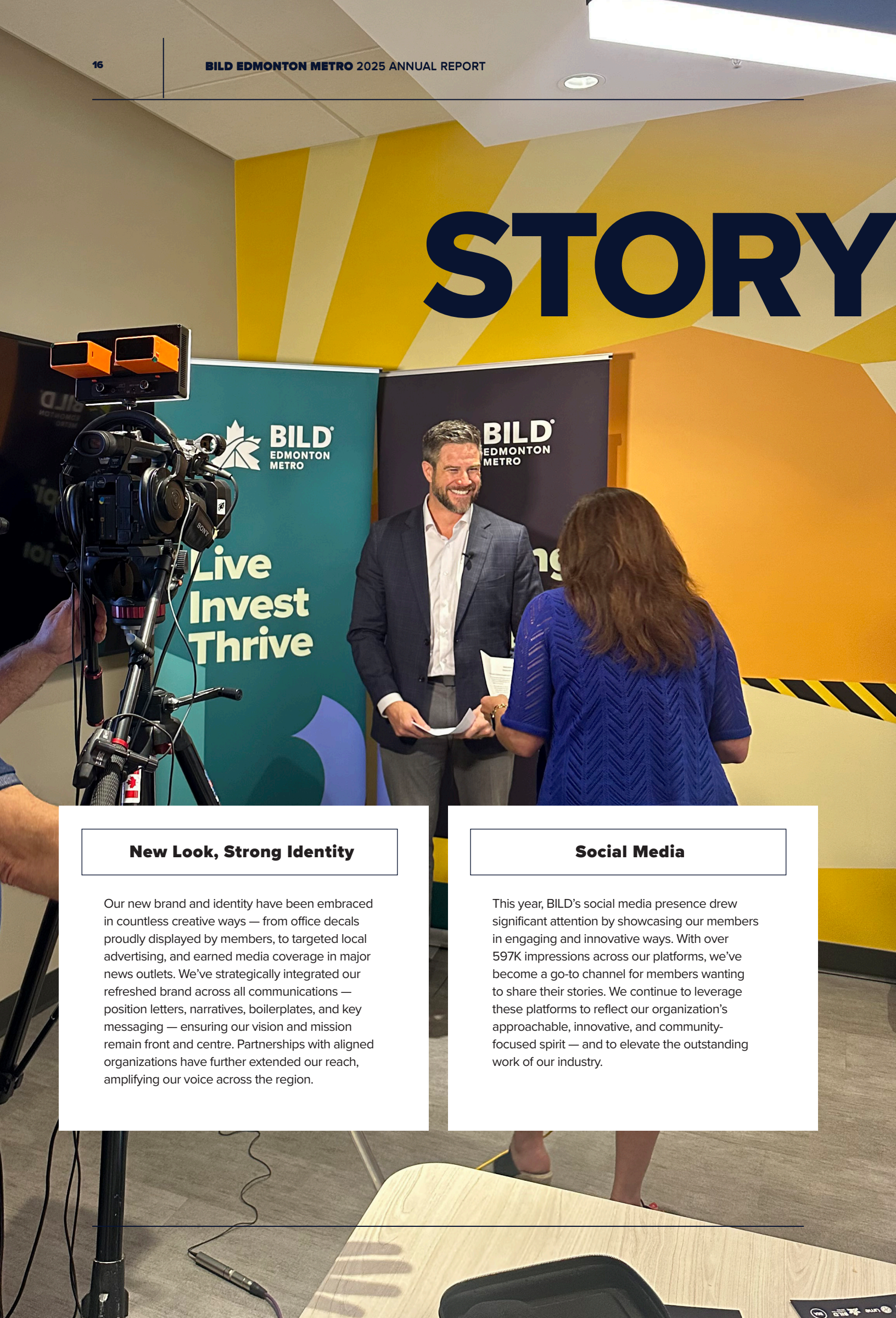


BILD Women

The BILD Women Committee works to create a safe, supportive, and empowering space for women in our industry. In 2025, the committee hosted the annual Our Joy event, bringing together 80 participants for an inspiring presentation and meaningful networking. Looking ahead, they plan to launch a quarterly “Rise & Shine” speaker series, designed to spotlight challenges and opportunities unique to women in the industry — while amplifying their voices and contributions across the association.

STORYTELLING

We convey the leading-edge work of our members and the role they play in building complete communities across the region – through a creative suite of communication strategies and proactive media relations efforts.



New Look, Strong Identity

Our new brand and identity have been embraced in countless creative ways — from office decals proudly displayed by members, to targeted local advertising, and earned media coverage in major news outlets. We've strategically integrated our refreshed brand across all communications — position letters, narratives, boilerplates, and key messaging — ensuring our vision and mission remain front and centre. Partnerships with aligned organizations have further extended our reach, amplifying our voice across the region.

Social Media

This year, BILD's social media presence drew significant attention by showcasing our members in engaging and innovative ways. With over 597K impressions across our platforms, we've become a go-to channel for members wanting to share their stories. We continue to leverage these platforms to reflect our organization's approachable, innovative, and community-focused spirit — and to elevate the outstanding work of our industry.

Newsletters

Clear, timely communication is at the heart of everything we do. In 2025, we delivered 76 newsletter campaigns, including our Monthly Newsletter, BILD Data Newsletter, and Events Newsletter, keeping members informed on key developments, data insights, and engagement opportunities. In addition, our CEO and Chair messages provided regular, trusted updates on policy shifts and advocacy work — ensuring members stayed ahead of what matters most.

Media Relations

In 2025, we were featured in the media over 369 times, earning more media attention than any other comparable industry organization. These stories allowed us to spotlight our members, share our advocacy priorities, and influence regional conversations around downtown revitalization, infill, urban expansion, major redevelopments, and municipal elections. We also elevated important narratives around immigration and the contributions of New Canadians, particularly in Edmonton's growing south and beyond — reinforcing our sector's role in building a vibrant, inclusive region.





MEMBER ENGAGEMENT

We connect our members through a diversity of events and initiatives.

Gala Galore

This year, we didn't just host one gala — we hosted two! The Awards of Excellence celebrated the communities, developments, and buildings transforming our region, drawing nearly 1,500 members and stakeholders. The Spirit Awards shone a spotlight on the people behind the projects, with a sold-out crowd of 400. These flagship events showcased the collaboration, innovation, and impact that define our industry and its role in shaping the region.

Field Trips

Our popular Field Trips returned this year, giving members a front-row seat to the issues shaping our communities. We hosted five tours covering over 150 km across the region, with nearly 250 members exploring themes like infill development, major redevelopments, main street revitalization, design excellence, and prefab modular housing. Each tour was an opportunity to learn, connect, and see the region's transformation firsthand.

Sports, Sports, and More Sports

Our industry thrives on competition — and this year, it showed. From our spring and summer golf tournaments with over 432 golfers, to the Curling Invitational with 80 participants, and new fan favourites like the BILD Bowling League and Pickleball, which brought out 100 members collectively — our sports events were vibrant, well-attended, and full of energy.

Member Visits

Each month, we visit 4–6 members to learn more about their work and contributions to our industry. In 2025, we met with 72 members, shining a light on their stories, innovations, and achievements. We're looking forward to building even more connections in 2026!

Committees, Working Groups, and Forums

Our members have incredible expertise, and we provide platforms for them to share it. With 12 Committees, 15 Working Groups, and 4 Forums, members help guide our advocacy, shape programming, and drive key initiatives — all while fostering a strong, collaborative community.

Member Mixers

Our winter and summer Member Mixers welcomed over 200 attendees, offering meaningful opportunities to connect, share, and unwind. This year, we embraced more member-hosted spaces and creative venues — helping us gather in fresh, memorable ways.

Renovation Project

Our annual Renovation Project once again highlighted the generosity and skill of our renovator members. In 2025, volunteers came together to revitalize the outdoor space at Kids Kottage, a non-profit supporting families and protecting vulnerable children across Edmonton. This transformation was celebrated during our Renovator Week campaign, which showcased the talent, dedication, and impact of our renovation community.



DOWNTOWN VIBRANCY

We rally our members on issues that matter – like the concentrated advocacy for downtown’s recovery and long-term investment.



Downtown Action Plan

BILD Edmonton Metro has been a strong advocate for the revitalization of downtown Edmonton, recognizing that the city’s core is more than a geographic center — it’s a reflection of our identity and priorities. A thriving downtown sends a clear message to local and global investors: Edmonton is a city focused on growth, innovation, and quality of life. A healthy downtown must be safe, welcoming, clean, and vibrant — alive with people, business, and culture around the clock. Unfortunately, the economic productivity of our downtown has declined sharply. In 2009, it accounted for 10% of Edmonton’s total tax base; today, that number has dropped to just 5.2%. This erosion shifts the financial burden to other parts of the city and limits our capacity to deliver essential services. In response, we launched our Downtown Investment Plan in fall 2024 — a roadmap for strategic investments needed to reignite our downtown. We were pleased to see many of our recommendations adopted in the City’s approved Downtown Action Plan, reinforcing the importance of public-private collaboration in unlocking downtown’s full potential.

Capital City Downtown Community Revitalization Levy

In partnership with educational institutions, community organizations, business leaders, and both public and private stakeholders, we identified a list of priority initiatives for funding through the Capital City Downtown Community Revitalization Levy. Guided by data and research, these investments are designed to catalyze private sector confidence and economic activity. They include: a Downtown Infrastructure Fund, Attainable Housing Incentive, upgrades to LRT entrances, expansion of walkable green spaces, and development of the Fan Park at Ice District. Each project is focused on creating the conditions needed for long-term vibrancy and investment in Edmonton’s downtown.

Downtown Student Housing Incentive

We were proud to stand alongside the City of Edmonton, Mayor Amarjeet Sohi, and Branch Manager Alissa Laliberte to launch the Downtown Student Housing Incentive — a program BILD Edmonton Metro strongly advocated for and helped shape. This initiative supports medium- to high-density housing developments on infill-ready and underutilized sites, particularly near the Warehouse Campus. By 2026, the program is expected to deliver hundreds of new housing units — but more importantly, it will bring more students into the heart of the city, generating increased foot traffic, local spending, and a vibrant, 24/7 downtown community.

SPONSORS

Our advocacy, events, and initiatives are made possible through the generosity of our sponsors and partners.





WHO WE ARE

BILD Edmonton Metro — short for Building Industry and Land Development in the Edmonton Metropolitan Region — is the collective voice and leading expert resource for the region’s residential real estate development industry. Our focus is on building places for people to call home, whether owning or renting, urban or suburban lifestyles, big city energy or small-town charm. Our members build and re-build places and spaces for everyone, from downtown towers and major redevelopment along key corridors, to small-scale infill and the development of brand-new neighbourhoods across the 13 communities of the metro region.

Our membership includes over 500 companies representing every corner of the industry: real estate developers, home builders, renovators, financial and professional service providers, trade contractors, and suppliers of both commercial and residential products. Together, we are shaping the communities of today and tomorrow.



Board

- Katrina Rowe, Cantiro | Chair
- Paul Lanni, Averton | Vice Chair
- Crystal Brightwell, Cameron Development Corporation | Treasurer
- Bill Blais, Maclab Development Group
- Nicholas Carels, StreetSide Developments
- Greg Degaut, Kern Industries
- Chris Nicholas, NAC Management
- Dhruv Gupta, Akash Group of Companies
- Rohit Gupta, Rohit Group of Companies
- Courtney Jensen, Strata Developments
- Jenna Johannesen, Park Lighting & Furniture
- Mike Saunders, Qualico Properties
- Ryan Tomas, Arcadis

Staff

- Kalen Anderson, Chief Executive Officer
- Lindsey Butterfield, Vice President, Government Relations & Policy
- Jason Syvixay, Vice President, Strategy & Operations
- Crystal Cadieux, Office Administrator
- Josh Culling, Manager of Metro Strategy
- Adam Kerr, Policy & Development Lead
- Nicole Moyo, Membership & Sponsorship Coordinator
- Payton Phillips, Content Strategist
- Lana Read, Director of Finance
- Katie Schneider, Manager of Events
- Garren Sharpe, Research Analyst
- Tara Thompson, Events & Engagement Coordinator





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