

January 20, 2011

To Whom It May Concern:

In my experience, the Katz Group are aware that their arena concept is fitting into an existing cultural context in Edmonton's downtown. I believe there is great potential in all of this – not only for working directly with our arts non-profit communities, but also offering a unique and exciting creative platform for these communities.

That includes not only the heritage and architecture of downtown but also the important arts facilities and programs on Churchill Square including the Citadel Theatre, Winspear Centre for Music, and Art Gallery of Alberta; the many large festivals including the Works, Taste of Edmonton, and International Street Performers Festival; the numerous smaller venues, festivals and events that constitute Edmonton's downtown arts districts.

These organizations have considerable expertise and insights into the downtown – expertise that will be important in the success of the arena as an entertainment anchor. Several meetings between Katz Group representatives and various individual organizations, as well as a recent major presentation to the arts district partnership, are evidence that the Katz Group appreciate this expertise. They have expressed interest and intent to partner with the organizations that comprise the arts non-profits community wherever possible as the project progresses. We welcome these partnership opportunities.



John Mahon
Executive Director