



January 10, 2011

RE: Proposed Downtown Arena and Entertainment District

I am writing on behalf of the ONEdmonton Downtown Vibrancy Task Force. Led by Edmonton Economic Development Corporation, the Task Force was created late in 2010 as an extension of the ONEdmonton Leaders Forum; an initiative which brings together Greater Edmonton's top leaders from a wide spectrum of perspectives and disciplines for common vision and direction through informed discussion, debate and action. The more than 100 participants of ONEDMONTON have, Inter Alia, identified a vibrant urban core as a key priority in achieving the goal of Edmonton becoming one of the world's great mid-sized cities. As a result, the Downtown Vibrancy Task Force was founded to accelerate the development of a strong and vibrant urban core. A list of Task Force members is attached.

Thus far, the Task Force has met twice. The goal of the first meeting was to formulate our Terms of Reference and guiding principles, a copy of which is attached; the goal of the second meeting was to brainstorm and discuss ideas that support and accelerate the building of a thriving downtown, to determine criteria to prioritize and categorize ideas into short-term, mid-term and long-term opportunities.

While the process is still underway, conversations identified that the Downtown Arena and Entertainment District as well as the Capital Boulevard redevelopment were priorities for the group. Further, that the downtown arena has the potential to be a game changer in progressing downtown revitalization.

As you will no doubt see by the list of Task Force members, the Downtown Arena and Entertainment District is a complex subject well understood. Notwithstanding the complexity of the issue before City Council, the Task Force supports a Downtown Arena and Entertainment district. The Task Force believes that City Council should vote in favour of the development

and instruct the administration to conclude a financial deal with the developer of the district to ensure this project is realized.

In conclusion, we ask that City Council approve this district, and urge Council to keep the project moving forward in such a way that development is not inhibited, and that issues such as funding and management are properly addressed.

Thank you for your attention to this matter and we look forward to a favourable council decision.

Sincerely,

ONEdmonton Downtown Vibrancy Task Force

R. Randy Ferguson
Chair