



January 14, 2011

**City of Edmonton**

2<sup>nd</sup> Floor, City Hall  
1 Sir Winston Churchill Square  
Edmonton, Alberta  
T5J 2R7

Attention: Mayor Mandel and Councilors

Dear Sirs,

Re: Arena District Rezoning  
Bylaw Numbers 15489, 15490, and 15491

On behalf of Qualico, Station Lands Ltd., myself and my family, please accept this letter as support for City Council's approval of the above bylaws. Having participated in discussions surrounding the potential of a new arena for Edmonton for more than a decade, these are not decisions or positions that have been arrived at recently or lightly.

If Edmonton is to reach its potential as a small great city of a million and not simply continue to stumble forward as a small town of a million, we must continue to invest in those things that communities need to become great. A great city does more than clear snow from its streets – a great city invests in those things that enrich the lives of its citizens. We recognized that three and half decades ago when we invested in Commonwealth Stadium and the Kinsmen Field House and the first LRT line to be built in North America by a city of our size. We proved it with the Citadel and we began to wake up to again with the Winspear and Sir Winston Churchill Square and the Art Gallery. Some would say your very deliberations take place in one of the most successful examples of that – City Hall itself.

We paid homage to that philosophy with the Capital City Downtown Plan and its successful call for municipal investment in downtown housing. I believe a downtown arena has the same potential as our other investments in the core to make life in Edmonton better for people that live in Edmonton. The first step in doing that is to approve the zoning currently being presented for your consideration. While public investment is likely to be needed to complete the development of the finished project, that is no reason not to proceed with supporting the first stage. We didn't hold up approving the Capital City Downtown Plan until we knew which buildings would get built or where or who would move into them. We did that because we knew that if the infrastructure was provided, the benefits of having it wouldn't accrue simply to the benefit of those that built it or even to those that moved into it. We put the zoning in place knowing that it would benefit all Edmontonians if and when it got built.



Approving the zoning for a new arena – even without a final funding formula in place – is not a carte blanche underwriting of its financing. It is not a commitment to its management or its operation or even to who will ultimately own it. But it is a first step towards achieving something that would be good for the City of Edmonton regardless of how those subsequent issues are resolved.

The decision in front of you should be decided based on what is best for the City of Edmonton, not what is the least expensive or lowest risk option for the City of Edmonton. That's how we ended up with our current arena being built in the wrong place in the first place. Collectively you have the opportunity on behalf of your constituents to start correcting that mistake. I would strongly encourage you to do exactly that.

Yours very truly,

QUALICO

A handwritten signature in blue ink, appearing to read "Kenneth L. Cantor", written over a faint, circular stamp or watermark.

Kenneth L. Cantor  
Commercial Manager  
[kcantor@qualico.com](mailto:kcantor@qualico.com)