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April 11, 2022

Executive Committee
City of Edmonton
1 Sir Winston Churchill Square
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**Re: April 13, 2022, Executive Committee – Item 6.1 – Business Friendly
Edmonton, Item 6.2 – Permit and Licensing Improvement (PLI) Initiative, and
Item 6.3 - Edmonton Economic Action Plan - Mobilization of Capital and Red
Tape Reduction**

Dear Executive Committee and members of Edmonton City Council,

UDI-EM would like to voice its appreciation to Council and administration for continuing to cultivate a business-friendly environment in the City of Edmonton. Specifically, we are supportive of the Business Friendly Edmonton Initiative, the Permit and Licensing Improvement (PLI) Initiative, and the advances in reducing red tape and increasing investment in Edmonton through implementation of the Economic Action Plan. Furthermore, we believe that programs such as the Economic Incentive Construction Grant, the Development Incentive Program, and the Downtown Vibrancy Strategy are positive steps towards facilitating investment and growth within the City of Edmonton.

Cities are continually competing for talent, jobs, and investment. These programs send a strong and important message that Council and administration want to make Edmonton an easier place to do business, to attract and steward investment, and to build great places.

While there is always more work to be done, administration has been making tangible progress with stakeholders to identify current challenges to service delivery, decrease application requirements and improve permit approval timelines, standardize and automate where possible, measure improvements made to date, and in setting levels of service to ensure accountability and continuous improvement. This work is incredibly important, and we appreciate the collaborative and proactive approach being pursued by the team.

Creating a business-friendly environment that provides a clear and predictable picture of requirements, timelines, best practices, and costs, is crucial to the growth of our city as we collectively emerge from the Covid-19 pandemic. We believe that the aforementioned initiatives are a step in the right direction for creating a city where the business community can thrive and allow Edmonton to reach its full potential. We encourage this important work to continue and look forward to participating in conversations and supporting technological innovations that will streamline processes, speed up timelines and bring more development opportunities on line efficiently and effectively.

As Canada struggles with adequate supply and speed to market for housing, nationwide, Edmonton has a unique opportunity to leverage its advantages and excel to meet the needs of residents and businesses to ensure that our city remains a competitive and welcoming place that supports affordability and economic development.

UDI's 160+ members are the most significant contributors to the Edmonton Metropolitan Region's economy. They represent the largest GDP share of our regional economy and are consistently a major source of employment. We extend an invite to Council and administration to tap into our industry's significant technical and real-life expertise – to support our economy, growth, and investment climate.

As your city building partners, we encourage both Council and administration to continue pursuing policies that create a city where businesses can thrive and grow; we look forward to working with you in helping to reach this laudable goal.

Thank you for the opportunity to provide feedback.

Sincerely,



Kalen Anderson
Executive Director, UDI-EM

CC: Andre Corbould, City Manager
Office of the City Clerk
Stephanie McCabe, Deputy City Manager of Urban Planning and Economy
Kim Petrin, Branch Manager of Development Services