

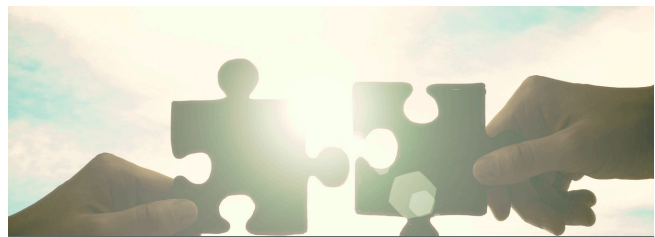
WHY CRLS MATTER: WHAT WE'VE ACHIEVED TOGETHER, AND WHAT'S AT RISK

Successes from Past CRL Projects

Community Revitalization Levies (CRLs) have helped transform areas of Edmonton that were once overlooked into **vibrant, active, and livable** spaces—and much of that progress has been possible because of strong community support.

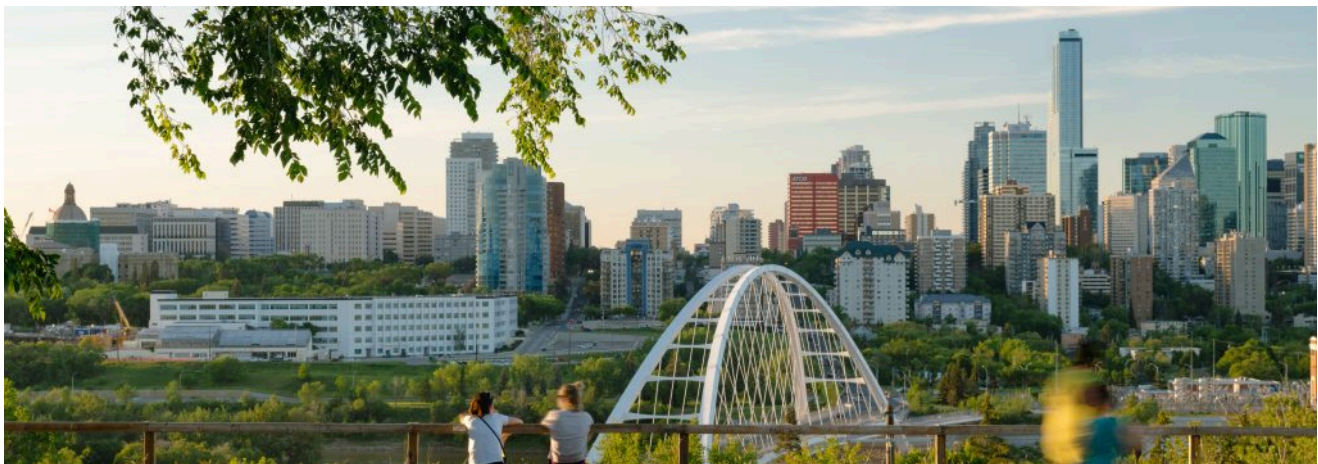
CRL funds from the 2014 bylaw were strategically invested into **major civic infrastructure**, including the arena complex, community rink, transit connectivity, utility/servicing upgrades to support new developments and public realm enhancements including streetscape improvements, parks, and river valley promenades. These investments **catalyzed billions** in private development and several thousand residential units, rejuvenating Edmonton's downtown core both socially and economically.

A contentious addition when the Capital City Downtown CRL was originally established in 2014, there is no denying that Rogers Place has fundamentally reshaped downtown Edmonton's economy. It's not just an arena—it's a catalyst that sparked billions in investment, revived the restaurant and hospitality sectors, created jobs, and repositioned the downtown as a year-round destination. The economic momentum continues to build as the district matures and expands.



Leveraging Partnerships

CRLs enabled innovative partnerships between the City, private developers, and community organizations, creating shared ownership in revitalization.



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Downtown CRL – A Game Changer

The 2014 Capital City Downtown CRL program results:

- Generated over **\$4 billion in private investment** growing the local economy.
- Created an additional boost to hotels and tourism resulting in sustainable job creation.
- Improved access to parks, public art, and transit, laying the foundation for future development.
- Infrastructure improvements in sewer system upgrades.
- LRT and pedestrian connections.
- Jasper Avenue revitalization.



What Happens If the CRL Extension Is Not Approved?

Without the extension, critical work could stall—and that puts both our financial investment and the community's progress at risk:

Financial Risks

- The City may **not recover the full value** of investments already made using CRL funding.
- Unfinished infrastructure could discourage private developers, **slowing new housing and business growth**.
- The area would miss out on tax revenue increases that would help **fund other public services citywide**.
- \$440M of the City's \$550M Downtown Action Plan would require **alternative sources of funding**, including tapping into the City's operating budget.



Community Risks

- Promised amenities, affordable housing, and green spaces could be **delayed or cancelled**.
- Areas may remain **partially revitalized**, leaving residents with a mix of new and decaying infrastructure.
- The community could face **longer timelines** for access to improved safety, livability, and mobility including access to much needed upgrades for existing LRT infrastructure.
- Without the CRL extension, lost downtown revenues could lead to **higher property taxes for residents and businesses**.
- Would stall downtown housing growth, pushing much-needed development to the suburbs or even other cities like Calgary—undermining Edmonton's ability to attract talent, investment, and vibrancy to its core.

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Why the Extension Matters Now

Approving the CRL extension would:

- Ensure ongoing improvements stay on track.
- Support jobs and economic recovery.
- Maximize the return on investment and help the City meet its goals for equity, sustainability, and smart growth.
- Reduce pressure on the need to increase residential taxes to offset revenue shortcomings.

Let's keep the momentum going—together. Past CRLs have proven that when we invest in Edmonton's core, we build a stronger, more connected city for everyone.

