



April 7, 2021

**Attention:**

Hon Jason Kenney, Premier of Alberta  
President of the Executive Council  
307 Legislature Building  
10800 – 97 Ave  
Edmonton, Alberta T5K 2B6

Hon. Doug Schweitzer, Minister, Jobs, Economy  
and Innovation  
425 Legislature Building  
10800 – 97 Ave  
Edmonton, Alberta T5K 2B6

Hon. Tyler Shandro, Minister of Health  
President of the Executive Council  
423 Legislature Building  
10800 – 97 Ave  
Edmonton, Alberta T5K 2B6

Hon. Leela Aheer, Ministry of Culture,  
Multiculturalism and Status of Women  
227 Legislature Building  
10800 - 97 Avenue  
Edmonton, AB T5K 2B6

**Request: How are we working together?**

For close to a year, the Alberta Live Events Coalition (ALEC) has been providing the Government of Alberta with information as it applies to the event industry; facts, figures and proposals for moving forward safely. Never has it been our mandate to reopen unsafely. Instead, it has been to demonstrate how important of a driver the Live Events industry is to both our local, provincial, and national economies. And how Live Events are not the same as mass gatherings. Professionally managed events, in a controlled environment, with adherence to reasonable guidelines, present one of the safest environments for people to meet in person.

The event industry represents a wide range of salaries from minimum wage to full-time staff earning in excess of \$200,000/year. It represents sole proprietors, small to medium business – and a wide variety of ‘sub-industries’ within – planners, photographers, catering, audio visual, live music, venues, hotels and so on... (detailed lists have already been provided multiple times). Our industry is intertwined with hospitality, tourism and the film industry – a driving force behind our economy, and one on this government’s 10-year expansion plan. And yet, 12 months later, we appear to be no closer to a reopening plan than we ever were. Events over 100 people have been closed for a full year and counting. We’ve provided countless volunteer hours to seemingly work ‘with’ this Government.

We are told you are listening. But are you really hearing? What is it going to take to get this Government to hear that we need a detailed reopening plan in place as soon as Stage 3 is announced? What is it going to take for this Government to hear that we, as an industry, cannot handle another year of unemployment and shifting timetables, without further financial support? What is it going to take to get you truly working with us, instead of just paying lip service? With all due respect, we have been told numerous times that the Government wants to work with ALEC but as we wait it is and hear what is in the news we continue to feel disappointed that this is not the case.



We understand that this Government has taken on consultants as paid partners to guide them on the safe reopening of other industries. What is it going to take for this government to recognize that the work we've done to date, is just as valuable? Perhaps some of those grants should be put towards our services, at consultancy rates. After all, this Government appears to value 'professionals' who don't give their work away for free. The ones with money who keep getting exemptions. The ones who complain the loudest. We've felt a collaborative approach was the way to go. We want to be respectful and maintain the highest of professionalism throughout this process so we are kindly asking for the same.

**ALEC is requesting a runway of time to open up safely with strong risk mitigation at the capacity rates similar to the restaurant and hospitality industry. Working together as a cohesive unit will make the process easier for the Government of Alberta and the Live Events community.**

Regards,

Lesley Plumley  
Director, Alberta Live Events Coalition

CC:  
Whitney Issik, MLA, Calgary Glenmore