



Nicole Goehring
MLA for Edmonton Castle Downs
Edmonton.castledowns@assembly.ab.ca

12120 161 Ave NW
Edmonton AB T5X 5M8
780 414 0705

Hon. Leela Aheer
Minister of Culture, Multiculturalism and Status of Women
403 Legislature Building
10800 - 97 Avenue
Edmonton, Alberta
T5K 2B6

June 29, 2021

Hon. Minister Aheer,

I am writing to you in my role as the Official Opposition Culture Critic to ask you to consider the feedback and concerns from Alberta's live event industry as you move into reopening stages for the province.

As you are aware, for the duration of the pandemic, the live events industry has not been able to operate. This has caused widespread layoffs, venue closures, and overall economic turmoil for an industry that is worth \$6 billion nationwide.

Now, with the plans for re-opening at our doorstep the live event industry hopes to soon be able to bring everyone the joy of art, music, and performance that we have all been missing so much.

Live events cannot come back without many hours of planning and coordination in the industry. This planning must start now, and the live event industry needs the partnership from your government, which has been lacking.

Based on letters that have been sent to you directly, of which I have been included on, I can see the frustrations mounting among live event professionals. There have been ongoing attempts from these professionals to have discussions with your government on a safe reopening rollout. This industry should have been part of the reopening discussion and are largely being ignored which is resulting in confusion, shuttering of venues and the lost opportunity to use their expertise to safely bring events back.

I implore you to address the concerns the live event industry is bringing to you. They are asking you what recommendations your Ministry is endorsing for safe attendance at events, which is important for the safety of all professionals in the live event industry and for all Albertans.



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To ensure we have a safe reopening in the province — and that we stay open — we must pay attention to consistency with the protocols presented to the public.

I also feel that providing this industry the guidance, feedback, and consultation they have been asking of you for so long will give these Albertans the confidence that this reopening plan is permanent, as we have seen repeated reversals on restrictions from this government. Ensuring the live event industry's involvement in this reopening plan will go a long way in instilling confidence in all Albertans, and will keep everyone safe in the end.

In response to this, I am asking that you provide my office and subsequently the live event industry a clear, measurable plan as to how you intend to move forward in consultation and engagement.

Sincerely,

A handwritten signature in blue ink that reads "Nicole Goehring".

Nicole Goehring, MLA
Edmonton Castle Downs,
Her Majesty's Loyal Opposition Liaison to the Canadian Armed Forces
Critic for Culture for Her Majesty's Loyal Opposition