February 8, 2022

Dear Premier Jason Kenney,

In 2026 Canada will host the FIFA World Cup for the first time, as part of a United Bid between Canada, the United States and Mexico. Over the last year, FIFA’s work has turned to determining which cities in each country will host matches. Alberta has a once-in-a-generation opportunity to welcome the world. Edmonton, alongside Toronto, is officially under consideration to host matches. Canada Soccer’s goal was to have at least two Canadian cities host, so Edmonton is not competing with Toronto. Rather, both cities are working collaboratively on meeting FIFA’s

rigorous requirements to be selected.

Over the last 20 years, Edmonton has hosted the 2002 FIFA U19 Women’s World Championships,

2007 FIFA U20 World Cup, 2014 FIFA U20 Women’s World Cup and the 2015 FIFA Women’s World Cup. With each FIFA event we saw greater success, set higher attendance records, brought greater economic impact, and fostered more pride from fans across the province. Hosting FIFA World Cup matches will expose the entire province to nearly a billion viewers from around the world. It will bring more than 250,000 visitors into Alberta, generating $750 million in economic impact across the province, and boosting Alberta’s GDP by over $370 million. The event is expected to support $227 million in wages and create 3,100 Equivalent Full-Year jobs within Alberta, supporting 100,000 more jobs in the tourism and hospitality sector.

As part of the host city commitment, a 34-day festival will run concurrently with the full games, highlighting Alberta’s diversity, culture, and arts community. These 34-days will allow us to activate communities across the entire province to share in the excitement, the energy, and the benefits of this MEGA-level event.

By leveraging the monumental size and impact of the opportunity, we can showcase Alberta’s natural assets, like the Rocky Mountains, vast woodlands, and unique access to the north. The host city committee has created an economic development task force that will develop business events and investment forums with partners like Invest Alberta, Calgary Economic Development, Wood Buffalo Economic Development, the Alberta Business Council, and Edmonton Global. The appeal of World Cup soccer will entice corporations and investors to Alberta, creating an opportunity to sell the province as the best place to build headquarters, create jobs, and invest.

When all things are considered, the Government of Alberta must support this once-in-a- generation opportunity for Alberta and the Edmonton region. The 2026 World Cup will create huge positive impact against a provincial investment that can be spread across four years. Particularly now, we need to commit to opportunities that will give Albertans and Canadians something to look forward to, while serving as a major catalyst for economic recovery and growth over the next decade. We strongly support Edmonton’s bid and urge you to do the same.

Sincerely,

<Name & Title>