



April 6, 2021

Dear Premier Kenney,

Our coalition of tax-paying businesses is struggling with a lack of confidence in the Government's relaunch plan. A plan which provides little certainty for our economy. Additional transparency is required to allow business operators to plan ahead, retain employees and have any chance at survival.

Initially, the phased Relaunch Plan was reliant on hospitalizations. This was a welcome improvement in policy as it allowed businesses the ability to plan. Unfortunately, the modification of phase two of the plan despite hospitalizations being well below the target, betrayed the trust of the Alberta business community, feelings that were exemplified with the postponement of phase three. of the plan had added fuel to that fire. Fear-based rhetoric from your Government regarding new strains, coupled with this government not adhering to the plan is resulting in a collapse of confidence in a businesses ability to recovery.

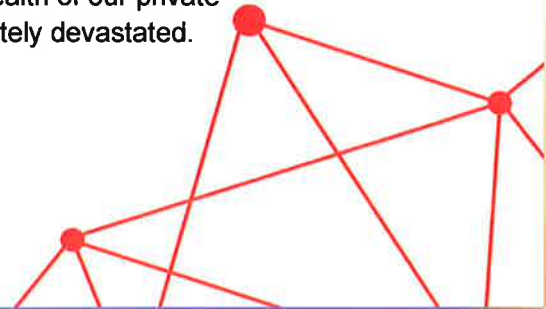
For Alberta businesses to survive, we need a detailed path ahead of us and the courage necessary to adhere to the plan. We need transparency and open communication with your government. And we need to be able to operate in confidence that the decisions we make will be contributing to a clear path forward.

New additional restrictions are not acceptable or sustainable for our struggling private sector. Cineplex CEO Ellis Jacob was correct to express the ability of the theatre industry to safely operate and that message is echoed for business that is customer-facing. Businesses have the industry specific knowledge to mitigate risk and operate in a safe fashion and should be permitted to do so. We strongly encourage your government to rely on industry and their expertise to develop a long-term recovery strategy to ensure business survival and future prosperity.

No level of government has the fiscal capacity to support more restrictions or lockdowns. Enabling a business-led recovery by re-opening the economy, focusing on risk-mitigation and vaccination progress is the only sustainable solution to manage this pandemic.

The business community understands the potential risk of additional waves, variants, and how plans may need to adapt accordingly. Your government must work with businesses to make those adjustments reasonably, and ensure decisions consider vaccination rates, hospitalizations, ICU capacity and mortality - not just case counts and the spread of variants. With much of our most vulnerable and front-line having received at least one vaccination, the focus needs to shift to protecting the lives, livelihoods, and mental health of our private sector to ensure our workforce, economy and province is not completely devastated.

Respectfully yours,





Dustin Snider
President



Rick More
CEO



Reg Warkentin
Policy & Government Relations Manager

Cc. Emergency Management Committee
Minister Doug Schweitzer
MLA Jason Stephan
Alberta Hospitality Association