

February 18, 2021

Hon. Jason Kenney
Office of the Premier
307 Legislature Building
10800 – 97 Avenue
Edmonton, AB T5K 2B6

Dear Premier Kenney:

On behalf of the Alberta Chamber of Commerce network, thank you for connecting with our members on February 9th. With many businesses in the province under extreme duress, the opportunity to engage in frank dialogue with you regarding business reopening and economic recovery was very appreciated.

Since that meeting, our network conducted a survey regarding business confidence in Alberta's reopen plan (report enclosed). What these data show is that a majority of business operators are really in the dark about the reasons behind their closures or limited operations, a source of extreme uncertainty. Further, more than fifty per cent of operators have not been provided with guidelines on steps to reopen or resume usual operations.

Our recommendation is for government to focus resources to the simplest, most effective way of supporting business viability and fiscal sustainability of the province – by helping job creators reopen with robust, well-informed approaches that protect the safety of their patrons and employees. The current one-size-fits-all approach to manage reopening based on broad industry categories is not capturing the unique circumstances of many operators, or specific measures operators are taking to reduce risks of COVID-19 transmission.

To that end, we urge government formalize and promote the process business operators can use to apply for an exemption. A way to allow for and enable businesses to take constructive action to get themselves operating, and their employees back to work and fully productive, must be established as quickly as possible.

With this immediate objective in mind, chambers are uniquely positioned throughout the province to engage businesses to enable accelerated reopen plans. We would welcome the opportunity to discuss how we could work together, and in doing so, set the stage for further collaboration on recovery efforts including MicroSociety startups and expanding hands-on learning approaches for young Albertans.

We look forward to connecting you with our network again soon. I can be reached directly anytime at 780.975.1659 or kkobly@abchamber.ca.

With best regards,



Ken Kobly
President and CEO

