

May 8, 2026

His Worship Andrew Knack  
Mayor, City of Edmonton  
2nd Floor, City Hall  
1 Sir Winston Churchill Square  
Edmonton, AB T5J 2R7

**Re: Feedback on Proposed Performance Indicators; OCM03495 Attachment 2**

Dear Mayor Knack and Councilors,

On behalf of nearly 2,000 member businesses, the Edmonton Chamber of Commerce is writing to provide feedback on item 7.1 of the April 28 Council agenda. Specifically, the proposed "Performance Indicators" for Economic Development in Attachment 2 of OCM03495. The Chamber had registered to speak to these items at Council; however, as our request was not heard, we appreciate the opportunity to submit our comments in writing and trust they will be considered as Council continues its deliberations.

We acknowledge the distinction between high-level "Performance Indicators" (Council's accountability tools) and the more granular "Performance Measures" administration will develop through the budgeting process. With that in mind, we offer the following:

**1. The Indicators Must Track Job Creation**

As found in our 2025 State of the Economy report, Edmonton's economic story has a troubling gap: while the city holds roughly half a million jobs - 72% of all metro-region employment - it captured only 13% of the 41,000 net new jobs added across the region over the past five years. Labour force participation has fallen more sharply in Edmonton than in any other major Canadian metro. Unemployment remains disproportionately concentrated in the urban core.

These numbers demand a direct response in how we measure economic development success. Council should make clear that job creation and workforce outcomes are expected "Performance Indicators", not optional add-ons developed later. Without that signal, there is a real risk that the measures ultimately adopted will sidestep the metric that matters most to Edmonton's long-term competitiveness.

We welcome Councillor Tang's comments on the importance of tracking job creation and workforce outcomes. From the Chamber's perspective, job growth remains one of the clearest and most tangible ways residents and businesses understand whether economic development policies are working.

