



NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION
EDMONTON  CHAPTER

**THE FUTURE
OF COMMERCIAL
REAL ESTATE
STARTS HERE**



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2019-2020 Advocacy Agenda

With your support, Commercial Real Estate in Edmonton will have a voice in important issues affecting your business. NAIOP is making significant investments to make sure that the voice of commercial real estate is strong in Edmonton. We believe in being a positive force in policy making, and this starts with a clear outline of our objectives:

Keeping Costs Low

Levies

- Taking a leadership position on the municipal levies discussion by consolidating industry positions
- Advocating for separate treatment for commercial and industrial properties

Non-Residential Property Tax

- Leading Prosperity Edmonton (with the support of BOMA Edmonton, UDI, CFIB, and the Chamber of Commerce) in creating a consolidated business tax position.
- Engaging Municipal Politicians through position statements, information sheets, election questionnaires, and representation at Council on important issues
- Engaging media on the negative business implications of cumulative tax increases

Code Changes

- Keep up to date on code changes and establish a line of communication with provincial industry representative

"NAIOP has advanced the commercial real estate industry in our region by making the case that development plays a huge role in the financial performance of a city."

Rudy Roopnarine, Vice President Development, Cameron Corporation, and Advocacy Chair of NAIOP

Speeding-up Approvals

Speed to Market

- Advocating for Timelines for Simple Projects
- Advocating for Concierge Service for Complex Projects
- Quarterly meetings with Urban Form Business Transformation staff
- Being the go-to stakeholder group for new online services for commercial permits and projects (development and building permits, additions, alterations, tenant improvements, change of use)

Utilities

- Quarterly meeting with utilities: Telus, Epcor Power, Water and Drainage

NAIOP: Elevating the Commercial Real Estate Industry in the Edmonton Region



Strengthening Edmonton's Economy

- Participate with Edmonton Global to advance business attraction policy in the Edmonton Region
- Link the development industry into business attraction in the Edmonton Region through partnerships with Edmonton Global and other agencies
- Link the creation of new commercial and industrial areas to jobs and tax revenue for municipalities
- Explore new tax tools to incentivize development

"NAIOP helps engaged developers find opportunities to work with city administration to reduce delays and speed up projects."

Brad Hoffman, Vice President Western Canada, Panattoni Development Company

Reducing Red Tape

- Participate in zoning update to reduce minimum parking requirements
- Participate in one other zoning initiative to reduce the burden on CRE
- Bring a commercial development lens to the new City Plan (Edmonton's 40 year Plan)
- Advocate for the City of Edmonton to sell its surplus land rather than being a developer

Increasing the recognition of Commercial Real Estate in Edmonton

- Advocate for, and promote, Canadian research from the NAIOP Research Foundation (2019)
- Create a monthly newsletter with industry advocacy news (2019)
- Contribute to two articles per year in the traditional media (ie: Edmonton Journal) on topics of importance to our industry
- Re-establish the NAIOP Advocacy Update event to inform engaged members on our initiatives and solicit ideas (2019)
- Host a "State of the Industry" event or meeting with senior City of Edmonton leadership (2019)
- Host a goodwill drop-in session or "day in the life of a developer" to help industry and front-line city staff connect (2020)