



December 2020

**To: Whom it May Concern**

**Re: Prairie Sky Gondola Inc. Business Case and Master Agreement Framework**

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**Dear Edmonton,**

City building has changed.

What Prairie Sky represents is a new form of partnership that provides transformative economic opportunity while creating profound public benefit. This can and will be achieved without public sector direct investment.

We are very proud of what we have accomplished to date and we are grateful for the enabling support, guiding wisdom, and mutual accountability that has framed our working relationship with the City of Edmonton. The prospect of an urban gondola in Edmonton, Alberta, Canada would not be as legitimate as it is today without a shared willingness to think differently.

With a compelling business case complete and a master agreement framework successfully negotiated with the City of Edmonton, I know that Prairie Sky and its partners can deliver this transformative project. I challenge you to view this project as an opportunity to demonstrate to other ambitious cities around the world that Edmontonians do what they say they are going to do.

Don't forget, this wasn't my idea, it wasn't even yours. The idea for an urban gondola in our city surfaced during The Edmonton Project. The Edmonton Project was a challenge to Edmontonians to not just share big ideas to make our city better, but to boldly get involved in making those ideas a reality. That's city building.

Perhaps many doubted such a big idea from the community could make it this far. Not me. Not our team. We are city builders.

Sincerely,

**JHC**

**Jeffrey Hansen-Carlson MBA**  
President and CEO  
Prairie Sky Gondola Inc.

### Proposed Prairie Sky Gondola Alignment Map



Figure 1 - North Leg of PSG Alignment



Figure 2 - South Leg of PSG Alignment