

## IDEAS FOR AN EXCITING WINTER CITY

NOTES FROM JANUARY 20, 2012 WINTERCITY  
STRATEGY SYMPOSIUM, EDMONTON CITY HALL

### **Public Life/Livability**

- Toolkits for communities and BRZ's to put on winter events
- Create winter 'nests' in communities
- Winter corporate challenge
- Ice and snow sculptures in empty lots
- Make our main streets and corners friendly – fireplaces, radiant heaters, warming huts on trails
- Start a toboggan club for young adults
- Community league celebrations "Community Winter Day"
- Winter zorbing (check this link – <http://www.youtube.com/watch?v=vSDqqUdEq2g>)
- Skate and clothing swap – make winter easier
- Free, permanent skate shack at city hall
- Replicate the Folk Fest in winter – a singular, large scale musical event
- More river valley amenities ie teahouse
- Space for spontaneous, un-programmed, unstructured activities
- Use light to make it inviting, warm: outdoor fireplaces
- Community gardens
- Winter fashion show, encourage development of Edmonton as a winter fashion design hub
- Winter film festival
- Food trucks and kiosks – as moveable gathering places

### **Urban Design**

- Create winter 'nests' in communities
- Make our main streets and corners friendly – fireplaces, radiant heaters, warming huts on trails
- Canal development on the North Saskatchewan; skating areas
- Transition Areas: from outdoor to indoor spaces – there's no place to store winter gear
- There's no place to keep snow – fix this!
- Heated bus shelters
- Outdoor markets, cafes
- Year-round pedestrian streets
- Simple, innovative markets
- Skiing around the city: address ski storage place
  - can we use back alleys for skiing?
- Snow mobility zones – streets where vehicles aren't allowed
- Movable huts – the notion of shelter
- Design a contest for outdoor venues
- Food trucks and kiosks – as moveable gathering places

## IDEAS FOR AN EXCITING WINTER CITY (CON'T)



### **Tourism, Business**

- Winter corporate challenge
- Toolkits for communities and BRZ's to put on winter events
- Replicate the Folk Fest in winter – a singular, large scale musical event
- Fund and encourage existing events (Birkebeiner Cross Country Ski Festival, Silver Skate, Ice on Whyte, Winter Light, etc)
- Edmonton's own winter drink – to go along with an ice bar/hotel/castle
- Snow train to Jasper (bring it back)

### **Marketing, Branding**

- Toolkits for communities to put on winter events
- Public transit to Hawrelak Park
- Educate, promote and advertise before this all happens
- Winter corporate challenge