

# RECOMMENDATIONS FOR THE WINTER CITY THINK TANK AS IT DEVELOPS THE STRATEGY



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

## **Public life/livability**

- Incorporate acknowledge and embrace the environmental nature of Edmonton: create a sense of place
  - articulate our geography as the #1 core concept. We live in the NORTH!
  - make this city-wide and stay local: start with neighborhoods, schools, and community halls; --
- Develop this strategy from the ground up and support our communities in their local events
  - bring strategy themes into communities and see how they can adapt locally
  - use existing infrastructure of BRZ's and community leagues
- Match resources with communities so we can stay local and grassroots
  - provide seed money or support – small, easy grants (matching grants?)
  - programming: plan it, fund it, implement it
  - facilitate community traditions: i.e. Windsor Park ornaments
- Celebrate what we have: improve service levels (update and maintain what we already have):
  - snow removal has to be more than roads – bike lanes, sidewalks
  - clear outdoor rinks, improve ski paths and walking trails
  - maintain and develop parks and pocket parks, with fireplaces
- Support alternative transportation all year round
- Celebrate winter indoors: public art that draws you indoors and outdoors, foods, wines, displays, décor –
- Include health promotion in winter
- Use ideas from other winter cities
- Stimulate the use of outdoor spaces with competition and commraderie



## RECOMMENDATIONS FOR THINK TANK AS THEY DEVELOP THE STRATEGY (CON'T)

### **Urban design**

- Acknowledge and embrace the environmental nature of Edmonton: create a sense of place
  - articulate our geography as the #1 core concept. We live in the NORTH!
- Take a city-wide approach, involve all scales of space including parks and green spaces
  - start at a grassroots level: neighborhoods, schools, community halls
  - give us more points of entry into the river valley
- Create spaces where we can be spontaneous, i.e. leave snow in cul de sacs so we can play
- Public spaces must embrace pedestrianism
- Creative architecture
- Integrate winter as a fact in all civic planning and spending
- Four-season utilization of amenities
- Use ideas from other winter cities, but make the end product authentic to Edmonton
- Update what we already have
- Integrate the city and the river valley -
- Create a sense of place
- Incorporate cultural and heritage ideas

### **Tourism/business**

- Involve the business community in development, implementation and support of this strategy
- Encourage businesses to adjust to wintertime – outdoor café's, places for winter gear
- Encourage small-scale business in the river valley –warming places with food and drinks

### **Branding/Marketing**

- Market and advertise what's already happening in winter, but target local first
  - identify barriers for people getting info on what's already going on, and on how to participate
- Create brand/identity for Edmonton and a great winter slogan , but avoid the word 'city' cause it feels bureaucratic, political, rather than community
  - create a sense of place
  - define and promote the 'seasons' of winter – dark, cold, etc
  - embrace our heritage and history – we're a frontier town
- launch an ad campaign
- find community connections, give us a sense of what's going on in our city
- create an app for local weather, events and info
- We need healthy humour in winter! And to let people know Edmontonians are tough!
- We need a sense of local ownership
- Use the private sector and post-secondary institutions to promote winter

-End the winter weather hysteria in the media – “muzzle weather forecasters!”