

DOWNTOWN VIBRANCY STRATEGY FUNDING

The City of Edmonton's Downtown Vibrancy Strategy funding supports projects that increase vibrancy, improve safety and bolster resilience across our business, post-secondary, arts and culture, and residential communities in the downtown.

The Downtown Vibrancy Strategy Funding Program has awarded over \$4.9 million in funding to 53 projects in 2021 and 2022. This includes over \$2 million to 31 projects with completed funding agreements, which are listed in the charts below. Only projects for which funding agreements have been approved are listed as of October 20, 2022. The City is finalizing funding agreements for the other 22 projects that have been awarded funding. Once these agreements have been completed, these other projects will be added to the list.

2021 Downtown Vibrancy Strategy Funding Recipients

Project Name	Group	Amount	Theme	Project Description
The Commercial Property Economic and Safety Survey for Downtown Vibrancy	BOMA Edmonton	\$64,300	Conference	An 18-month pilot project for a monthly commercial property economic and safety survey with members, business and industry associations, and the City of Edmonton.
Downtown Holiday Light Up 2021	Downtown Business Association	\$88,980	Festival	Several activities from November to January including an annual holiday tree, two new art installations, musical performances, films and educational activities.
Downtown Music Vibrancy Relaunch Grant	National Music Centre	\$69,000	Cultural	Create a \$5,000 granting opportunity for 12 downtown music venues to present two live music events between February and April 2022
Learn Downtown Speaker Series	Edmonton Public Library	\$9,400	Conference	Monthly speaker series held over the lunch hour providing learning opportunities on several topics including open data, privacy/ personal data online, kids and tech, public speaking, arts or music-based.
Mural Massive	Grindstone Theatre Society	\$25,000	Festival	An outdoor pop-up event downtown with live mural painting, entertainment, food, drinks & dancing.
Quarters Community Activation	Quarters Arts Society	\$17,000	Cultural	Establish CO*LAB and the Quarters Downtown as an inclusive and accessible creative hub and arts destination through live events and arts programming aimed at arts and music lovers and Downtown Farmers Market patrons.
Root 107	Downtown Business Association	\$199,780	Festival	Maintain a unique pop-up park in downtown Edmonton, created in 2021 in partnership with the City of Edmonton and Explore Edmonton, on underutilized gravel parking lots, offering community and cultural programming, nightly lighting, 24/7 staffing and public washroom facilities.
Vignettes 2021: Brick & Mortar	Vignettes Showcase Inc.	\$20,000	Business Support	Create a retail festival with pop-up stores in the downtown where four local start-up businesses spanning the product, fashion, hospitality and service industries can test their concepts and retail location.

* Note: Projects listed as of October 20, 2022

2022 Downtown Vibrancy Strategy Funding Recipients

Project Name	Group	Amount	Theme	Project Description
Al Fresco on 104th	Downtown Business Association	\$50,000	Business Support	Increase the number of partner organizations participating in the weekly outdoor market and street activation on 104th Street from June to August 2022 and add more experiences such as live art classes and walking tours to help grow attendance numbers
Cariwest Caribbean Arts Festival	Western Carnival Development Association	\$256,650	Festival	For the three-day Cariwest Festival event in August 2022, transform Churchill Square into a Caribbean village and enhance experiences including new tent, lighting, sound production, greenery and downflorals, enhanced kid zone. Increased clean-up and additional site management.
Celebrating Downtown Edmonton's Queer History	The Board of Governors of Grant MacEwan University	\$28,170	Cultural	Through the Edmonton Queer History Project, engage Edmontonians from June to August 2022 in learning more about our city's queer history including a printed map that identifies 27 historical sites downtown for inclusion in Edify magazine as a feature, and downtown walking and bus tours.
Dead Ends Live Music Festival	1718701 Alberta Ltd.	\$5,000	Festival	Two days in March 2022 of music inspired by the Grateful Dead and the Spirit of the Jam Band Community, with a film at the Art Gallery of Alberta to Kick off the event.
Disco in the Park	Grindstone Theatre Society	\$6,000	Festival	Connect the annual music festival Disco in the Park held in Louise McKinney Park in July 2022 to downtown venues such as the Bower, 99ten and the Station with the goal of increasing the number of attendees.
Downtown Campus Block Party	Grant MacEwan University	\$50,000	Festival	A collaboration between Norquest, Women Building Futures, the Downtown Business Association and MacEwan, this downtown celebration event in September 2022 welcomes students from Norquest and MacEwan complete with vendor booths showcasing downtown services and products. Open to the public with a focus on students and faculty.

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Downtown Return to the Office Research	Downtown Business Association	\$3,490	Conference	Commission a downtown research firm to conduct a survey early in 2022 among downtown workers about current working arrangements, their future plans and expectations, and motivations related to when they decide to work in the office.
Downtown revitalization - Restaurant and Brewery Rail Car events	The Common Inc.	\$25,620	Festival	In collaboration with downtown restaurants, breweries and music performers, host a series of events between May and October 2022 to promote businesses downtown across locations including the High Level Bridge (Rail Car program) and several restaurants.
Downtown Safety and Vibrancy Summit	Building Owners and Managers Association of Edmonton	\$15,600	Conference	An event bringing together stakeholders from the public, private and non-profit sectors for the purpose of sharing information, resources and best practices, and increasing opportunities to collaborate on projects impacting downtown safety and vibrancy with the goal of producing a report summarizing findings.
Downtown Spark 2022	Downtown Business Association	\$60,000	Festival	A series of large-scale public art and experiences held at different downtown locations over 10 Days in May 2022 to draw visitors downtown, to generate revenue for hospitality businesses in the area and to activate the downtown.
EDBA Operations & Special Projects Manager Position	Downtown Business Association	\$35,000	Business support	Expand association resources by funding a 0.5 new temporary hire for 12 months dedicated to project planning and delivery of new/expanded projects that support Downtown Vibrancy Strategy actions.
Edmonton PrideFest @ Churchill Square	Edmonton PrideFest Association	\$140,000	Festival	Host the majority of Pride activities with several festival partners at Churchill Square along with other activities held at venues within the downtown vibrancy zone to support the theme of education and inclusivity. This event will mark the first time Pride has been held prominently in the downtown vibrancy zone in eight years. It will also be the first time the event has been held in Edmonton since 2018.

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Enjoy Chinatown Immersive Experience	Chinatown Transformation Collaborative Society	\$35,054	Cultural	Develop several activities of immersive Chinese-themed digital art experiences within vacant and participating spaces to market and celebrate Edmonton's Chinatown businesses, nearby non-profit organizations and cultural assets, and to promote Chinese art, theatre and local creative talent.
For the Love of Downtown- The Backyard Live Music Series	inStreet Developers Inc.	\$25,000	Festival	A weekly live music series at the Backyard from May to September featuring local artists with the goal of bringing people of all ages to the downtown regularly. Includes partnering with downtown businesses and Downtown Farmers Market vendors to promote their products/ services.
Mural Massive Block Party 2022	Grindstone Theatre Society	\$83,890	Festival	Host the 3rd annual outdoor Mural Massive art festival with live mural painting, music, food, dancing and drinks complete with a pop-up live art experience resulting in murals painted across downtown on vacant storefronts and buildings.
Outdoor Security Camera Project	Chinese Seniors Management Services Ltd.	\$47,000	Public Safety	Enhance safety of facilities and surroundings with security upgrades to cameras.
Overdose Prevention & Response Teams	The Boyle Street Service Society	\$195,534	Public Safety	Trained medical professionals and outreach workers will provide drug poisoning prevention and response throughout the downtown pedway system and the surrounding streets.
Overdose Prevention & Response Teams- Edmonton Public Library	The Boyle Street Service Society	\$67,036	Public Safety	Trained medical professionals and outreach workers provide drug poisoning prevention and response primarily at Stanley A. Milner Library.
Pride and Al Fresco	1873989 Alberta Ltd. o/a Prairie Catering	\$32,000	Business Support	Create a Beer Gardens and entertainment area for 12 weeks on Saturdays coinciding with a street closure on 104 Street in downtown Edmonton.

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Quarters Community Safety Walk	The North Edge Business Association	\$2,000	Public Safety	A weekly community safety walk in the Quarters boundaries between March and November 2022 led by the Community Safety YEG Ambassadors for the purpose of increasing positive interactions among people of diverse communities and changing perceptions of the area.
Taste of Edmonton	Events Edmonton	\$283,927	Festival	Attract more than 250,000 people to the downtown with the Taste of Edmonton festival over 11 days in July 2022 , showcasing Edmonton’s culinary, arts and music scene and transforming Churchill Square into a family friendly AGLC approved fully licensed gathering grounds.
The Wall of Frames	Vignettes Showcase Inc.	\$15,000	Cultural	A public art installation in partnership with the City of Edmonton, The Works International Visual Arts Society, and various public and private stakeholders will be a permanent public art piece in downtown Edmonton, adorning the wall of a large public facing building downtown and showcasing the works of different artists, art societies and organizations, galleries and other creators.
Yeg Downtown Market Refresh	Edmonton Downtown Farmers Market Association	\$50,350	Business Support	Contribute to the vibrancy of the downtown and Quarters by rebuilding the Edmonton Downtown Farmers Market vendor base through indoor/ outdoor events to help attract vendors and customers between July and December 2022

* Note: Projects listed as of October 20, 2022