

A banner with a blue and light blue geometric pattern on the left and a light blue background on the right. The text "DOWNTOWN VIBRANCY FUND" is centered in the light blue area. The City of Edmonton logo is in the bottom right corner.

DOWNTOWN VIBRANCY FUND

Edmonton

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 Fund has awarded over \$8.2 million in funding to 174 projects since it was launched in 2021. Only projects for which funding agreements have been approved are listed as of February 2024. The City is finalizing funding agreements for the other 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.
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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
Alberta Craft Council Mural – immersive learning opportunity	The Board of Governors of Grant MacEwan University	\$4,396.47	Placemaking	Fine Arts students from MacEwan University will contribute to the design and execution of a full building wrap mural on the Alberta Craft Council's downtown Edmonton location, which will visually contribute to the vibrancy of the city centre.
Arts Habitat Artist Studio Space Development	Arts Habitat Edmonton	\$50,000	Placemaking	Adding upgrades such as washrooms, electrical, safety upgrades and drywall separation to an infrastructure project at 10133 97 St, that will provide new studios and multipurpose program space to Edmonton artists and community members.
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 Alley Transformation	Downtown Business Association	\$50,000	Placemaking	Transform two downtown alleyways to become a community gathering spaces, host markets, and pop-up patios in Edmonton, including repaving, painting, art installations and lighting.
Downtown Business Adaptation & Revitalization Pilot	Downtown Business Association	\$40,000	Business Support	A six-month pilot program to allocate business and marketing expertise and financial resources to help up to six small businesses explore business continuity planning and pivot their business model to adapt to the current environment. In partnership between the Edmonton Downtown Business Association, the University of Alberta School of Business and the City of Edmonton.
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.

Downtown Disorder Mitigation Strategy - North Edge	North Edge Business Association	\$29,000	Public Safety	Uncover factors impacting safety and perceptions of safety and then implement a Business by Business Safety Plan that applies resources as needed.
Downtown Edmonton Concert Supporting the JUNO Awards	Music Alberta	\$22,500	Cultural	An evening concert in downtown Edmonton offering a musical and hospitality experience connected to the JUNO awards, accessing artists from that network of regional/Canadian artists.
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 Activation Program	Downtown Edmonton Community League	\$146,000	Public Safety	Increase the capacity of the Downtown Edmonton Community League (DECL) to a level that can achieve the goals outlined in the Downtown Vibrancy Strategy as one of the City's partners.
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.
Downtown Trash Cans Pilot Program	Downtown Business Association	\$16,000	Public Safety	Install 10 new trash cans and recycle bins to address litter challenges in the downtown caused by vandalism, overflowing receptacles, limited garbage collection and aging infrastructure. They will be powder coated and sprayed with anti-graffiti paint to mitigate vandalism and extend their use through all seasons.
Edmonton City Centre Lighting Vibrancy Project	Edmonton City Centre Inc.	\$137,500	Lighting	Increase exterior lighting for exterior parkades and entrance bus stops surrounding the ECC footprint. The project will focus on brightening the area and adding an element of art through the use of custom designs with backlighting.
Edmonton Downtown Night Patrol & Outreach Services	Downtown Business Association	\$398,500	Public Safety	Increase security and safety in the downtown to address current gaps in surveillance and patrolling and to break the cycle of violence and crime in the downtown community. Street activity will be monitored during the hours from 2 a.m. to 9 a.m., seven days a week and assistance will be provided to people at risk of either causing or becoming the victims of harm.
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 Design Week 2022	Media, Architecture and Design in Edmonton	\$20,000	Conference	A series of public design events that showcases local design initiatives as part of a week-long festival. The public can view and interact with art, architecture, design, workshops, talks, tours, pop-ups, parties and exhibitions throughout various locations in downtown Edmonton.

Edmonton Downtown Gift Card	Downtown Business Association	\$20,000	Business Support	Create a new loyalty program that encourages people to dine, shop and play in downtown Edmonton. The program will help to stimulate the local economy, support small local businesses and bring consumers back downtown.
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.
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.
Fan Park	Oilers Entertainment Group Canada Corp.	\$191,590	Placemaking	Collaborate with the Edmonton Oilers Community Foundation (EOCF) to create a mixed-use site in the former Baccarat Casino lot, to activate community programming, public events and functions.
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.
Holiday Light Up 2022	Downtown Business Association	\$40,000	Cultural	Support the design, construction and installation of the art pieces for the 2022 Holiday Light Up along Rice Howard Way.

IQ Conference	Panacea Entertainment	\$25,000	Conference	Launch a week-long annual conference of IQ, which stands for the International Quorum of Motion Picture and Television Producers.
Library Lunchtime Concerts	HealthArts Society of Alberta	\$6,000	Cultural	Provide a 100% accessible and free concert series held monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour.
Manulife Place Public Lighting	Manulife Investment Management	\$43,110.42	Lighting	Decorative lighting in the pedway, fifth-floor courtyard, and street-level trusses of Manulife Place throughout the winter season.
Michael Phair Park-ENRICHED	Downtown Edmonton Community League	\$352,399	Placemaking	Make Michael Phair Park lively, festive and safer to attract both local residents and people working downtown by adding upgraded lighting and a stage as well as painting building surfaces including sidewalks and a path.
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.
Oilers Playoff Planning 2022	City of Edmonton	\$196,000	Sport	Creating awareness and community-building opportunities around the Oilers playoff games.
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- Mall Team	The Boyle Street Service Society	\$679,219	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	\$135,351	Public Safety	Trained medical professionals and outreach workers provide drug poisoning prevention and response primarily at Stanley A. Milner Library.
Playground Redevelopment Project	Holy Child (Grandin School) Fundraising Society	\$50,000	Placemaking	Build a new playground with modern equipment that is safe, engaging, and fully accessible to all children of various ages and abilities.
Play On! Edmonton	Play On! Canada	\$62,500	Sport	Launch a street hockey festival in downtown Edmonton in the Fall with two days of competition, including 101 Street, 103 Avenue, 104 Avenue (not yet confirmed) and Oilers Plaza. Some rinks may be built on other streets.
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.
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 Frame	The Works International Visual Arts Society through The Places Art & Design in Public Places Program	\$50,000	Placemaking	A series of 10 large, ornate gold frames with LED display units inside of them that will be used to exhibit a series of selected artworks and images from community participants such as arts district cultural partners, arts organizations, and other creatives.

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
Zero Vacancy	University of Alberta	\$60,000	Business Support	A study that researches the retail and commercial vacancy situation in Downtown Edmonton, looking for solutions on how to shrink the vacancy rate to create a vibrant, busy and prosperous commercial district.

2023 Downtown Vibrancy Strategy Funding Recipients (including Meet Me Downtown Grant Recipients)

Project Name	Group	Amount	Theme	Project Description
JUNO Ambassadors	Edmonton Downtown Business Association	\$10,000	Reputation	An ambassador program was created to support and assist visitors attending the JUNOs. Ambassador coverage was planned for 6 downtown hotels: Fairmont Hotel MacDonald, Westin Hotel, Courtyard by Marriott, Delta City Centre, Sandman Signature and the Coast Edmonton Plaza.

Downtown Patio Grant	Edmonton Downtown Business Association	\$200,000	Placemaking	A grant program was created to help businesses with the cost of installing a new patio or making improvements to their existing patios in downtown Edmonton.
Creating Dignity: Shifting Narratives through Public Art and Storytelling	John Humphrey Centre for Peace and Human Rights	\$48,200	Public Art	A mural created by 15 diverse local artists in the pedway link between the City Centre Mall and the Churchill LRT.
Downtown Spark	Edmonton Downtown Business Association	\$60,000	Public Art	An 11-day arts and cultural festival that features pop-up art installations from around the world, alongside local art installations. The festival includes daily arts and live music programming.
Edmonton Downtown High Level Streetcar Brewery & Live Music Series	The Common	\$55,950	Festival	A series of events on the Edmonton street car along with a special limited beer by one of 40 partnering Alberta breweries, followed by a live music performance.
Live at the Starlite	The Starlite Room	\$10,000	Cultural	A series of live music events featuring local Edmonton artists as opening acts, with a focus on Indigenous and LGBTQ2S+ artists.

Africanival	African Society for Culture, Economic Development and Arts	\$10,000	Cultural	A festival designed to share and celebrate the rich and diverse cultures of peoples of African descent in Edmonton. The festival includes art, fashion, food, and more.
Sustainival	Sustainival Alberta	\$10,000	Festival	A full-size midway, including games and rides, that is run on renewable energy to help educate attendees about sustainability.
Rock the District	Saskatoon Entertainment Group	\$10,000	Festival	A rock music festival, featuring artists such as Glass Tiger, Loverboy and April Wine.
Thorgy and the Thorchestra II: The Regal Sequel	Edmonton Symphony Society	\$5,000	Cultural	A collaboration between drag queen Thorgy Thor and the Edmonton Symphony Orchestra which includes elements of a traditional drag show alongside music from the ESO.
Make Downtown Good Again	Good Goods Company Ltd.	\$10,000	Business Support	A pop-up market at Manulife Place that highlights local artisans and vendors.

Edmonton Drag Festival	Fula-Flava Ltd	\$10,000	Cultural	A festival with a series of drag performances while promoting acceptance and awareness of the LGBTQ2S+ community.
Relight the Neon	Rainbow Story Hub Foundation	\$1,200	Cultural	A viewing party to celebrate the neon sign from Flashback nightclub, a local queer-owned business, being added to the Neon Sign Museum on 104 Street.
Juneteenth	Francis Winspear Centre for Music	\$5,000	Cultural	A collaboration between the Winspear Centre and 5 Artists 1 Love to celebrate Juneteenth with a music, dance, art, and poetry performance.
Walking Group Activity	Institute of African Organization	\$1,000	Cultural	A walking group aimed at sharing points of interest in the downtown core.
Flash Mob + OperaVAN	Edmonton Opera Association	\$105,000	Cultural	A series of music performances by the Edmonton Opera in public spaces during the lunch hour.

BOMFEST	F7 Entertainment Group	\$10,000	Festival	An electronic music festival showcasing electronic music artists, including local artists.
The Works Exhibit Hub at Stantec Tower	The Works International Visual Arts Society	\$10,000	Festival	A visual art festival that includes exhibits, large scale Installations, multi-disciplinary performances, demonstrations, and workshops.
Outdoor Winter Activations	Offbeat Entertainment	\$15,500	Cultural	A collaboration with the Downtown Business Association to create a series of winter activations that combine sports, recreation, arts and culture, and supporting sales of local products and services.
GastroYEG	Bach It Up Agri-Consulting	\$5,000	Cultural	A series of six dinners in six unique restaurants with a Jefferson Dinner model, which moderates a topic of discussion for the evening.
Canada Day in the Ice District	Oilers Entertainment Group Canada Corp.	\$10,000	Festival	A Canada Day event which provides family-friendly programming in the day and a country music performance leading into the City of Edmonton provided firework show.

2023 Edmonton Design Week Art Installations	Media, Architecture and Design in Edmonton	\$10,000	Festival	Five outdoor activation installations that feature fully enclosed artwork provided by local artists to be used at Edmonton Design Week.
Edmonton Design Week	Media, Architecture and Design in Edmonton	\$10,000	Festival	A week-long festival that includes launch events, talks, pop-ups, parties, and exhibitions showcasing the local design community.
Edmonton International Street Performers Festival	Edmonton International Street Performers Festival Association	\$10,000	Festival	A 10-day festival showcasing international, national, and local street performers alongside music, workshops, and food vendors.
Alberta Craft Mural Launch Party	Alberta Craft Council	\$4,107	Public Art	A street party that encourages the public to meet artist Emily Chu and her apprentices who will be creating a public mural in downtown.
Al Fresco	Edmonton Downtown Business Association	\$60,000	Placemaking	A street series on 104th Street every Saturday throughout the summer. Regular programming includes exercise classes, live music, art classes, and other programming based on the weekly theme.

Great Outdoors Comedy Festival	Triostar Productions Ltd	\$10,000	Festival	An outdoor festival at Kinsmen Park featuring local and international comedians.
Animethon	The Alberta Society for Asian Popular Arts	\$10,000	Festival	A festival held annually by ASAPA to celebrate and promote Japanese and other Asian pop culture within the Edmonton community.
Edmonton Downtown Farmers Market Summer Events	Edmonton Downtown Farmers Market	\$10,000	Festival	A series of performances and events during the summer at the Edmonton Downtown Farmers Market.
2023 Taste of Edmonton - Dueling Pianos	Events Edmonton	\$10,000	Festival	Festival equipment, including lighting, tents, sound system, etc. for a dueling piano performance stage.
FIBA 3x3 Men's World Tour & FIBA 3x3 Women's Series	Do North Events	\$10,000	Cultural	An international tour of 3x3 men and women's basketball teams representing different cities.

ABA Hoop City 3x3 Championships	Do North Events	\$10,000	Cultural	An outdoor 3x3 basketball team competition with a focus on recruiting underrepresented players.
Otehiwin // Open Heart: An Indigenous Cultural Event of Visual Art and Music to Commemorate the National Day for Truth and Reconciliation	Aboriginal Arts Council of Alberta	\$10,000	Cultural	Six days of cultural programming designed to increase awareness around and commemorate the National Day for Truth and Reconciliation. It features a week-long visual arts exhibition, five one-hour performances of featured solo/duo musicians and storytellers, a full weekend program of storytellers' and musicians' circle, refreshments, and participatory craft activities.
Spotlight on Downtown Businesses and Investments	NAIOP Edmonton	\$25,000	Business Support	A marketing video that creates a sense of community, pride and ownership by profiling downtown businesses and can be used by several downtown stakeholders.
Steps in Downtown	Institute of African Organization	\$1,000	Cultural	Walking tour organized for underrepresented groups to encourage physical activity and enjoy spaces downtown.
Disco in the Park	Grindstone Theatre Society	\$10,000	Festival	A house and disco music festival in Louise McKinney Park including music performances, a roller skating rink, and food vendors.

Cariwest Festival	Western Carnival Development Association	\$10,000	Festival	A three-day festival that celebrates Caribbean culture including an inclusive parade, artistic costumes, creative dance, savoury food and rhythmic music.
C-Tribe x Tech Festival	C-Tribe Society	\$10,000	Business Support	An event offering investors, underestimated founders, engineers, and tech professionals access to knowledge capital, financial capital, connections and solutions to help accelerate their tech-focused careers and ventures.
Harvest Book Fair	Hungry Zine Association	\$7,000	Cultural	A book market that highlights independent artists, writers, art collectives, artist-run organizations, bookshops and publishers.
The Bold Premiere	1841153 Alberta Ltd	\$10,000	Cultural	A premiere for a production that streamed on Apple TV+, Amazon Prime Video, as well as other platforms.
Edmonton Mural Festival	Edmonton Mural Festival	\$198,600	Public Art	A mural festival that celebrates Edmonton's art and mural culture across the city, with a focus on downtown.

Edmonton Pride Festival	Edmonton PrideFest Association	\$130,000	Festival	A dynamic and vibrant celebration of 2SLGBTQIA+ culture, diversity and equality.
Open Edmonton	13028917 Canada Inc.	\$4,500	Cultural	A unique production that fuses world-class spoken word poetry with music placing audiences at a unique intersection of a concert and poetry reading.
2023 Servus Edmonton Marathon	Running Room Athletic Club	\$10,000	Festival	An annual marathon with a fast and flat course that is also a qualifier for the Boston Marathon.
Cocktails and Jerk Festival Official After Party	Black Owned Makers Inc.	\$10,000	Festival	The official afterparty of Feed the Soul Dining Week that provides an elevated event with small bites from Black-owned businesses and tropical cocktails.
Purple City Music Festival 2023	Rain Shadow Productions Ltd.	\$10,000	Festival	A multi-venue music festival in downtown Edmonton using a combination of indoor and outdoor venues.

Konnektion Festival	The Backyard	\$10,000	Festival	A two-day music festival featuring a full line up of DJ sets and live music.
New Standards Jazz at The Common	The Common Inc	\$10,000	Cultural	A weekly jazz music night in partnership with MacEwan University music program students running from September to April.
Symphony in the Square	Edmonton Symphony Society	\$10,000	Festival	A two- day free orchestral family-friendly music festival in Sir Winston Churchill Square.
Indoor/Outdoor Dance Stage	Ballet Edmonton Society	\$53,514.50	Cultural	A portable Harlequin Aerodeck outdoor dance and performance stage enabling more performances in downtown Edmonton.
Record Label Showcase at Double Dragon	Malt & Meadows	\$125,000	Cultural	A music-industry showcase series featuring two to four evening concerts, spotlighting artists from a Canadian and/or international music record label.

Get Dragged Downtown	Evolution Wonderlounge	\$10,000	Festival	A premiere gay bar and drag destination in the heart of the Ice District amplifying queer and trans programming in September.
Step Forward: A Movement towards Inclusion	Next Evolution Ventures	\$10,000	Cultural	Four dance parties, each representing a different culture, where Edmontonians are given the opportunity to watch artists and performers, and learn a few dance steps themselves.
Garage Band at Cask & Barrel	Cask & Barrel	\$10,000	Cultural	A six month, Saturday-afternoon concert series featuring musicians and a different local brewery every month.
Downtown Campus Block Party	Grant MacEwan University	\$10,000	Cultural	An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures and the Downtown Business Association.
Seeka Fest 2023	Seeka Sings	\$10,000	Cultural	A two-day event in downtown Edmonton that promotes education, the arts, cultural diversity, unity and community connection.

Downtown Campus Block Party	Norquest College	\$10,000	Cultural	An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures, and the Downtown Business Association.
Tropical Nights Downtown	Pentrale Entertainment	\$5,000	Festival	A platform for local talent to showcase their skills and the city's expansive cultural heritage by featuring live music, dance, cuisine, vendors and other performances from a variety of tropical-themed acts.
Rocktober Fest at the Rocky	Rocky Mountain Ice House	\$10,000	Festival	A musical showcase at the Rocky Mountain Icehouse
Downtown Edmonton Community League Annual Corn Fest	DECL	\$10,000	Festival	A family-friendly Fall Corn Fest offering entertainment such as face painting, a balloon artist, live music and free corn on the cob.
Rock the Block 104 St	Kelly's Pub	\$10,000	Festival	A block-party from Jasper Avenue to 102 Ave on 104 Street featuring a stage with bands and beer gardens.

Gotta Minute Film Festival 10th Anniversary	The Film and Video Arts Society of Alberta	\$4,000	Festival	A film festival bringing together a unique collaboration between the corporate, public and art sectors of Edmonton.
Mid-Autumn Long Table Feast Festival	Chinese Benevolent Association of Edmonton	\$4,000	Festival	A combined event that celebrates the traditional Chinese Mid-Autumn Festival and community life in Boyle Street/Chinatown south that is situated on the eastern edge of the downtown area with a long-table feast.
iHuman Art Walk Festival	iHuman Youth Society	\$10,000	Cultural	A vibrant celebration of arts and culture, shining a spotlight on young artists that visit the iHuman studios, as well as alumni of various programs.
pimâcihowin ᐱᓵᓂᓴᓂᓴᓂ A National Day for Truth and Reconciliation	Indigenous Artist Market Collective	\$10,000	Cultural	An event celebrating Indigenous culture through Indigenous art, music, dance, traditional knowledge and creativity.
PBR Bulls in the Plaza	PBR Canada	\$24,400	Cultural	A small PBR bull riding arena in the Ice District plaza to feature and promote Professional Bull Riders Finals at Rogers Place.

Downtown Block Party: The Design Centre Launch	Euro Design Master Builder	\$10,000	Cultural	A dynamic block party in the heart of the city, marking the inauguration of the new design firm in the downtown core.
Unceded - Voices of the Land	Olsen International Ltd.	\$50,000	Cultural	An exhibit showcasing the work of 18 Indigenous artists and architects through an immersive, world class, audio-visual experience that pivots on four thematic metaphors: indigeneity, resilience, sovereignty and colonization.
Capital City Records at Milner	Edmonton Public Library	\$5,000	Festival	A free concert series in the Muttart Theatre at the Stanley A. Milner Library to celebrate and highlight new content added onto Capital City Records, EPL's first digital public space created to celebrate Edmonton's local music scene and its history.
Seniors Takeover Day at AGA	The Art Gallery of Alberta	\$10,000	Cultural	An event that brings more seniors, from across the city and the Edmonton Metro Region, downtown to experience art and culture.
Oktoberfest at Cask & Barrel	Cask & Barrel	\$10,000	Festival	A festival to celebrate Oktoberfest with featured breweries and local musicians.

Don Berner Big Band concert season	Don Berner Big Band Foundation	\$10,000	Cultural	Quarterly signature flagship, large jazz orchestra concert series that moved to the Triffo theatre.
Startup Week Launch Party	Edmonton Unlimited	\$10,000	Business Support	An annual event that brings together entrepreneurs, innovators and the local community to celebrate, learn, and network. The event takes place over six days featuring workshops, panel discussions, socials and other events.
LitFest	Alberta Book Fair Society	\$10,000	Cultural	Canada's first and only non-fiction festival formed by the Alberta Book Fair Society.
C-Tribe x Gaming	C-Tribe Society	\$5,000	Business Support	A gaming festival that showcases gaming culture in a unique atmosphere of exploration featuring interactive exhibits from game developers and diverse talent.
2023 EPL Gala	Edmonton Public Library	\$5,000	Cultural	A fundraising event at The Westin Hotel featuring a sit-down meal and presentation by comedian Rainn Wilson. Proceeds from the event will go to support EPLs early literacy program.

Bridges	Korora Choirs	\$10,000	Cultural	A Remembrance Day performance at the First Baptist Church by the Korora Youth Choir alongside two other visiting youth choirs.
November Fund Drive Fest - Music Festival	9910 (the Common)	\$10,000	Cultural	A two-day, multi-venue music festival, in partnership with CJSR Radio.
Wintersong	Kokopelli Choir Association	\$8,150	Cultural	A musical celebration with a Celtic twist with featuring seven of the Korora (formerly Kokopelli) choirs singing in different configurations at the three concerts.
Ice Climbing World Championships Festival	Offbeat Entertainment	\$100,000	Cultural	A new annually recurring event that will feature international world cup competitions in the disciplines of speed ice climbing and lead ice climbing and festival activities for the community,
miyitowin ᑭᑦᑲᑦᑯᑦᑲᑦᑯᑦ - Exchange of gifts	Indigenous Artist Market Collective	\$10,000	Cultural	A market with over 45 vendors/local small businesses, and IAM Collective supports over 100 local Indigenous artists, performers, facilitators, entrepreneurs and traditional knowledge holders.

Winterruption YEG 2024	Winterruption YEG Ltd.	\$20,000	Festival	A multi-venue winter music festival taking place across downtown with the aim to create inclusivity and promote the arts in a winter setting.
Winter Cycling Congress	Ever Active Schools	\$10,000	Conference	A joint effort congress with the Winter Cycling Federation, Ever Active Schools and a robust Edmonton Local Organizing Committee (Bike Edmonton, Stantec, Paths for People and the University of Alberta.)
Edmonton International BeerFest	Loud City Inc.	\$10,000	Festival	An annual beer festival at the Edmonton Convention Centre with an attendance of 10,000-20,000 Edmontonians.
Downtown YEG BurgerFest	Jack's Burger Shack	\$10,000	Festival	A burger festival aiming to have dozens of restaurants, bars and brewhouses across downtown Edmonton offering one-of-a-kind burgers for only \$8.
Canadian Hydrogen Convention	Edmonton Global	\$50,000	Conference	As the largest event in Canada showcasing hydrogen as a key enabler to reach net-zero emissions by 2050, the Canadian Hydrogen Convention is the only annual meeting place for energy executives, government officials and Indigenous leaders to convene to build Canada's low-carbon energy future.

StoryCity	StoryCity	\$80,000	Placemaking	A series of 18 digital gaming and cultural experiences, created with the local creative and business community, that only open in the right location in downtown using the Story City GPS app.
Overdose Prevention and Response 2023	Boyle Street Society	\$319,000	Public Safety	The Overdose Prevention and Response Team works in and around the Stanley A. Milner Library, Edmonton City Centre Mall and the downtown pedway system to provide overdose prevention and response, make referrals to appropriate agencies, arrange immunizations, address minor health issues and provide needle pickup.
Nocha de Parranda	Basement Smoke Records	\$10,000	Cultural	An event featuring Latin music and dancing with four local acts and two dynamic DJs.
Alberta Games Series	Digital Media Association of Alberta	\$10,000	Cultural	A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning and a chance to connect with international investors.
Harvest and Blues	Hoopp Realty Inc.	\$10,000	Cultural	A celebration of the Fall Equinox and an unforgettable evening filled with art, music, delectable food, refreshing drinks and a strong sense of community spirit.

LAST Modern Event Venue's Soft Opening Block Party	Last Modern Event Venue Inc.	\$3,000	Cultural	A soft opening for LAST Modern Event Venue, a new contemporary and chic event venue with a capacity of up to 200 guests specializing in weddings, corporate and community events and personal gatherings.
Alberta Craft Distillers Industry Event	Alberta Craft Distillers Association	\$10,000	Cultural	An industry event for Alberta Distillers called Edmonton Cocktail Week which includes Annual General Meeting of ACDA (AM), an export and trade development program supported by Edmonton Global (PM) and an industry and friends' reception hosted at a venue in downtown Edmonton (evening).
Edmonton Multicultural Innovative Society Music and Fitness Project	Edmonton Multicultural Innovative Society (EMIS)	\$10,000	Cultural	A two-part event consisting of a musical concert with musicians of various ethnic backgrounds and a Tai Chi program run by, and for, seniors.
Activating Dance Downtown	Ballet Edmonton Society	\$10,000	Cultural	Four free to the public ballet presentations using the new portable dance floor acquired through the Downtown Vibrancy Fund.
Caribbean Christmas	Jamaica Association of Northern Alberta	\$10,000	Cultural	An event showcasing the Jamaican culture while creating an engaging, inclusive and joyful atmosphere.

Alberta Spirits & Cocktail Festival	Highgate Entertainment	\$10,000	Cultural	Alberta's first food and beverage festival that exclusively spotlights the region's craft distilling industry, and pairs it with the growing trend of artisan cocktail making.
Puzzle Pieces, Art Exhibition with Inkquisitive	The Universal Radio Network Inc.	\$5,000	Cultural	An event with South Asian artist, Inkquisitive, consisting of an art exhibition, live interview/podcast and a meet-and-greet.
Mosquers Film Festival	Mosquers Film Festival Foundation	\$30,000	Cultural	An art and film festival that aims to educate, entertain and build bridges through showcasing talent and the diverse Muslim experience.
Downtown Night Patrol	Edmonton Downtown Business Association	\$200,000	Public Safety	A program initiated to provide patrolling of the downtown streets with teams comprised of a security professional and a peer support worker in marked vehicles. These teams offer an increased presence that people can trust to keep a watchful eye and report all suspicious activities.
Bike Valet Pilot	Bike Edmonton	\$7,500	Public Safety	The pilot of a free downtown bike valet set allowing commuters and visitors to the core to park their bike for free, in a secure, staffed area.

Opening Nights at the Citadel	Citadel Theatre	\$10,000	Cultural	A showcase of opening night events for the 2023/24 Citadel Theatre season.
2024 Region 26 Convention	Region 26 Sweet Adelines Convention	\$10,000	Cultural	An extended weekend singing contest and convention in downtown Edmonton.
Artbus	The Board of Governors of Grant MacEwan University	\$10,000	Cultural	A bus that stops at designated areas located at participating artist-run and gallery spaces in downtown to engage with exhibitions, pop-ups and programming.
Lunchtime Concert series	Health Arts Society of Alberta	\$6,000	Cultural	Provide a 100% accessible and free concert series held monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour.
Edmonton Cocktail Week	Field Note Ventures Inc.	\$10,000	Cultural	A group of businesses partnered to launch Edmonton Cocktail Week - an annual celebration of cocktail producers, bartenders, restaurants, bars and retailers.

Downtown Ambassadors	Edmonton Downtown Business Association	\$150,000	Public Safety	The Downtown Ambassador Program was launched to provide brand ambassadors for the downtown core that could also function as boots on the ground to identify and respond to operational and social challenges faced in downtown Edmonton.
Play On! Edmonton 2024	Play On	\$75,000	Cultural	Play On! Is Canada's largest street hockey festival.
Alberta Game Series	Digital Media Association of Alberta	\$10,000	Cultural	A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning, and a chance to connect with international investors. This event is open to gaming studios and gaming professionals of all sizes from around the province.
Digital Entrepreneur Project	Edmonton Unlimited	\$100,000	Business Supprt	A production studio including equipment and personnel required to enable both full event hosting capabilities and the creation of a digital media production.
Stantec/Manulife/Energy Square Lighting	Five Star Holiday Decor	\$106,068	Lighting	New, decorative all-season lighting added to downtown buildings to increase animation and safety.

AfroFuturism in Action	Version Me Media	\$10,000	Cultural	A kickoff event for Black History Month in Edmonton hosted in the Jamaica Association of Northern Alberta's (JANA) space.
Friday Revival	River City Revival House	\$10,000	Cultural	A live concert series taking place on Friday nights in the River City Revival House (Starlite Room basement).
Childcare Centre Promotion	SG Three Holdings	\$3,100	Business Support	A promotional campaign to increase the number of families using the childcare centre in a downtown building that has been closed for nearly two years.
Alberta in Harmony: Moving Mahler	Edmonton Symphony Society	\$5,000	Cultural	A concert collaboration between the Edmonton Symphony Orchestra and the Calgary Philharmonic Orchestra.
Holiday Light Up	Enbridge Centre	\$4,800	Cultural	An event to support local artists and a free drinks giveaway station in partnership with Credo Coffee.

Downtown Defrost 2024	The Factory Music and Arts Ltd.	\$10,000	Festival	A family-friendly winter celebration of dance music and culture with an outdoor Edmonton space transformed into a fun dance party, featuring art installations, and local and international musicians.
Amapiano To the Moon	Bangerz DJs	\$2,000	Cultural	A signature event presented by Republic of Amapiano and La Connexional drawing inspiration from the vibrant dance parties, cultures and lifestyle of Southern Africa.
Chai Society	OnPurpose	\$9,850	Cultural	A series of 'Chai Society' nights featuring Jaya Chai Liqueur. Events will be focused on pairing drinks, activities and entertainment.
ReTHINK	Les Industries Polykar Inc.	\$2,000	Innovation	A thought leadership event that brings together industry leaders, local businesses, bankers and city officials to discuss the topic of climate change and what it can mean for businesses.
Experiences at the Westin	The Westin Hotel	\$10,000.00	Cultural	Unique experiences at the Westin Hotel including Paint and Sip night, Sound Bath Meditation and local artist showcases.

Voice UnHeard Concert Series	Foundry Events	\$60,000	Cultural	A 6 concert series that will highlight underrepresented artists and producers at different locations downtown.
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Note: Projects with a funding agreement in place as of February 2024