



## Downtown Vibrancy Fund 2023 Program Guide

Edmonton

The Downtown Vibrancy Strategy (Strategy) is built upon a commitment of collaboration and partnership with businesses and organizations (Organizations) with a vested interest in downtown Edmonton. This agile approach to supporting vibrancy in the heart of our city focuses on four pillars - Downtown as a Home, Economic Hub, Destination, Safe, Welcoming place - to achieve its goals. Strategy details are available at [edmonton.ca/downtown](https://edmonton.ca/downtown).

The Downtown Vibrancy Fund (Fund) provides funding to projects led by businesses and organizations, that include financial and in kind investments, that advance the Strategy. Projects must align with at least one of the four pillars and fall within one of the following categories:

### **Downtown as a HOME**

**Residential** - Projects that broadly support decreasing the residential vacancy of existing available housing

### **Downtown as a DESTINATION**

**Events** - Projects that support the development of local tourism infrastructure

### **Downtown as an ECONOMIC HUB**

**Promotion** - Projects that broadly support promoting downtown, businesses and/or events in a positive way in an effort to increase the number of residents, visitors, patrons, employees and/or businesses

**Activation** - Projects that support increased economic activity and the number of consumers coming downtown using all modes of transportation

### **Downtown as a SAFE, WELCOMING PLACE**

**Safety** - Projects that broadly support improved perception of safety and/or security for residents, visitors, patrons, employees and/or businesses

**Spaces** - Projects that support increased and/or improved public spaces

**Beautification** - Projects that broadly support beautification and improving the appearance of downtown

### **Other**

Projects that do not fall within a category listed above, but make a significant contribution to advancing any of the four pillars may be considered



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## Included in this Program Guide is the following:

1. [Eligibility Criteria](#)
2. [Eligible Costs](#)
3. [Evaluation Criteria and Considerations](#)
4. [Application Process](#)

## 1. Eligibility Criteria

Organizations must meet **ALL** of the following criteria in order to be eligible to apply for the Fund:

- ☐ Project must occur within, or have a direct impact on, downtown Edmonton, as defined by this [map](#)
- ☐ Demonstrate strong alignment with one or more of the four pillars
- ☐ Must have a valid business license or a valid exemption
- ☐ Project costs must be incurred after May 9, 2023
- ☐ Project must be led by a legal entity or have a valid exemption

### Additional information:

- ☐ Businesses/organizations of all sizes are eligible to apply
- ☐ There is no requirement to provide matching funding
- ☐ There is no minimum or maximum amount of funding that can be requested

## 2. Eligible Costs

- All costs associated with the project may be eligible, with, but not limited to, the following ineligible costs:
  - Salaries and expenses of existing staff, office and administration fees, mortgages, bills, interest, debt servicing, utilities, rent, fees for memberships or professional associations

## 3. Evaluation Criteria and Considerations

Evaluation criteria and considerations include, but is not limited to, the following:

- Does the project support long term vibrancy?
- Will the project result in a significant increase in people downtown?
- Ratio of (funding):(requested funding)



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- Does the project include other funding sources?
- Financial need and other City of Edmonton funding sources
- Is the project being led by Organizations with a vested interest in the future of downtown?

### Core Partners Committee

The Core Partners Committee (Committee) evaluates applications for the Fund. The Committee includes City administration and representatives from organizations with a vested interest in the future of downtown. These organizations' mandates strongly align with the Strategy's four pillars as they represent and/or work directly with a wide variety of downtown businesses, organizations and residents. The Committee brings a unique perspective and skill set to their evaluation, based on their experience, knowledge and insights. The organizations are:

- Downtown Edmonton Community League
- Edmonton Downtown Business Association
- Explore Edmonton
- NAIOP (Commercial Real Estate Development Association)

Funding decisions made by the Committee are final and cannot be appealed. The City of Edmonton reserves the right to consider exceptions based on exceptional circumstances and make changes to the program at the Director, Downtown Vibrancy, and Safe City's judgement. The Director, Downtown Vibrancy and Safe City has the sole authority, in their sole and unfettered discretion, to determine the eligibility of applications for the Fund.

## 4. Application Process

### Step 1: Apply

Apply using the online [Application Form](#). Applications will be accepted starting on May 9, 2023, and will no longer be accepted once all funding is allocated. Online applications are encouraged. If a paper copy is required, you can request it via an email to [downtown@edmonton.ca](mailto:downtown@edmonton.ca).

### Step 2: Review

Review of application will typically occur within 15 business days following submission.

Applications are reviewed by the Program Manager for completeness and eligibility. Incomplete applications may not be evaluated. Those that do not meet the eligibility criteria, will not be evaluated or kept on file.



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### **Step 3: Approval**

Projects that have been reviewed will receive notification via email about the Committee's decision. Organizations awarded funding are required to sign a funding agreement outlining the terms and conditions of the funding.

### **Step 4: Distribution of Funds**

Once a funding agreement is finalized, projects awarded funding shall receive one hundred percent (100%) of the funding in one installment via cheque or electronic funds transfer within a reasonable time, unless the Committee determines funding should be distributed on a different schedule.

### **Step 5: Reporting and Submission of required Documentation**

A final report must be submitted as outlined in the funding agreement.

Your name, contact information, and project information is collected in accordance with 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act. This information will be used to administer the Downtown Vibrancy Fund. If you have any questions about the collection and use of your personal information, contact the Program Manager at [downtown@edmonton.ca](mailto:downtown@edmonton.ca), 9th Floor 10111 104 Ave, Edmonton Alberta T5J 0J4. Please note that the name and location of buildings, building details, building designs, grant amounts, and total costs of projects may be released to various organizations, the media, and the public in connection with the Downtown Vibrancy Fund.