

## 2020 Neighbourhood Revitalization Matching Fund Program Pilot Changes - Avenue Initiative

Please note there are **pilot changes** in 2020 to the Matching Fund program for the [Avenue Initiative](#) area, effective March 1, 2020.

The City of Edmonton is piloting its allocation of the [Avenue Initiative Revitalization Matching Fund program](#) in 2020 for the following neighbourhoods:

1. Avenue Initiative Neighbourhoods: Spruce Avenue, Westwood, Delton, Alberta Avenue, Eastwood, Elmwood Park, Parkdale/Cromdale;
2. Applications will be evaluated and allocated funding on a quarterly basis in 2020 [Deadlines: #1 March 15, #2 June 15, #3 September 15, #4 November 15].

The City of Edmonton Neighbourhood Revitalization Program for the Avenue Initiative will review and award funding on the basis of four application deadlines in 2020.

The review and funding allocation process can take up to 4 to 6 weeks after each application deadline. Please ensure your Matching Fund Application is submitted in a timely fashion to the City of Edmonton for consideration under the Neighbourhood Revitalization Match Fund Program for the Avenue Initiative neighbourhoods in 2020.

<b>Avenue Initiative Match Fund (MF) 4 Application Intake Deadlines</b>	<b>City provides notice of MF awards by</b>	<b>MF Initiatives Commencing/Starting</b>	<b>Avenue Initiative MF Available</b>
#1 March 15th	April 15	<i>Current Year</i> May 1 to Aug 31	\$23,000
#2 June 15th	July 15	<i>Current Year</i> Aug 1 to Nov 30	\$33,000
#3 Sept 15th	October 15	<i>Current Year and following Year</i> Nov 1 to Feb 28	\$37,000
#4 Nov 15th	December 15	<i>Following Year</i> Jan 1 to May 30	\$43,200

*Avenue Initiative Match Fund Budget Allocation 2020: \$136,200*

*Small Sparks Budget Allocation 2020: \$12,000*

*Total Avenue Initiative Revitalization Funding for initiatives in 2020: \$148,200*

Avenue Initiative Matching Fund awards are subject to City of Edmonton budget availability, Neighbourhood Revitalization Program alignment (Priority Areas and Principles) and the City of Edmonton's Neighbourhood Revitalization [Matching Fund approval process](#).

Avenue Initiative Small Small Sparks Program Remains Unchanged in 2020:

- Small Sparks applicants can be submitted at any time throughout the year;
- Small Sparks funding awards are also subject to budget availability, program alignment (Priority Areas and Principles) and the [Small Sparks approval process](#).

**2019-2022 Avenue Revitalization Initiative - Strategic Framework**

Priority Areas:

1. Strengthen Leadership and Sustainability
2. Increase Community Safety
3. Support Economic Growth
4. Enhance Community Vibrancy

Principles:

- A. Innovation
- B. Transparency
- C. Diversity
- D. Equity

If you have any questions or concerns, please feel free to call (780) 496-6887 or email [ian.robertson@edmonton.ca](mailto:ian.robertson@edmonton.ca)

Regards,  
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