

PRINCIPLES THAT SHOULD GUIDE THE WINTERCITY STRATEGY

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

Attitude

- Celebrate – sustain the joy of the first snowfall
- Think outside the box! Be creative! Take risks!
 - turn the snowbird idea on its head!
- Keep pushing – don't give up
- Sense of play and of transformation
 - turn winter into fun, help being outdoors be a pleasant experience
- Let's be proud of our winter heritage, connect this to our land, history and culture

Authentic/Local

- What's unique about Edmonton? What makes us different from everyone else?
- Focus on Edmontonians first, make it a people-centered strategy (but include outlying communities)
 - make it 'our WinterCity' first – then people from outside (tourists) will want to come
 - if it works for the community it will work for tourism
- Involve Edmontonians as ambassadors
- Community based, local initiatives
 - start small – schools, community halls
 - Edmonton needs to be livable in winter
- We need a sense of public ownership – citizen ownership should be at the centre of this strategy
- We live in the NORTH!
 - it's our reality, socially and environmentally

Sustainable/Flexible

- Long term commitment with incremental change – this won't happen overnight
- Get long term commitment from City Council
- Connect the dots between city strategies
- Ensure flexibility with city rules and regulations, so this can work
- Build on the good things already happening in our city
- Incorporate winter in our 'day-to-day' activities, think of this in terms of work as well as leisure

Engagement/Inclusive

- Participation of all ages, populations in creating this vision, keep this consultative and grassroots
- Meaningful engagement, remove any impediments to people participating fully
- Intergenerational involvement
- Winter is different for everyone – reflect this
- Collaboration is key
- Work with existing groups; provide incentives to work together