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DOWNTOWN ACTION PLAN FUND

The Downtown Action Plan outlines 8 impactful actions to catalyze investment and growth in Edmonton's downtown over the next five years. The Downtown Action Plan is designed to achieve 4 Goals for Growth and deliver corresponding outcomes from increased interest in and demand for downtown.

4 Goals for Growth

1. Economic: Increased Property Values
2. Residential: Increased Residential Population
3. Vibrancy: Increased Workers, Students and Visitors
4. Business: Reduced Commercial Vacancy

The Downtown Action Plan Fund (Fund) offers funding to businesses and organizations to support the implementation of the Downtown Action Plan. Three new funding streams will support projects that demonstrate the ability to contribute to achieving the 4 Goals for Growth.

- **STREAM 1: Programs & Activations**
- **STREAM 2: Recreational Amenities**
- **STREAM 3: Placemaking and Beautification**

ELIGIBILITY CRITERIA & EVALUATION PROCESS (ALL STREAMS)

Businesses and organizations of all sizes are eligible to apply. There is no maximum number of applications permitted by an individual business or organization. Businesses and organizations must meet ALL of the following criteria in order to be eligible to apply for the Fund:

- The project must occur within downtown Edmonton as defined by this map. The head office/primary location of the business/organization does not need to be located within this area.
- The project must demonstrate alignment with the actions and goals of the Downtown Action Plan
- The applicant and all businesses/organizations participating in the project must have a valid business licence or a valid exemption
- Project costs must be incurred after your application is approved
- The project can occur in 2026 or beyond. It does not need to commence or be completed by the end of 2026
- Funding will be dispersed following program completion or in installments, at the sole discretion of the Program Manager

STREAM 1: PROGRAMS & ACTIVATIONS

Available Funding: Up to $100,000 per project, however applications for multi-year projects that exceed $100,000 will be accepted. Requires a minimum 50% investment from the applicant (matching funds) for projects on private property. No matching funds are required for projects on public property which is defined as City of Edmonton property, however applications with matching funds will be prioritized.

Funding Stream Overview: Lively, well programmed and accessible open spaces create lasting connections between people and places, giving people of all ages a place to gather, play and connect.

Downtown Action Plan **Action 7: Increasing Public Amenities, Programming and Activities,** includes **Subaction 7.5: Partner with organizations to support activations in public parks, transit stations and other publicly accessible spaces.**

To support implementation of this Subaction, applications are being accepted to provide funding to projects centred on programming and activations in public spaces and publicly accessible spaces on private property. Examples include, but are not limited to:

- Sports programs (basketball, pickleball, tennis, soccer, etc.)
- Fitness classes (yoga, pilates, aerobics, boot camps, etc.)
- Block parties
- Musical and artistic performances
- Events
- A mobile app that promotes downtown events, festivals and activities

Priority Areas include Alex Decoteau Park, Beaver Hills House Park, Centennial Plaza, Michael Phair Park, O-day'min Park, Downtown transit stations, Rice Howard Way Entertainment District and 104 Street Entertainment District.

1. **Eligibility Criteria for Programs & Activations Stream**

a. Projects must take place in public spaces or publicly accessible spaces on private land with preference given to activities planned in the priority areas listed above. Matching funds are required for any program taking place on publicly accessible private land.
b. Programming must be appropriate and inclusive in nature, and conform to a general audience / family-friendly standard with respect to language and content.
c. Programming can be free of charge or have a nominal fee for participation with preference being given to free programming.
d. Preference will be given to ongoing series of activities occurring more than 1 time per year.
e. The project must be a new or an expanded version of an existing project; funding will not apply for existing projects already in place.
f. Any required permits must be in place and are the responsibility of the applicant (e.g. bookings for city park space, roadway licences, etc.)

Ineligible programs and activations include:

i. Events and programs that receive the Civic Events Civic Services Subsidy
ii. Parades and Processions
iii. Other events, festivals and activities as determined by the Program Manager

2. Eligible Costs for Programs & Activations Stream

a. Permit and licensing fees
b. Equipment, supplies and rentals
c. Staffing costs to operate the program
d. Marketing/promotional costs
e. Subcontracting of vendors, artists or performers to support the event
f. Other costs as determined by the Program Manager

3. Ineligible Costs / Projects for Programs & Activations Stream

a. Refer to list below titled **INELIGIBLE COSTS FOR ALL FUNDING STREAMS**

4. Application Process

STREAM 2: RECREATIONAL AMENITIES

Available Funding: Up to $250,000 per project. Requires a minimum 50% investment from the applicant (matching funds) for projects on private property. No matching funds are required for projects on public property which is defined as City of Edmonton property, however applications with matching funds will be prioritized.

Funding Stream Overview: Recreational amenities are anything that provides sport, recreational or leisure opportunities for members of the public on public or private land, inside or outside.

Downtown Action Plan **Action 7: Increasing Public Amenities, Programming and Activities,** includes **Subaction 7.5: Partner with organizations to support activations in public parks, transit stations and other publicly accessible spaces.**

To support implementation of this Subaction, applications are being accepted to provide funding to projects that add recreational amenities. Examples include, but are not limited to:

- Sport courts (basketball, pickleball, tennis, etc.)
- Sport facilities (hockey, soccer, baseball, emerging sports, etc.)
- Sport equipment & infrastructure (basketball hoops, hockey, soccer and volleyball nets, etc.)
- Playgrounds, play structures
- Climbing walls
- Exercise equipment
- Skate parks

1. **Eligibility Criteria for Recreational Amenity Stream**
    a. Projects must take place in public spaces or publicly accessible spaces on private property (inside or outside). Matching funds are required for any program taking place on publicly accessible private land.

b. Renderings of the proposed project must be supplied with your application. Renderings can be in draft form and do not need to be professionally done, but do need to provide adequate visual context for the project.
c. Any required approvals or permits must be in place and are the responsibility of the applicant.
d. The project must be new; funding will not apply for projects already in place.
e. The project can provide access to the amenity for free or charge a user fee. Preference will be given to applications that are free to access.
f. The project must be installed and maintained for a minimum of 6 months. Preference will be given to applications that are installed for a longer duration.

2. Eligible Costs for Recreational Amenity Stream

a. Purchase of recreational equipment
b. Construction costs directly related to the install of the amenity
c. Design
d. Permits
e. Initial installation costs
f. Other criteria as determined by the Program Manager

3. Ineligible Costs / Projects for Recreational Amenity Stream

a. Refer to list below titled **INELIGIBLE COSTS FOR ALL FUNDING STREAMS**

4. Application Process

STREAM 3: PLACEMAKING AND BEAUTIFICATION

Available Funding: Up to $100,000 per project. Requires a minimum 50% investment from the applicant (matching funds) for projects on private property. No matching funds are required for projects on public property which is defined as City of Edmonton property, however applications with matching funds will be prioritized.

Funding Stream Overview: Creating safer places and spaces downtown is important to changing perceptions of downtown and improving community vibrancy.

Downtown Action Plan **Action 5: Enhanced Cleaning, Maintenance and Beautification of Public Spaces,** includes **Subaction 5.3: Amplify beautification efforts, continuing with additional trees, tree protection and grates, flowers, tree lighting and decorative winter lighting.**

To support implementation of this Subaction, applications are being accepted to provide funding to projects centred on beautifying buildings and publicly accessible spaces. Examples include, but are not limited to:

- Decorative lighting in publicly accessible outdoor spaces
- Decorative lighting on private property that positively impacts the public realm
- Placemaking items (large format static or interactive art pieces, unique street furniture assets or other items that create a sense of place) on public spaces or publicly accessible outdoor spaces on private property

1. **Eligibility Criteria for Downtown Public Space Beautification Stream**
    a. Renderings of the proposed project must be supplied with your application. Renderings can be in draft form and do not need to be professionally completed, but do need to provide visual context for the project.
    b. Any required approvals or permits must be obtained and are the responsibility of the applicant.
    c. Matching funds are required for any program taking place on publicly accessible private land.

d. The project must be new; funding will not be available for projects already in progress or completed.
e. The project must be installed and maintained for a minimum of 6 months.
f. Other criteria as determined by the Program Manager.

2. Eligible Costs for Downtown Public Space Beautification Stream

a. Purchase of lighting, furnishings, or other decorative assets
b. Design and engineering costs related to the production of lighting, art, furnishings and other assets
c. Landscaping costs
d. Permits
e. Initial installation costs
f. Other costs as determined by the Program Manager

3. Ineligible Costs / Projects for Downtown Public Space Beautification Stream

a. Projects on private property that includes a surface parking lot/stalls
b. Refer to list below titled **INELIGIBLE COSTS FOR ALL FUNDING STREAMS**

4. Application Process

INELIGIBLE COSTS

The following costs are not eligible for funding under any of the Fund streams (note this is not an exhaustive list and the Program Manager reserves the right to identify additional costs that may be ineligible):

- Indirect costs not associated with the development and delivery of programs
- General salaries and expenses of existing staff
- General office and administration fees
- In kind expenses
- Mortgages, bills, interest, debt servicing
- Utilities, rent, fees for memberships or professional associations
- Cost contingency
- Other costs at the discretion of the Program Manager

EVALUATION PROCESS FOR ALL FUNDING STREAMS

Projects will be evaluated against the eligibility criteria for the particular stream which they have applied for, with priorities given as indicated in each stream. Evaluations will be conducted by the City's Downtown Economy team.

Applications that demonstrate the following impacts will be prioritized during the evaluation process:

- Projects taking place in the Priority Areas, including:
  - Alex Decoteau Park
  - Beaver Hills House Park
  - Centennial Plaza
  - Michael Phair Park
  - O-day'min Park
  - Downtown transit stations
  - Rice Howard Way Entertainment District
  - 104 Street Entertainment District

- Economic impact (increased consumer spending, job creation, overnight visitor attraction, partnerships with local businesses, etc.)
- Vibrancy impact (ability to attract diverse attendees, number of people, etc.)
- Catalytic impact (incentivize other investments from businesses/organizations, other orders of government, etc.)
- Sustained impact (higher frequency, longer duration, etc.)
- Leverage ratio (other funding sources)

PLEASE NOTE THAT FUNDING IS NOT GUARANTEED, EVEN IF YOUR PROJECT MEETS ALL ELIGIBILITY REQUIREMENTS.

Funding decisions made by the City are final and cannot be appealed.

APPLICATION PROCESS

Once you are ready to apply, complete the online application form.

Projects will be evaluated as they are received, however final decisions will be made following each Intake Period, as outlined below. Applications that receive an exceptional evaluation score may be awarded funding prior to the Intake Period ending. Applications will remain open until funds have been exhausted and additional Intake Periods will be added if necessary.

Intake Period	Intake Period:	Decision Communicated by:
6	August 1 to August 31, 2026	September 14, 2026
7	September 1 to September 30, 2026	October 15, 2026
8	October 1 to October 31, 2026	November 16, 2026

PROJECT REPORTING

A final report must be submitted as outlined in the funding letter. The City reserves the right to audit applications and projects that receive funding. You may need to provide additional information to verify that the funding was used for the intended purpose outlined in your application.

QUESTIONS?

For any questions related to this program, please contact downtown@edmonton.ca.

The City of Edmonton is committed to respect and inclusivity and welcomes all applicants with diverse expertise, experience and perspectives.