DOWNTOWN VIBRANCY STRATEGY
Downtown Vibrancy Strategy

- Downtown as a HOME
  (Actions 1 - 4)

- Downtown as an ECONOMIC HUB
  (Actions 5 - 9)

- Downtown as a DESTINATION
  (Actions 10 - 14)

- Downtown as a SAFE, WELCOMING PLACE
  (Actions 15 - 20)
Core Partners Committee

- $5M in funding approved by City Council in June 2021
- Core Partner membership includes City administration and external partners including:
  - Edmonton Downtown Business Association
  - Explore Edmonton
  - NAIOP
  - Downtown Edmonton Community League
- Responsible for funding decisions
  - Awarded 9 projects a total of $543,460
- Identified Priority Actions
POLICY CHANGES + FINANCIAL TOOLS
MORE FLEXIBILITY – LESS ‘RED TAPE’

2020/2021 CHANGES

• Relaxed and streamlined patio and street retail regulations
• More space for humans
• Local grant programs structured for speed and impact
RESIDENTIAL CONSTRUCTION GRANT

CREATIVE 2021 CONSTRUCTION INCENTIVE

• $23mil property tax offset program for private residential construction projects in the core
• Construction must have started in 2021
• Minimum 50 new housing units per project
NEW DOWNTOWN CENTRAL PARK

WAREHOUSE DISTRICT PARK

• Originally identified in 2010 Capital City Downtown Plan
• Funded by Downtown CRL
• 14,700 m² (2 football fields!)
COMMUNITY SAFETY INITIATIVES

INNOVATIVE PARTNERSHIPS

• EPS’s HELP program brings together 9 social agencies, AHS, and government supports to address root causes of social disorder & crime
• Downtown Community Safety Outreach Team prototype in 2021 helped build bridges between businesses & vulnerable populations
‘BRICK & MORTAR’ – EXPERIENTIAL RETAIL

THE NEW FACE OF RETAIL

• 6 local businesses set up in their first-ever brick & mortar storefront
• Funded by PrairiesCan and COE
• 50+ participating individual businesses and contractors
• Introducing retail and food & beverage to an underserved, high opportunity area of downtown
DOWNTOWN SPARK