



# DOWNTOWN VIBRANCY STRATEGY

The Downtown Vibrancy Strategy is built upon a commitment of collaboration and partnership with businesses and 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.



Edmonton

## DOWNTOWN AS A HOME

**Downtown is a place with a thriving and inclusive population where people continue to want to live and enjoy a high quality of life.**

Residential growth in our downtown has the potential to unlock economic benefits for a variety of retail, hospitality, infrastructure and post-secondary institutions that are key to our downtown's vibrancy. We're investing millions of dollars to incentivize shovel-ready construction projects that will soon welcome thousands of new residents. We're improving green spaces like Warehouse Park (a park the size of two football fields), Michael Phair Park and Beaver Hills House Park to offer quality amenities that attract families and entice more people to call downtown home.





## **DOWNTOWN AS AN ECONOMIC HUB**

**Downtown is a place that supports a strong, diverse economy, where businesses, infrastructure, and amenities are connected and coordinated.**

An economically strong downtown encourages growth and investment that is foundational to sustainability. We're providing millions of dollars to businesses and organizations to support and encourage private investments in downtown businesses, buildings and events to increase economic activity. We're putting energy into bolstering our nighttime economy and working closely with Edmonton Downtown Business Association and other partners to provide additional support for existing businesses, while focusing on efforts to attract new ones.

## **DOWNTOWN AS A DESTINATION**

**Downtown is a place that people love, where tourism, retail, services, festivals, arts and culture, and attractive, accessible, and well-activated public spaces flourish.**

Major events, attractions and festivals bring an abundance of cultural vibrancy and expanded economic activity to downtown. We're transforming Sir Winston Churchill Square, City Hall Plaza and the Arts District into more desirable year-round destinations by offering new activities and attractions. We're working closely with more festival and event providers than ever before and offering the support needed to continue to attract millions of visitors annually across downtown.

## **DOWNTOWN AS A SAFE, WELCOMING PLACE**

**Downtown is a place that prioritizes participation and quality of life for everyone, regardless of race, gender, class, age, ability, culture or other identities.**

Our downtown should be a place you want to stay longer, explore more and return often. We're working tirelessly on this by continuing to prioritize transit safety and hiring additional Peace Officers. Community safety teams are being deployed in Downtown to provide a range of supports, including policing-related crime prevention and connections to social agencies as needed.

We've created a dedicated team with the resources needed for cleaner and more beautiful streets, sidewalks, parks and public spaces to ensure that downtown remains a safe and attractive place to live, work and visit.