

A horizontal banner with a light blue background. On the left, there is a vertical strip with a pattern of overlapping blue and white geometric shapes. The text 'DOWNTOWN VIBRANCY FUND' is centered in a bold, dark blue font. To the right of the text is the City of Edmonton logo, which consists of a dark blue square containing the word 'Edmonton' in white.

DOWNTOWN VIBRANCY FUND

Edmonton

The City of Edmonton's Downtown Vibrancy Strategy funding supports projects that increase vibrancy, improve safety and bolster resilience across our business, post-secondary, arts and culture, and residential communities in the downtown.

The Downtown Vibrancy Fund has awarded over \$8.2 million in funding to 174 projects since it was launched in 2021. Only projects for which funding agreements have been approved are listed as of February 2024. The City is finalizing funding agreements for the other projects that have been awarded funding. Once these agreements have been completed, these other projects will be added to the list.

2021 Downtown Vibrancy Strategy Funding Recipients

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
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| The Commercial Property Economic and Safety Survey for Downtown Vibrancy | BOMA Edmonton | \$64,300 | Conference | Downtown Vibrancy Fund | An 18-month pilot project for a monthly commercial property economic and safety survey with members, business and industry associations, and the City of Edmonton. |
| Downtown Holiday Light Up 2021 | Downtown Business Association | \$88,980 | Festival | Downtown Vibrancy Fund | Several activities from November to January including an annual holiday tree, two new art installations, musical performances, films and educational activities. |
| Downtown Music Vibrancy Relaunch Grant | National Music Centre | \$69,000 | Cultural | Downtown Vibrancy Fund | Create a \$5,000 granting opportunity for 12 downtown music venues to present two live music events between February and April 2022 |
| Learn Downtown Speaker Series | Edmonton Public Library | \$9,400 | Conference | Downtown Vibrancy Fund | Monthly speaker series held over the lunch hour providing learning opportunities on several topics including open data, privacy/ personal data online, kids and tech, public speaking, arts or music-based. |
| Mural Massive | Grindstone Theatre Society | \$25,000 | Festival | Downtown Vibrancy Fund | An outdoor pop-up event downtown with live mural painting, entertainment, food, drinks & dancing. |
| Quarters Community Activation | Quarters Arts Society | \$17,000 | Cultural | Downtown Vibrancy Fund | Establish CO*LAB and the Quarters Downtown as an inclusive and accessible creative hub and arts destination through live events and arts programming aimed at arts and music lovers and Downtown Farmers Market patrons. |
| Root 107 | Downtown Business Association | \$199,780 | Festival | Downtown Vibrancy Fund | Maintain a unique pop-up park in downtown Edmonton, created in 2021 in partnership with the City of Edmonton and Explore Edmonton, on |

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| | | | | | underutilized gravel parking lots, offering community and cultural programming, nightly lighting, 24/7 staffing and public washroom facilities. |
| Vignettes 2021: Brick & Mortar | Vignettes Showcase Inc. | \$20,000 | Business Support | Downtown Vibrancy Fund | Create a retail festival with pop-up stores in the downtown where four local start-up businesses spanning the product, fashion, hospitality and service industries can test their concepts and retail location. |

2022 Downtown Vibrancy Strategy Funding Recipients

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
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| Al Fresco on 104th | Downtown Business Association | \$50,000 | Business Support | Downtown Vibrancy Fund | Increase the number of partner organizations participating in the weekly outdoor market and street activation on 104th Street from June to August 2022 and add more experiences such as live art classes and walking tours to help grow attendance numbers |
| Alberta Craft Council Mural – immersive learning opportunity | The Board of Governors of Grant MacEwan University | \$4,396.47 | Placemaking | Downtown Vibrancy Fund | Fine Arts students from MacEwan University will contribute to the design and execution of a full building wrap mural on the Alberta Craft Council's downtown Edmonton location, which will visually contribute to the vibrancy of the city centre. |
| Arts Habitat Artist Studio Space Development | Arts Habitat Edmonton | \$50,000 | Placemaking | Downtown Vibrancy Fund | Adding upgrades such as washrooms, electrical, safety upgrades and drywall separation to an infrastructure project at 10133 97 St, that will provide new studios and multipurpose program |

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| | | | | | space to Edmonton artists and community members. |
| Cariwest Caribbean Arts Festival | Western Carnival Development Association | \$256,650 | Festival | Downtown Vibrancy Fund | For the three-day Cariwest Festival event in August 2022, transform Churchill Square into a Caribbean village and enhance experiences including new tent, lighting, sound production, greenery and downflorals, enhanced kid zone. Increased clean-up and additional site management. |
| Celebrating Downtown Edmonton's Queer History | The Board of Governors of Grant MacEwan University | \$28,170 | Cultural | Downtown Vibrancy Fund | Through the Edmonton Queer History Project, engage Edmontonians from June to August 2022 in learning more about our city's queer history including a printed map that identifies 27 historical sites downtown for inclusion in Edify magazine as a feature, and downtown walking and bus tours. |
| Dead Ends Live Music Festival | 1718701 Alberta Ltd. | \$5,000 | Festival | Downtown Vibrancy Fund | Two days in March 2022 of music inspired by the Grateful Dead and the Spirit of the Jam Band Community, with a film at the Art Gallery of Alberta to Kick off the event. |
| Disco in the Park | Grindstone Theatre Society | \$6,000 | Festival | Downtown Vibrancy Fund | Connect the annual music festival Disco in the Park held in Louise McKinney Park in July 2022 to downtown venues such as the Bower, 99ten and the Station with the goal of increasing the number of attendees. |
| Downtown Alley Transformation | Downtown Business Association | \$50,000 | Placemaking | Downtown Vibrancy Fund | Transform two downtown alleyways to become a community gathering spaces, host markets, and pop-up patios in Edmonton, including repaving, painting, art installations and lighting. |

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| Downtown Business Adaptation & Revitalization Pilot | Downtown Business Association | \$40,000 | Business Support | Downtown Vibrancy Fund | A six-month pilot program to allocate business and marketing expertise and financial resources to help up to six small businesses explore business continuity planning and pivot their business model to adapt to the current environment. In partnership between the Edmonton Downtown Business Association, the University of Alberta School of Business and the City of Edmonton. |
| Downtown Campus Block Party | Grant MacEwan University | \$50,000 | Festival | Downtown Vibrancy Fund | A collaboration between Norquest, Women Building Futures, the Downtown Business Association and MacEwan, this downtown celebration event in September 2022 welcomes students from Norquest and MacEwan complete with vendor booths showcasing downtown services and products. Open to the public with a focus on students and faculty. |
| Downtown Disorder Mitigation Strategy - North Edge | North Edge Business Association | \$29,000 | Public Safety | Downtown Vibrancy Fund | Uncover factors impacting safety and perceptions of safety and then implement a Business by Business Safety Plan that applies resources as needed. |
| Downtown Edmonton Concert Supporting the JUNO Awards | Music Alberta | \$22,500 | Cultural | Downtown Vibrancy Fund | An evening concert in downtown Edmonton offering a musical and hospitality experience connected to the JUNO awards, accessing artists from that network of regional/Canadian artists. |
| Downtown Return to the Office Research | Downtown Business Association | \$3,490 | Conference | Downtown Vibrancy Fund | Commission a downtown research firm to conduct a survey early in 2022 among downtown workers about current working arrangements, their future plans and expectations, and motivations related to when they decide to work in the office. |
| Downtown revitalization - | The Common Inc. | \$25,620 | Festival | Downtown Vibrancy Fund | In collaboration with downtown restaurants, breweries and music performers, host a series of |

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| Restaurant and Brewery Rail Car events | | | | | events between May and October 2022 to promote businesses downtown across locations including the High Level Bridge (Rail Car program) and several restaurants. |
| Downtown Safety and Activation Program | Downtown Edmonton Community League | \$146,000 | Public Safety | Downtown Vibrancy Fund | Increase the capacity of the Downtown Edmonton Community League (DECL) to a level that can achieve the goals outlined in the Downtown Vibrancy Strategy as one of the City's partners. |
| Downtown Safety and Vibrancy Summit | Building Owners and Managers Association of Edmonton | \$15,600 | Conference | Downtown Vibrancy Fund | An event bringing together stakeholders from the public, private and non-profit sectors for the purpose of sharing information, resources and best practices, and increasing opportunities to collaborate on projects impacting downtown safety and vibrancy with the goal of producing a report summarizing findings. |
| Downtown Spark 2022 | Downtown Business Association | \$60,000 | Festival | Downtown Vibrancy Fund | A series of large-scale public art and experiences held at different downtown locations over 10 Days in May 2022 to draw visitors downtown, to generate revenue for hospitality businesses in the area and to activate the downtown. |
| Downtown Trash Cans Pilot Program | Downtown Business Association | \$16,000 | Public Safety | Downtown Vibrancy Fund | Install 10 new trash cans and recycle bins to address litter challenges in the downtown caused by vandalism, overflowing receptacles, limited garbage collection and aging infrastructure. They will be powder coated and sprayed with anti-graffiti paint to mitigate vandalism and extend their use through all seasons. |
| Edmonton City Centre Lighting Vibrancy Project | Edmonton City Centre Inc. | \$137,500 | Lighting | Downtown Vibrancy Fund | Increase exterior lighting for exterior parkades and entrance bus stops surrounding the ECC footprint. The project will focus on brightening the |

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| | | | | | area and adding an element of art through the use of custom designs with backlighting. |
| Edmonton Downtown Night Patrol & Outreach Services | Downtown Business Association | \$398,500 | Public Safety | Downtown Vibrancy Fund | Increase security and safety in the downtown to address current gaps in surveillance and patrolling and to break the cycle of violence and crime in the downtown community. Street activity will be monitored during the hours from 2 a.m. to 9 a.m., seven days a week and assistance will be provided to people at risk of either causing or becoming the victims of harm. |
| EDBA Operations & Special Projects Manager Position | Downtown Business Association | \$35,000 | Business support | Downtown Vibrancy Fund | Expand association resources by funding a 0.5 new temporary hire for 12 months dedicated to project planning and delivery of new/expanded projects that support Downtown Vibrancy Strategy actions. |
| Edmonton Design Week 2022 | Media, Architecture and Design in Edmonton | \$20,000 | Conference | Downtown Vibrancy Fund | A series of public design events that showcases local design initiatives as part of a week-long festival. The public can view and interact with art, architecture, design, workshops, talks, tours, pop-ups, parties and exhibitions throughout various locations in downtown Edmonton. |
| Edmonton Downtown Gift Card | Downtown Business Association | \$20,000 | Business Support | Downtown Vibrancy Fund | Create a new loyalty program that encourages people to dine, shop and play in downtown Edmonton. The program will help to stimulate the local economy, support small local businesses and bring consumers back downtown. |
| Edmonton PrideFest @ Churchill Square | Edmonton PrideFest Association | \$140,000 | Festival | Downtown Vibrancy Fund | Host the majority of Pride activities with several festival partners at Churchill Square along with other activities held at venues within the downtown vibrancy zone to support the theme of education and inclusivity. This event will mark the |

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| | | | | | first time Pride has been held prominently in the downtown vibrancy zone in eight years. It will also be the first time the event has been held in Edmonton since 2018. |
| Enjoy Chinatown Immersive Experience | Chinatown Transformation Collaborative Society | \$35,054 | Cultural | Downtown Vibrancy Fund | Develop several activities of immersive Chinese-themed digital art experiences within vacant and participating spaces to market and celebrate Edmonton's Chinatown businesses, nearby non-profit organizations and cultural assets, and to promote Chinese art, theatre and local creative talent. |
| Fan Park | Oilers Entertainment Group Canada Corp. | \$191,590 | Placemaking | Downtown Vibrancy Fund | Collaborate with the Edmonton Oilers Community Foundation (EOCF) to create a mixed-use site in the former Baccarat Casino lot, to activate community programming, public events and functions. |
| For the Love of Downtown- The Backyard Live Music Series | inStreet Developers Inc. | \$25,000 | Festival | Downtown Vibrancy Fund | A weekly live music series at the Backyard from May to September featuring local artists with the goal of bringing people of all ages to the downtown regularly. Includes partnering with downtown businesses and Downtown Farmers Market vendors to promote their products/ services. |
| Holiday Light Up 2022 | Downtown Business Association | \$40,000 | Cultural | Downtown Vibrancy Fund | Support the design, construction and installation of the art pieces for the 2022 Holiday Light Up along Rice Howard Way. |
| IQ Conference | Panacea Entertainment | \$25,000 | Conference | Downtown Vibrancy Fund | Launch a week-long annual conference of IQ, which stands for the International Quorum of Motion Picture and Television Producers. |
| Library Lunchtime Concerts | HealthArts Society of Alberta | \$6,000 | Cultural | Downtown Vibrancy Fund | Provide a 100% accessible and free concert series held |

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| | | | | | monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour. |
| Manulife Place Public Lighting | Manulife Investment Management | \$43,110.42 | Lighting | Downtown Vibrancy Fund | Decorative lighting in the pedway, fifth-floor courtyard, and street-level trusses of Manulife Place throughout the winter season. |
| Michael Phair Park-ENRICHED | Downtown Edmonton Community League | \$352,399 | Placemaking | Downtown Vibrancy Fund | Make Michael Phair Park lively, festive and safer to attract both local residents and people working downtown by adding upgraded lighting and a stage as well as painting building surfaces including sidewalks and a path. |
| Mural Massive Block Party 2022 | Grindstone Theatre Society | \$83,890 | Festival | Downtown Vibrancy Fund | Host the 3rd annual outdoor Mural Massive art festival with live mural painting, music, food, dancing and drinks complete with a pop-up live art experience resulting in murals painted across downtown on vacant storefronts and buildings. |
| Oilers Playoff Planning 2022 | City of Edmonton | \$196,000 | Sport | Downtown Vibrancy Fund | Creating awareness and community-building opportunities around the Oilers playoff games. |
| Outdoor Security Camera Project | Chinese Seniors Management Services Ltd. | \$47,000 | Public Safety | Downtown Vibrancy Fund | Enhance safety of facilities and surroundings with security upgrades to cameras. |
| Overdose Prevention & Response Teams-Mall Team | The Boyle Street Service Society | \$679,219 | Public Safety | Downtown Vibrancy Fund | Trained medical professionals and outreach workers will provide drug poisoning prevention and response throughout the downtown pedway system and the surrounding streets. |
| Overdose Prevention & Response Teams-Edmonton Public Library | The Boyle Street Service Society | \$135,351 | Public Safety | Downtown Vibrancy Fund | Trained medical professionals and outreach workers provide drug poisoning prevention and response primarily at Stanley A. Milner Library. |

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| Playground Redevelopment Project | Holy Child (Grandin School) Fundraising Society | \$50,000 | Placemaking | Downtown Vibrancy Fund | Build a new playground with modern equipment that is safe, engaging, and fully accessible to all children of various ages and abilities. |
| Play On! Edmonton | Play On! Canada | \$62,500 | Sport | Downtown Vibrancy Fund | Launch a street hockey festival in downtown Edmonton in the Fall with two days of competition, including 101 Street, 103 Avenue, 104 Avenue (not yet confirmed) and Oilers Plaza. Some rinks may be built on other streets. |
| Pride and Al Fresco | 1873989 Alberta Ltd. o/a Prairie Catering | \$32,000 | Business Support | Downtown Vibrancy Fund | Create a Beer Gardens and entertainment area for 12 weeks on Saturdays coinciding with a street closure on 104 Street in downtown Edmonton. |
| Quarters Community Safety Walk | The North Edge Business Association | \$2,000 | Public Safety | Downtown Vibrancy Fund | A weekly community safety walk in the Quarters boundaries between March and November 2022 led by the Community Safety YEG Ambassadors for the purpose of increasing positive interactions among people of diverse communities and changing perceptions of the area. |
| Taste of Edmonton | Events Edmonton | \$283,927 | Festival | Downtown Vibrancy Fund | Attract more than 250,000 people to the downtown with the Taste of Edmonton festival over 11 days in July 2022, showcasing Edmonton's culinary, arts and music scene and transforming Churchill Square into a family friendly AGLC approved fully licensed gathering grounds. |
| The Wall of Frame | The Works International Visual Arts Society through The Places Art & Design in Public Places Program | \$50,000 | Placemaking | Downtown Vibrancy Fund | A series of 10 large, ornate gold frames with LED display units inside of them that will be used to exhibit a series of selected artworks and images from community participants such as arts district cultural partners, arts organizations, and other creatives. |
| The Wall of Frames | Vignettes Showcase Inc. | \$15,000 | Cultural | Downtown Vibrancy Fund | A public art installation in partnership with the City of Edmonton, The Works International Visual Arts |

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| | | | | | Society, and various public and private stakeholders will be a permanent public art piece in downtown Edmonton, adorning the wall of a large public facing building downtown and showcasing the works of different artists, art societies and organizations, galleries and other creators. |
| Yeg Downtown Market Refresh | Edmonton Downtown Farmers Market Association | \$50,350 | Business Support | Downtown Vibrancy Fund | Contribute to the vibrancy of the downtown and Quarters by rebuilding the Edmonton Downtown Farmers Market vendor base through indoor/ outdoor events to help attract vendors and customers between July and December 2022 |
| Zero Vacancy | University of Alberta | \$60,000 | Business Support | Downtown Vibrancy Fund | A study that researches the retail and commercial vacancy situation in Downtown Edmonton, looking for solutions on how to shrink the vacancy rate to create a vibrant, busy and prosperous commercial district. |

2023 Downtown Vibrancy Strategy Funding Recipients (including Meet Me Downtown Grant Recipients)

| Project Name | Group | Amount | Theme | Funding Program | Project Description |
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| JUNO Ambassadors | Edmonton Downtown Business Association | \$10,000 | Reputation | Meet Me Downtown | An ambassador program was created to support and assist visitors attending the JUNOs. Ambassador coverage was planned for 6 downtown hotels: Fairmont Hotel MacDonald, Westin Hotel, Courtyard by Marriott, Delta City |

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| | | | | | Centre, Sandman Signature and the Coast Edmonton Plaza. |
| Downtown Patio Grant | Edmonton Downtown Business Association | \$200,000 | Placemaking | Downtown Vibrancy Fund | A grant program was created to help businesses with the cost of installing a new patio or making improvements to their existing patios in downtown Edmonton. |
| Creating Dignity: Shifting Narratives through Public Art and Storytelling | John Humphrey Centre for Peace and Human Rights | \$48,200 | Public Art | Downtown Vibrancy Fund | A mural created by 15 diverse local artists in the pedway link between the City Centre Mall and the Churchill LRT. |
| Downtown Spark | Edmonton Downtown Business Association | \$60,000 | Public Art | Downtown Vibrancy Fund | An 11-day arts and cultural festival that features pop-up art installations from around the world, alongside local art installations. The festival includes daily arts and live music programming. |
| Edmonton Downtown High Level Streetcar Brewery & Live Music Series | The Common | \$55,950 | Festival | Downtown Vibrancy Fund | A series of events on the Edmonton street car along with a special limited beer by one of 40 partnering Alberta breweries, followed by a live music performance. |
| Live at the Starlite | The Starlite Room | \$10,000 | Cultural | Meet Me Downtown | A series of live music events featuring local Edmonton artists as opening acts, with a focus on Indigenous and LGBTQ2S+ artists. |

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| Africanival | African Society for Culture, Economic Development and Arts | \$10,000 | Cultural | Meet Me Downtown | A festival designed to share and celebrate the rich and diverse cultures of peoples of African descent in Edmonton. The festival includes art, fashion, food, and more. |
| Sustainival | Sustainival Alberta | \$10,000 | Festival | Meet Me Downtown | A full-size midway, including games and rides, that is run on renewable energy to help educate attendees about sustainability. |
| Rock the District | Saskatoon Entertainment Group | \$10,000 | Festival | Meet Me Downtown | A rock music festival, featuring artists such as Glass Tiger, Loverboy and April Wine. |
| Thorgy and the Thorchestra II: The Regal Sequel | Edmonton Symphony Society | \$5,000 | Cultural | Meet Me Downtown | A collaboration between drag queen Thorgy Thor and the Edmonton Symphony Orchestra which includes elements of a traditional drag show alongside music from the ESO. |
| Make Downtown Good Again | Good Goods Company Ltd. | \$10,000 | Business Support | Meet Me Downtown | A pop-up market at Manulife Place that highlights local artisans and vendors. |

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| Edmonton Drag Festival | Fula-Flava Ltd | \$10,000 | Cultural | Meet Me Downtown | A festival with a series of drag performances while promoting acceptance and awareness of the LGBTQ2S+ community. |
| Relight the Neon | Rainbow Story Hub Foundation | \$1,200 | Cultural | Meet Me Downtown | A viewing party to celebrate the neon sign from Flashback nightclub, a local queer-owned business, being added to the Neon Sign Museum on 104 Street. |
| Juneteenth | Francis Winspear Centre for Music | \$5,000 | Cultural | Meet Me Downtown | A collaboration between the Winspear Centre and 5 Artists 1 Love to celebrate Juneteenth with a music, dance, art, and poetry performance. |
| Walking Group Activity | Institute of African Organization | \$1,000 | Cultural | Meet Me Downtown | A walking group aimed at sharing points of interest in the downtown core. |
| Flash Mob + OperaVAN | Edmonton Opera Association | \$105,000 | Cultural | Downtown Vibrancy Fund | A series of music performances by the Edmonton Opera in public spaces during the lunch hour. |

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| BOMFEST | F7 Entertainment Group | \$10,000 | Festival | Meet Me Downtown | An electronic music festival showcasing electronic music artists, including local artists. |
| The Works Exhibit Hub at Stantec Tower | The Works International Visual Arts Society | \$10,000 | Festival | Meet Me Downtown | A visual art festival that includes exhibits, large scale Installations, multi-disciplinary performances, demonstrations, and workshops. |
| Outdoor Winter Activations | Offbeat Entertainment | \$15,500 | Cultural | Downtown Vibrancy Fund | A collaboration with the Downtown Business Association to create a series of winter activations that combine sports, recreation, arts and culture, and supporting sales of local products and services. |
| GastroYEG | Bach It Up Agri-Consulting | \$5,000 | Cultural | Meet Me Downtown | A series of six dinners in six unique restaurants with a Jefferson Dinner model, which moderates a topic of discussion for the evening. |
| Canada Day in the Ice District | Oilers Entertainment Group Canada Corp. | \$10,000 | Festival | Meet Me Downtown | A Canada Day event which provides family-friendly programming in the day and a country music performance leading into the City of Edmonton provided firework show. |

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| 2023 Edmonton Design Week Art Installations | Media, Architecture and Design in Edmonton | \$10,000 | Festival | Meet Me Downtown | Five outdoor activation installations that feature fully enclosed artwork provided by local artists to be used at Edmonton Design Week. |
| Edmonton Design Week | Media, Architecture and Design in Edmonton | \$10,000 | Festival | Meet Me Downtown | A week-long festival that includes launch events, talks, pop-ups, parties, and exhibitions showcasing the local design community. |
| Edmonton International Street Performers Festival | Edmonton International Street Performers Festival Association | \$10,000 | Festival | Meet Me Downtown | A 10-day festival showcasing international, national, and local street performers alongside music, workshops, and food vendors. |
| Alberta Craft Mural Launch Party | Alberta Craft Council | \$4,107 | Public Art | Meet Me Downtown | A street party that encourages the public to meet artist Emily Chu and her apprentices who will be creating a public mural in downtown. |
| Al Fresco | Edmonton Downtown Business Association | \$60,000 | Placemaking | Meet Me Downtown | A street series on 104th Street every Saturday throughout the summer. Regular programming includes exercise classes, live music, art classes, and other programming based on the weekly theme. |

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| Great Outdoors Comedy Festival | Triostar Productions Ltd | \$10,000 | Festival | Meet Me Downtown | An outdoor festival at Kinsmen Park featuring local and international comedians. |
| Animethon | The Alberta Society for Asian Popular Arts | \$10,000 | Festival | Meet Me Downtown | A festival held annually by ASAPA to celebrate and promote Japanese and other Asian pop culture within the Edmonton community. |
| Edmonton Downtown Farmers Market Summer Events | Edmonton Downtown Farmers Market | \$10,000 | Festival | Meet Me Downtown | A series of performances and events during the summer at the Edmonton Downtown Farmers Market. |
| 2023 Taste of Edmonton - Dueling Pianos | Events Edmonton | \$10,000 | Festival | Meet Me Downtown | Festival equipment, including lighting, tents, sound system, etc. for a dueling piano performance stage. |
| FIBA 3x3 Men's World Tour & FIBA 3x3 Women's Series | Do North Events | \$10,000 | Cultural | Meet Me Downtown | An international tour of 3x3 men and women's basketball teams representing different cities. |

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| ABA Hoop City 3x3 Championships | Do North Events | \$10,000 | Cultural | Meet Me Downtown | An outdoor 3x3 basketball team competition with a focus on recruiting underrepresented players. |
| Otehiwin // Open Heart: An Indigenous Cultural Event of Visual Art and Music to Commemorate the National Day for Truth and Reconciliation | Aboriginal Arts Council of Alberta | \$10,000 | Cultural | Meet Me Downtown | Six days of cultural programming designed to increase awareness around and commemorate the National Day for Truth and Reconciliation. It features a week-long visual arts exhibition, five one-hour performances of featured solo/duo musicians and storytellers, a full weekend program of storytellers' and musicians' circle, refreshments, and participatory craft activities. |
| Spotlight on Downtown Businesses and Investments | NAIOP Edmonton | \$25,000 | Business Support | Downtown Vibrancy Fund | A marketing video that creates a sense of community, pride and ownership by profiling downtown businesses and can be used by several downtown stakeholders. |
| Steps in Downtown | Institute of African Organization | \$1,000 | Cultural | Meet Me Downtown | Walking tour organized for underrepresented groups to encourage physical activity and enjoy spaces downtown. |

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| Disco in the Park | Grindstone Theatre Society | \$10,000 | Festival | Meet Me Downtown | A house and disco music festival in Louise McKinney Park including music performances, a roller skating rink, and food vendors. |
| Cariwest Festival | Western Carnival Development Association | \$10,000 | Festival | Meet Me Downtown | A three-day festival that celebrates Caribbean culture including an inclusive parade, artistic costumes, creative dance, savoury food and rhythmic music. |
| C-Tribe x Tech Festival | C-Tribe Society | \$10,000 | Business Support | Meet Me Downtown | An event offering investors, underestimated founders, engineers, and tech professionals access to knowledge capital, financial capital, connections and solutions to help accelerate their tech-focused careers and ventures. |
| Harvest Book Fair | Hungry Zine Association | \$7,000 | Cultural | Meet Me Downtown | A book market that highlights independent artists, writers, art collectives, artist-run organizations, bookshops and publishers. |
| The Bold Premiere | 1841153 Alberta Ltd | \$10,000 | Cultural | Meet Me Downtown | A premiere for a production that streamed on Apple TV+, Amazon Prime Video, as well as other platforms. |

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| Edmonton Mural Festival | Edmonton Mural Festival | \$198,600 | Public Art | Downtown Vibrancy Fund | A mural festival that celebrates Edmonton's art and mural culture across the city, with a focus on downtown. |
| Edmonton Pride Festival | Edmonton PrideFest Association | \$130,000 | Festival | Downtown Vibrancy Fund | A dynamic and vibrant celebration of 2SLGBTQIA+ culture, diversity and equality. |
| Open Edmonton | 13028917 Canada Inc. | \$4,500 | Cultural | Meet Me Downtown | A unique production that fuses world-class spoken word poetry with music placing audiences at a unique intersection of a concert and poetry reading. |
| 2023 Servus Edmonton Marathon | Running Room Athletic Club | \$10,000 | Festival | Meet Me Downtown | An annual marathon with a fast and flat course that is also a qualifier for the Boston Marathon. |
| Cocktails and Jerk Festival Official After Party | Black Owned Makers Inc. | \$10,000 | Festival | Meet Me Downtown | The official afterparty of Feed the Soul Dining Week that provides an elevated event with small bites from Black-owned businesses and tropical cocktails. |

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| Purple City Music Festival 2023 | Rain Shadow Productions Ltd. | \$10,000 | Festival | Meet Me Downtown | A multi-venue music festival in downtown Edmonton using a combination of indoor and outdoor venues. |
| Konnektion Festival | The Backyard | \$10,000 | Festival | Meet Me Downtown | A two-day music festival featuring a full line up of DJ sets and live music. |
| New Standards Jazz at The Common | The Common Inc | \$10,000 | Cultural | Meet Me Downtown | A weekly jazz music night in partnership with MacEwan University music program students running from September to April. |
| Symphony in the Square | Edmonton Symphony Society | \$10,000 | Festival | Meet Me Downtown | A two- day free orchestral family-friendly music festival in Sir Winston Churchill Square. |
| Indoor/Outdoor Dance Stage | Ballet Edmonton Society | \$53,514.50 | Cultural | Downtown Vibrancy Fund | A portable Harlequin Aerodeck outdoor dance and performance stage enabling more performances in downtown Edmonton. |

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| Record Label Showcase at Double Dragon | Malt & Meadows | \$125,000 | Cultural | Downtown Vibrancy Fund | A music-industry showcase series featuring two to four evening concerts, spotlighting artists from a Canadian and/or international music record label. |
| Get Dragged Downtown | Evolution Wonderlounge | \$10,000 | Festival | Meet Me Downtown | A premiere gay bar and drag destination in the heart of the Ice District amplifying queer and trans programming in September. |
| Step Forward: A Movement towards Inclusion | Next Evolution Ventures | \$10,000 | Cultural | Meet Me Downtown | Four dance parties, each representing a different culture, where Edmontonians are given the opportunity to watch artists and performers, and learn a few dance steps themselves. |
| Garage Band at Cask & Barrel | Cask & Barrel | \$10,000 | Cultural | Meet Me Downtown | A six month, Saturday-afternoon concert series featuring musicians and a different local brewery every month. |
| Downtown Campus Block Party | Grant MacEwan University | \$10,000 | Cultural | Meet Me Downtown | An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures and the Downtown Business Association. |

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| Seeka Fest 2023 | Seeka Sings | \$10,000 | Cultural | Meet Me Downtown | A two-day event in downtown Edmonton that promotes education, the arts, cultural diversity, unity and community connection. |
| Downtown Campus Block Party | Norquest College | \$10,000 | Cultural | Meet Me Downtown | An annual event celebrating the strong relationships and partnerships between post-secondary institutions, businesses, community groups and residents in the city's core. The event is a collaboration between MacEwan University, NorQuest Community College, Women Building Futures, and the Downtown Business Association. |
| Tropical Nights Downtown | Pentrale Entertainment | \$5,000 | Festival | Meet Me Downtown | A platform for local talent to showcase their skills and the city's expansive cultural heritage by featuring live music, dance, cuisine, vendors and other performances from a variety of tropical-themed acts. |
| Rocktober Fest at the Rocky | Rocky Mountain Ice House | \$10,000 | Festival | Meet Me Downtown | A musical showcase at the Rocky Mountain Icehouse |
| Downtown Edmonton Community League Annual Corn Fest | DECL | \$10,000 | Festival | Meet Me Downtown | A family-friendly Fall Corn Fest offering entertainment such as face painting, a balloon artist, live music and free corn on the cob. |

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| Rock the Block 104 St | Kelly's Pub | \$10,000 | Festival | Meet Me Downtown | A block-party from Jasper Avenue to 102 Ave on 104 Street featuring a stage with bands and beer gardens. |
| Gotta Minute Film Festival 10th Anniversary | The Film and Video Arts Society of Alberta | \$4,000 | Festival | Meet Me Downtown | A film festival bringing together a unique collaboration between the corporate, public and art sectors of Edmonton. |
| Mid-Autumn Long Table Feast Festival | Chinese Benevolent Association of Edmonton | \$4,000 | Festival | Meet Me Downtown | A combined event that celebrates the traditional Chinese Mid-Autumn Festival and community life in Boyle Street/Chinatown south that is situated on the eastern edge of the downtown area with a long-table feast. |
| iHuman Art Walk Festival | iHuman Youth Society | \$10,000 | Cultural | Meet Me Downtown | A vibrant celebration of arts and culture, shining a spotlight on young artists that visit the iHuman studios, as well as alumni of various programs. |
| pimâcihowin ᐱᓄᓐᓂᓐᓂᓐᓂᓐᓂᓐ A National Day for Truth and Reconciliation | Indigenous Artist Market Collective | \$10,000 | Cultural | Meet Me Downtown | An event celebrating Indigenous culture through Indigenous art, music, dance, traditional knowledge and creativity. |

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| PBR Bulls in the Plaza | PBR Canada | \$24,400 | Cultural | Downtown Vibrancy Fund | A small PBR bull riding arena in the Ice District plaza to feature and promote Professional Bull Riders Finals at Rogers Place. |
| Downtown Block Party: The Design Centre Launch | Euro Design Master Builder | \$10,000 | Cultural | Meet Me Downtown | A dynamic block party in the heart of the city, marking the inauguration of the new design firm in the downtown core. |
| Unceded - Voices of the Land | Olsen International Ltd. | \$50,000 | Cultural | Downtown Vibrancy Fund | An exhibit showcasing the work of 18 Indigenous artists and architects through an immersive, world class, audio-visual experience that pivots on four thematic metaphors: indigeneity, resilience, sovereignty and colonization. |
| Capital City Records at Milner | Edmonton Public Library | \$5,000 | Festival | Meet Me Downtown | A free concert series in the Muttart Theatre at the Stanley A. Milner Library to celebrate and highlight new content added onto Capital City Records, EPL's first digital public space created to celebrate Edmonton's local music scene and its history. |
| Seniors Takeover Day at AGA | The Art Gallery of Alberta | \$10,000 | Cultural | Meet Me Downtown | An event that brings more seniors, from across the city and the Edmonton Metro Region, downtown to experience art and culture. |

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| Oktoberfest at Cask & Barrel | Cask & Barrel | \$10,000 | Festival | Meet Me Downtown | A festival to celebrate Oktoberfest with featured breweries and local musicians. |
| Don Berner Big Band concert season | Don Berner Big Band Foundation | \$10,000 | Cultural | Meet Me Downtown | Quarterly signature flagship, large jazz orchestra concert series that moved to the Triffo theatre. |
| Startup Week Launch Party | Edmonton Unlimited | \$10,000 | Business Support | Meet Me Downtown | An annual event that brings together entrepreneurs, innovators and the local community to celebrate, learn, and network. The event takes place over six days featuring workshops, panel discussions, socials and other events. |
| LitFest | Alberta Book Fair Society | \$10,000 | Cultural | Meet Me Downtown | Canada's first and only non-fiction festival formed by the Alberta Book Fair Society. |
| C-Tribe x Gaming | C-Tribe Society | \$5,000 | Business Support | Meet Me Downtown | A gaming festival that showcases gaming culture in a unique atmosphere of exploration featuring interactive exhibits from game developers and diverse talent. |

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| 2023 EPL Gala | Edmonton Public Library | \$5,000 | Cultural | Meet Me Downtown | A fundraising event at The Westin Hotel featuring a sit-down meal and presentation by comedian Rainn Wilson. Proceeds from the event will go to support EPLs early literacy program. |
| Bridges | Korora Choirs | \$10,000 | Cultural | Meet Me Downtown | A Remembrance Day performance at the First Baptist Church by the Korora Youth Choir alongside two other visiting youth choirs. |
| November Fund Drive Fest - Music Festival | 9910 (the Common) | \$10,000 | Cultural | Meet Me Downtown | A two-day, multi-venue music festival, in partnership with CJSR Radio. |
| Wintersong | Kokopelli Choir Association | \$8,150 | Cultural | Meet Me Downtown | A musical celebration with a Celtic twist with featuring seven of the Korora (formerly Kokopelli) choirs singing in different configurations at the three concerts. |
| Ice Climbing World Championships Festival | Offbeat Entertainment | \$100,000 | Cultural | Downtown Vibrancy Fund | A new annually recurring event that will feature international world cup competitions in the disciplines of speed ice climbing and lead ice climbing and festival activities for the community, |

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| miyitowin ᑭᓴᓴᓴᓴ - Exchange of gifts | Indigenous Artist Market Collective | \$10,000 | Cultural | Meet Me Downtown | A market with over 45 vendors/local small businesses, and IAM Collective supports over 100 local Indigenous artists, performers, facilitators, entrepreneurs and traditional knowledge holders. |
| Winterruption YEG 2024 | Winterruption YEG Ltd. | \$20,000 | Festival | Meet Me Downtown | A multi-venue winter music festival taking place across downtown with the aim to create inclusivity and promote the arts in a winter setting. |
| Winter Cycling Congress | Ever Active Schools | \$10,000 | Conference | Meet Me Downtown | A joint effort congress with the Winter Cycling Federation, Ever Active Schools and a robust Edmonton Local Organizing Committee (Bike Edmonton, Stantec, Paths for People and the University of Alberta.) |
| Edmonton International BeerFest | Loud City Inc. | \$10,000 | Festival | Meet Me Downtown | An annual beer festival at the Edmonton Convention Centre with an attendance of 10,000-20,000 Edmontonians. |
| Downtown YEG BurgerFest | Jack's Burger Shack | \$10,000 | Festival | Meet Me Downtown | A burger festival aiming to have dozens of restaurants, bars and brewhouses across downtown Edmonton offering one-of-a-kind burgers for only \$8. |

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| Canadian Hydrogen Convention | Edmonton Global | \$50,000 | Conference | Downtown Vibrancy Fund | As the largest event in Canada showcasing hydrogen as a key enabler to reach net-zero emissions by 2050, the Canadian Hydrogen Convention is the only annual meeting place for energy executives, government officials and Indigenous leaders to convene to build Canada's low-carbon energy future. |
| StoryCity | StoryCity | \$80,000 | Placemaking | Downtown Vibrancy Fund | A series of 18 digital gaming and cultural experiences, created with the local creative and business community, that only open in the right location in downtown using the Story City GPS app. |
| Overdose Prevention and Response 2023 | Boyle Street Society | \$319,000 | Public Safety | Downtown Vibrancy Fund | The Overdose Prevention and Response Team works in and around the Stanley A. Milner Library, Edmonton City Centre Mall and the downtown pedway system to provide overdose prevention and response, make referrals to appropriate agencies, arrange immunizations, address minor health issues and provide needle pickup. |
| Nocha de Parranda | Basement Smoke Records | \$10,000 | Cultural | Meet Me Downtown | An event featuring Latin music and dancing with four local acts and two dynamic DJs. |
| Alberta Games Series | Digital Media Association of Alberta | \$10,000 | Cultural | Meet Me Downtown | A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning and a chance to connect with international investors. |

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| Harvest and Blues | Hoopp Realty Inc. | \$10,000 | Cultural | Meet Me Downtown | A celebration of the Fall Equinox and an unforgettable evening filled with art, music, delectable food, refreshing drinks and a strong sense of community spirit. |
| LAST Modern Event Venue's Soft Opening Block Party | Last Modern Event Venue Inc. | \$3,000 | Cultural | Meet Me Downtown | A soft opening for LAST Modern Event Venue, a new contemporary and chic event venue with a capacity of up to 200 guests specializing in weddings, corporate and community events and personal gatherings. |
| Alberta Craft Distillers Industry Event | Alberta Craft Distillers Association | \$10,000 | Cultural | Meet Me Downtown | An industry event for Alberta Distillers called Edmonton Cocktail Week which includes Annual General Meeting of ACDA (AM), an export and trade development program supported by Edmonton Global (PM) and an industry and friends' reception hosted at a venue in downtown Edmonton (evening). |
| Edmonton Multicultural Innovative Society Music and Fitness Project | Edmonton Multicultural Innovative Society (EMIS) | \$10,000 | Cultural | Meet Me Downtown | A two-part event consisting of a musical concert with musicians of various ethnic backgrounds and a Tai Chi program run by, and for, seniors. |
| Activating Dance Downtown | Ballet Edmonton Society | \$10,000 | Cultural | Meet Me Downtown | Four free to the public ballet presentations using the new portable dance floor acquired through the Downtown Vibrancy Fund. |

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| Caribbean Christmas | Jamaica Association of Northern Alberta | \$10,000 | Cultural | Meet Me Downtown | An event showcasing the Jamaican culture while creating an engaging, inclusive and joyful atmosphere. |
| Alberta Spirits & Cocktail Festival | Highgate Entertainment | \$10,000 | Cultural | Meet Me Downtown | Alberta's first food and beverage festival that exclusively spotlights the region's craft distilling industry, and pairs it with the growing trend of artisan cocktail making. |
| Puzzle Pieces, Art Exhibition with Inkquisitive | The Universal Radio Network Inc. | \$5,000 | Cultural | Meet Me Downtown | An event with South Asian artist, Inkquisitive, consisting of an art exhibition, live interview/podcast and a meet-and-greet. |
| Mosquers Film Festival | Mosquers Film Festival Foundation | \$30,000 | Cultural | Meet Me Downtown | An art and film festival that aims to educate, entertain and build bridges through showcasing talent and the diverse Muslim experience. |
| Downtown Night Patrol | Edmonton Downtown Business Association | \$200,000 | Public Safety | Downtown Vibrancy Fund | A program initiated to provide patrolling of the downtown streets with teams comprised of a security professional and a peer support worker in marked vehicles. These teams offer an increased presence that people can trust to keep a watchful eye and report all suspicious activities. |

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| Bike Valet Pilot | Bike Edmonton | \$7,500 | Public Safety | Meet Me Downtown | The pilot of a free downtown bike valet set allowing commuters and visitors to the core to park their bike for free, in a secure, staffed area. |
| Opening Nights at the Citadel | Citadel Theatre | \$10,000 | Cultural | Meet Me Downtown | A showcase of opening night events for the 2023/24 Citadel Theatre season. |
| 2024 Region 26 Convention | Region 26 Sweet Adelines Convention | \$10,000 | Cultural | Meet Me Downtown | An extended weekend singing contest and convention in downtown Edmonton. |
| Artbus | The Board of Governors of Grant MacEwan University | \$10,000 | Cultural | Meet Me Downtown | A bus that stops at designated areas located at participating artist-run and gallery spaces in downtown to engage with exhibitions, pop-ups and programming. |
| Lunchtime Concert series | Health Arts Society of Alberta | \$6,000 | Cultural | Meet Me Downtown | Provide a 100% accessible and free concert series held monthly at the Stanley Milner Library, featuring Edmonton's finest artists performing 45-long concerts over the lunch hour. |

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| Edmonton Cocktail Week | Field Note Ventures Inc. | \$10,000 | Cultural | Meet Me Downtown | A group of businesses partnered to launch Edmonton Cocktail Week - an annual celebration of cocktail producers, bartenders, restaurants, bars and retailers. |
| Downtown Ambassadors | Edmonton Downtown Business Association | \$150,000 | Public Safety | Downtown Vibrancy Fund | The Downtown Ambassador Program was launched to provide brand ambassadors for the downtown core that could also function as boots on the ground to identify and respond to operational and social challenges faced in downtown Edmonton. |
| Play On! Edmonton 2024 | Play On | \$75,000 | Cultural | Downtown Vibrancy Fund | Play On! Is Canada's largest street hockey festival. |
| Alberta Game Series | Digital Media Association of Alberta | \$10,000 | Cultural | Meet Me Downtown | A two-day event that brings together Alberta's entire gaming ecosystem for networking, learning, and a chance to connect with international investors. This event is open to gaming studios and gaming professionals of all sizes from around the province. |
| Digital Entrepreneur Project | Edmonton Unlimited | \$100,000 | Business Supprt | Downtown Vibrancy Fund | A production studio including equipment and personnel required to enable both full event hosting capabilities and the creation of a digital media production. |

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| Stantec/Manulife/Energy Square Lighting | Five Star Holiday Decor | \$106,068 | Lighting | Downtown Vibrancy Fund | New, decorative all-season lighting added to downtown buildings to increase animation and safety. |
| AfroFuturism in Action | Version Me Media | \$10,000 | Cultural | Meet Me Downtown | A kickoff event for Black History Month in Edmonton hosted in the Jamaica Association of Northern Alberta's (JANA) space. |
| Friday Revival | River City Revival House | \$10,000 | Cultural | Meet Me Downtown | A live concert series taking place on Friday nights in the River City Revival House (Starlite Room basement). |
| Childcare Centre Promotion | SG Three Holdings | \$3,100 | Business Support | Meet Me Downtown | A promotional campaign to increase the number of families using the childcare centre in a downtown building that has been closed for nearly two years. |
| Alberta in Harmony: Moving Mahler | Edmonton Symphony Society | \$5,000 | Cultural | Meet Me Downtown | A concert collaboration between the Edmonton Symphony Orchestra and the Calgary Philharmonic Orchestra. |

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| Holiday Light Up | Enbridge Centre | \$4,800 | Cultural | Meet Me Downtown | An event to support local artists and a free drinks giveaway station in partnership with Credo Coffee. |
| Downtown Defrost 2024 | The Factory Music and Arts Ltd. | \$10,000 | Festival | Meet Me Downtown | A family-friendly winter celebration of dance music and culture with an outdoor Edmonton space transformed into a fun dance party, featuring art installations, and local and international musicians. |
| Amapiano To the Moon | Bangerz Djs | \$2,000 | Cultural | Meet Me Downtown | A signature event presented by Republic of Amapiano and La Connexional drawing inspiration from the vibrant dance parties, cultures and lifestyle of Southern Africa. |
| Chai Society | OnPurpose | \$9,850 | Cultural | Meet Me Downtown | A series of 'Chai Society' nights featuring Jaya Chai Liqueur. Events will be focused on pairing drinks, activities and entertainment. |
| ReTHINK | Les Industries Polykar Inc. | \$2,000 | Innovation | Meet Me Downtown | A thought leadership event that brings together industry leaders, local businesses, bankers and city officials to discuss the topic of climate change and what it can mean for businesses. |

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| Experiences at the Westin | The Westin Hotel | \$10,000.00 | Cultural | Meet Me Downtown | Unique experiences at the Westin Hotel including Paint and Sip night, Sound Bath Meditation and local artist showcases. |
| Voice UnHeard Concert Series | Foundry Events | \$60,000 | Cultural | Meet Me Downtown | A 6 concert series that will highlight underrepresented artists and producers at different locations downtown. |

Note: Projects with a funding agreement in place as of February 2024