



2021 Annual Report Central McDougall Queen Mary Park Revitalization

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Progress Update

Throughout 2021, community residents, businesses and neighbourhood stakeholders across both Central McDougall & Queen Mary Park have continued to adapt and adjust to the changing dynamics surrounding community revitalization work(s) within the scope of pandemic-safe practices.

Several unique projects and initiatives were put forward in an effort to keep momentum moving forward to address the four themes of Build a Dynamic Economic Environment, Connect our Community, Create Beautiful Neighbourhoods and Develop Safer Communities. These included physically-distanced outdoor events, virtual activities and conversations, as well as public awareness projects via electronic and paper mail.

The Central McDougall & Queen Mary Park Revitalization Implementation Steering Committee continues to meet on a monthly basis, and is always seeking input and participation from community members. Should this be of interest to anyone seeking to be a bit more engaged in their neighbourhood, please do not hesitate to reach out to the Neighbourhood Revitalization Coordinator to discuss. Be it a small idea, or larger-scale commitment, all possibilities are welcome! These are your neighbourhoods, and as such, your voice(s) matter!

Community Led Initiatives



“ A vibrant and multi-cultural experience is happening at the park by sharing of cultural knowledges, cooking, gardening and perspectives from unique life experiences. ”

– CHAD BOLSTER,
NATIVE COUNSELLING
SERVICES OF ALBERTA

Ideas that arise for community members, and brought forth by community stakeholders have been a common theme throughout this past year.

The continuation of both the Looking Good in the Neighbourhood and Flower Barrel project(s) are examples of well-established projects that not only beautify the neighbourhoods, but also connect community-members in both informal and formal ways.

The build-out of both the Central McDougall Community Garden as well as Wâposo-Wâti Park in Queen Mary Park demonstrate how many hands can make light work not only for beautification, but also in supporting sustainability and local-food production right here in the City of Edmonton's downtown core.

Macro and Micro Funding Disbursed

TOTAL FUNDING AWARDED	TOTAL COMMUNITY CASH CONTRIBUTIONS	TOTAL COMMUNITY VOLUNTEER CONTRIBUTIONS	TOTAL COMMUNITY IN KIND CONTRIBUTIONS
\$151,900	\$36,295	\$23,340	\$103,810

ORGANIZATION NAME	PROJECT DESCRIPTION	FUNDING AWARD
Central McDougall Community League	Planter Barrel Project	\$7,940
Native Counseling Services	Wáposo-Wáti Park and Community garden	\$9,800
Change Health Alberta	Art Hive project	\$20,000
Black Owned Market Inc.	BOM YEG Market at Victoria School 2021	\$10,040
Edmonton Public School Board	Victoria School of the Arts Fence Project	\$8,000
Horn Youth Services Foundation (KULAN)	Youth Roots: Art, Culture and Identity	\$5,950
Action For Healthy Communities	'Celebration, Appreciation, and Looking Ahead!'	\$2,370
Horn Youth Services Foundation (KULAN)	Cross-generational family-oriented cooking	\$9,300
Queen Mary Park Community League	12 Days Giveaways/Winterfest	\$3,800
North Edge Business Association	Branding, Marketing, Business Recruitment and Retention	\$51,000
North Edge Business Association	Mural	\$9,500
North Edge Business Association	A Holiday Wish	\$2,500
Queen Mary Park Community League	Guitar Lessons	\$2,800
Native Counseling Services	Truth & Reconciliation Walkway Project	\$5,000
Black Owned Market Inc.	The BOM Afro Fusion Dance Workshop	\$350
Black Owned Market Inc.	Artistic workshop for youth and community	\$350
Central McDougall Community League	Outdoor mini-concert	\$250
Black Owned Market Inc.	The Campfire Cooking culinary demonstration	\$350
Central McDougall Community League	Paint Central McDougall Community League on the Planter Barrels	\$350
Black Owned Market Inc.	Gathering for youth and community members to discuss self-care and wellness and use creative expression and conversation, to build community ties and unwind.	\$350
Queen Mary Park Community League	Annual family friendly event in conjunction with Community League Day	\$350
Edmonton Vintage Volkswagen Association (EVVA).	Edmonton Vintage Volkswagen Association – Summerfest 2021	\$350
Ukrainian Shumka Dancers	Unveil of a painted mural on the south facing wall of the Shumka Dance Centre	\$350
Action for Health Communities	The Diversity Health Fair	\$350

City Led Initiatives

Peer 2 Peer

The Neighbourhood Revitalization team hosted a “Peer 2 Peer” session in May 2021. As changemakers in a Revitalization area, members of steering committees and project teams were invited to be a part of building a peer network. There was an opportunity to share ideas, learnings and experience for positive community change and neighbourhood revitalization. High level themes from the session were: marketing and communications strategies, relationships with community leagues and other community stakeholders, project and idea generation.

Business and Resident Safety and Who to Call Brochures

Total Cost: \$4,000

As we travel through our communities there are times we come across unforeseen events that may make us feel vulnerable or impact our perceptions of safety. We can also encounter individuals or groups that make us feel uneasy or unsafe. Working closely with the Neighbourhood Empowerment Team Liaison, Neighbourhood Revitalization was able to develop and deliver business and resident-focused safety brochures that offered strategies to increase safety and awareness of points of contact for community supports.

Looking Good in the Neighbourhood

Total Cost: \$4,300

Property recognition program for Central McDougall/Queen Mary Park. This program recognizes residents and businesses who have well maintained properties. Community Looking Good volunteers from both neighbourhoods will recognize properties, as well as the North Edge Business Association will recognize businesses. The nominees received a small gift as well as a decorative sign and letter of appreciation.

Capital Investment

Improvements to 107 Avenue have been identified through the Neighbourhood Revitalization Program. The project area is from 101 Street to 122 Street within Queen Mary Park (west of 109 Street) and Central McDougall (east of 109 Street) and will be an investment of \$7,680,000.

A comprehensive [Urban Design Analysis](#) for the communities was completed and shared with Edmontonians in February 2017. Following extensive consultation with a variety of community stakeholders, this analysis suggested improvements that would support the overarching goals of the program. The scope of the 107 Avenue Revitalization Project is to design and build four key initiatives identified in the Urban Design Analysis:

- + [Streetscape improvements \(101 to 122 Street\)](#)
- + [Alley pilot project](#)
- + [Gateway elements](#)
- + [Public space](#)

Working with Community

Neighbourhood-based agencies/organizations offered community-focused activities, events, and programs; not only supporting area residents, but also spreading awareness to and engagement with Edmontonians from the surrounding neighborhoods and beyond.

Some examples of these included:

- + Action for Healthy Communities (Community Volunteer Recognition Event)
- + Black Owned Market YEG (BOM Spring Market)
- + Central McDougall Community League (Flower Barrel Project)
- + CHANGE Health Alberta (Community Art Hive)
- + Horn Youth Services Foundation (KULAN) (Youth Roots Cultural Celebration)
- + Queen Mary Park Community League (12 Days of Christmas and Guitar Lessons)

As in years past, the North Edge Business Association continues to work alongside the many diverse businesses and landowners that are located in and around Central McDougall and Queen Mary Park. The YEG Ambassadors continue to be instrumental in maintaining direct relationships with the diverse range of business and landowners in and around the area.

Outcomes

The themes of the Central McDougall & Queen Mary Park Revitalization Strategy as developed and shared in 2011 have been used as guides for the review, support and approval of the various initiatives in and around the community. Several of the initiatives and projects completed touched on one or more of these themes.

THEMES	NUMBER OF PROJECTS COMPLETED
Creating Beautiful Neighbourhoods	11
Developing Safer Communities	6
Connecting our Community	18
Building a Dynamic Economic Environment	6

Looking Forward

The City of Edmonton Neighbourhood Services is currently in a review process for the Neighbourhood Revitalization Program. The purpose of the review, with input from individuals and groups involved in the program, is to understand what parts of the program are working well and what parts could be changed or updated, and gather suggestions for how to improve the program.

The recommendations from the review will be presented to City Council later in 2022 where Council will be making decisions about program improvements and funding.

The Neighbourhood Revitalization Coordinators will be delivering two Peer 2 Peer sessions in 2022 scheduled for late spring and early fall.

More information about these sessions will be shared on the web at edmonton.ca/cmqmprevitalization as they become available.

Acknowledgements

Looking Good In the Neighbourhood

Award 2021

Congratulations you are a Winner.

In Partnership with the City of Edmonton's Central McDougall and Queen Mary Park Revitalization Strategy, your Community League would like to congratulate you on your property Looking Good in the Neighbourhood this year.

Enjoy our gift as a warm Thank You for all your hard work and efforts. Every little bit helps in making our community a cleaner, safer and more welcoming place for all to enjoy.



PERSONAL SAFETY STRATEGIES



NEIGHBOURHOOD
Empowerment Team

As we travel through our communities there are times we come across unforeseen events that may impact our perceptions of safety. We can also encounter individuals or groups that make us feel uneasy or unsafe. There are strategies you can use to increase your safety and the safety of others.



BE AWARE

- Be aware of your surroundings and who is around.
- Do not isolate yourself; walk or stand near others.
- Avoid using electronics that could be distracting or that limit your hearing.
- Keep valuables out of sight or close to your body.



TRAVEL SMART

- Travel in areas that are well lit.
- Travel with others and/or in familiar places.
- When you are not able to travel with others;
 - Let someone know where you are and when you expect to be at your destination.
 - Check in when you have arrived.

Harassment is one way someone's sense of safety can be impacted. Learn the 5 D's of bystander intervention. **Distract, Delegate, Document, Delay or Direct.** (RightToBe.org)



RESPOND QUICKLY

- If you encounter a situation or people that make you feel unsafe;
 - Create space or obstacles between yourself and the individual/group/situation.
 - Do not become confrontational with or challenge people, however do be assertive.
- If a situation becomes confrontational or threatening, or if you have been harmed;
 - Remove yourself from the situation as quickly as possible.
 - Take steps to ensure your safety (i.e. enter vehicle and lock the doors, go into a nearby business.)
 - Do not follow/chase an individual who is being threatening.
 - Be a good witness; note identifying features of the individual.
- Report the incident to the police/security as soon as it is safe to do so;
 - Non-emergency complaint line **780-423-4567**.
 - Emergency **911**.
- If the person is in physical or mental distress, or intoxicated in public and in need of getting to a safe space;
 - 24/7 Crisis Diversion **211 press 3**.



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SPRING 2022

Let's Build a Community Where Everyone Can Succeed!

YOUR HERITAGE YOUR CULTURE

BARO HIDAHAGA IYO DHAQANKAAGA

SATURDAY, SEPTEMBER 4

INCLUSION & INNOVATION IN EDUCATION EVENT



Be a part of change! We're looking to showcase and celebrate our culture and heritage. Inclusive practices and the impact of innovation.

The program includes presentations including cultural and heritage story, Children in Education, and welcome newcomer to the community.

FREE EVENT TO THE COMMUNITY, EVERY ONE IS WELCOME

MEET YOUR
ROLE MODEL
& MENTOR



YOUR CULTURE YOUR HERITAGE



KULAN

AT ST. JOHN'S CULTURAL CENTRE.
10611 110 AVE, NW 5:pm to 12 am

SATURDAY SEPT 4, 2021 Phone:
(780) 752-0805

Email: kulan_org@hotmail.com