

## Proposed Projects and Initiatives as Part of the Downtown District

### Proposed Performance Measures:

- Numbers of events and visitors per year
- Perceptions of safety
- Visitor experience satisfaction

| Number           | INITIATIVE  |
|------------------|---|
| <b>2020</b>      |   |
| 1                | Investigate ways to enable of longer term road closures to support multi-day events.  |
| 2                | Investigate ways to enable greater programming and revenue generating options in Olympic Plaza  |
| 3                | Pilot a banner program to promote events at Arts Commons, Convention Centre, the Glenbow Museum and events hosted by the Calgary Downtown Association BIA   |
| 4                | Complete 9 Block Project and identify opportunity to pilot projects and interventions   |
| 5                | Investigate a 5G pilot to help activate a living lab playground that strengthens the innovation ecosystem while adding programming opportunities for area stakeholders  |
| 6                | Implement coordinated marketing and hosting amongst area stakeholders   |
| 7                | Include policies in the new Centre City Plan that define the boundaries of the district and set direction for future direction and desired outcomes.  |
| <b>2021-2023</b> |   |
| 8                | Review signage regulations in the area with a view to identifying any barriers that may exist to enhance promotion of local attractions and installation of wayfinding for the district.  |
| 9                | Design and construct short term modifications to Olympic Plaza and Stephen Avenue that will enable the hosting of more events activities throughout the year  |
| 10               | Explore governance models and criteria to enable revenue generation and revenue sharing amongst area stakeholders. Revenues would be used to invest in programming and improving the physical environment. Possible revenue sources include parking revenues, facility rental (for private events) and third-party advertising opportunities. |
| 11               | Develop area brand strategy   |
| <b>2024+</b>     |   |
| 12               | Plan, design and construct long term reconstruction of Olympic Plaza  |
| 13               | Design and construct improvements to Stephen Avenue within the district   |