

# Letters of Support for The Future of Stephen Avenue: Activate + Experiment

PFC2020-0274  
Attachment 6



Calgary  
Downtown  
Association

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downtowncalgary.com

February 25, 2020

Members of Council  
Priorities and Finance Committee  
Urban Initiatives

Re: Council Innovation Fund Request for The Future of Stephen Avenue – Activate + Experiment

To whom it may concern,

On behalf of the Calgary Downtown Association (CDA), please accept this letter in support of Phase 1a of The Future of Stephen Avenue project – Activate and Experiment.

As a champion of the downtown experience, the CDA is actively working to bring residents, tourists and investment to the downtown. Our financial support of the project to date reflects our belief that a vibrant and inviting downtown core is vital to the success of any city. Indeed, The Future of Stephen Avenue project is the cornerstone of our placemaking efforts.

We understand that changing perceptions about what is possible for downtown and Stephen Avenue requires action and innovation. As the Phase 1: Public Realm Strategy nears completion, we are keen to undertake forthcoming recommendations from our diverse team of local and world-renowned consultants to re-establish Stephen Avenue as one of Calgary's most iconic streets. Leveraging the Council Innovation Fund (CIF) will allow the CDA and The City to continue their partnership on this important work, and collaborate with civic partners, post-secondary institutions, building owners and local business to prototype and test innovative ideas. CIF funding will also allow us to collectively address pressing social, environmental and economic issues on the Avenue, and bridge the gap between completion of the Phase 1: Public Realm Study and capital requests for Phases 2 and 3 of the project that are scheduled for the next budget cycle.

Change is happening. We believe the Activate and Experiment Phase will allow us to capitalize on project momentum as well as recent programming successes like GLOW 2020.

If you have any questions, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Marco De Iaco', is written over a thin horizontal line.

Marco De Iaco  
Executive Director  
Calgary Downtown Association  
marcod@downtowncalgary.com

# Experience Art And Culture At Glenbow

**Glenbow**  
130 9 Avenue SE  
Calgary, Alberta  
Canada T2G 0P3  
**T** 403 268 4100  
[glenbow.org](http://glenbow.org)

*The Future of Stephen Avenue* project  
Urban Initiatives  
The City of Calgary  
Floor 1, Municipal Building, 800 Macleod Trail SE  
P.O. Box 2100, Station M, Calgary, AB Canada T2P

February 25, 2020

To Members of Council  
Priorities and Finance Committee  
Planning & Development

At Glenbow, we believe in bringing art and culture to life, inviting new perspectives, inspiring creativity and moving our community forward. We reach beyond the walls of our building and make connections throughout our community and around the world.

At the center of our work today, is a focus on the Glenbow experience – approachable, inclusive, and authentic. Through our exhibitions and programming we provide an inspiring and accessible platform for navigating compelling and challenging stories, ideas and concepts. With carefully curated travelling exhibitions and by using our diverse and remarkable collections, we contribute to and shape the conversation about the important role that art and culture play in our communities, in a way that only Glenbow can.

Glenbow has made a concerted effort to deepen relationships with other arts organizations, civic partners, community organizations and all three levels of government. We recognize that Glenbow is part of a large and diverse ecosystem. We know we play an important role in contributing to the vibrancy of the arts sector, activating the city centre and enhancing our communities. We are establishing strong allies across many sectors who are working towards shared goals to build a strong and resilient city.

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Glenbow is excited to support Urban Initiatives as they embark on a new phase for reimagining Stephen Avenue – *Activate and Experiment* – along with the Calgary Downtown Association (CDA) and other strategic partners. This phase is a critical component of the long-term economic success of the Avenue, in that it will allow The City to work with strategic partners to prototype innovative solutions to numerous challenges facing Stephen Avenue and adjacent areas.

Stephen Avenue is more than just our doorstep it is a cultural hub, connecting Calgarians and visitors with some of the city’s most prominent cultural facilities and we look forward to participating with Urban Initiatives in the rapid prototyping of ideas to improve the social, environmental and economic conditions of Stephen Avenue.

Respectfully,



Nicholas R. Bell  
President & CEO



Downtown West Community Association  
1708-1108 6 Ave SW  
Calgary, AB  
T2P 5K1

February 26, 2020

**RE: The Future Of Stephen Avenue Project - Activate & Experiment**

Dear Mayor Nenshi, Councillor Evan Woolley, and City Council,

I am writing to inform you that The Board of Directors of the Downtown West Community Association has voted unanimously to support The Future of Stephen Avenue Project - Activate & Experiment. We believe that the prototypes, experiments, and activations that you would be funding are critical for our community due to the following reasons.

With the project's ultimate goal of attracting private investment along the avenue, it provides a much needed opportunity for our community to transition away from being a static residential-only block and into a vibrant and walkable mixed-use district. We strongly believe that Downtown West has all the necessary ingredients to become a viable destination for Calgarians.

At the same time, the board is of the opinion that in order for new businesses along Stephen Avenue to thrive year-round, it is vital that we enable established inner-city communities like Downtown West to support the incoming business community by investing adequately into the public realm nearby. The prototypes, experiments, and activations that you would be voting for represent an opportunity for our community to work together with businesses, community stakeholders, and the City to get our long-term approach right.

We urge you to approve the ask before you that would fund the Future Stephen Avenue Project to *Activate and Experiment*.

Sincerely,

Board of Directors, Downtown West Community Association

Farnaz Sadeghpour, President  
Calvin Shum, Vice-President  
Jean-Michel Crepin, Treasurer  
Tara Weber, Director  
Elvira Smid, Director  
Jenson Quon, Director  
Manu Chugh, Director  
Derrick Ho-Chung-Qui, Director

March 2, 2020

Thom Mahler  
Manager, Urban Initiatives  
Calgary Growth Strategies

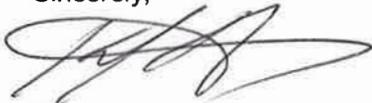
**RE: The Future of Stephen Avenue**

The Calgary TELUS Convention Centre is pleased to support the Urban Initiatives department in their application for Council Innovation Fund. This grant will enable the Urban Initiatives department to prototype innovative ideas and test key assumptions about the social, environmental and economic conditions of Stephen Avenue before construction.

The CTCC is supportive of this project and believe that this funding will offer opportunity to demonstrate to Calgarians how small structural and programming changes on 8<sup>th</sup> Avenue can greatly improve vibrancy and safety in downtown Calgary.

We applaud the Urban Initiatives Department for their forward-thinking efforts to gather customized research for the Stephen Avenue Redevelopment project and believe that this funding will have a meaningful, and sustainable, impact on downtown Calgary.

Sincerely,



**Kurby Court**  
Acting President & CEO  
Calgary TELUS Convention Centre

CC: Members of Council  
SPC on Planning and Urban Development  
City Clerk's Office, The City of Calgary  
Wellington Holbrook, Chairman of the Board of Directors, Calgary Convention Centre Authority