

March 3, 2020

1100 1<sup>st</sup> St. SE  
Suite 800  
Calgary, AB  
T2G 1B1

**RE: THE FUTURE OF STEPHEN AVENUE – ACTIVATE & EXPERIMENT**

Dear Council Innovation Fund Members,

In my capacity as EVP Portfolio Management of Triovest Properties (an owner of property along the 100 Block of Stephen Avenue), I am writing in support of Urban Initiatives team's ongoing work on *The Future of Stephen Avenue*. Specifically, I would like to take this opportunity to endorse this group's request to rapidly prototype activation experiments along The Mall that will serve to better inform the final recommendations towards activating Stephen Avenue to the benefit of the CBD and City as a whole.

I understand these tests will be undertaken in partnership with CDA, who we have had good experiences working with and are showing traction in proving out the CBD and Stephen Avenue's draw with events such as the recent Glow Festival. We would be particularly interested in seeing these groups get the mandate to 'shut down' portions of Stephen Avenue to test full-time pedestrian-only experiences as a data point that should feed into *The Future of Stephen Avenue* project and its final recommendations.

We commend the City's vision to properly leverage the asset that is Stephen Avenue as a catalyst for Calgary's CBD activation and ongoing growth. We encourage the City to move rapidly on proven activation plans that support the businesses of the existing and future tenancies along The Mall. There are countless examples globally of how we might best activate Stephen Avenue and leverage a four season experience for all citizens to enjoy moving forward. This would serve to increase the attractiveness of Stephen Avenue, ultimately resulting in higher sales for the tenants, lease rates for the landlords, and property tax revenues to the City.

I am confident the teams in-place will reach these conclusions on their own and look forward to the final recommendations put forward.

Sincerely,



Mike Mannix  
EVP Portfolio Management  
Triovest Properties

