

Estimated Budget

The Future of Stephen Avenue: Activations + Experiments

Item #	Item	Funding request
1	Enact Change <ul style="list-style-type: none"> • City-led activations + experiments • Partner activations + experiments 	\$190,000
2	Measure Change <ul style="list-style-type: none"> • Establishing baseline and measuring public life on the Avenue • Measurement of success of activations + experiments • Quantifying Calgary's comeback 	\$80,000
3	Communicate Change <ul style="list-style-type: none"> • Increase marketing efforts • Professional photography and creative services • Promotion of partnership opportunities with community and businesses • Public presentation of project findings 	\$30,000
Total Request		\$300,000