

Winter City Strategy 2023-2026 Investment Categories and Benefits

Operating Budget investments:

One-time:

Investment Categories	Description	Benefits
Winter Design Guidelines	Develop winter guidelines to be adopted by The City for future building and planning	Determine and document clear guidelines for City planning, updating, and building new infrastructure that will address issues for comfort, user-friendliness and safety during winter

Base:

Investment Categories	Description	Benefits
Winter Initiatives Fund Program	Grants for a signature winter festival and community, cultural, arts & culture, winter sport/recreation and winter tourism-based initiatives	Provide ongoing funding to support a major winter festival, which attracts 50K or more attendees with an economic impact of \$1M or greater, and community-driven programming and placemaking initiatives to increase opportunities to embrace winter
City Programming and Services Fund Program	Internal City winter fund for programming, transportation, maintenance, and social support initiatives	To pilot winter initiatives and increase programming options by and within City departments
Marketing & Communications	Development and ongoing execution of local, national and international winter city campaigns	Provide ongoing promotion of Calgary as a winter city to increase citizen participation and attract visitors during the winter months
Ongoing Action Plan Implementation	Resources required to implement actions and measure progress	Provide ongoing research, evaluation and implementation of winter initiatives, collaboration opportunities and community outreach

Capital Budget Increase Breakdown:

Investment Categories	Description	Benefits
Outdoor Animation	Decorative lighting, temporary art, digital information boards and wayfinding	To increase illumination downtown for safety and beauty with visible wayfinding that can attract citizens to evening experiences and informing them of activities and how to get around

Investment Categories	Description	Benefits
Winterizing Utilities and Amenities	Upgrading public spaces: <ul style="list-style-type: none"> • installing heated water lines • improving access to electrical connections • building weather screens/covers • improve plazas and walking surfaces 	To make improvements to public spaces during winter to support: <ul style="list-style-type: none"> • water for food and beverage businesses to operate outdoors in winter markets or as park vendors • reduce generator use for electrical needs for temporary light animation of parks and streetscapes in the greater downtown area • create protection from wind and snow to increase comfort in gathering spaces • solutions for snow and ice on gathering or walking surfaces
Temporary Winter Infrastructure	Warming huts for citizen or business use and temporary seating	To create opportunities for citizens to gather comfortably outdoors and for businesses to cater to citizens exploring park and plaza areas during winter