



Report Number: EC2022-0358

Meeting: Executive Committee

Meeting Date: 2022 March 15

NOTICE OF MOTION

RE: Parks Programming to Support Local Business

Sponsoring Councillor(s): Councillor Penner, Councillor Walcott, Councillor Sharp, Councillor Dhaliwal

WHEREAS The success of local businesses are important to our economy and to Calgarians;

AND WHEREAS Through its own abilities, the City can provide enabling and innovative ways for local businesses to connect with Calgarians;

AND WHEREAS City continually endorses a SupportLocalYYC campaign in which Calgarians are encouraged to make purchases from local businesses;

AND WHEREAS Festivals and market venues are key opportunities for musicians, artists, handcrafted, and emerging businesses to connect with local Calgarians;

AND WHEREAS Calgarians continue to spend an increased amount of time in our park network and are keen to explore new activations in our parks system;

AND WHEREAS We continue to look for ways to add place-making value to the novel experience of our park users;

AND WHEREAS We have many highly visited parks with ample green spaces and programmable sites which could be activated with local economic activity;

AND WHEREAS Connecting citizens to each other is a desirable outcome to build stronger communities and a more resilient city.

NOW THEREFORE BE IT RESOLVED ...

- That Administration develop a pilot program that activates parks designated land with pop up retail, food, entertainment, and arts opportunities for local vendors to run from approximately June 1 to September 30, 2022; and
- The program be designed in such a way as to have minimal barriers for businesses to secure opportunities and requirements to organize, market, and/or participate; and
- As needed, engage with the Business and Local Economy team, the Business Advisory Committee, local business and/or community associations, or other external parties, to learn from and potentially partner with for the design and delivery of a low barrier program, location identification, and ways to best promote the opportunity

to local art, handcraft, food, and musical vendors to ensure the enhancement of the park experience for all users; and

- Work is coordinated among business units as required to enable this pilot program, to ensure safety, mobility, and accessibility for vendors and participants; and
- That Calgary Parks investigate opportunities for this pilot program to be delivered alongside or to complement already approved and ongoing City of Calgary programs and/or initiatives scheduled or permissible in City parks.
- Report back through Community Development Committee by 31 October 2022 with uptake of the program and recommendations for programming in future years.

References

[From Food to Fitness, Commercial Activities on the Rise in Seattle Parks | The Urbanist](#)