



Mall Programming Fund Management Committee

MANDATE

To ensure the "Reserve Fund for 300 West Block Stephen Avenue Mall Programming" account is used for appropriate program activities of the 300 West Block of Stephen Avenue Mall. ([link](#))

COMPOSITION

Only one member is appointed by the City of Calgary:

- 1 Representative of the City of Calgary (Chair)

ANNUAL UPDATE & KEY ACCOMPLISHMENTS

- No Activity in 2021
- Working towards

CHALLENGES

- The pandemic impacted the amount of people and activity in the Downtown during 2021 therefore there was no request for funding projects or activities during 2021.

WORKPLAN FOR THE NEXT YEAR

- The committee has approved \$100,000 for the Calgary Downtown Association to install an art installation to the Galleria Tree for 2022 pending approvals and agreements being signed off by appropriate groups outside of this committee.

OPERATIONS

- This committee consists of 4 members and meetings are held when a request for funding is submitted.
 - o Since May 2021 there were two committee meeting (July and December) held to review the application from the Calgary Downtown Association for \$100,000.
 - o Meetings were held remotely and email was utilized to keep the conversation and questions around the application fluid.
 - o The representative for Brookfield has changed effective April 2022.