



Mall Programming Fund Management Committee Report

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.

COMPOSITION

4 Members:

- 3 Public Members
- 1 Administration

ANNUAL UPDATE & KEY ACCOMPLISHMENTS

No activity in 2022

CHALLENGES

- The pandemic, office vacancy in the downtown and increase in remote work in 2022 reduced the amount of people and activity in the Downtown, therefore there was no request for funding projects or activities.
- There were changes to the leadership with the Calgary Downtown Association and no new applications have been made at this time

WORKPLAN FOR THE NEXT YEAR

No approved funding has been allocated for 2023-2024.

OPERATIONS

- This committee consists of 4 members and meetings are held when a request for funding is submitted.
- Changes in public membership (Brookfield Place representative, and Calgary Downtown Association leadership) may have impacted interest in submission of applications for funding.
- The fund is not publicly known and is a small amount, therefore this fund may be better utilized if bundled with other funding sources.

ATTACHMENTS

N/A