

Applicant Outreach Summary

2025 March 06



Community Outreach on Planning & Development Applicant-led Outreach Summary

Please complete this form and include with your application submission.

Project name: River Hall - Temporary Neighbourhood Activation

Did you conduct community outreach on your application? ☒ YES or ☐ NO

If no, please provide your rationale for why you did not conduct outreach.

According to the Community Outreach Assessment Tool, this project scores 1A, so a Direct Approach (Inform) is suggested and will be used to inform and educate about the project details at the land use stage. This project is likely of low impact to the community and is not proposing a major change or disruption. At the development permit stage, we will be choosing 2 - 3 tactics suited for a targeted audience to solicit input and feedback about the programming offered and about site design and operations.

Outreach Strategy

Provide an overview of your outreach strategy, summary of tactics and techniques you undertook (Include dates, locations, # of participants and any other relevant details)

For the 2024 Temporary Neighbourhood Activation Pilot, The City's Communications & Marketing team developed a comprehensive plan to inform neighbouring residents, Calgarians from across the city and visitors to Calgary about River Hall and encourage them to come and enjoy the festivities. The So Long Summer Series communications campaign ran from August 12 – September 28 and was promoted through a variety of channels including email, postcards, website/311 updates, news releases and internal communications.

The Downtown Strategy team met and communicated with the downtown community associations and adjacent community members prior to River Hall opening. Our goal was for Calgarians to attend the event series and leave feedback as to what the future of the site could look like through the online survey.

Affected Parties

Who did you connect with in your outreach program? List all groups you connected with. (Please do not include individual names)

Residential Neighbours and Local Businesses nearby
Calgary Downtown Association
Eau Claire Community Association
Downtown West Community Association
Mayor's Office
Ward 7 and 8 Councillors' Offices
Downtown Champions Network
City of Calgary - Arts & Culture (Festivals and Events Team)
Calgary Parks Department
Calgary Fire Department
Alberta Health Services
Alberta Liquor and Gaming Commission

calgary.ca/planningoutreach



Community Outreach for Planning & Development Applicant-led Outreach Summary

What did you hear?

Provide a summary of main issues and ideas that were raised by participants in your outreach.

River Hall Website & Social Media:

Instagram: RIVER HALL (@riverhallyc) ? Instagram photos and videos

Facebook: <https://www.facebook.com/profile.php?id=61563301658601&mibextid=LQQJ4d>

Website: <https://www.riverhallyc.com/>

Results:

- Over 2,700 Instagram followers
- 580,000 views on Instagram
- 98,000 interactions on Instagram
- 150 Newsletter subscribers
- 63% Newsletter open rate
- 10,000 website visits
- 224 Survey answers

How did input influence decisions?

Provide a summary of how the issues and ideas summarized above influenced project decisions. If they did not, provide a response for why.

See Attached River Hall – So Long Summer Series 2024 Report Back, dated 2025 March 04 for additional visual information and survey responses.

How did you close the loop ?

Provide a summary of how you shared outreach outcomes and final project decisions with those who participated in your outreach. (Please include any reports or supplementary materials as attachments)

See Attached River Hall – So Long Summer Series 2024 Report Back, dated 2025 March 04 for additional visual information and survey responses.

calgary.ca/planningoutreach



March 4, 2025

River Hall – So Long Summer Series 2024 Report Back

Purpose:

The purpose of this document is to provide a summary of River Hall – So Long Summer Series 2024, including metrics and next steps.

Background:

As part of The City's efforts to increase downtown vibrancy, working with Belleville Placemaking, Îlot 84 and Aire Commune Productions, we developed a five-week event series to provide a variety of free, family-friendly programming in the heart of our city. The So Long Summer Series transformed a portion of Lot 6 into River Hall, a temporary gathering space for Calgarians to enjoy a blend of all-ages entertainment, dining and relaxation in a welcoming, inclusive and pet-friendly atmosphere.

The west-end of downtown transformation continues as the first office to residential conversion project, Cornerstone, opened its doors to residents in June. The City and its partners are committed to creating a neighbourhood with active streets and well-used public spaces; a place where people feel safe and welcome. That means investing in new public amenities and programming like the Century Gardens Basketball Courts, Lot 6 and the revitalization of 8 Street S.W. Creating engaging experiences and dynamic public spaces builds community, fosters creativity, and stimulates economic growth in downtown.

Goals:

The goals of River Hall – So Long Summer Series were:

- Create a welcoming public space activation on Lot 6.
- Deliver an additional public amenity for the growing number of downtown residents - a "backyard" for those living in apartments and condos in the west-end of downtown.
- Experiment with possible uses for the site, prior to a full-scale reimagination and a major capital project.



- Learn how pilot projects and pop-ups can be implemented across the downtown to test public amenity and understand barriers for implementation.
- Promote local businesses and evaluate new models of revenue generation to ensure there is a return on investment.

Highlights & Programming:

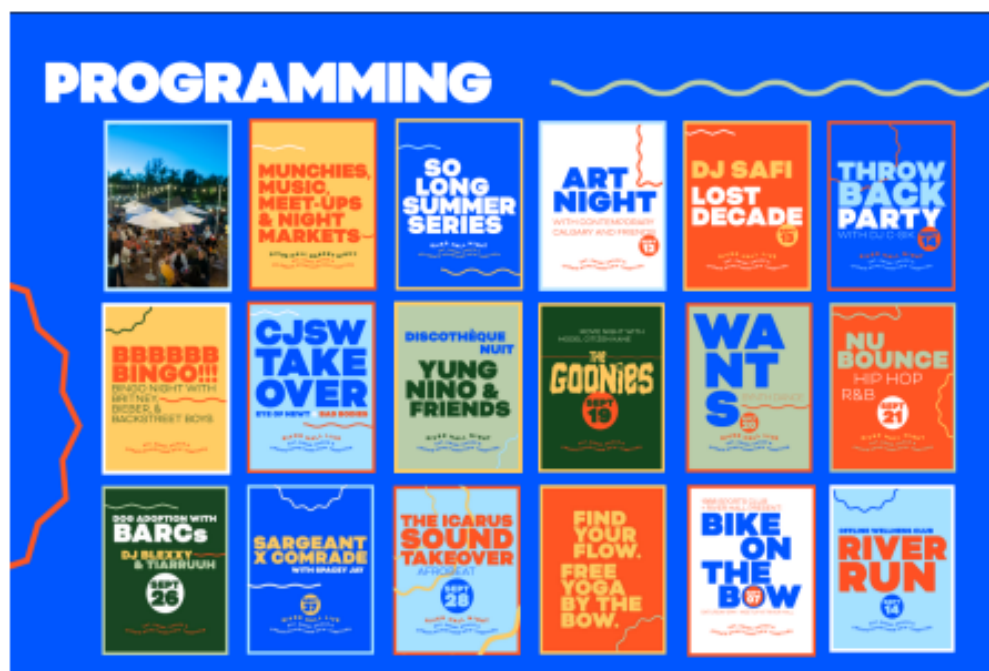
River Hall – So Long Summer Series saw many successes and incorporated local artists and vendors with the programming.

2024 Highlights:

- Over 5,000 visitors
- \$85,000 in food and beverage sales
- 20 events
- 13 days of programming
- 5 food and beverage partners
- 25 local artists performed
- 60 local programming partners participated

Programming:

There was a variety of programming that aligned with the day of the week (i.e., DJs Saturday nights, Yoga Saturday mornings, live music Fridays, etc.). While there were options to purchase food and drinks, events were free to attend. A detailed schedule of events was posted on the River Hall social media sites and on the website. Below are examples of the digital posters.



Communications & Marketing:



The City's Communications & Marketing team developed a comprehensive plan to inform neighbouring residents, Calgarians from across the city and visitors to Calgary about River Hall and encourage them to come and enjoy the festivities. The So Long Summer Series communications campaign ran from August 12 – September 28 and was promoted through a variety of channels including the ones listed below.

CITY OF CALGARY MARKETING ACTIONS			
Tactic	Audience/Purpose	Tactic	Audience/Purpose
Email to DTS leadership team	Inform - leadership tea	Email inviting & reminding guests to Sneak-a-Peek	Inform - guests
Email to Cllr Wong, Cllr Walcott, Mayor	Inform - downtown Councillors	Email inviting people to participate in the survey	Inform - guests
Council Toolkit	Inform - all Council	CTS Digital Screens	Inform - general public
Email to internal & external partners, CAs & BIAs, police	Inform - internal City partners	Horizontal Digital Boards	Inform - general public
Postcards for downtown residents	Inform - downtown residents	Digital Banner ads	Inform - general public
Website & 311 updates (calgary.ca/exploredowntown)	Inform - general public	Digital Banner ads	Inform - general public
News release	Inform - media	Radio ads	Inform - general public
Internal communications - All Employee Notice	Inform - city employees	Spotify ads	Inform - general public
		Bold signs	Inform - general public

River Hall Website & Social Media:

The River Hall website and social media accounts were managed by Aire Commune.

- Instagram: [RIVER HALL \(@riverhallyc\)](#) • [Instagram photos and videos](#)
- Facebook: <https://www.facebook.com/profile.php?id=61563301658601&mibextid=LQQJ4d>
- Website: <https://www.riverhallyc.com/>

Results:

- Over 2,700 Instagram followers
- 580,000 views on Instagram
- 98,000 interactions on Instagram
- 150 Newsletter subscribers
- 63% Newsletter open rate
- 10,000 website visits
- 224 Survey answers

Community Engagement:

The Downtown Strategy team met and communicated with the downtown community associations and adjacent community members prior to River Hall opening. Our goal was for Calgarians to attend the event series and leave feedback as to what the future of the site could look like through the online survey.

Survey Results:

