

# Downtown Vibrancy Strategy - Funding Approval

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## Recommendation

That funding of up to \$5 million from the existing 2021 operating budget for the Downtown Vibrancy Strategy, as outlined in Attachment 1 of the June 22, 2021, Financial and Corporate Services report FCS00709, be approved.

## Report

Edmonton's Urban Planning Committee received for information Urban Planning and Economy Report UPE00565 at its June 15, 2021 meeting. The Strategy is included as Attachment 1 and further details of the Downtown Vibrancy Strategy are available in the Urban Planning and Economy Report UPE00565 discussed at the June 15, 2021 Urban Planning Committee. The report was received for information by that Committee and speakers from the public expressed support.

In the report, Administration proposed \$5 million of City funds for the strategy. The report indicated that amount could be supplied through existing funds from within the 2021 operating budget, including year-to-date budget savings and continued cost management strategies. No new additional funding is required.

While additional funding is not required, this report formally provides a recommendation for Council's approval of use of the existing funds up to \$5 million for a new program/initiative, which is outside Administration's authority to approve.

## Attachments

1. Downtown Vibrancy Strategy