

Proposed Resourcing Needs based on Stakeholder Feedback

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| <p>Resourcing Needs / Responsibilities (specifically for the hospitality and entertainment industry)</p> | <p>SAFETY AND SECURITY</p> <ul style="list-style-type: none"> - Addressing safety concerns, especially after hours, related to vulnerable individuals who can be a risk to patrons and themselves. - Supporting outreach to promote safety in the City. <p>FINANCIAL AND ECONOMIC</p> <ul style="list-style-type: none"> - Targeted hospitality and entertainment economy support for all Business Improvement Areas (BIAs) and entertainment districts (not limited to downtown). - Support to foster the launch of new businesses. - Additional financial support through grant programs. - Business retention focus to help current businesses thrive. - Developing strategy to attract new businesses to entertainment and business districts including a Night-time Economic Strategy or Action Plan. <p>SYSTEMS NAVIGATION</p> <ul style="list-style-type: none"> - Point of contact for connecting various resources in City Administration, as well as to assist with navigating the regulatory framework required to run events, programming and other business functions dependent upon other governing body approval (e.g. AGLC, AHS). - Accessible after hours response system for hospitality and entertainment issues when needed (after 5pm and on weekends) and have the delegated authority for decision making. Not for safety issues, but for non-emergency issues and city process resolution, and event support. - Provide insight on coordinating logistics within BIAs. (e.g. RideShare zones). <p>PLACEMAKING</p> <ul style="list-style-type: none"> - Placemaking (creating connections between spaces, infrastructure and people and how they use the space) to increase vibrancy. - Assist BIAs with asset management, loaning and booking assets (e.g. benches, tables, barricades). - Organize and provide support for placemaking activation and event planning with businesses in and beyond BIAs. - Assess physical structures and layouts of spaces and provide input on effectiveness and efficiencies. <p>ACTIVATION</p> <ul style="list-style-type: none"> - Provide advanced level knowledge to assist with more technical logistics and topics such as infrastructure usage and deployment in day and night-time operations (typically a trained urban planner). - Find creative solutions to activate spaces and increase foot traffic in entertainment areas. - Leverage relationships and work with external stakeholders to advance opportunities to host events. |
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