

Current Support for the Hospitality and Entertainment Industry

Work Unit(s)	Program, Services, and Projects
Local Economy and Investment Services	<ul style="list-style-type: none"> • Economic development and business support for the hospitality and entertainment industry largely comes from this section, and includes strategic and operational support for Business Improvement Area (BIA) Associations. • Business Friendly Edmonton (UPE00895 - Business Friendly Edmonton) is an initiative that includes services and programs that support all businesses, regardless of size, sector or industry. Service offerings include: <ul style="list-style-type: none"> ○ The One-on-One Business Support Service provides regulatory guidance to businesses. Approximately 20 per cent of clients come from the hospitality sector. This service is available during business hours, and focuses on permitting and licensing. It does not provide after hours event support or response to emerging after hours issues. ○ Customizable community programming provides focused workshops on issues relevant to the hospitality industry including patios, opening a brewery and more. ○ Innovation stream to allow businesses to test or pilot an innovative product or service in a municipal environment. ○ Investment attraction, including site selection, and aftercare. • Conducts annual Businesses and Patrons surveys in each BIA as part of the Economic Indicators reports. One third of the approximately 1200 licensed venues in the City are located within BIAs. • Businesses and commercial property owners located in BIAs and other Council approved areas are eligible for improvement grants. • Delivery of the Economic Action Plan Grant program, which provides matching reimbursement grants of up to \$25,000 for projects and programs that support the outcomes of the Economic Action Plan. Application intake opened in June 2021 and remains open.
Strategic and Emerging Investment; Communications and Engagement	<ul style="list-style-type: none"> • Downtown Vibrancy Strategy <ul style="list-style-type: none"> ○ The City has committed full time resources since 2021, in part through the Director of Downtown Vibrancy and Safe City. This position provides leadership, expertise and coordination in the delivery of activities that contribute to a safe and vibrant downtown. ○ In 2021, Edmonton's Council approved \$5 million to fund activities that support implementation of the Downtown Vibrancy Strategy. ○ Administration delivers a comprehensive communications and marketing strategy to support the Downtown Vibrancy Strategy. This includes a social media campaign, Transforming Edmonton blog posts, digital signage and a bi-monthly downtown vibrancy newsletter focused on the four pillars of the Strategy. A "Return to Downtown" communications and marketing strategy to build excitement among Edmontonians about returning downtown and reassure them that Edmonton's downtown and transit system are clean and safe is also part of the City's communication efforts.
Parks and Roads Services	<ul style="list-style-type: none"> • The Temporary Outdoor Patio and Retail Space Program allows eligible restaurants, bars and cafes to apply for the Summer Patio Program to create

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	<p>seasonal outdoor spaces from May to October. Application and occupancy fees are once again waived to support economic recovery from the pandemic.</p> <ul style="list-style-type: none"> ○ Retailers that are interested in utilizing sidewalk space can apply for an Extended Lobby License of Application. ● Working with BIAs, Service Level Standards are being established for the key service areas of: <ul style="list-style-type: none"> ○ Snow and ice control, ○ Street, sidewalk, and alley sweeping/cleaning, ○ Sidewalk, curb, and road repairs, and ○ Graffiti removal on public property. ● Regular engagement with BIAs to understand program progress and issue identification (including walking or driving tours). ● Proactive inspections of BIAs to monitor infrastructure conditions. ● To support the development of the Public Washrooms strategy, temporary washrooms were placed around downtown, Silverberry Park and Commonwealth Stadium during the summer of 2018. ● Additional work from the Public Washroom Strategy will examine the availability of public washrooms after 11pm and their vicinity to late-night entertainment venues to improve access to public washrooms.
Infrastructure Planning and Design	<ul style="list-style-type: none"> ● Through the Infrastructure Renewal Prioritization initiative, the infrastructure within the BIAs was prioritized by City Council, and Administration was asked to accelerate the renewal of streets and alleys within BIAs by 2030.
Public Safety Compliance Team (PSCT)	<ul style="list-style-type: none"> ● The Public Safety Compliance Team is education, prevention, and enforcement based. It consists of support and participation by the Edmonton Police Service (EPS), Edmonton Fire Rescue Services (FRS), City of Edmonton Community Standards and Neighbourhoods Branch (CSN), Alberta Gaming, Liquor and Cannabis Commission (AGLC), Alberta Health Services (AHS) and Occupational Health and Safety (OHS). ● PSCT is recognized as a multi-agency regulatory team designed to coordinate the efforts of the municipal and provincial agencies involved in the licensing, regulation, and enforcement of liquor licensed businesses and events involved in the entertainment industry. ● Designed with efficiency and consistency in mind, PSCT exists to increase public safety through coordinated multi-agency inspections, and collaboration in the entertainment industry and to continue to increase and sustain compliance with regulatory and licensing expectations related to the entertainment industry. ● PSCT supports the City of Edmonton’s commitment in working with establishments, commonly known as bars, nightclubs, venues, lounges, and events, and provides assurance that the public can safely participate through regulatory compliance and best business practices within licensed premises.
Electronic Dance Music (EDM) Interagency	<ul style="list-style-type: none"> ● The EDM Interagency Panel is a team designed to review Electronic Dance Music event applications and issue event permits to ensure adherence to the Electronic Dance Music Event Bylaw (Bylaw 19166).

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Panel	<ul style="list-style-type: none"> • The inter-agency panel is composed of Community Standards and Neighbourhoods, Civic Events and Festivals, EPS, AHS-EMS and AHS Edmonton Zone Medical Officers of Health. • The scope of this work includes meeting with large venue operators, electronic dance music event producers and other internal and external stakeholder agencies to review and monitor plans related to medical, safety and security, patron welfare and noise control, prior to permit issuance.
Peace Officers; Vehicle for Hire	<ul style="list-style-type: none"> • Community Standards and Neighbourhoods Peace Officers support initiatives with enforcement services related to street vending, excessive vehicle noise, smoking enforcement and other bylaw or provincially regulated behaviours related to night life activities. Enforcement teams will also work in conjunction with the EPS to increase visibility and engagement in hospitality environments. • The Vehicle For Hire Program enforcement contributes to the safe and orderly movement of pedestrians and rideshare/taxi/vehicle for hire users. • Transit Peace Officers support the safe and orderly movement of pedestrians and public transit users.
Development Services	<ul style="list-style-type: none"> • Development Services provides support to hospitality businesses for outdoor seating applications, including free pre-consultation meetings to restaurant and bar owners for outdoor seating applications and sidewalk cafes. • The Zoning Bylaw Renewal Initiative began in late 2018, and is expected to be completed in January 2024. The project will provide many opportunities for business owners to provide input for creating a new Zoning Bylaw. • The Business Licence Bylaw Renewal Project engaged with the business community for feedback on changes to the Business Licence Bylaw. Based on feedback from hospitality and nightlife businesses, local hospitality associations, and Business Improvement Areas, a new Business Licence Bylaw was enacted in January of 2022. <ul style="list-style-type: none"> ○ The Business Licence Bylaw Renewal project is staying connected with the business community in a variety of ways to understand the needs of businesses, prioritize continuous improvement and make licensing easier wherever possible. • Business licensing regularly acts on requests from the Public Safety Compliance Team to review business licences issued to businesses that pose a risk to public safety. Based in part on the information and evidence provided, Business Licensing may cancel, suspend, refuse, or impose conditions on a business licence if there are sufficient grounds to do so.
Community Safety Neighbourhood Empowerment Teams	<ul style="list-style-type: none"> • Neighbourhood Empowerment Teams (NET) are comprised of a City of Edmonton Community Safety Liaison, Edmonton Police Service members and Youth Liaisons from the Family Centre. Their work focuses on addressing factors that impact either the perceptions or realities of safety for Edmontonians. NET provides expertise in Crime Prevention Through Environmental Design (CPTED) to communities and BIAs throughout Edmonton. CPTED is a multidisciplinary approach that identifies urban and architectural design factors that can contribute to crime and social disorder as well as social factors such as connectivity and

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	<p>inclusion that build community and deter criminal behaviour while promoting wellbeing.</p> <ul style="list-style-type: none"> ○ NET has resources such as the Business Safety Guide and presentation, as well as the Safer Business Spaces which is translated into seven languages. NET can also offer the Encouraging Positive Interactions resource. ○ A key NET practice is to develop projects in which a scan and analysis occurs to identify factors impacting citizen’s safety. Teams then develop and implement a response alongside relevant stakeholders which is later assessed for impact. Known as SARA projects, they are informed by stakeholders and community concerns. Due to an increased likelihood for public safety concerns within hospitality areas, NET could support addressing these concerns via the SARA process. ○ NET works closely with, and sits on the Steering Committee for, the YEG Ambassadors whose focus is supporting the economic development and safety of smaller BIAs. <ul style="list-style-type: none"> ● The City of Edmonton is a member City of the United Nations Women’s Safe Cities and Public Spaces Global Initiative. As a Safe City, we are committed to innovative approaches to preventing and addressing sexual violence for women and girls in public spaces. <ul style="list-style-type: none"> ○ To date efforts have included the development and distribution of coasters on consent to night time economy establishments, and advancing recommendations to enhance safety in public spaces such as public transit, taxis and ride-sharing services.
Capital City Clean-Up	<ul style="list-style-type: none"> ● Social Enterprise Litter Reduction Funding for \$25,000 is available to each BIA. ● Social Enterprise via Capital City Clean Up (Boyle Street Hire Good) provides power washing, litter removal and needle collections. ● Graffiti services provides professional graffiti cleaning service for up to \$750 in value, supports bylaw enforcement for graffiti, and offers the Mural Matching Grant for up to \$5,000. ● Ashtrays in BIAs are maintained (400+ ashtrays in 7 BIAs). ● Needle collection services through safe needle disposal boxes and response to customer calls to 311. ● The Community Clean Up Grant for up to \$750 for community litter events. ● Garbage containers and servicing in BIAs which includes placement, collection and servicing of garbage containers on City property.

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<p>Neighbourhood Services</p> <p>Civic Events</p> <p>Revitalization Teams</p>	<ul style="list-style-type: none"> ● Supporting businesses, BIAs and non-profit associations with: <ul style="list-style-type: none"> ○ Event licensing assistance, ○ Connections to city resources, ○ Sidewalk parklet planning, permitting, and setup, ○ Permits for events, ○ Clean-up efforts for needles and litter in conjunction with Capital City Clean-up and social enterprise, and ○ Project, initiative and event funding support through several grant streams. ● These City functions work with organizations to build their capacity so they can do these things on their own, and to support their efforts versus doing the work for the association, business or group. ● Focus on education, public engagement, event or initiative facilitation. ● Facilitating connections within and to each other in the community. ● Helping to convene stakeholders with regards to event and neighbourhood support.
<p>Edmonton Transit Service(ETS)</p>	<ul style="list-style-type: none"> ● After reflecting input from over 40,000 Edmontonians and consultation with BIAs, ETS began to operate a new bus network in 2021. The network includes: <ul style="list-style-type: none"> ○ ETS is one of five cities in Canada that operates frequent bus service on major corridors in the central part of the city at frequencies of 15 minutes or better. Frequent bus service operates until 3 AM at minimum frequencies of 30 minutes. ○ ETS operates LRT, crosstown routes , and local routes that until at least midnight ○ ETS operates on demand service and community routes to provide people access to the rest of the transit network ● After consultation with BIAs, ETS began to operate a shuttle along Stony Plain Road to support accessibility for residents and business access during construction of Valley Line West. ● Administration partnered with BIAs, local businesses and community groups to collaborate on a summer 2022 transit ridership campaign, encouraging more visitors and transit use to connect with events and businesses. Transit ridership is recovering, with two-thirds of normal levels. Transit connects people to employment, training, childcare, healthcare, social and recreational opportunities, and helps with downtown vibrancy and economic recovery. ● Safety and security on public transit is of highest importance for ETS. City Administration works closely with the Edmonton Police Service to conduct patrols to support transit riders. ● In 2021, the City launched the Community Outreach Transit Team (COTT) that partners with Bent Arrow Outreach Workers with the aim of building relationships and connecting individuals in the transit system to specialized community services to increase safety and reduce harm. In February 2022, COTT funding was expanded to increase the number of teams and extend the work into 2025. ● In addition to the COTT program, ETS continues to deliver a safe transit experience with:

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	<ul style="list-style-type: none"> ○ Security Guards onsite at 2 Transit Centres and LRT Stations. ○ Transit Watch, a discreet reporting feature which allows riders to text or call 780-442-4900 to report a security concern 24/.7 ○ Blue Help Phones at all transit facilities connect directly to the 24/7 Transit Control Centre. ○ Push alarms on trains that connect to the train operator. ○ Over 3,800 security cameras monitor transit service across the system. ○ Use of video analytics to automate trespasser detection and deterrence for street level LRT tunnel entrances. ○ Drug poisoning prevention teams have been added for June- September 2022 to transit facilities, including LRT stations downtown. ○ During the winter, ETS operates an overnight route to transport vulnerable people to emergency shelters from transit stations running nightly from 10:30pm to 6am. During extreme weather events additional service is added. ● ETS provides customized special event transit service and charter services to support events and festivals of all sizes.
<p>Alberta Gaming Liquor and Cannabis (AGLC)</p>	<ul style="list-style-type: none"> ● AGLC delivers the Best Bar None accreditation and awards program, of which the City of Edmonton is a partner in its delivery. Best Bar None is a voluntary accreditation program recognizing excellence in Alberta’s nightlife. Applicant bars follow a Checklist covering a wide range of issues that well-managed premises should be aware of and address. <ul style="list-style-type: none"> ○ The accreditation process includes an evaluation of written policy and staff training, a physical assessment of the room and an interview by trained assessors. Best Bar None bars are re-accredited annually to ensure the standard is consistently met. ○ If a patron sees that an establishment has received the accreditation, then they can be confident that their bar is providing top-notch service in a well-managed and safer environment. ● Working with the City and other partners in quarterly round table meetings with industry stakeholders and representatives. Historically this meeting is convened by staff from the City of Edmonton (PSCT) and EPS. ● AGLC continues to operate The Alberta Safer Bars Council (ASBC) and the City of Edmonton participates in this work alongside industry representatives and other stakeholders.