

## Chinatown Strategy Chinatown Transformation Collaborative’s 2024-2025 Key Activities - Initiatives and Progress

Provided by the Chinatown Transformation Collaborative

### NOTES

- \* Funding
- \*\* Ongoing engagement
- Italicized text Denotes repeated initiatives

Programs, Projects, or Initiatives	Dates	Partners	Event Budget	COE Funding	Other Funding Amounts	Alternate funding (monetary, in-kind)	Notes	Impact of Project (# of attendees, etc).	Chinatown Strategy Action
<b>2023-2024 Projects</b>									
<i>Mid Autumn Festival Long Table Feast</i>	<i>2023.09.27</i>	<i>CBA and Chinese Community</i>	<i>\$7,000.00</i>	<i>\$2,000.00</i>	<i>\$5,000.00</i>	<i>From Meet-Me-Downtown Grant, Canadian Multicultural Education Foundation, Farmers Market, CBA</i>	<i>In partnership with CBA and Farmer's Market</i>	<i>&gt;1000</i>	<i>Chinatown As a Destination</i>

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Women's History Month	2023.10.29	Asian Women Network of Alberta, Canadians for a Civil Society and Canadian Multicultural Education Foundation, City of Edmonton - with participation from the Edmonton Heritage Council and City of Edmonton Archives	\$1,500.00	\$200.00	\$1,800.00	Canadian Multicultural Foundation \$300	1 paid staff 100 hours of paid volunteers including all speakers and arrangement of attendees. \$300 donation from the Canadian Multicultural Education Foundation	150	Leadership and Governance
Dragon Project	Ongoing	City of Edmonton, Marty Chan, Emily Chu, Building Owners (Hull Block, Marble, Lucky 97)	\$100,000.00	\$30,000.00	\$70,000.00	Chinatown Recovery Grant			
Chinatown Signage	2023.11.03	Yorkton Group (Pacific Mall), Chinatown Greetings, Ray Dek Lam, Granger Signs	\$4,464.60	\$0.00	\$4,464.60	McCauley Revit Grant - Macrogrant			Chinatown As a Destination, Forms
Christmas at Hull Block	2023.12.16	Sponsors: National Bank, McBain Camera, Sandpiper Studio, Larry Louie Photography,	\$16,025.00	\$2,700.00	\$13,325.00	Monetary Sponsorship, In Kind Gifts	113 volunteers, 150 hours, for Christmas at Hull Block and Brown bag give away	400	Chinatown As a Destination

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		<i>Kingsgate Legal, Market Drugs Medical</i>							
<i>1000 Brown Bag Giveaway/Part of Christmas at Hull Block</i>	<i>2023.12.16</i>	<i>Bissell, Hope, Mustard Seed, Ambrose Place, Herb Jamieson, Chinese Seniors Elders Mansion, CBA Youth Leaders, GEMS seniors group, CTC Members and other volunteers</i>					<i>Part of the Christmas at Hull Block Budget.</i>	<i>70</i>	<i>Leadership and Governance</i>
BIA Security funding support*	2023.12.25	Chinatown BIA	\$36,000.0 0	\$36,000.00			Support BIA for Security Services		Safety and Security
City Centre LNY Asian Market Extravaganza	2024.01.30 - 2024.02.01	Edmonton City Centre, E4C, All Vendors, GEMS, CBA	\$2,000.00	N	\$2,000.00	monetary, in-kind		1000	Economic Developme nt
City Centre LNY Performances	2024.02.02	Mary Chan Modelling, Jing Ying Martial Arts, Day Lily Seniors Dance Group, Angela Dance group, Filipino Singers, Sandpiper Studio	\$3,000.00	N	\$3,000.00			3000	Economic Developme nt
Chinatown Dining Week	2024.02.16	Sharon Yeo	\$2,500.00		\$2,500.00	Chinatown Recovery Fund		8000	Chinatown As a

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									Destination, Economic Development	
780 Clothing project	2024.02.04	Chinatown BIA	\$2,000.00		N	\$2,000.00	in-kind		20	Economic Development
GOA LNY celebrate at Federal building	2024.02.10	GOA and Chinese Community			N				500	Leadership and Governance
ToGather Chinatown Art Market LNY	2024.02.10 - 2024.02.11	Emily Chu	\$2,500.00	\$2,500.00	\$2,500.00	monetary	Support Together Chinatown Event held by Emily Chu/Event participation by CTC		2500	Chinatown As a Destination, Leadership and Governance , Economic Development
LYN North Chinatown CTC sponsored BIA	2024.02.11	Chinatown BIA	\$2,500.00	\$2,500.00	\$2,500.00	monetary	Support North Chinatown Lunar New Year Event/Event participation by CTC		1000	Leadership and Governance , Chinatown As A Destination
Chinatown LNY Community Banquet	2024.02.10	CBA and Chinese Community							500	Leadership and Governance

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UofA Echoes of Thunder Exhibition	2024.03.12	UofA		N				600	Leadership and Governance , Outreach
UofA Tourism Research Project	2024.03.15	UofA, GECCF, CBA, BIA, CTC, ECMCC, CBA Youth Council, EHC, City of Edmonton	\$250,000.00	\$15,000.00		monetary, in-kind	UA students and CTC members will be assisting the project inside Chinatown for community engagement. 100 volunteer hours (20 people at community info Sessions, 5 volunteers at Dragon Festival and 5 volunteers at Parade). More to be added for upcoming community engagements and studies. Support Mitec Grant from the UofA for Tourism research in Chinatown	35	Leadership and Governance, Chinatown As A Destination, Economic Development
Chinese Community Spring Festival Performance	2024.03.30	Winspear Centre, CBA and Chinese Community	\$2,000.00	\$2,000.00		monetary	Support Spring Festival Performance. CBA led	1250	Leadership and Governance , Chinatown

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									As A Destination
Strategy meeting on Preventing Weapon sales	2024.04.03	118 Avenue BIA, Queen Mary Park, Alberta Ave, HSOC, CSC, BIA, CTC						100	Leadership and Governance, Safety and Security
Solar Eclipse Hull Block roof top viewing	2024.04.08	Hull Block	\$50.00	\$50.00				10	
Chinatown Vibrancy Grant Launch w/ Mayor Sohi	2024.04.09	City of Edmonton, Mayor's Office, BIA, CTC, Media	\$200.00	\$200.00				300	Leadership and Governance, Chinatown As A Destination, Economic Development
EPS CCTV community engagement	2024.04.20	EPS, Mary Burlie Foundation, CBA, ECMCC, Freemason Society, BIA, Chinese building owners, HSOC	\$80.00	\$80.00					Safety and Security
Grand Opening One1 Bistro	2024.04.20	Chinese business community						200	Chinatown As a Destination,

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									Economic Development
Story City App community training workshop	2024.05.25	Storycity App, Community Youth	\$50.00	\$50.00				10	Chinatown As a Destination, Economic Development
Indigenous Peace Walk	2024.06.07	Indigenous Elders and Community, Treaty 6, CSC, BIA, CTC, Qualico, Berlin Communication, Hope Mission, Niganan, REACH, HSOC, EPS, City of Edmonton	\$5,000.00	\$2,000.00	\$3,000.00	In-kind donation	120 hours planning and meeting and actual walk - all volunteer hours.	150	Chinatown As a Destination, Leadership and Governance, Safety and Security
Dragon Festivals	2024.06.06 - 2024.06.15		\$77,000.00		\$67,000.00	Chinatown Revitalization Grant \$40,000 as per Yulia, \$15,000 Ethnocultural Grant, \$2000 Downtown BIA Festival Grant			

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Dragon Festival Parade	2024.06.08	All Martial Arts Schools, CBA Youth, BIA, UofA, REACH			\$10,000.00	In-kind donation	Please see Dragon Festival Report - summer students plus 1 paid staff.	300	Chinatown As a Destination, Leadership and Governance
Photo Workshop with Larry Wong and Dr. Larry Louie	2024.06.08 - 2024.06.09	Larry Louie, Larry Wong, St. Albert Photo Club, Images Alberta Camera Club					Larry Louie and Larry Wong - 5 hour workshop plus 5 hour onsite consult during dragons in the Park (20 hours altogether). Other workshop volunteers - total 40 hours for set up and registration. 2 paid staff for the day.	55	Chinatown As a Destination, Leadership and Governance
Dragon Festival in the Park	2024.06.09	Explore Edmonton, Chinese Garden, EDBFA, EDBRC, River Valley Adventures, CBA Youths, Chinese Choir, UofA, Corporate Sponsors					Please see our dragon report. Over 100 volunteers including board members. 3 paid staff for that day.	1200	Chinatown As a Destination, Economic Development, Leadership and Governance



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Marty Chan Day Dragon On The Loose	2024.06.15						Please see our dragon report. Over 100 volunteers including board members. 3 paid staff for that day.	33	Chinatown As a Destination, Leadership and Governance
Canvas for Hope iHuman Winspear	2024.06.11		\$300.00	\$300.00				200	Chinatown As a Destination, Leadership and Governance
Coffee with HSOC - open house - community wide event	2024.07.03	HSOC, Sherriff, EPS, Mary Burlie Foundation, CBA, ECMCC, Freemason Society, BIA, Chinese building owners, National Security Group	\$60.00	\$60.00				15	Safety and Security, Leadership and Governance
Storycity app launch	2024.06.19	Storycity App, CTC Summer Students	\$1,500.00	\$1,500.00			80 hours of volunteer time to learn for board members to learn app and also students and volunteers	100	Chinatown As a Destination, Leadership and Governance

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Canada Summer Jobs Program	2024.06.01	CTC Summer Students	\$9,000.00		\$9,000.00	Canada Summer Job Grant	Board member hours to write and apply for Canada summer job along with paperwork upon each hire 40 hours total estimate. We have 3 students for 9 weeks at 30 hours a week.	3	Leadership and Governance
Mary Burlie Day	2024.07.13	Mary Burlie Foundation	\$1,000.00	\$1,000.00			Feb 17 is when CTC started planning with the Mary Burlie family for Mary Burlie Day in July 2024. Hours our board has put in via meetings and discussions: 30 hours from Feb 17 to the completion of the event on July 13. This is used towards helping planning, activities and media promotion via CTC. \$1000 was approved as a CTC contribution to the event.	300	Chinatown As a Destination, Leadership and Governance , Forms and Built

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Dessert Tours	2024.07.13 - 2024.08.31	CTC Summer Students, Chinatown Businesses	\$1,000.00	\$1,000.00		<p><i>Both food tours are still ongoing and the tours have been planned for Fri and Sat are completely booked. We are bringing about 60-100 people into Chinatown each week with these tours. Original plans are to wind up the tours by the end of Aug . Budget for these tours are about \$100/day. Our main tour guides are made of students. We have 3 positions from the Summer job program, 2 part time positions and about 4-5 rotating volunteers during tour days. Estimate of volunteer times of everyone in total including board members in the</i></p>	200	<p><i>Chinatown As a Destination, Economic Development , Leadership and Governance</i></p>
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							<i>planning stages and overseeing students from June - Aug (800 hours from volunteers and board members - unpaid labor).</i>		
<i>Savoury Tour</i>	<i>2024.08.02 - 2024.08.31</i>	<i>CTC Summer Students, Chinatown Businesses</i>	<i>\$1,500.00</i>	<i>\$1,500.00</i>			<i>Please see above. Estimates of expenditure are based on the tours that we have now. The summer students are looking at ways to increase the tour frequency due to popular demand. They are charging \$10/person and if the tours are full at 15 people, they should be able to break even.</i>	<i>150</i>	<i>Chinatown As a Destination, Economic Development, Leadership and Governance</i>
<i>North Chinatown Summer Festival</i>	<i>2024.08.25</i>	<i>Chinatown BIA, Businesses, Community Groups</i>	<i>\$3,000.00</i>	<i>\$3,000.00</i>		<i>Monetary support of Chinatown BIA Summer Festival \$3000. Collaboration</i>	<i>CTC monetary support and also non monetary event support. Project is ongoing - so far 3 hours of volunteer</i>	<i>1000</i>	<i>Chinatown As a Destination, Economic Development, Leadership</i>

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						<i>and participation on the event by CTC</i>	<i>time. The day of the Festival, CTC will be there to help BIA set up, take down and man the CTC Booth.</i>		<i>and Governance</i>
Utility Box Art Project	2024.08.01	Chinatown BIA, Schools, City of Edmonton, Epcor	\$4,000.00	\$4,000.00			Installation Aug. CTC committed \$4000 to wrap 13 utility boxes in North Chinatown. Designs are done by schools and students in the community. Board hours over the 3 month project to contact and work with the schools 100 hours	TBA	Chinatown As a Destination, Built Forms
<b>Future and Ongoing Projects</b>									
Chinatown Safety Council**	2023 - ongoing	REACH, BIA, HSOC, CTC, CBA, Mary Burlie Foundation, EPS, Social Agencies and Guests of Topics	\$1,800.00	\$1,800.00			<i>Average meetings are working meetings 2.5 hours after 5pm. Monthly basis and sometimes twice a month. Average 25 people( 2 -3 representatives from</i>	25	<i>Leadership and Governance, Safety and Security</i>

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							<i>each). Heavily working and collaborating for an inclusive Chinatown Safety solutions since October 2023. Volunteer hours - 650.</i>		
<i>CTC Centre as Community Hub</i>	<i>2024 - ongoing</i>	<i>BIA, Community Leagues, Community Workgroups</i>							<i>Chinatown As a Destination, Leadership and Governance</i>
<i>Housing and Development Advocacy**</i>	<i>2024.09</i>	<i>City of, Social Agencies, Building and Land owners, Indigenous Groups, Builders and Developers, Housing Advocacy Groups</i>	<i>\$7,500.00</i>	<i>\$7,500.00</i>				<i>TBA</i>	<i>Economic Development , Chinatown As a Destination, Leadership and Governance, Built Forms, Safety and Security</i>
<i>Community Support</i>	<i>2024</i>		<i>\$10,000.00</i>	<i>\$10,000.00</i>		<i>monetary</i>			<i>Chinatown As a Destination,</i>

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Advocacy - ADHOC basis**									Leadership and Governance, Built Forms, Safety and Security, Economic Development
Community Sponsorship			\$10,000.00	\$10,000.00		monetary			
Women History Month	2024.10		\$2,000.00	\$2,000.00		monetary			
Christmas at Hull Block	2024.12		\$14,000.00			monetary, in-kind			
Gate of Happy Arrival*	2024								
Gate Chinatown/Harb in	2024 - 2026								
BIA Security Funding *	2024.09		\$35,000.0 0	\$35,000.00					
CTC Community Foundation / Philanthropic Sustainable Arm*	2024.07		\$5,000.00	\$5,000.00		monetary			
LNY at Royal Alberta Museum	2025.02								

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<i>The Dragon Ball Gala*</i>	2025.02		\$10,000.00			<i>monetary, in-kind</i>			
Dragon Boat Festival	2025.06								
Dragon Boat Race	2025.08								
<b><i>Predicted numbers with future events and continuous engagement</i></b>			<b><i>\$630,529.60</i></b>	<b><i>\$178,940.00</i></b>	<b><i>Leverage Ratio</i></b>	<b><i>2.52</i></b>	<b><i>Grants and future sponsorship still in consideration</i></b>		