

Urban Planning and Economy

Edmonton

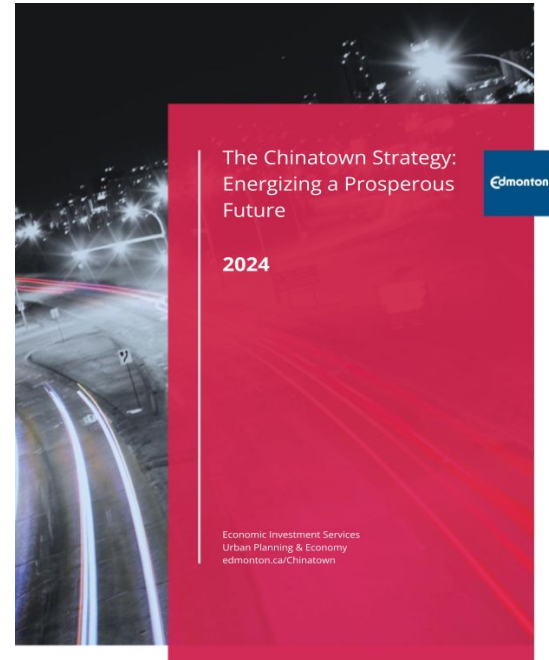
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**Chinatown Strategy - Initiatives
and Progress**

Brett Latchford, Director, Strategy and Emerging Economy

Chinatown Strategy Revalidation - Broader Engagement

- Broad engagement on the Chinatown Strategy
- Stakeholder groups were overwhelmingly positive in response



Chinatown Transformation Collaborate (CTC) Reporting Requirements

- Key reporting metrics identified as part of the annual report include:
 - Breakdown by percentage of funding used on festivals/events, business support, conferences, security, placemaking, and sporting activities;
 - Percentage of dollars spent on programs/projects within the Chinatown area;
 - Percentage of city funding spent on programs with other local partners;
 - The leverage ratio for all projects.

Chinatown Vibrancy Fund

- Administration received 30 applications for projects
- 14 submissions were selected for funding
 - 9 festivals with anticipated attendance of 500 to 10,000 visitors
 - 5 projects complete
- Expected leverage ratio of 0.51



Questions and Thank You

Brett Latchford, Director, Strategy and Emerging Economy

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