



# 2025 Dragon Food Tour Project

## Themed Food Tours, and Workshops

Chinatown Transformation Collaborative Society of Edmonton

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# Project Overview Report

By Joanna Wong

Board Director, Project Manager and Student Liaison

The Dragon Food Tours and Workshops were developed and delivered during spring and summer 2025 to showcase the history and cultural significance of Edmonton's Chinatown. The initiative emphasized the community's diversity and multiculturalism through guided walking food tours, seated history sessions, and hands-on culinary workshops. Together, these activities demonstrated how food can serve as a powerful medium for sharing stories, celebrating cultural identity, and deepening understanding of Chinatown's layered heritage.

A central feature of the program was the use of youth as tour guides and community ambassadors, trained in public speaking, cultural storytelling, and leadership. By equipping young people with the tools to interpret and share Chinatown's heritage, the initiative not only strengthened their skills but also created opportunities for them to carry this cultural messaging beyond the neighborhood—into the broader city and even abroad. This youth-led model ensures that Edmonton's Chinatown is presented with authenticity, energy, and vision for the future, while building a new generation of cultural leaders who are invested in its continued vitality.

## **Phase 1 – Planning and Preparation (April 15 – May 31, 2025)**

During this foundational stage, the CTC student team (12 youth ranging from Grade 7 to university-level) participated in workshops focused on public speaking, storytelling, tour etiquette, and community engagement. They helped design tour routes, identified heritage landmarks, and partnered with local businesses to showcase family-owned eateries.

Key deliverables included:

- Development of training modules for youth tour leaders.
- Creation of educational content for tours and mini cultural workshops.
- Social media and outreach planning, with content designed for TikTok, Instagram, and Facebook.
- Coordination with community partners, including business owners, cultural leaders, and the Chinatown BIA.

This preparation ensured that youth were well-equipped to lead tours, while also setting the stage for meaningful public engagement and strong community partnerships.

## **Phase 2 – Tours, Workshops, and Public Engagement (June 1 – August 31, 2025)**

In Phase 2, Dragon Food Tours moved from planning to public delivery. Youth guides led visitors on walking tours through North Chinatown, where participants sampled food at family-owned eateries while learning about the businesses, people, and cultural traditions behind each dish.

Additional highlights included:

- Culinary workshops such as rice roll making, Bimbibap making, calligraphy, and heritage storytelling, co-hosted with local businesses and artists.
- Mini cultural events and street festivals, adding vibrancy and consistent activity to Chinatown throughout the summer.
- Seated history sessions that provided structured opportunities to learn about the development of Chinatown, its role as a cultural hub, and its significance on Indigenous land (amiskwacîwâskahikan).
- Continuous promotion through youth-led social media content and local media coverage (CBC Radio, CTV interviews, TikTok and Instagram reels).

### **Impact and Outcomes**

The Dragon Food Tours and Workshops achieved their goal of positioning Edmonton's Chinatown as a cultural destination and hub of community pride. Outcomes included:

- **Cultural Impact:** Increased awareness of Chinatown's heritage and the contributions of Chinese, Indigenous, Vietnamese, Filipino, and other immigrant communities.
- **Economic Impact:** Stronger visibility and increased customer traffic for participating family-owned businesses.
- **Social Impact:** Improved perceptions of Chinatown by showcasing positive, community-driven activities that counter negative narratives about the area.
- **Youth Empowerment:** Students gained valuable skills in leadership, public speaking, event management, and cultural ambassadorship.

### **Alignment with Chinatown Strategy Pillars**

This initiative directly reflects the Chinatown Strategy Pillars by:

- **Celebrating Chinatown as a destination:** Showcasing heritage, art, food, and storytelling.
- **Driving economic growth:** Supporting local businesses and drawing consistent foot traffic.
- **Enhancing safety and security:** Creating welcoming, organized, and family-friendly public spaces.

## Statistic

Over the spring and summer 2025 season (May 17 – August 31), the CTC youth team successfully delivered 73 guided food tours and 11 cultural workshops, welcoming a total of 1,064 individual participants into Edmonton’s Chinatown.



Our Student Team: (from 12 years old to 22 Years old)

Anna Wong	Carmin Wong
Susan Cao	Jason Ng
Damian Yu	Isabelle Wong
Alexander Park	Lawrence Wu
Leia Robblee	Jessy Zhu
Ella Sharples	Samantha Park
Ethan Wong	Isla Robblee
Rebecca Barnes	Eric Chau
Phoebe Li	Emma-Leigh Snow
Eugene Ahn	



**Final Report**  
**Dragon Food Tour 2025**  
**Chinatown Transformation Collaborative Society**  
**May 1, 2025 - Aug 31, 2025**

Distribution account	Chinatown Tours		Total
Income			
Neighbourhood Services Revitalization Grant.	\$	20,000.00	\$ 20,000.00
Neighbourhood Revitalization Extensive Project Funding Grant	\$	50,000.00	\$ 50,000.00
Federal Summer Job Program	\$	9,556.00	\$ 9,556.00
Tour Income	\$	18,639.60	\$ 18,639.60
<b>Total Revenue</b>	<b>\$</b>	<b>98,195.60</b>	<b>\$ 98,195.60</b>
<b>Total for Project Revenue</b>	<b>\$</b>	<b>98,195.60</b>	<b>\$ 98,195.60</b>
Expenses			
Food Tour Expense (COG) - Food Cost	\$	17,508.76	\$ 17,508.76
Advertising/Promotional	\$	9,333.05	\$ 9,333.05
Supplies/Office Expenses	\$	3,192.10	\$ 3,192.10
Salaries and wages, Employee benefit-CPP& EI	\$	74,919.70	\$ 74,919.70
Student Workshops/coaching	\$	10,079.72	\$ 10,079.72
Speaker	\$	600.00	\$ 600.00
<b>Total for Expenses</b>	<b>\$</b>	<b>115,633.33</b>	<b>\$ 115,633.33</b>
<b>Profit</b>	<b>\$</b>	<b>(17,437.73)</b>	<b>\$ (17,437.73)</b>

**Final Report**  
**Dragon Food Tour 2025**  
**Chinatown Transformation Collaborative Society**  
**May 1, 2025 - Aug 31, 2025**

Distribution account	Chinatown Tours	Total	Approve Macrogrant	Approve REPF
Income				
Neighbourhood Services Revitalization Grant	\$ 20,000.00	\$ 20,000.00		
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Advertising/Promotional	\$ 9,333.05	\$ 9,333.05	\$ 5,000.00	\$ 5,000.00
Supplies/Office Expenses	\$ 3,192.10	\$ 3,192.10	\$ 3,000.00	
Salaries and wages, Employee benefit-CPP& EI	\$ 74,919.70	\$ 74,919.70	\$ 1,500.00	\$ 45,000.00
Student Workshops/coaching	\$ 10,079.72	\$ 10,079.72	\$ 5,000.00	
Speaker	\$ 600.00	\$ 600.00	\$ 500.00	
<b>Total for Expenses</b>	<b>\$ 115,633.33</b>	<b>\$ 115,633.33</b>	<b>\$ 20,000.00</b>	<b>\$ 50,000.00</b>
<b>Profit</b>	<b>\$ (17,437.73)</b>	<b>\$ (17,437.73)</b>		

The Dragon Food Tours initiative was delivered on time and with full program success, but ran over budget due to labor costs. As the season progressed, the momentum built by the student team and the variety of tour offerings captured more attention from the market, leading to increased demand. To keep up, more hours and additional tours were added, which required extra staff support.

While other costs such as supplies, venue rentals, and materials remained fairly static, labor costs rose significantly, as our original planning assumed that grant funds would cover staffing. In addition, the original budget did not account for employer contributions to CPP and EI benefits, further adding to the variance.

To ensure smooth delivery of the expanded schedule, the CTC Board approved funding from our operating budget to cover the shortfall in July, demonstrating both our commitment to sustaining the initiative and our governance capacity to manage unexpected expenses responsibly.

Looking ahead, we will strengthen our planning process with more detailed labor forecasting, inclusion of benefits, and contingency allowances to account for growth and demand. Despite the overage, the increased staffing was critical to maintaining tour quality, supporting youth employment, and leveraging the popularity of the program to maximize its cultural and economic impact on Chinatown.

# Student Team Report - Detailed Dragon Food Tour Report

By: Anna Wong (Student Team Lead), Susan Cao (Lead Tour Guide)

## Introduction

The Dragon Food Tours and Workshops held from May to August 2025 were designed to highlight the history and cultural significance of Edmonton's Chinatown. Each project underscored the diversity and multiculturalism of the community through distinct approaches. The walking food tours introduced participants to a variety of cuisines while connecting them to the stories of the people and businesses behind them. The seated history sessions provided a structured setting for learning about the development of Chinatown and its role as a cultural hub. The hands-on culinary workshops offered participants an opportunity to experience food preparation practices that reflect both tradition and adaptation. Collectively, these initiatives demonstrated how food serves as a powerful medium for understanding the layered identities and heritage of Chinatown.

The CTC student team developed these projects with the intention of inviting more people into Chinatown by offering a new perspective shaped through food and culture. Recognizing that Chinatown is often perceived through a narrow lens due to ongoing social challenges, the initiatives aimed to shift this narrative while also supporting the vitality of local businesses. By drawing attention to the cultural and culinary richness of the area, the projects sought not only to change public perception but also to help sustain the businesses that are central to Chinatown's identity and future.



# Indulge in the Sweet Side of Chinatown

## Summary

The “Sweet Side of Chinatown” is a dessert-focused walking tour that launched on Saturday, May 17, 2025. Participants visit a rotation of six beloved eateries—Hong Kong Bakery, Tea Bar, Boa & Hare, Shan Shan Bakery, Ying Fat Foods, and Little Bon Bon Ice Cream—as the core stops, with additional restaurants across Chinatown joining in rotation. At each location, guests sample a variety of unique and delicious desserts, showcasing the creativity and diversity of sweet offerings in the neighborhood.



This was our foundation tour in 2024, created as the introduction to the broader Dragon Food Tours program. It quickly became our most beloved tour, valued for its balance of culinary delights and cultural storytelling. Based on participant feedback, we enhanced the experience this year by adding more history and landmark highlights, weaving in stories of resilience, migration, and community heritage alongside the tastings.

The result is a richer, more immersive experience that not only celebrates the flavors of Chinatown but also highlights its enduring role as a cultural and historical heart of Edmonton.

## Statistics

Date: May 17 - Aug 31

Runtime: 1 hr 30 per tour

Number of Tours: 2 per day (Total 18 tours)

Total Attendees: 15 per tour (256 attendees)



# Savoury Side of Chinatown Tour

## Summary

The “Savoury Side of Chinatown” is a hearty, savory-focused walking tour that began on Friday, May 30, 2024. Participants visit a rotation of 6 core eateries—Nhon Hoa 2, Gui Lin Noodle House, Lee House Korean, Kim Fat, China Marble, Boualouang, and either BBQ King or Hing Lung Barbeque—with additional restaurants across Chinatown joining the lineup in rotation.

At each stop, guests sample a wide variety of hearty and flavorful savoury dishes, highlighting the incredible diversity of culinary traditions within Edmonton’s Chinatown. From classic Vietnamese subs to Korean specialties and authentic Chinese barbecue, the tour offers a rich, filling experience that celebrates the neighborhood’s dynamic food scene.

First developed in late summer 2024, this was the second Dragon Food Tour created, and it quickly became another community favorite. Its success mirrored the enthusiasm for the “Sweet Side of Chinatown” while offering a more robust, savoury counterpart. In 2025, the tour was enhanced with more historical references and landmark highlights, ensuring that participants not only enjoyed the food but also gained a deeper appreciation for Chinatown’s heritage, resilience, and cultural significance.

The “Savoury Side of Chinatown” continues to stand out as a meaningful blend of food, history, and storytelling—an experience that leaves visitors both full and inspired.



## Statistics

Date: May 30 - Aug 31

Runtime: 90 min

Number of Tours: 2 per day (Total 15 tours)

Total Attendees: 15 per tour (203 attendees)



# Combination Tour A and B, Combo Lunch Tour

## Summary

The “**Sweet and Savoury Side of Chinatown**” (Combo A/B) tour launched on **Sunday, June 29**. This unique experience combines the best of both worlds—indulgent desserts and hearty savoury dishes—offering participants a well-rounded taste of Edmonton’s Chinatown.

Guests visit a **rotation of six restaurants**, including **Hong Kong Bakery, Tea Bar, Nhon Hoa 2, Lee House Korean, Boualouang, and Little Bon Bon Ice Cream**, with Combo A and Combo B featuring slightly different restaurant pairings to keep the lineup fresh. At each stop, participants sample a mix of **sweet delicacies and savoury specialties**, highlighting the incredible diversity of flavors and culinary traditions found in the neighborhood.

With its **good balance and variety**, the “Sweet and Savoury Side of Chinatown” has quickly become a favorite option for participants who want the full Chinatown experience in one tour—delivering both richness of taste and depth of cultural storytelling.

## Statistics

Date: June 29 - Aug 31, 2025

Number of Tours: 2 per day

Total Attendees: 15 per tour (230 attendees)

Total Tours: 16 tours over the summer



# Vegetarian Tour

## Summary

The “Vegetarian Delights of Chinatown Tour” was a special series held on Sunday, July 13; Sunday, July 20; and Sunday, August 10, featuring vegan and vegetarian-friendly dishes that highlighted the lighter, plant-based side of Chinatown’s culinary traditions. Designed to offer a fresh perspective on the neighborhood’s diverse food scene, the tour brought participants to seven family-owned businesses—Hong Kong Bakery, Tea Bar, Nhon Hoa 2, Ying Fat, China Marble, Li Dong Food Products, and Boualouang. At each stop, guests sampled a wide variety of savory specialties and sweet treats, showcasing the creativity and versatility of Chinatown’s restaurants in preparing authentic vegetarian dishes.



Running this vegetarian-focused tour allowed the CTC to attract a wider and more diverse audience, including guests who may not have previously considered Chinatown as a destination for dining. Many participants arrived expecting predominantly meat-based cuisine but left pleasantly surprised by the flavorful, satisfying vegetarian options available. This shift not only highlighted the adaptability and innovation of Chinatown’s eateries but also demonstrated that meatless meals can be just as rich and exciting.

Beyond broadening its audience, the tour also encouraged repeat engagement with local businesses. Guests often expressed excitement to return and further explore vegetarian offerings, helping to build long-term customer relationships and support for the restaurants. In doing so, the tour not only expanded the reach of CTC’s programming but also reinforced Chinatown’s image as a vibrant, inclusive culinary destination—one that welcomes and caters to a wide range of dietary preferences while celebrating its cultural and culinary heritage.

## Statistics

Date: Sunday, July 13, July 20, and August 10

Runtime: 11 AM- 12:30 PM, 2 PM- 3:30 PM (~1 hr 30 per tour)

Number of Tours: 1 per day

Total Attendees: 15 per tour (38 attendees)

Total Tours: 3 tours over the summer

# Spicy Tour

## Summary

The “Spicy Tour” was part of the specialty tour series and, as the name suggests, highlights the spicy dishes found throughout Chinatown.

Participants on this tour visited Nhon Hoa 1, Guilin Cui Hua Noodle House, Lee House Korean Restaurant, Kim Fat Market, and Pho Holic and Grill. Each stop offered insight into how spicy cuisine varies across different regions of Asia, along with stories about the individual businesses.



## Statistics

Date: August 18, 27, 28, 30

Runtime: 2:00 PM - 3:30 PM (~1 hr 30 per tour)

Number of Tours: 1 per day

Total Attendees: 15 per tour (21 attendees)

Total Tours: 4 tours over the summer



# Vietnamese Tour

## Summary

The “Vietnamese Food Tour” is part of our specialty tour series featuring exclusively featuring Vietnamese foods, held on Tuesday, August 19, and Wednesday, August 27. During the tour, participants are taken to 4 restaurants, including Nhon Hoa 1, Van Loc, Golden Bird, and Phoholic + Grill. At each location, guests have the chance to sample a variety of unique and delicious and fresh Vietnamese foods.

## Statistics

Date: Tuesday, July 19, Wednesday, July 27

Runtime: 11 AM- 12:30 PM, 2 PM- 3:30 PM (~1 hr 30 per tour)

Number of Tours: 1 per day

Total Attendees: 15 per tour (38 attendees)

Total Tours: 3 tours over the summer

# Meat Lovers’ Tour

## Summary

The “Meat Lovers’ Tour” was part of the specialty tour series and, as the name suggests, highlights the meaty dishes found throughout Chinatown. This tour was created as a contrast to our vegetarian tour which was highly appreciated. Participants on this tour visited Hong Kong Bakery, Lee House Korean Restaurant, Li Dong Food Products, and Barbeque King City. Each stop offered insight into the many different ways meat is incorporated into Asian cuisine.

The “Meat Lovers’” Tour was the most popular specialty tour over the summer, attracting 45 attendees. Participants appreciated the generous portions as well as the opportunity to learn about the dishes they sampled and the stories behind each business.

## Statistics

Date: August 18, 19, 28, 31

Runtime: 11 AM- 12:30 PM, 2 PM- 3:30 PM (~1 hr 30 per tour)

Number of Tours: 1 per day

Total Attendees: 15 per tour (45 attendees)

Total Tours: 4 tours over the summer

## **Walking Tours - Points of Success**

The tours ran smoothly, with participants engaged throughout thanks to a balance of food tastings, storytelling, and cultural insights. Sharing the histories of each business and the unique stories behind their dishes added depth, while participating restaurants contributed their own anecdotes, enriching the experience. Walks between stops were well-paced, and transitions in and out of businesses were seamless.

One of the biggest highlights was the opportunity for participants to connect directly with business owners and staff. Hearing their personal stories of perseverance and passion gave guests a deeper understanding of Chinatown's vibrant community. By reducing the number of stops from eight to six, attendees had more time to shop, converse, and build relationships with owners, making the experience feel more personal and connected.

Operational improvements also played a key role. Having support staff "runners" ensured that food was ready as groups arrived, allowing guides to focus on hosting and storytelling. Updated scripts added more depth, offering background on restaurants, dishes, and cultural traditions. A modest increase in ticket price allowed us to provide larger and more generous sample portions, which surprised many guests with both quality and quantity.

The combination tours (Sweet and Savoury) became especially popular, offering a diverse range of flavors that appealed to first-time visitors and returning participants alike. Many guests chose the combo tour as their entry point into the Dragon Food Tours, often returning for other themed tours. Adding a second combination tour in rotation further increased repeat participation, with guests praising the variety and portion sizes.

Together, these adjustments created tours that were better organized, more interactive, and more memorable, strengthening Chinatown's image as both a culinary destination and a welcoming community.

## **Points for Improvement**

The overall energy of each tour was often shaped by the participants, sometimes more so than by the guide. While interactive questions and lighthearted jokes helped break silences, certain stops occasionally felt quiet or drawn out. Experienced guides handled these moments well, but newer guides found them more challenging. To address this, we identified the need for stronger training in public speaking, storytelling, and conversational skills. Adding personal touches—such as guide recommendations or behind-the-scenes details—proved effective in keeping guests engaged, and future workshops will ensure all guides can confidently manage group dynamics.

The launch of Combination A (Sweet & Savoury) revealed the need to vary menu items from existing tours, as some samples were repeated for participants who had already attended. Feedback led us to design Combination B and refresh menus, which successfully attracted

both new and returning guests. Combination tours became a strong entry point for first-time participants and encouraged many to return for additional Dragon Food Tours.

By early August, we realized that tours and workshops were barely breaking even under the criteria of covering all food costs, so ticket prices were increased from \$10 to \$15. This adjustment allowed us to continue offering generous sample portions while balancing expenses. However, frequent booking system issues often led to overbookings. For next year, the system must be reviewed and improved, with clearer booking instructions provided to participants.

Several new tours were developed quickly in response to participant requests, but limited time for planning meant there was not enough opportunity to build a strong social media campaign. Promotion instead relied heavily on word of mouth through platforms such as Reddit and Instagram. While attendance was still strong—particularly for the Vegetarian Delights Tour—this experience showed the need for a dedicated advertising and social media team to ensure new tours are properly promoted.

These lessons highlight the importance of improving guide training, refining tour design, strengthening financial planning, and allowing more lead time for marketing and promotion. Addressing these points will make future tours run more smoothly, engage broader audiences, and further establish Edmonton’s Chinatown as a vibrant cultural destination.



# Strong Roots Tea Workshop

## Summary

The three-part tea workshop series was engaging, well-attended, and highly successful. Many participants enjoyed the experience so much that they attended multiple sessions, often sharing enthusiastic feedback about how meaningful and eye-opening the workshops were.

Each session highlighted the interweaving of Cree traditional plant knowledge with the history and practice of Chinese tea culture. The goal was to encourage participants to deepen their love, respect, and understanding of the natural world through traditional plant-based knowledge. Feedback revealed that many participants came away with a shifted perspective on nature, recognizing new ways of connecting to the land and its gifts.

The history and cultural practices surrounding Chinese tea also captured strong interest. Participants appreciated the chance to learn not only about the flavors and preparation of tea, but also the cultural and historical significance behind it. The workshops successfully achieved their goal of merging Indigenous and Chinese cultural traditions, creating a meaningful space for intercultural sharing and connection.

Overall, the series demonstrated the power of cultural exchange and storytelling in building respect, understanding, and appreciation across communities.

## Statistics

Date: July 6, 20, August 3

Runtime: 1:00 PM - 3:00 PM (~2 hr per workshop)

Number of Workshops: 1 per day

Total Attendees: 20 per workshop (45 attendees)

Total Workshops: 3 workshops over the summer



# Salad Roll Workshop

## Summary

The Salad Roll Workshop offered a fun and engaging hands-on experience where participants learned how to make their own Vietnamese salad rolls while also hearing the stories and cultural history behind the dish.

The workshop's relaxed and playful atmosphere set the tone from the beginning. Participants enjoyed making "messy" first attempts together, laughing and sharing the experience, which quickly broke the ice. As the session continued, their skills improved, and the process became smoother, reflecting both learning and growth in a supportive setting.

Guests appreciated not only the opportunity to practice a traditional food skill, but also the lighthearted stories and cultural context shared by the speaker. By the end, the workshop had fostered collaboration, conversation, and enjoyment—demonstrating how even a simple dish like salad rolls can connect people, encourage cultural understanding, and create lasting memories.

## Statistics

Date: July 11, 25

Runtime: 2:00 PM - 4:00 PM (~2 hr per workshop)

Number of Workshops: 1 per day

Total Attendees: 20 per workshop (31 attendees)

Total Workshops: 2 workshops over the summer



The flyer features a green and white color scheme. At the top left, it says 'Workshop at CTC'. The main title 'Salad Roll Workshop' is in a large, bold font. To the right is a circular image of three fresh spring rolls on a wooden tray. Below the title, it says 'Celebrate Vietnamese Heritage in Chinatown!' and provides details about the workshop. A green leaf graphic is on the left side. At the bottom, there are logos for Chinatown Transformation Collaborative, Edmonton, and Canada.

**Workshop at CTC**

# Salad Roll Workshop

**Celebrate Vietnamese Heritage in Chinatown!**  
Join us for a fun and hands-on 2-hour workshop as we explore the vibrant flavors and traditions of Vietnamese culture in our community. Learn how to make fresh spring rolls (gỏi cuốn) — including both traditional and vegetarian versions — while discovering the stories and heritage that shape this beloved dish and the community behind it.

**SPECIAL SUNDAY WORKSHOP ONLY IN**  
**JULY 8 AUGUST (REFER TO WEBSITE FOR DETAILS)**  
CTC STORYTELLING CENTRE  
10601-97 STREET EDMONTON, AB

**What You'll Learn:**  
Discover what goes into a perfect Vietnamese salad roll — from selecting fresh ingredients to mastering the rolling technique. You'll also learn how to make a delicious, traditional dipping sauce to complement your creation. Taste the tradition, one bite at a time.

**What Are Salad Rolls (Gỏi Cuốn)?**  
Vietnamese salad rolls are fresh rice paper wraps, filled with vermicelli noodles, your choice of protein (such as shrimp or pork), or vegetarian fillings like carrots, cabbage, and cucumber. Packed with leafy greens and fragrant herbs like mint and cilantro, these rolls are light, refreshing, and bursting with texture. They're traditionally served with a savory dipping sauce — often hoisin or peanut-hoisin — for an extra punch of flavor.

Sign up today @ [www.ctcyeg.ca](http://www.ctcyeg.ca)  
Spaces are limited — reserve your spot early!

CHINATOWN TRANSFORMATION COLLABORATIVE  
Edmonton  
Canada



# Dim Sum Workshop

## Summary

The Dim Sum Workshop, held at Emperor's Palace in an authentic Chinese restaurant setting, offered participants a true five-senses cultural experience. Guests admired the beautifully decorated walls featuring Chinese emperors, smelled the aromas of freshly prepared dishes, listened to the stories behind each item, and, most importantly, tasted a wide selection of dim sum. This immersive environment highlighted both the cultural significance and history of dim sum, transforming the workshop into much more than just a food event.

The workshop quickly became a fan favorite, consistently drawing strong attendance. Participants particularly appreciated the generous portions, the thoughtful storytelling that accompanied each dish, and the attention to detail that connected food to history.

Equally important, the workshop created a welcoming, communal atmosphere. Guests gathered around traditional round tables, a central element of Chinese dining culture, which encouraged conversation, laughter, and connection. This format not only reflected the cultural value of sharing food but also gave participants the sense of being part of something larger than a simple workshop—an experience rooted in tradition, community, and cultural exchange.

## Statistics

Date: July 6, 20, August 3

Runtime: 1:00 PM - 3:00 PM (~2 hr per workshop)

Number of Workshops: 1 per day

Total Attendees: 20 per workshop (49 attendees)

Total Workshops: 3 workshops over the summer



# Bibimbap Workshop

## Summary

The Bibimbap Workshop offered participants another hands-on cultural and culinary experience by guiding them through the step-by-step assembly of their own Korean rice bowls. To keep the process interactive and well-organized, four stations were set up to represent each component of the dish, and participants rotated through the stations in small groups. This structure ensured that everyone was fully involved while keeping the workshop lively and engaging.

Along the way, the facilitator shared the origins and cultural significance of bibimbap, sparking meaningful discussions about food, tradition, and community. Participants also shared their own food-related stories and experiences, which added a personal and social element to the session.

The combination of cooking, storytelling, and interaction made the workshop both educational and enjoyable. Attendees not only left with the practical skills to recreate bibimbap at home but also with a deeper appreciation of its cultural roots and the communal spirit it represents. The workshop fostered collaboration, conversation, and connection—demonstrating how food can serve as a bridge between people and cultures.

## Statistics

Date: July 4, 18, 27

Runtime: 2:00 PM - 4:00 PM (~2 hr per workshop)

Number of Workshops: 1 per day

Total Attendees: 20 per workshop (45 attendees)

Total Workshops: 3 workshops over the summer



# Savoury Chinatown Dinner Experience - Peking Duck Experience

## Summary

The Savoury Chinatown Dinner Experience, launched on Saturday, June 7, offered participants an extremely filling and hearty evening of dining and storytelling. Held on select Saturdays from 4:00 PM to 7:00 PM, the event took place at Emperor's Palace and was later hosted at Sai Woo Garden. Guests enjoyed a sit-down dinner featuring one of China's most iconic dishes—Peking Duck—while learning about the history and traditions behind each course served.



By far our most popular workshop, the experience was filled to capacity at every session. Beyond enjoying the rich flavors of Peking Duck, participants listened to stories about its cultural origins, learned about the artistry of its preparation, and even discovered the etiquette of how it is traditionally enjoyed. Guests had the opportunity to ask questions, try different condiments and serving styles, and engage in lively conversation throughout the evening.

What set this experience apart was the combination of education, cultural storytelling, and communal dining. Sharing the meal around large tables encouraged interaction and connection, mirroring the cultural importance of gathering together for food. For many participants, the event became not just a dinner, but a memorable and immersive cultural journey into the heart of Chinese culinary tradition.

## Statistics

Date: Saturdays from 4:00 PM to 7:00 PM  
Runtime: 11 AM- 12:30 PM, 2 PM- 3:30 PM (~1 hr 30 per tour)  
Number of Tours: 1 per day  
Total Attendees: 20 per tour (58 attendees)  
Total Tours: 3 tours over the summer



# Savoury Chinatown Dinner Experience - Chinese Hotpot 101: A Communal Culinary Experience

## Summary

The Hotpot Dinner Experience was a three-hour guided dining event held at 97 Hotpot, where CTC student tour guides introduced participants to the traditions and cultural significance of Chinese hotpot. Guests learned how to pair sauces with different soup bases, discovered which foods complemented each broth, and experienced a dining style that was both interactive and engaging.

Beyond simply learning how to enjoy hotpot, participants also heard stories about its history, along with personal anecdotes from the student guides.

This blend of education and storytelling added cultural context, while also keeping the experience entertaining and approachable for those new to the tradition.

The format encouraged sharing and interaction, reflecting the communal essence of hotpot. Guests dined together, asked questions, experimented with different flavors, and gained a deeper understanding of both the etiquette and the artistry behind the meal. To complement the experience, participants received a Hotpot pamphlet, which served as a practical takeaway resource. It offered information on hotpot traditions, tips on pairing, and encouragement to try the meal on their own, extending the learning beyond the event itself.

Overall, the Hotpot Dinner Experience successfully combined education, cultural storytelling, and communal dining into a memorable evening. Participants left not only with full stomachs, but also with a richer appreciation for the history, flavors, and shared traditions of Chinese cuisine.

## Statistics

Date: June 28, July 12, July 26, August 9

Runtime: 4:00 PM to 7:00 PM (~3 hr per tour)

Number of Tours: 1 per day

Total Attendees: 15 per tour (48 attendees)

Total Tours: 3 tours over the summer



## Impacts of CTC on Student Team (Testimonials)

**Eugene Ahn:** Working at CTC has given me more confidence working around people; both colleagues and guests. Around colleagues, I learned how to communicate the needs of myself, the team, and the organization. Especially in the early months when it was mostly just the full time University students, we each had a lot of responsibility as such a small team. However, that allowed me to grow in terms of multitasking, and more importantly communication with regards to what I need from my colleagues.



**Anna Wong:** The CTC has greatly contributed to my leadership skills, public speaking, and overall confidence. The CTC has given me a chance to grow and gain independence in a trusting and safe environment, and the support I have received is satisfactory. As the team lead, I had initially had difficulties adjusting to the environment I was in, but that goes for any new job. Overall, my experience at the CTC has inspired me to step out of my comfort zone and work harder. I will truly cherish the experiences made during my time at the CTC.



**Susan Cao:** Throughout my summer with the Chinatown Transformation Collaborative, I developed valuable skills, including becoming a more confident public speaker, while working alongside a team that overcame challenges through communication and mutual support to successfully run tours and workshops. This experience has helped me grow both personally and professionally, and I am truly grateful for how far our 2025 CTC summer student team has come, from navigating interpersonal conflicts to presenting ourselves confidently in front of audiences. None of this would have been possible without the guidance, support, and patience of board member Joanna, and I believe that next year's summer student team will continue to build on our efforts and achieve even greater success.



**Alex Park:** CTC has given me the opportunity to grow on my own, it's given me an incredible amount of opportunities and because of that I've been able to improve my communication and reach new bounds with it then I ever thought possible. CTC has even given me several leadership opportunities and has provided the satisfaction of being one when it all comes together, most evidently seen with the Dragon Boat team. Overall, I'm forever thankful that CTC has been



able to give me these opportunities, and pushed me to take them because without it I wouldn't have been able to meet the fantastic community of the Dragon Boat group, and overall wouldn't have been able to better myself beyond what I thought possible.

**Ethan Wong:** I really enjoy volunteering at CTC as a tour guide and presenter. Last year I was the youngest on the team, and this year I still hold that title! This is my second year as a tour guide—and also as CTC's self-proclaimed TikTok star. It's been a lot of fun, and I've learned so much along the way.

Being part of the tours lets me sample all the amazing food in Chinatown, while also giving me the chance to practice public speaking and try to make people laugh. One of my favorite parts is interacting with visitors and showing them the community I'm proud to represent. I even joke with the team that I'm the only one "working for Rice Krispies".



# Impact of the Tours on the Neighborhood

## Impact of the Tours on the Neighborhood

The Dragon Food Tours have had a transformative impact on Edmonton's Chinatown by helping to revitalize public spaces, support small businesses, and shift public perception of the neighborhood.

### Increased Foot Traffic and Visibility

The tours consistently brought hundreds of visitors into Chinatown throughout the summer, drawing people who might not otherwise have visited the area. With over **1,000 participants in 2025**, this surge in foot traffic created a more vibrant atmosphere, encouraged safe activity in public spaces, and helped counteract negative perceptions often associated with the neighborhood.

### Economic Benefits for Local Businesses

Family-owned restaurants and shops directly benefited from the tours through **increased sales, new customers, and repeat visits**. Many participants returned outside of tour hours to revisit their favorite stops, bringing friends and family along. The tours not only highlighted the quality and diversity of Chinatown's food offerings but also built long-term relationships between businesses and new audiences.

### Cultural Preservation and Education

By weaving **storytelling, heritage education, and history** into each tour, the initiative helped participants gain a deeper appreciation of Chinatown's cultural contributions. Murals, landmarks, and oral histories connected visitors to the lived experiences of Chinese, Indigenous, Vietnamese, Filipino, and other immigrant communities who shaped the neighborhood. This reinforced Chinatown's identity as a cultural hub and a vital part of Edmonton's heritage.

### Youth Empowerment and Leadership

As a **youth-led initiative**, the tours empowered young people to step into visible leadership roles as tour guides, presenters, and storytellers. This not only gave youth valuable training in public speaking, event management, and cultural education, but also showcased their capacity to drive positive change in their community.

### Strengthened Community Connections

The tours fostered greater **connection between residents, businesses, and visitors**, helping to build a stronger social fabric. They demonstrated that Chinatown is not only a place for dining, but also a **destination for learning, cultural exchange, and community building**.

# Conclusion

Over the 2025 summer season, from May 17 to August 31, the CTC team hosted 73 tours and 11 workshops, welcoming a total of 1,064 participants to Chinatown to learn, engage, and discover its hidden gems. Participants provided constructive feedback, noting that exploring Chinatown in larger groups helped them feel more comfortable and less intimidated. The Dragon food tours and workshops were especially informative and appealing, successfully capturing the interest of our target audience.

The Dragon Food Tours were created to position Chinatown as a distinctive cultural destination while strengthening community connections. The initiative reflects the priorities of the Chinatown Strategy Pillars by promoting Chinatown as a celebrated destination, encouraging targeted economic growth, and contributing to an improved sense of safety and security in the area.

## **Recommendations:**

- **Enhanced Marketing and Communications:** Boost visibility on platforms like Instagram and TikTok to reach a broader audience. Additionally, collaborate with traditional media outlets to further increase exposure and awareness.
- **Community Engagement:** Continue to develop and nurture partnerships with local businesses to create opportunities for future events and collaborations.
- **Early Planning:** Begin event planning earlier in the year to avoid time constraints and fully capitalize on the summer season, ensuring smoother execution and greater impact.



**Nathella Pasula**

9 reviews

★★★★★ 3 months ago

Went on CTC's Sweet Side of Chinatown tour. Our guide Emma was really friendly and enthusiastic. She made time to introduce herself individually to each person taking the tour and learn our names and where we were from, which I appreciated. The other workers involved with the tour were friendly and made conversation with us as we were walking around as well.

I really enjoyed all of the stops on the tour. I felt there was a good balance of drinks, baked goods, and other desserts as well as historical and new businesses and landmarks.

Will be bringing friends to this tour in the future when they visit me in the city. The value for the cost of the tour was incredible. I hope they will consider offering a vegetarian/vegan version of their savoury food tour as I would love to be able to attend.



**h skemp**

Local Guide • 21 reviews • 1 photo

★★★★★ 9 weeks ago

Attended a walking tour (vegetarian option) today. Amazing event. Timed perfect over the lunch hour, educational about the area and vendors, and explored places we haven't been to yet but which we most certainly will be returning to again. Excellent way to bring folks into the area, to have some guidance to try things that are new or intimidating without someone who can explain. Excellent value, and I'll be watching for opportunities to do some of the other tours when they aren't sold out.

The folks leading you around are friendly, and seem to care a lot about the reason for these efforts. They make you feel welcome and are happy to answer any questions you have. You won't feel like any questions are silly. They want you to feel comfortable and at ease with everything.

This is for locals and tourists alike.



**Susan P. (Good Foodz)**

Local Guide • 30 reviews • 24 photos

★★★★★ 15 weeks ago

The entire team is hard working and engaging to provide information. I am surprised these tours aren't sold out. What a fun thing to do!



**Kayle Wert**

5 reviews • 0 photos

★★★★★ 12 weeks ago

Just attending one of the Sweet Side of Chinatown tour - wonderful way to spend an hour and a half! Ate a lot of delicious things, and was introduced to a number of businesses in the area! The tour guides did a great job of guiding us around and letting us know the history of the area and of the businesses. I highly recommend this for anyone looking for the perfect balance of local history and tasty treats.



**Kimberly Dykin**

9 reviews • 0 photos

★★★★★ 13 weeks ago

Did the sweet food tour today and had a fantastic time! The tour leaders were knowledgeable, helpful (and hilarious), we learned a lot and the food was fun and tasty to try. Will be back.

# Google Reviews 2025

**Allison Husband**

5 reviews • 3 photos

★★★★★ 2 months ago

The savoury food tour was excellent! I went with extended family, ages ranging from 8 to 60, and all thoroughly enjoyed the food and experience. I was impressed by the value (amount of food for the price) and appreciated the insights that our guide shared. Looking forward to trying the sweet tour in the future!

**Olivia Lee**

Local Guide • 19 reviews • 3 photos

★★★★★ 3 months ago

Highly recommend joining the food tours that are not only informative, but also incredibly delicious 🍴 It's amazing how much tasty food you get along with such a great tour group to learn more about Chinatown's history.

**Alex Fahlman**

Local Guide • 21 reviews

★★★★★ 3 months ago

Loved this tour! My friend and I did the dessert tour and had so much fun trying all the foods and learning about the history.

**Claire McGuigan**

Local Guide • 14 reviews • 1 photo

★★★★★ 2 months ago

My husband and I really enjoyed the Sweet and Savoury Dragon Food Tour on August 1. The guides were enthusiastic and knowledgeable, the samples were delicious, and the value was unbeatable. We found some new favourite places to visit in Chinatown! I also appreciate the thoughtful touches at the centre before and after the tour - free water, snacks, and a tidy bathroom. Highly recommend trying the food tours - we'll definitely be back next summer

**Molly Ezzard**

Local Guide • 11 reviews

★★★★★ 2 months ago

Went on the sweet and savory food tour - it was fantastic!! Took us to so many cool spots that I can't wait to go back too. Staff was fantastic and friendly and it was a super affordable, fun thing to do!

**Sarah Kwong**

3 reviews • 1 photo

★★★★★ 3 months ago

Great experience. The group is very passionate about sharing their knowledge.

# 25 THINGS TO DO IN EDMONTON UNDER \$25 IN AUGUST

Entertainment on the cheap? We've got IT.



THIS WEEK IN EDMONTON

JUL 29, 2025



Share

This month, we've got you covered for the best 25 things to do under \$25 in Edmonton. It's easy on your wallet, and hard on the fun.

## HERE ARE THE BEST ON THE CHEAP (\$25 OR LESS) THINGS TO DO IN AUGUST IN EDMONTON

[Take a Savoury or a Sweet Tour of Chinatown](#) | Ongoing

Guided foodie tours showcasing Chinatown's vibrant flavours are available all month long. You can choose from a savoury tour, a sweet tour or even a sit-down dinner experience - and they're all under twenty-five bucks. This incredible way to explore food and Chinatown is available all summer long.

[Try Your Hand at Disc Golf](#) | Ongoing

Can you hit the target this hot night out? Check out one of the many places to catch a game of disc golf in Edmonton this summer and try the game for yourself. It's a cheap night out - and you can even rent the disc golf kit.

[Catch one of the 12 Outdoor Movies Coming up in Edmonton in August](#) | Ongoing

From double features at the Devon celebration, to movies in Ice District, you can catch 12 big-time movies on the big screen this summer in Edmonton. Grab a blanket, grab your pals, and head to one of the outdoor movies in Edmonton in August.



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## Re: ECF Chinatown Dragon Tour @2pm

1 message

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**Joanna Wong** <jopywong@hotmail.com>

Fri, Jul 18, 2025 at 12:00 PM

To: Sherilyn Trompetter <strompetter@ecf.ca>, Lan Chan-Marples <lan.marples@ualberta.ca>

Cc: Info CTC <info@ctcyeg.com>

Thank you Sherilyn. I have shared your comment with our student tour team and they were thrilled to hear them.

I will send an invoice to you shortly.

Thanks again and do come back for our other activities - lots of events coming up in Aug!

All the best,

Joanna Wong

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**From:** Sherilyn Trompetter <strompetter@ecf.ca>

**Sent:** July 17, 2025 11:12 AM

**To:** Lan Chan-Marples <lan.marples@ualberta.ca>

**Cc:** Joanna Wong <jopywong@hotmail.com>

**Subject:** Re: ECF Chinatown Dragon Tour @2pm

Dear Lan and Joanna,

On behalf of the Edmonton Community Foundation, thank you very much for the wonderful CTC Dragon Food Tour. Our group enjoyed our outing and really enjoyed getting to try a select few of Chinatown's many treasures. We sincerely appreciated the opportunity for this private tour and highly recommend it to others. I heard from a number of my colleagues that they wanted to bring their families back to Chinatown to keep exploring, and for others to repeat the tour with others.

It's a phenomenal project and I'm glad it went off so well. Please do send me an invoice for payment so that can get sorted ASAP as well.

Warm regards,  
Sherilyn



ecf.ca

**Sherilyn Trompetter**

Manager, Equity Advancement

**Edmonton Community Foundation**

**Phone** 780-426-0015 (ext. 105)



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## Sweet Side Chinatown Tour

1 message

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**Kayle** <kayle@kaylewert.com>  
To: info@ctcyeg.ca

Sat, Jul 19, 2025 at 2:11 PM

Hi there, I was on today's 11am tour, July 19, 2025! I just wanted to pass along my praise for the tour, which was a wonderful experience! The teenage tour guides were friendly, engaging and extremely knowledgeable about the area and the various items we tasted, and it was lovely to see young people with such excellent public speaking skills. Alex was the tour leader, and he did a fantastic job, especially considering that it was raining the entire time. But all of the guides were incredibly helpful, and I loved seeing that they had an opportunity like this. I was fortunate enough to have access to 4-H and drama classes as a teenager, and it was nice seeing these kids get the same opportunity to practice their skills, and specifically the ability to engage with those skills around Edmonton's North Chinatown and the numerous East Asian communities contained within.

The variety of locations we visited and items were tasted were also excellent - both delicious and an interesting education on the history of most of the businesses. Ying Fat Foods was especially interesting, and I appreciated learning about Edmonton's very own local tofu factory! All of the businesses were pleasant and friendly, and the tour guides made sure to greet them and say goodbye when we left.

I'm looking forward to trying some of the other food tours, and will be recommending them to everyone I know with free time and an interest in food, in Edmonton's history, and/or in the various communities in the area! The workshops are especially interesting!

I also want to thank you for letting me know about the upcoming Dragon Boat Festival and the Lion Dance Championship! I'm looking forward to popping into the CTC again! It was a wonderful experience - and a steal of a deal at the price point offered.

-Kayle Wert



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## Re: Kristin, Thank You for joining the Chinatown Dragon Food Tour!

1 message

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**Kristin Kalmbach** <[kristinkalmbach@shaw.ca](mailto:kristinkalmbach@shaw.ca)>  
To: [info@ctcyeg.com](mailto:info@ctcyeg.com)

Sun, Jul 13, 2025 at 7:09 PM

The survey doesn't have Susan's name on it, doesn't have 2pm as an option, nor does it have vegetarian tour on it. But Susan was AMAZING!!!!  
Sent from my iPhone

On Jul 13, 2025, at 4:03 PM, CTC Storytelling Centre @ The Hull Block, North Chinatown <[scheduling@acuityscheduling.com](mailto:scheduling@acuityscheduling.com)> wrote:



**Chinatown  
Transformation  
Collaborative**  
愛城唐人街發展協會

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Kristin

We're glad you joined us recently on one of our Dragon Food Tours or Dragon Workshops. It was a pleasure to share the delightful journey through some of Edmonton's greatest gems with you. We hope you had as much fun savouring the tour as we did hosting you.

Your support is invaluable in helping us celebrate and promote our community's vibrant culture and rich heritage. Together, we create memorable experiences that strengthen the bonds within our community.

We want to keep improving our events, and we need your help! Please take a moment to share your thoughts and feedback by filling out our survey. Click the link below to let us know what you loved and what we can improve:



## Survey

Please stay connected with us on social media and through our newsletters for updates on more exciting activities and opportunities to explore the wonders of Chinatown. We have many more fantastic events planned, and we can't wait to see you again!

Thank you once again for your enthusiasm and support. Let's continue to celebrate the savoury side of Chinatown together!



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## Fwd: Comment

1 message

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**CTC Walking Tours** <tours@ctcyeg.com>  
To: Info CTC <info@ctcyeg.com>

Sat, Jul 12, 2025 at 5:00 PM

----- Forwarded message -----

From: **Valencia Curken** <valenciaturken@gmail.com>  
Date: Sat, Jul 12, 2025 at 1:21 PM  
Subject: Comment  
To: <tours@ctcyeg.com>

Hello!

I've been visiting my daughter in Edmonton and have done your Sweets Tour and the Salad Roll Class.

I just want to say that we had such a great time at both. The tour took us to places we never would've discovered on our own. My daughter thinks she is going to have her baby shower at The Tea Bar because it's such a cool place! I appreciate the cost of your events, they are very affordable which is rare nowadays.

Ethan is adorable and does such a good job of checking people in and helping out. The girl (I'm sorry I don't know her name) that led the Salad Roll Class was so well spoken and interesting and relaxed and fun. And the gentleman who led the Sweets Tour, his ability to time the tour and keep things interesting was spot on. He is also well spoken and the microphone was a great idea.

I give your events  
5 ★★★★★!

It's sad to see the amount of homeless and drug addiction in your area. My daughter says the City put in some sort of facility that draws more homeless to your area. I live in Kelowna and it's the same situation. As a "tourist" I encourage your community to fight to have facilities like that removed. China Town should be a clean, safe, fun area for locals and tourists! Our federal government is truly destroying our great country.

Thanks again for the educational and fun and delicious events! We hope to do a few more this month.

Respectfully,

Valencia Curken  
Kelowna, BC

# Final Report

## Dragon Boat Workshops for Community Members (June to August 2025)

Project Supported by: Live Active Grant – City of Edmonton  
Approved Amount: \$2,500



Submitted by: Chinatown Transformation Collaborative (CTC)  
Alex Park (Student Lead)  
Joanna Wong (Board Director)

# Dragon Boat Workshops for Community Members

**Submitted by:** Chinatown Transformation Collaborative (CTC)

**Supported by:** City of Edmonton – Live Active Grant

**Approved Amount:** \$2,500

## Project Overview

The Chinatown Transformation Collaborative (CTC) launched the **Dragon Boat Workshops for Community Members** project in June, concluding in late August. The purpose was to create opportunities for community members of all ages and backgrounds to participate in active recreation while preparing for the Edmonton Dragon Festival and Dragon Boat Competition. The budget was initially for about 20-25 people, the maximum for 1 dragon boat, to try out Dragon Boat Paddling, but the response was double what was anticipated.

Over the course of two months:

- **45 individuals** registered for the workshops.
- Enough participants signed up to form **two full CTC teams** for race day.
- **10 practices** were held, coached and hosted by the Edmonton Dragon Boat Racing Club (EDBRC).
- Practices occurred weekly (Tuesdays) with additional sessions on Saturdays.

Most participants were new to dragon boating, making this project an important entry point into a sport that emphasizes teamwork, endurance, and cultural celebration.



## Outputs & Participation

- **Number of participants:** 45 registered, with 25+ consistently attending practices and competitions. Our oldest participant was 73 years old and our youngest was 10 years old.
- **Target population:** Predominantly new paddlers from diverse backgrounds, different cultures, including youth, families, and community members from Edmonton's Chinatown and all over Edmonton.
- **Engagement:** Practices emphasized physical activity, collaboration, and building team culture.
- **Community crossover:** Several participants continued engaging with CTC events outside of the project, strengthening community ties.
- Both teams, the senior (Rice and Shine) and novice team (Wunton Boaters) won bronze medals in the Aug 2025 Edmonton Dragon Boat Races.



# Outcomes & Impact

## For Participants

- **Physical activity & skill development:** Participants developed new athletic skills in paddling, endurance, and team coordination.
- **Team bonding:** A strong sense of camaraderie formed, facilitated by experienced paddlers, coaches, and the appointed Team Lead.
- **Confidence & morale:** Even within a short season, participants reported satisfaction, pride, and enjoyment of the sport.

## For the Community & Organization

- **Increased opportunities for active recreation:** The project directly supported the City of Edmonton's strategic goal to increase year-round access to recreation and sport.
- **Cultural connection:** Dragon Boating connected participants to a sport with cultural significance, especially within Edmonton's Chinatown.
- **Stronger community presence:** CTC's involvement in the Edmonton Dragon Boat Competition raised awareness of Chinatown's revitalization efforts and encouraged cross-community participation.
- **Sustainability:** Interest generated from this project positions CTC to continue offering recreational opportunities that blend sport and cultural celebration.



## Lessons Learned

1. **Commitment & Attendance:** Of 40 sign-ups, only about half participated in competitions. Future projects should implement strategies (e.g., deposits, clear attendance expectations) to improve commitment.
2. **Leadership is essential:** A dedicated Team Lead played a key role in maintaining morale and culture.
3. **Experience matters:** Experienced paddlers provided invaluable mentorship to new participants.
4. **Communication tools:** A WhatsApp group proved more effective than email for coordinating practices and ensuring timely communication.



# Financial Summary

Total Project Expense: **\$5500** (Budget \$5000)

## Expenses (Live Active Grant)

- Total Grant Received: **\$2,500**
- Expenses covered: coaching fees, practice sessions, equipment use, and related costs through EDBRC: **\$3,150.00**
- Shortfall: **-\$650.00 (from the Live Active Grant)**

## Additional Expenses

- 2 teams entered in the Dragon Boat Races: **\$1400 (2x\$700)**
- 45 t-shirts: **\$450.00 (450x\$10)**
- Water bottle, Snacks **\$500**
- Copies of receipts attached separately as required.

### Transaction Report

Chinatown Transformation Collaborative Society

January 1-October 5, 2025

TRANSACTION DATE	TRANSACTION # TYPE	NAME	MEMO/DESCRIPTION	ACCOUNT FULL NAME	ITEM SPLIT ACCOUNT	AMOUNT	BALANCE
23220-7 Deferred Contributions - Dragon Project							
23220-7-4 Dragon Boat - Live Active Grant							
03/24/2025	Journal Entry	YJ2025-82	Live Active Grant for Dragon Boat Workshop	23220-7 Deferred Contributions - Dragon Project:23220-7-4 Dragon Boat - Live Active Grant		2,500.00	2,500.00
07/15/2025	Bill		EDBRC-Edmonton Dragon Boat Racing Club Boat parking, paid by chq003, deposit on Sept 17, 2025	23220-7 Deferred Contributions - Dragon Project:23220-7-4 Dragon Boat - Live Active Grant	Accounts Payable (A/P)	-450.00	2,050.00
07/31/2025	Bill	EDBRC-July2025	EDBRC-Edmonton Dragon Boat Racing Club Dragon boat racing July 8 -29, 2025	23220-7 Deferred Contributions - Dragon Project:23220-7-4 Dragon Boat - Live Active Grant	Accounts Payable (A/P)	-	25.00
08/19/2025	Bill	August Invoice	EDBRC-Edmonton Dragon Boat Racing Club Edmonton Dragon Boat Racing club, Boat and Coach. Aug 2 -12, 2025	23220-7 Deferred Contributions - Dragon Project:23220-7-4 Dragon Boat - Live Active Grant	Accounts Payable (A/P)	-675.00	-650.00
<b>Total for 23220-7-4 Dragon Boat - Live Active Grant</b>						<b>-\$650.00</b>	
<b>Total for 23220-7 Deferred Contributions - Dragon Project with sub-accounts</b>						<b>-\$650.00</b>	
<b>TOTAL</b>						<b>-\$650.00</b>	

## Conclusion

The **Dragon Boat Workshops for Community Members** were a success. The project introduced over 40 Edmontonians to an exciting and culturally significant sport, fostered teamwork and community spirit, and advanced the City's Live Active goals.

CTC looks forward to building on this momentum by continuing to promote dragon boating and other cultural recreation initiatives that bring communities together through active living.





EDBRC Invoice:

<i>Date</i>	<i>Boats &amp; Staff</i>	<i>Event Type</i>	<i>Pricing per boat</i>
June 17 2025	1 boat + 1 coach	Practice	\$225
June 24 2025	1 boat + 1 coach	Practice	\$225

**Total: \$450**

Payment can be made via

E-transfer to [treasurer@edbrc.club](mailto:treasurer@edbrc.club) - In the message please put CTC June Invoice Payment

Cheque payable to "Edmonton Dragon Boat Racing Club" - Hand to one of the EDBRC staff members

Credit card - paid via this link: <https://edbrc.club/reg/68eFggQm>

If you have any questions, please reach out to [info@edbrc.club](mailto:info@edbrc.club)



EDBRC Invoice:

<i>Date</i>	<i>Boats &amp; Staff</i>	<i>Event Type</i>	<i>Pricing per boat</i>
July 8 2025	2 boats + 2 coaches	Practice	\$225 x 2
July 15 2025	2 boats + 2 coaches	Practice	\$225 x 2
July 22 2025	2 boats + 2 boats	Practice	\$225 x 2
July 26 2025	1 boat + 1 coach	Practice	\$225
July 29 2025	2 boats + 2 coach	Practice	\$225 x 2

**Total: \$2025**

Payment can be made via

E-transfer to [treasurer@edbrc.club](mailto:treasurer@edbrc.club) - In the message please put CTC August Invoice Payment

Cheque payable to "Edmonton Dragon Boat Racing Club" - Hand to one of the EDBRC staff members

Credit card - paid via this link: <https://edbrc.club/reg/eCamIpcA>

If you have any questions, please reach out to [info@edbrc.club](mailto:info@edbrc.club)



EDBRC Invoice:

<i>Date</i>	<i>Boats &amp; Staff</i>	<i>Event Type</i>	<i>Pricing per boat</i>
August 2 2025	1 boat + 1 coach	Practice	\$225
August 5 2025	1 boat + 1 coach	Practice	\$225
August 12 2025	1 boat + 1 coach	Practice	\$225

**Total: \$ 675.00**

Payment can be made via

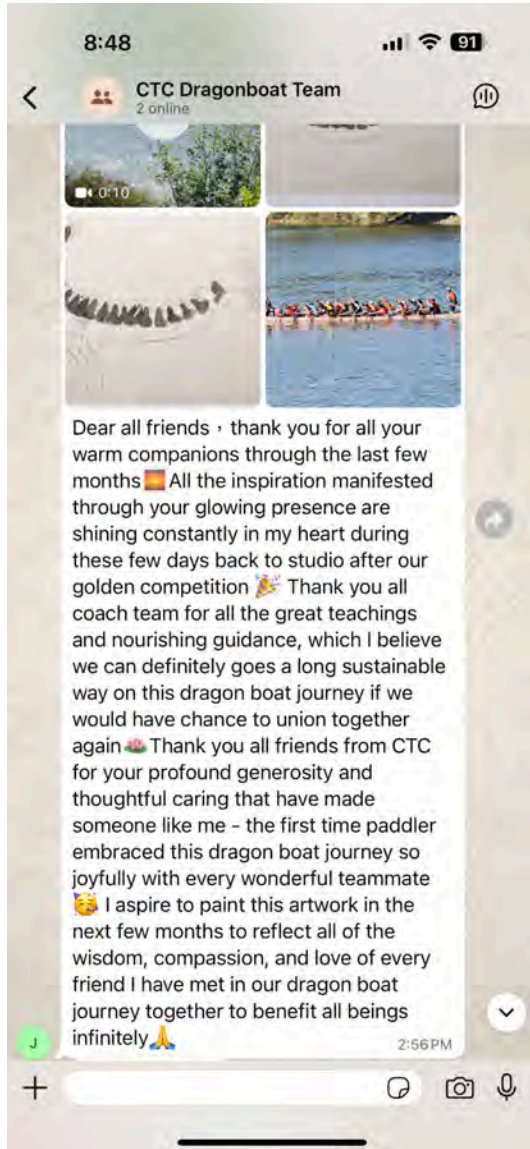
E-transfer to [treasurer@edbrc.club](mailto:treasurer@edbrc.club) - In the message please put CTC August Invoice Payment

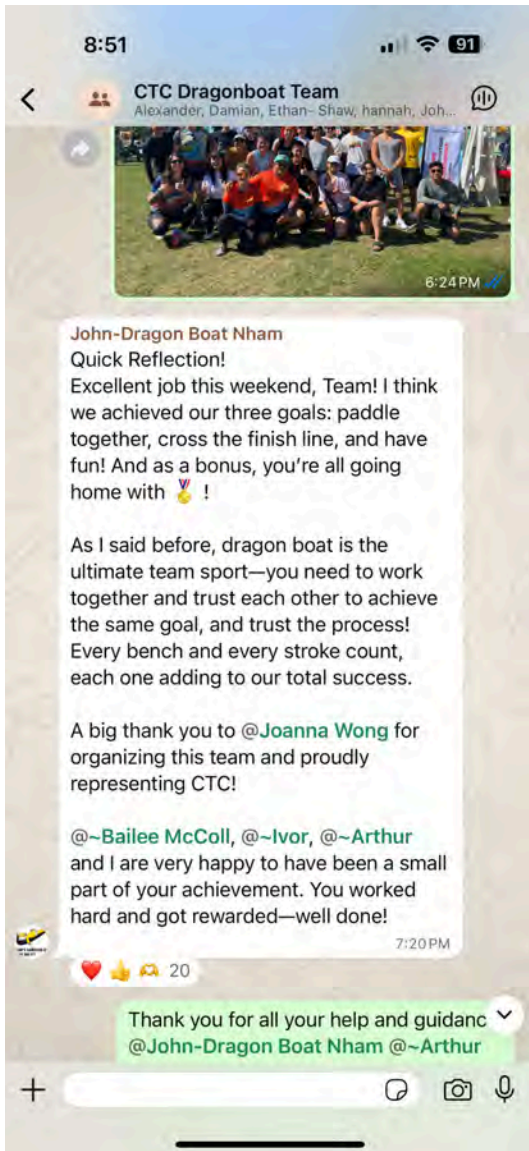
Cheque payable to "Edmonton Dragon Boat Racing Club" - Hand to one of the EDBRC staff members

Credit card - paid via this link: <https://edbrc.club/reg/wzuETKSB>

If you have any questions, please reach out to [info@edbrc.club](mailto:info@edbrc.club)







Sept. 1, 2025

Dear CTC Board Members

Stephen and I are very grateful for the opportunity that we were given to participate in your first official Dragon Boat event.

We hope that you were pleased with the results. We were welcomed so completely by our much younger teammates and instructors. We enjoyed this immensely, so we did the Lion Dance competition.

We hope you continue to support this endeavour, and hope we will be able to be part of it. Hannah + Stephen Aaron







# C2U EXPO 2025

## Partners in Place

*May 12–15, 2025 | Impact Assessment*

Chinatown Transformation Collaborative Society of Edmonton

The Hull Block, 10601 97 St

(587) 858-2627

[info@ctcyeg.ca](mailto:info@ctcyeg.ca)

Report by: Damian Yu (Student)

Review by: Joanna Wong (Director)



## C2U Expo 2025 Partners in Place

C2UExpo (Community-Campus-Exposition) is CBRCanada’s international conference dedicated to showcasing and advancing community-based research (CBR) and campus-community partnerships that tackle both local and global societal challenges. Held bi-annually and hosted by a new local institution each time—with backbone support from CBRCanada—C2UExpo is more than a conference: it is a national movement that bridges communities and campuses through collaborative research, shared learning, and collective action.

The 2025 edition, hosted at MacEwan University from May 12 to 15, marks the first time the conference will be held in Alberta and is centered around the theme “Partner in Place.” This year’s theme emphasizes the importance of rooted, place-based partnerships that foster resilience, equity, and meaningful change in communities. Over 700 registrants attended the conference this year at Grant MacEwan.

C2UExpo 2025 brings together researchers, practitioners, and community leaders from across sectors to highlight how collaborative approaches are addressing real-world challenges—and to demonstrate the power of partnerships in creating lasting, positive impact. The conference offers a dynamic program of workshops, panels, presentations, and networking opportunities, all designed to facilitate co-creation, mutual learning, and inclusive innovation.

By strengthening the ties between academic inquiry and grassroots action, C2UExpo fosters long-term, reciprocal relationships and acts as a catalyst for community-led solutions grounded in reciprocity, shared leadership, and social justice.





## **CTC at C2UExpo 2025: Celebrating Chinatown Through Partnership and Place**

The Chinatown Transformation Collaborative Society of Edmonton (CTC) proudly participated in C2UExpo 2025 as a major community sponsor, hosting an outreach booth throughout the four-day convention at MacEwan University along with a monetary \$5000 sponsorship for a Chinatown site visit. This sponsorship underscored the cultural and historical importance of Edmonton's Chinatown, emphasizing its deep-rooted connection to the downtown core and its ongoing revitalization as a vibrant cultural destination.

Through direct engagement with attendees, CTC promoted key community initiatives and events such as the Dragon Food Tour and the Mother's Day Tea, while building awareness of the broader work being done to celebrate, preserve, and activate Chinatown's identity. The Expo offered a powerful platform for CTC to expand its reach, build new partnerships, and position Chinatown as a site of innovation, culture, and community resilience.

As part of its sponsorship, CTC hosted a site visit titled "Celebrating Chinatown," an immersive experience that took participants on a journey through Edmonton's historic and commercial Chinatown districts. The visit began with a short bus ride to the city's oldest Chinatown, followed by a guided Mini Dragon Food Tour: Savoury Meets Sweet. Participants sampled iconic flavours—from juicy dumplings and savoury BBQ to fragrant baked treats—while learning about Chinatown's heritage and culinary landscape. These youth-led food tours were recently named a finalist for the 2025 Edmonton Tourism Awards, highlighting their growing impact and popularity.



The tour continued at the CTC Storytelling Centre, where visitors explored stories emerging from a community-engaged research collaboration between the University of Alberta and the Chinatown community, aimed at enriching the visitor experience and fostering deeper understanding of place.

To honour the land on which Chinatown resides, the experience also featured hands-on cultural workshops, including sweetgrass braiding with Cora Gladue and Chinese knot bracelet-making with GEMS—activities that offered meaningful opportunities to connect with both Indigenous and Chinese cultural traditions.



The tour concluded with a presentation by Dr. Elizabeth Halpenny, a tourism scholar from the University of Alberta whose research explores the intersections of visitor experience, environmental stewardship, and place-based storytelling. Her insights further anchored the site visit in the values of reciprocity, respect, and shared stewardship of community and place.

From food to storytelling to cultural craft, CTC's presence at C2UExpo 2025 embodied this year's theme, "Partner in Place," by bringing together heritage, community, and research in celebration of Edmonton's Chinatown.



## **Tabling & Community Engagement at MacEwan University**

*May 12 – 15, 2025 | C2UExpo*

### **Purpose**

From May 12 to 15, the Chinatown Transformation Collaborative Society of Edmonton (CTC) operated a dedicated information booth at MacEwan University to raise public awareness, broaden community connections, and showcase its mission-driven programs.

### **Booth Hours/Engagement**

May 12: 10:00 AM – 2:00 PM / 20 People  
May 13: 10:00 AM – 5:00 PM / 25 People  
May 14: 10:00 AM – 5:00 PM / 23 People  
May 15: 10:00 AM – 3:00 PM / 10 People

Average visitors per hour: 3    Estimated total visitors: 79

Consumption of Fortune Cookies: a full box of 400 fortune cookies were handed out

## **Engagement Highlights and Reflections**

The CTC booth was a visual and interactive success, drawing steady attention thanks to creative elements such as our dragon mascot Goldie, a captivating hologram dragon, and fortune cookies that sparked curiosity and conversation. These features helped create an inviting atmosphere and offered multiple entry points for engagement. Many attendees expressed enthusiasm for the Dragon Food Tour and were intrigued by CTC's broader programming. Notably, several visitors shared that they had not heard of the organization before but now wanted to learn more or get involved.

While the booth successfully drew interest and curiosity, it also revealed an opportunity to further strengthen messaging. Many visitors were drawn to specific events, which served as effective entry points, but there remains potential to deepen understanding of CTC's broader mission and long-term vision. Moving forward, future outreach efforts can build on this momentum by placing greater emphasis on storytelling and two-way dialogue—creating more intentional connections between individual programs and CTC's overarching goal of revitalizing Chinatown as a vibrant, inclusive, and culturally significant community.

## **Engagement Highlights and Reflections**

### **Celebrating Chinatown: Site Visit & Mini Dragon Food Tour**

*Sponsored by the Chinatown Transformation Collaborative Society of Edmonton (CTC)*

On May 12, from 1:30 PM to 2:30 PM, CTC hosted a Mini Dragon Food Tour as part of its "Celebrating Chinatown" site visit for C2UExpo 2025. Welcoming 35 participants, the tour offered a curated sampling of Chinatown's diverse culinary offerings alongside cultural and historical storytelling. Designed to immerse guests in the spirit and flavour of the community, the event aligned with CTC's broader mission to revitalize Edmonton's Chinatown through meaningful cultural engagement.



### **What Worked Well**

The tour was especially impactful for participants who were visiting Chinatown for the first time. Attendees praised the engaging and accessible format, noting that it deepened their understanding of the neighbourhood's cultural richness and encouraged them to return. The combination of food, history, and storytelling proved to be an effective and memorable way to showcase Chinatown as a dynamic, inclusive, and evolving destination.

### **Opportunities for Growth**

As the first official run of the Mini Dragon Food Tour, a few logistical challenges emerged. Unexpected rain caused brief confusion, one restaurant experienced longer wait times than anticipated, and overlapping groups created occasional crowding. Future tours would benefit from improved vendor coordination, clearer pacing, and contingency plans for inclement weather to ensure a seamless and comfortable experience for all guests.

Overall, the site visit was a valuable engagement tool that met its core objectives: to celebrate Chinatown, build community-academic bridges, and showcase CTC's

approach to revitalization through cultural connection. With some adjustments, the Mini Dragon Food Tour has strong potential to become a signature experience that continues to inspire both locals and visitors alike.



### **Chinese and Indigenous Crafts Activity**

#### **Date & Time:**

May 12: 2:30 PM – 3:30 PM

### **Engagement Highlights and Reflections**

#### **Chinese Crafts Activity**

The crafts activity emerged as a standout feature of CTC’s participation at C2UExpo 2025. This hands-on experience invited visitors to create both traditional Chinese and Indigenous crafts, offering a unique opportunity to engage with cultural practices in a thoughtful and interactive way.

Participants were highly focused and enthusiastic, with many asking insightful questions about the symbolism, materials, and techniques involved. This curiosity sparked meaningful dialogue about the cultural significance of each tradition, fostering greater awareness and appreciation.

Beyond its creative appeal, the activity served as a powerful educational experience, showcasing the richness and resilience of both Chinese and Indigenous artistic heritages. It highlighted the importance of interactive cultural programming in promoting mutual respect, cross-cultural learning, and deeper community understanding—core values at the heart of CTC's mission.



## Conclusion

CTC's participation in the 2025 C2UExpo was a resounding success, significantly enhancing the organization's visibility, building meaningful community connections, and positioning Edmonton's Chinatown as a vibrant, culturally rich destination. Through interactive and engaging programming—such as the Mini Dragon Food Tour and Chinese Crafts activity—CTC reached a diverse audience and deepened public understanding of both its mission and the broader importance of Chinatown's revitalization.

Although overall booth traffic was modest—reaching just over 10% of the Expo's 700 participants—this was largely due to the expansive layout of the conference venue rather than any shortfall in outreach strategy. Despite lower numbers, the quality of engagement was high, and the booth facilitated several meaningful connections that have the potential to grow into lasting partnerships and ongoing support.

While there is room for improvement—particularly in refining narrative messaging and enhancing logistical coordination—the overall impact of CTC's involvement was positive, strategic, and far-reaching. The Expo provided a valuable platform to showcase CTC's work, celebrate cultural heritage, and inspire deeper community involvement in shaping the future of Edmonton's Chinatown.



# Celebrating Chinatown

Presented by **Chinatown Transformation Collaborative Society**

May 12th, 2025 1:00 - 4:00 PM

Take a short bus trip to the oldest parts of Chinatown and then get off in Chinatown's commercial district where a walking food tour awaits you!

Discover the best of Edmonton's Chinatown's culinary treasures with our Mini Dragon Food Tour: Savoury Meets Sweet. This tour offers a delightful blend of the neighbourhood's most iconic flavours, giving you a taste of both the savoury and sweet sides of Chinatown. Learn about Chinatown while trying out mouthwatering dumplings and savory barbeque and delightful baked treats. These Dragon food tours have been voted as a finalist for the 2025 Edmonton Tourism Awards.

But the celebration doesn't end with the food! Step inside the CTC Storytelling Centre and be captivated by the exciting stories emerging from a community-engaged research project. Discover how the University of Alberta and the Chinatown community are collaborating to elevate the visitor experience, ensuring your visit is even more enriching.

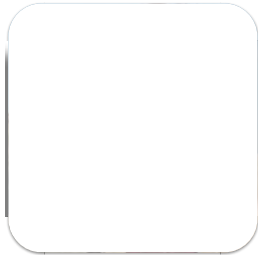
Connect with the cultural heart of this land with a special opportunity to learn the art of sweet grass braiding with Cora Gladue, understanding its profound meaning. You'll also have the chance to create your own intricate Chinese knot bracelet with GEMS, a tangible memento to cherish your Chinatown adventure. This is our way of acknowledging and honouring that Chinatown resides on Indigenous land.

Don't miss this incredible opportunity to taste, learn, and connect with the vibrant spirit of Edmonton's Chinatown! Sign up for the Celebrating Chinatown Tour today and create lasting memories!



Photography provided by Chinatown Transformation Collaborative Society

## SPEAKER



# Elizabeth Halpenny

A Professor at Canada's University of Alberta, Elizabeth Halpenny received a PhD in Recreation and Leisure Studies from the University of Waterloo in 2006. She currently teaches and conducts research in the areas of tourism, marketing, environmental psychology and protected areas management. Elizabeth's research focuses on individuals' interactions with nature environments, tourism experience, and environmental stewardship.

### Current research projects include:

(a) the effect of mobile digital technologies on visitors' experiences; (b) the impact of World Heritage designation and other park-related brands on travel decision making; (c) individuals' attitudes towards and stewardship of natural areas; (d) factors shaping mobilization of protected areas-related knowledge; and (e) tourism-related social media conversations on climate change in Canada's Rocky Mountain parks.



Walking, standing, sitting  
Indoors and outdoors  
On-Bus sightseeing (25mins) may cause motion sickness  
Uneven or cracked sidewalks  
Food sensitives or allergies will be responsibility of the attendee  
Hand crafts such as knots and braiding  
Traffic sounds

**At CTC, guests can expect:**

Scents (smudge) – participation is optional  
Seating

## Edmonton Public Library - Stanley A. Milner Library Visit



May 12th, 2025 1:00 - 4:00 PM



Visit Edmonton Public Library's revitalized Stanley A. Milner Branch located in the heart of Edmonton's downtown. During this visit, your EPL hosts will highlight community campus collaborations between Edmonton Public Library and Edmonton's post-secondary institutions. Attendees will have the chance to interact with The Wall, a two storey, 40-feet-wide digital installation; visit P'YÉS'Ū WĀSKĀHIKAN (Thunderbird House), a dedicated Indigenous space for ceremony and gatherings; explore The Makerspace, a hub for all things making and creating; and taste some culinary creations in The Kitchen, a 2,100-square-foot state-of-the art teaching kitchen.

### DESTINATIONS





**Chinatown  
Transformation  
Collaborative**  
愛城唐人街發展協會

Info CTC <info@ctcyeg.com>

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## Thank you for contributing to the C2UExpo!

1 message

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**Em McGinnis** <mcginnise3@macewan.ca>

Mon, May 19, 2025 at 12:41 PM

To: Info CTC <info@ctcyeg.com>, Elizabeth Halpenny <halpenny@ualberta.ca>, "lan.marples"

<lan.marples@ualberta.ca>, Joanna Wong <jopywong@hotmail.com>

Cc: Meagan Auer <auerm@macewan.ca>

Hello Celebrating Chinatown team!

I hope that you've had much needed wind-down time after the busyness of the conference last week. The Expo was a success, and the attendees enjoyed their site visit experiences.

I want to send a biiiig Thank-YOU! For hosting a site visit for the C2UExpo 2025! We're grateful for your support and involvement, we couldn't have done it without our fantastic community partners.

Whether you helped out behind the scenes, spoke about your work, or joined in on the conversations, your presence helped create a welcoming and inspiring space for everyone involved. I am grateful for being able to work alongside everyone on the team!

We appreciate having you with us and hope to stay connected for future opportunities. If you have any thoughts or feedback about the event, we'd love to hear from you!

Thank you again! Wishing you the best summer break 😊

Warmly,

Em McGinnis (They/Them)

Site Visit Coordinator

C2U Expo

# **Chinatown's Visitor Economy: Using walking interviews to unveil new directions**

C2U\_Expo, Edmonton, AB, May 12, 2025

Elizabeth Halpenny

Mu He

Jianru Li

Wenzhe Zheng

Minchen Huang



**Edmonton's Chinatown**

# What is the Visitor Economy?

Hospitality



Tourism





# History of Chinatown in Edmonton

The establishment of Chinatown in Edmonton dates back to the early 1900s when Chinese immigrants settled in the area, contributing to the city's growth. The community faced significant challenges, including discrimination and exclusion, yet they persevered, establishing businesses and cultural institutions that still thrive today.



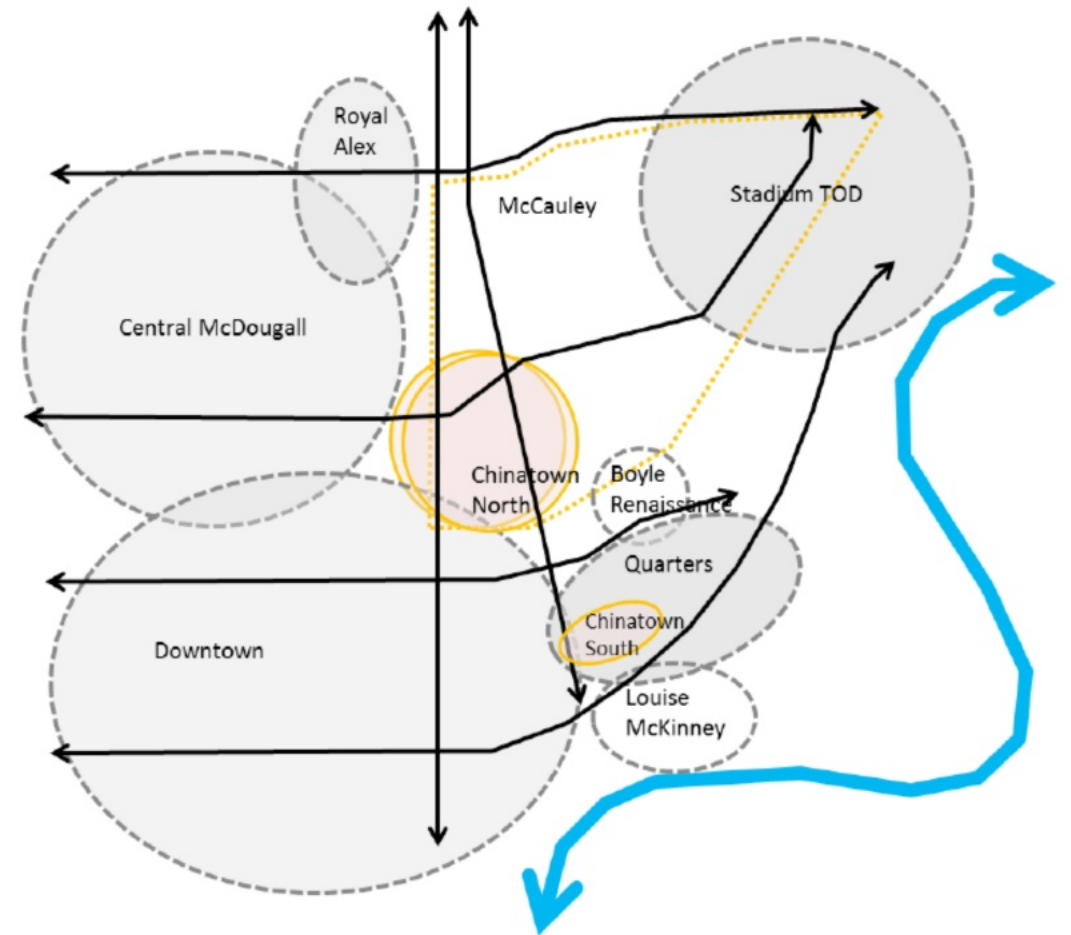
Foundation ceremony for the Chinese Elders' Mansion, located along 102 Avenue between 95 & 96 Street, April 1976. Provincial Archives of Alberta, A4808.

# Transformation of Chinatown



# Transformation Pillars

1. Improve safety and security
2. Focused economic development
3. Governance and community leadership network
4. **Celebrate tourism as destination**
5. Enhance built form and landmarks



## Transformation concepts & principles



**Sustainable Tourism** (UN-World Tourism Organization) takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. It's about balancing the benefits of tourism with the need to protect the environment and respect the cultural heritage of local communities.

EXPLORE  
EDMONTON

UN-SDGs

 DESTINATION  
CANADA

**Regenerative tourism** is a concept in travel that goes beyond simply minimizing negative impacts, aiming to actively improve destinations and communities, leaving them better than they were found. It's about creating a net-positive impact by contributing to the well-being of people, places, and the environment.

## Objectives of growing sustainable tourism in Chinatown project

# UN-SDGs for Tourism

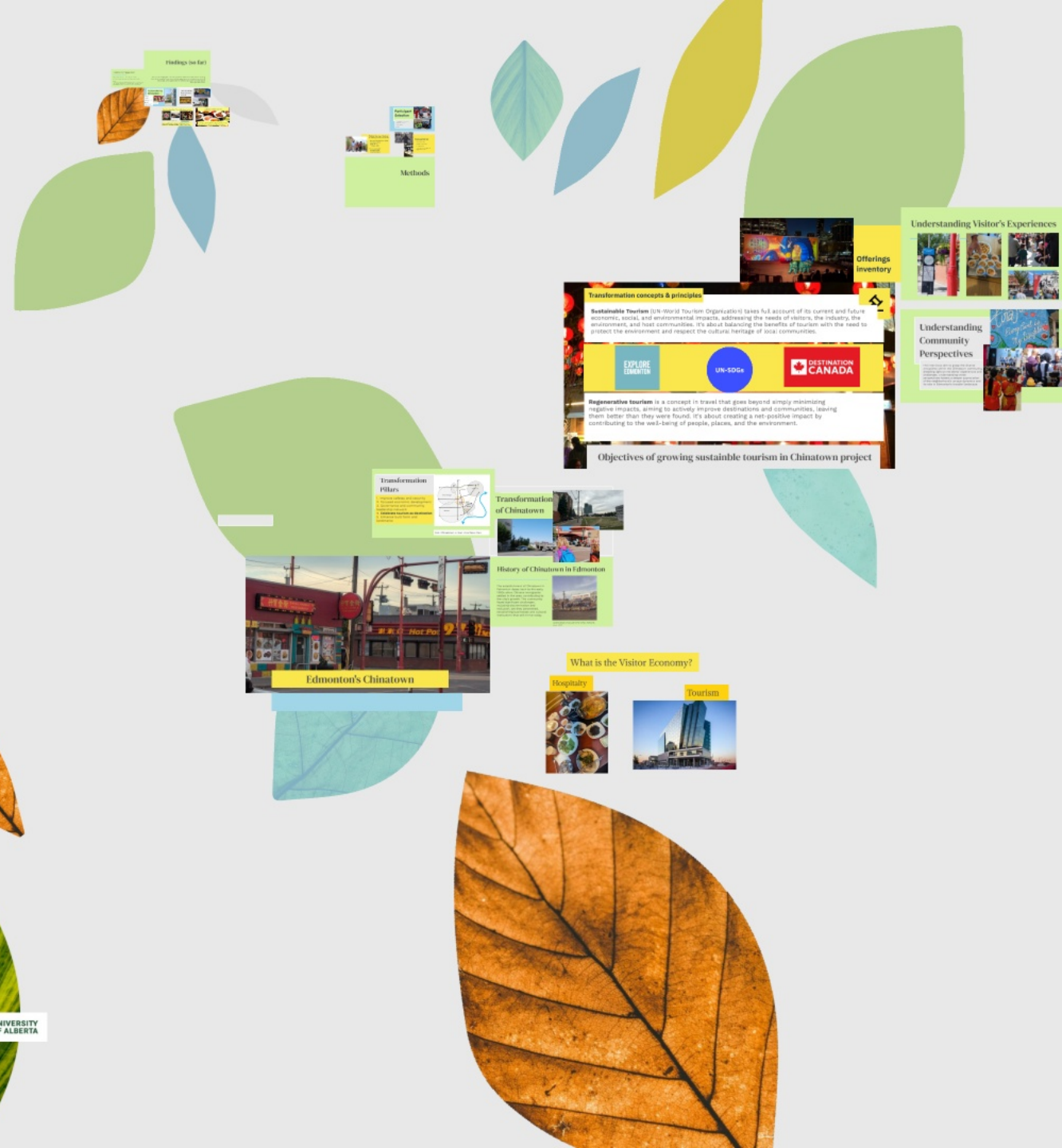


- 01 Community building - connecting diverse cultures and generations needs prioritisation
- 02 Collaborative co-creation of sustainable and regenerative tourism offerings may be inclusive
- 03 Investment in business skills, technology and offerings is needed to appeal to new markets

## Chinatown's Visitor Economy: Using walking interviews to unveil new directions

C2U Expo, Edmonton, AB, May 12, 2025

Elizabeth Halpenny  
Mu He  
Jianru Li  
Wenzhe Zheng  
Minchen Huang



# Understanding Community Perspectives

The interviews aim to grasp the diverse viewpoints within the Chinatown community, shedding light on residents' experiences and challenges. Understanding these perspectives fosters a deeper appreciation of the neighborhood's unique dynamics and its role in Edmonton's broader landscape.



# Understanding Visitor's Experiences





# Offerings inventory



# Methods



# Data collection

- Walking interviews
- Participant observation
- Archival research
- Focus groups and stakeholder engagement charrettes





## Walking Interviews / Go-along interviews / Commented walks

- Bazuń & Kwiatkowski, 2020
- Carpiano, 2009
- Popp 2017
- Thibaud, 2013

Which approach?

- Directed route
- Assigned tasks

# Participant Selection

Local recreationists, business owners and residents

Tourism experts

Visitors



# Findings (so far)

This section highlights the anticipated benefits of the Chinatown walking interviews, emphasizing community engagement, contributions to cultural knowledge, and suggestions for enhancing tourism and recreation development efforts

# Community Engagement

---

Diversity of cultural and socio-economic groups living and recreating in Chinatown.

Experiencing racism is a frequent occurrence from many individuals who live and work in Chinatown.

There are different generational approaches to recreation, tourism, and community building...

Next steps:

- Data from the walking interviews aim to enhance community ties by fostering dialogue among residents.
- Focus groups to 'dig' into practicalities for new visitor economy ideas for offerings, and workshops that encourage dialogue amongst diverse stakeholders, with an aim to develop common ground about tourism strategies.

# Tourism offerings development

## Offerings are:

- "traditional"
- "underinvestment"
- "eclectic" -
- "disconnected"
- not export ready, barely market ready
- no offerings for Chinese int'l market; perhaps other int'l travelers

## Priorities:

- invest in recreation and leisure offerings first



# Creative tourism: New offering cluster?



Métis beadwork [Photo/IndigenousPeoplesAtlasOfCanada]



Xiamen bead embroidery [Photo/chinaculture]

“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken.” (Greg Richards & Crispin Raymond, 2000. Creative Tourism Network.)

# Culinary (Food) Tourism



Culinary tourism, also known as gastronomic tourism or food tourism, is the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near. It involves actively seeking out and participating in food-related activities and experiences, such as visiting restaurants, culinary festivals, markets, cooking classes, and farm tours.

# Value of walking interviews as a method



**01**

Community building - connecting diverse cultures and generations needs prioritisation

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**02**

Collaborative co-creation of sustainable and regenerative tourism offerings may be inclusive

---

**03**

Investment in business skills, technology and offerings is needed to appeal to new markets

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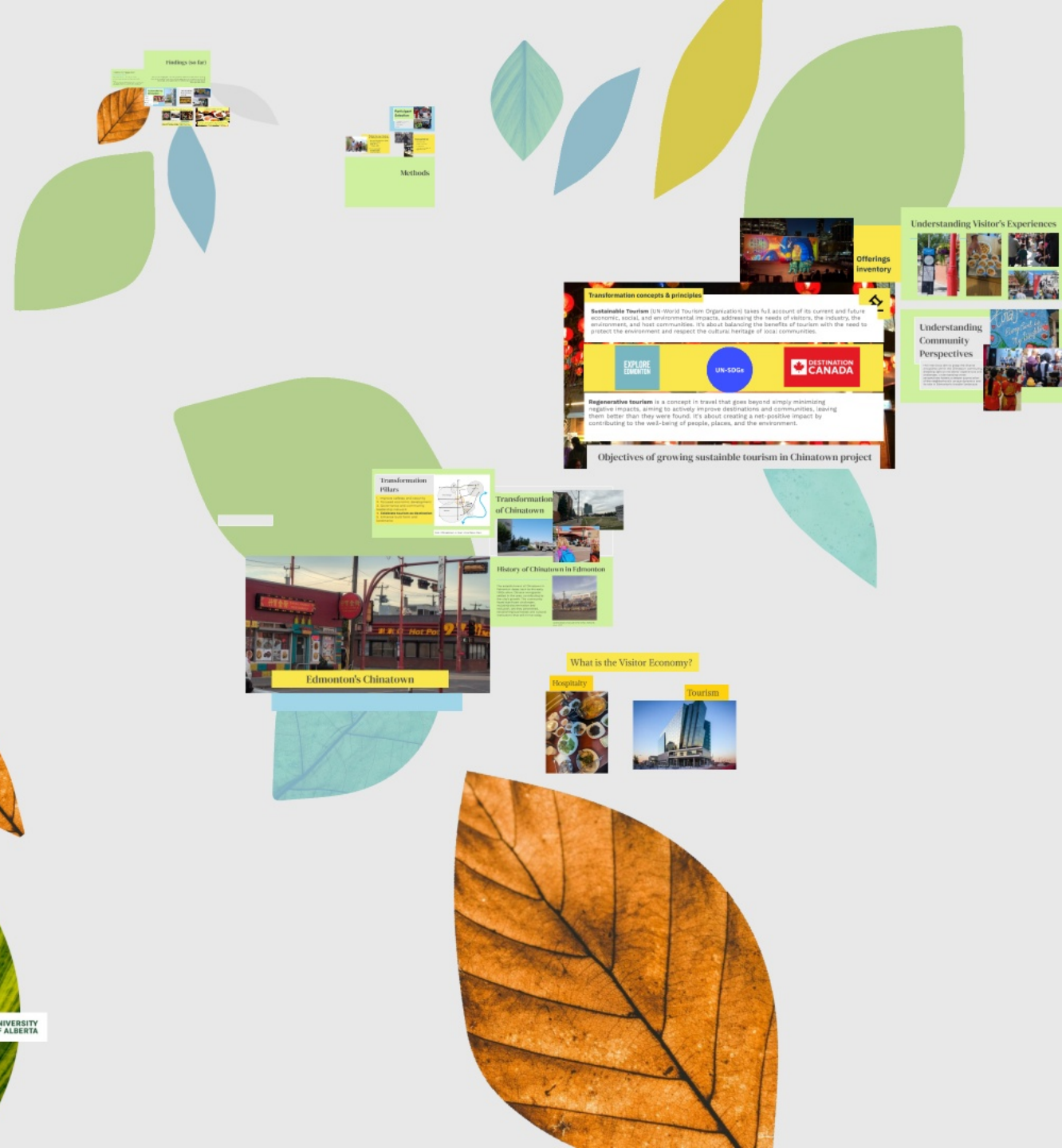


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## Chinatown's Visitor Economy: Using walking interviews to unveil new directions

C2U Expo, Edmonton, AB, May 12, 2025

Elizabeth Halpenny  
Mu He  
Jianru Li  
Wenzhe Zheng  
Minchen Huang



# Dragon Festival Final Report 2025



Chinatown Transformative Collaboration Society of Edmonton  
The Hull Block, 10601 97 ST Edmonton, AB  
(587) 858-2627      [info@ctcyeg.ca](mailto:info@ctcyeg.ca)

Submitted by: Joanna Wong (Dragon Festival Committee Chair)

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**CHINATOWN  
TRANSFORMATION  
COLLABORATIVE**  
愛城唐人街發展協會

# Dragon Festival

Aug 15 - Aug 24



## A Celebration of Culture, Community & Tradition

### Dragons in the Park

August 15-17 | Louise McKinney Riverfront Park

- Opening ceremony Aug 15 (6pm-8pm)
- Dragon Boat Races are back!!! Aug 16 & 17 (9am-5pm)
- Beer garden & food trucks (11am-6pm)

Aug 16 & 17 11:00am-4:00pm

- Learn to fly a kite (free kites for first 50 families)
- Scavenger Hunt (win prizes) & garden tours
- Meet the biggest rainbow dragon in Western Canada.



### Chinatown Dragon Week

August 18-22 | Various Chinatown Locations

Explore Chinatown through a week of special events.

- Cultural workshops.
- Dragon Food Tours & heritage walks .



### CANADIAN NATIONAL LION DANCE CHAMPIONSHIP

August 23-24 (11am-6pm) | Kinistinâw Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fitset Ninja Dragon Obstacle Course.



### TASTE OF CHINATOWN

Aug 23 (11am-8pm), Aug 24 (11am-5pm) | Streets Surrounding Kinistinâw Park

- Local eats, street food, and Chinatown favourites.
- Family entertainment & activities. Free cotton candy for kids under 12.



### Outdoor Movie Night

Aug 23 (7pm-9pm) | Kinistinâw Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton

### DRAGON BALL GALA

Aug 24 (6pm-11pm) | Chateau Lacombe Hotel

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)



Learn more at [www.ctcyeg.ca](http://www.ctcyeg.ca)



# Edmonton Dragon Festival 2025

## Executive Summary

The second annual Edmonton Dragon Festival (Aug 15–24, 2025) expanded in scale and ambition, linking the river valley and all parts of Chinatown through sport, culture, and community programming.

Week 1 revived competitive Dragon Boat Races in Edmonton at Louise McKinney Park ;

Week 2 transformed Kinistinaw Park into a national stage for the Canadian Finals Lion Dance Sports Championship and Taste of Chinatown.

The result: stronger cultural visibility, renewed confidence in Chinatown’s public spaces, and measurable benefits for local businesses and youth leadership.

---

## Festival Snapshot

- Dates & Sites: Aug 15–24, 2025 • Louise McKinney Riverfront Park, Chinese Garden, Kinistinaw Park (Chinatown), Chinatown Multicultural Centre, CTC Storytelling Centre
- Signature Programs: Dragon Boat Races; Canadian Finals Lion Dance Sports Championship; Taste of Chinatown; Outdoor Movie Night (*Na Zha I*)
- Between-week Activities: Public Lion Dance Workshop (Hung Mon Athletic Club), Cultural Food Tours & workshops, Lion Dance Master Workshops, Lion Dance judging certification
- Notable Moments: Return of the Dragon Boat Races to Saskatchewan River after 10 years, record 36 lions in “Storming the Park” procession; lantern-lined boulevards; large dragon inflatables featuring Western Canada’s largest rainbow dragon inflatable; First ever Taste of Chinatown
- Operations: Shuttles, Athletes’ Village, market/vendors, family zones, cultural interpretation

## Attendance & Participation

- Total participants and attendance: 8,000+ across both weekends
- Engagement snippets: 250 kites; 730 stickers; 668 cotton candy; 335 foil balloon prizes; 115 trinket prizes

## Program Highlights

- Week 1 – Dragon Boat & Dragons in the Park (Aug 15–17)
  - Opening Ceremony with Lion Dance, Indigenous blessing (Elder Lorrett Goulet) and Buddhist religious ceremony of “dotting of the eyes” of dragon boats (**Fo Guang Shan Temple : Abbess Chueh Chuan and her disciples**)
  - Full-day race schedule (8 a.m.–5 p.m.) and family activations (kites, scavenger hunt, inflatables)
  - Two CTC community dragon boat teams (Rice and Shine, WunTon Boaters) representing Edmonton’s Chinatown in the races
- Week 2 – Chinatown Activation (Aug 23–24)
  - Canadian Finals Lion Dance Sports Championship (international judging; winner to 2026 Pan-American Championship)
  - Taste of Chinatown; Fitset Ninja Dragon obstacle course; cultural booths & activities
  - Outdoor Popcorn & Movie Night with FascinAsian REEL Chinatown (*Na Zha I*)
- Between-week Capacity Building:
  - Public Lion Dance Workshop, Cultural Food Tours led by CTC youth, masterclasses, and judging certification.

## What the Festival Delivered

- Cultural Visibility: Lion dance, tea ceremony, martial arts, film, and food experiences showcased Chinese heritage and invited hands-on learning.
- Intergenerational Exchange: Elders taught kite-flying and stories; youth served as tour guides, interpreters, and coordinators.

- Place-making & Atmosphere: Lanterns, inflatables, staging, and crowds turned underused areas into welcoming, family-friendly spaces.
- Economic Activation: Taste of Chinatown and tours directed visitors to family-run businesses and landmarks.
- Operations: Shuttles and site management ran smoothly despite peak demand.

## Alignment with the Chinatown Vibrancy Grant Goals

- Safety & Public Space Activation: Structured, family-friendly programming increased positive foot traffic and improved perceptions of safety in and around Kinistina Park and 97 Street.
- Economic Revitalization: Vendor markets, Taste of Chinatown, and youth-led Food Tours boosted patronage and visibility for local businesses.
- Cultural Heritage & Storytelling: Ceremonies, competitions, and tours deepened public understanding of Chinatown's history and living culture.
- Community Collaboration: Partnerships with Hung Mon Athletic Club, FascinAsian REEL Chinatown, Chinese Garden Society, Fitset Ninja, Edmonton Multicultural Centre, and others strengthened networks.
- Youth Leadership & Capacity: CTC's student team gained hands-on experience in logistics, hospitality, marketing, and cultural interpretation—building the next generation of community leaders.
- Land & Water Respect: Indigenous blessing (Treaty 6 Territory) and river-honouring rituals linked Dragon Boat traditions to shared stewardship of the North Saskatchewan River.

## Areas for Improvement (2025 Learnings)

- Social Media Presence: Pre-event hype and online engagement could be stronger; many attendees arrived via word of mouth/print.
- Program Variety: Some repetition between weekends reduced incentive to attend both.

- Vendor Capacity: Space constraints at Taste of Chinatown led to uneven distribution and less variety.
- Resource Gaps: Family demand exceeded supplies (kites, inflatables) and shuttle capacity at peaks.

## Recommendations For 2026

- Marketing & Communications: Year-round digital strategy; earlier campaigns on Instagram/TikTok; clearer schedules, maps, and wayfinding.
- Differentiate Weekends: Themed programming (e.g., sport • food • heritage) to drive repeat visits.
- Expand Vendor Footprint: Larger/optimized layouts to support small businesses and manage flow.
- Boost Family Resources & Mobility: More kites/craft kits/inflatables; expanded shuttle/parking.
- Accessibility & Inclusion: Shade, seating, multilingual signage; ensure sites are accessible for seniors and people with disabilities.
- Partnerships & Youth Development: Deepen collaborations (including Indigenous partners) and grow youth training pipelines.
- Start Early: Advance planning and funding to secure talent, vendors, volunteers, and promotional lead time.

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## Conclusion

The 2025 Edmonton Dragon Festival met the Chinatown Vibrancy grant's aims by activating public spaces, strengthening safety and confidence, elevating cultural heritage, supporting local businesses, and building youth leadership—cementing the festival as a cornerstone of Edmonton's summer calendar and a driver of Chinatown's renewal.

## Introduction

### **The Second Annual Edmonton Dragon Festival 2025 – Bigger, Bolder, and More Exciting!**



Building on the incredible success of the inaugural Edmonton Dragon Festival in 2024, the second annual edition in 2025 marked a major leap forward in both scale and ambition. Moved to August to take advantage of optimal weather and river conditions, this year’s festival expanded its programming—bringing even more excitement, athleticism, and cultural vibrancy to the heart of Edmonton’s Chinatown.

The highlight of the 2025 festival was the triumphant return of Dragon Boat Races (**August 15–17**) to the North Saskatchewan River, this time as full-scale competitive races rather than demonstrations. With stable summer waters and ideal conditions, the event delivered thrilling experiences for both racers and spectators. Elite teams from across Alberta competed at Louise McKinney Riverfront Park, transforming Edmonton’s river valley into a celebration of teamwork, sport, and community pride.





In a major milestone, CTC was able to put together two dragon boat teams proudly representing Edmonton's Chinatown, strengthening local participation and highlighting the community's renewed engagement with the river.





The following weekend (**August 23–24**), Kinistinaw Park in Chinatown hosted the Canadian Finals Lion Dance Sports Championship, drawing elite teams from across Canada to compete for the title of Canadian National Lion Dance Champion. The winning troupe earned the honor of representing Canada at the upcoming 2026 Pan-American Championship.





Alongside the championship, the streets surrounding Kinistinaw Park were transformed into a vibrant “Little Chinatown” for the Taste of Chinatown food and market experience, featuring family-run vendors, cultural booths, and live demonstrations. The festival also partnered with FascinAsian REEL Chinatown for an outdoor movie night, showcasing the popular Chinese animated film *Na Zha 1*, which drew seniors from the nearby senior homes, families and youth for an evening of culture and popcorn under the stars.



Leading up to the competition, the festival offered a series of Lion Dance Workshops, Cultural Food Tours & Workshops, and Lion Dance Master Training Sessions, including Lion Dance Judging Certification Workshops led by internationally recognized instructors. These sessions provided hands-on learning opportunities for youth, community members, and cultural practitioners, deepening appreciation for traditional Chinese performing arts and ensuring the continuation of these practices in Edmonton.



The celebrations concluded with the Dragon Ball Gala, a spectacular evening recognizing the athletes, performers, sponsors, and volunteers who made the festival possible. Featuring a feast, live entertainment, and cultural performances, the gala reinforced the Dragon Festival's growing reputation as a signature summer event that celebrates unity, heritage, and excellence.

With strong attendance across both weekends, the 2025 Edmonton Dragon Festival successfully energized both the river valley and Chinatown, drawing thousands of residents and visitors to experience Edmonton’s rich cultural diversity. The festival strengthened community pride, increased visibility for Chinatown businesses, and fostered meaningful intergenerational exchange through sport, art, and heritage programming. Together, these elements have firmly established the Edmonton Dragon Festival as a cornerstone of the city’s summer calendar—one that celebrates unity, culture, and the vibrant spirit of Edmonton.

**唐人街龍節**  
8月15日至8月24日

慶祝文化、社區與傳統的盛會

**飛龍在公園**  
8月19日至21日 | Louisa McKinney 河濱公園  
• 飛龍賽 (8月19日 10am-6pm)  
• 龍舟錦標賽 (8月21日 11am-5pm) (Non-Gate)  
• 飛龍慶典 (8月21日 10am-6pm)  
• 粵語音樂會 (8月20日 多倫多廣東會館)  
• 「游龍」舞獅慶典 (8月20日) 和 文化之夜  
• 向全加華人團體敬大拜拜 (8月20日)

**唐人街「龍」文化週**  
8月18日至22日 | 唐人街多倫多總領事館  
• 龍舟賽、遊行及慶祝活動  
• 文化工作坊  
• 唐人街美食文化步行遊

**加拿大全國舞獅錦標賽**  
8月23日至24日 (18am-6pm) | Kinistinauw 公園 (10249 90th)  
• 舞獅表演、遊行及慶祝活動  
• Fun & 遊戲攤位 (8月23日)

**唐人街美食節**  
8月22日 (12am-6pm) | 8月23日 (12am-6pm) | Kinistinauw 公園  
• 粵式燒臘、茶市小食、唐人街美食展  
• 家庭舞龍活動 (8月23日) 下午在唐人街總領事館

**戶外電影之夜**  
8月23日 (Open-Air) | Kinistinauw 公園 (請留意)  
• 1982 《Cherry 24》 粵語版 (Korean Drama) 重現  
• 粵語電影 (8月23日) 8月24日 下午在唐人街總領事館

**龍珠晚宴**  
8月24日 (Open-Air) | Chinatown Louisa 酒店  
• 粵語電影 (8月24日)  
• 門票請向 www.ctcyeg.ca 購買

**3rd CANADA NATIONAL LION DANCE CHAMPIONSHIP**  
AUG 23 & 24, 2025  
Kinistinauw Park  
Edmonton, AB

**鳴謝**  
加拿大全國舞獅錦標賽

In collaboration with  
CHINATOWN TRANSFORMATION COLLABORATIVE  
愛城華人發展協會

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# Dragon Festival

## Dragon Boat Races



August 15-17 | Louise McKinney Riverfront Park

## Program Schedule



### Friday August 15, 2025

- 5:00 pm: Beer Gardens social hour begins (18+)
- 6:00 pm: Opening Ceremony / Dotting of the Eyes ceremony
- 6:30 pm: Additional on river practice time.
- 9:00 pm: Beer Gardens closes (18+)

### Saturday August 16, 2025

- 8:00 am: Managers and Steersman meeting
- 8:30 am: Races (500m)
- 10:00 am: Beer Gardens open (18+)
- 10:50 am: Breast Friends race/memorial Ceremony
- 11:00 am: Lunch break / Dragon Dance Performance
- 1:00 pm: Races (500m)
- 6:00 pm: Beer Gardens close (18+)



### Sunday August 17, 2025

- 9:00 am: Semi-Finals (500m)
- 10:00 am: Beer Gardens open (18+)
- 11:00 am: Lunch break / Dragon Dance Performance
- 1:00 pm: Novice Race
- 1:20 pm: Finals (500m)
- 4:00 pm: Award Ceremony
- 6:00 pm: Beer Gardens close (18+)

### CTC Activities

Aug 16 & 17 | 11:00am - 4:00pm

- Bouncy castle
- Kite Flying/Scavenger hunt
- Free Cotton Candy
- Tea/Art at the Pavilion



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Learn more at  
[www.ctcyeg.ca](http://www.ctcyeg.ca)



# **Edmonton Dragon Boat Races / Dragons in the Park**

**Date:** Friday Aug 15 (Opening Ceremony)

Saturday Aug 16 (Dragon Boat Races)

Sunday Aug 17 (Dragon Boat Races)

**Location:** Louise McKinney park and the Chinese Garden 9999 Grierson Road. Edmonton AB



## **Weekend One: Dragon Boat Races at Louise McKinney Park (August 15–18)**

Dragons truly took over **Louise McKinney Park** as the **2025 Edmonton Dragon Festival** launched its first weekend of festivities. Despite a light drizzle, the skies cleared just in time for an **elaborate Opening Ceremony on August 15**, setting a powerful and meaningful tone for the weekend.

The ceremony opened with a **Lion Dance performance**, heralding an auspicious beginning, followed by a **Chinese choir performance of *O Canada*** that proudly resonated through the park. The program continued with **Indigenous blessings** from **Elder Lorrett Goulet**, and the **spiritual “dotting of the eyes” ceremony** led by the **Fo Guang Shan Abbess Chueh Chuan and her disciples**, symbolically awakening the dragons and inviting good fortune for the races ahead. Civic and political representatives also took the stage to express their support for the festival, recognizing its growing cultural and community significance in Edmonton.

The following morning, volunteers arrived early to prepare the site. Under their coordination, **colossal dragon inflatables** rose along the riverfront, transforming the park into a **mythical playground alive with color and excitement and** featuring western Canada’s largest inflatable rainbow dragon. For two full days, **Dragon Boat Races** began promptly at 8:00 a.m. and continued until 5:00 p.m., drawing steady crowds along the riverbank to cheer on teams and enjoy the festivities.

The festival grounds featured an **Athletes’ Village, beer garden, food trucks, bouncy castles, and local vendors**, creating a lively, family-friendly atmosphere throughout the weekend. Visitors were treated to **free dragon stickers, red envelopes, kites, and cotton candy**, while **foil dragon balloons and trinkets** were given out as prizes for those who completed the “**Chase the Dragon**” scavenger hunt.

Throughout the day, families filled the park flying **massive dragon kites**, guided by **experienced Chinese seniors** who shared their expertise and stories from past festivals. Many visitors explored the **Chinese Garden**, where the **Chinese Garden Society** offered tours and cultural interpretation. Guests also enjoyed **tea tastings** and **traditional art demonstrations** held in the pagoda. The **Edmonton Dragon Boat Society** was on site to provide demonstrations and share insights into the traditions, teamwork, and techniques that define dragon boat racing.

At **12:30 p.m.**, large crowds gathered near the **Shumka Stage** to witness the breathtaking **Lion Dance on tall stilts**, performed by the **senior lion dance team of HongDe Edmonton**—an internationally award-winning troupe that had recently placed **third while representing Canada in Indonesia**. Their dynamic drumming and acrobatic lion movements captivated the audience and set a high-energy tone for the rest of the weekend.



**CHINATOWN TRANSFORMATION COLLABORATIVE**  
**Dragon Festival**  
 Dragon Boat Races

August 15-17 | Louise McKinney Riverfront Park

## Program Schedule

**Friday August 15, 2025**  
 5:00 pm: Beer Gardens social hour begins (18+)  
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**CTC Activities**  
 Aug 16 & 17 | 11:00am-4:00pm  
 Bouncy castle  
 Kite Flying/Scavenger hunt  
 Free Cotton Candy  
 Tea/Art at the Pavilion




CHINATOWN TRANSFORMATION COLLABORATIVE  
 Canada 1111 Learn more at www.ctcyeg.ca

Edmonton Dragon Festival  
 Dragons in the Park/Dragon Boat Races  
 Aug 16 & 17, 2025



Map labels include: Athletes Village, Vendor Booths, Food Trucks, Bouncy Castle, Bus Stop, Beer Garden, Food Trucks, Vendors, Westrooms, Shelter, Inflatable Dragons, Kite Flying, CTC Tent/Scavenger Hunt, Tea & Art, Entertainment.



# 3rd CANADA NATIONAL LION DANCE CHAMPIONSHIP

**AUG 23 & 24, 2025**

**Kinistinâw Park  
Edmonton, AB**



第三屆

# 加拿大全國舞獅錦標賽



In collaboration with



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## Weekend Two: Chinatown & Kinistinaw Park (August 23–24)



The second weekend of the **2025 Edmonton Dragon Festival** brought the celebration into the heart of **Edmonton’s Chinatown**, transforming **Kinistinaw Park** and its surrounding streets into a vibrant cultural showcase. The park was filled with color, sound, and movement as thousands gathered for the **Canadian Finals Lion Dance Sports Championship** and the **Taste of Chinatown** street activation.

The **Canadian Finals Lion Dance Sports Championship** was a major highlight, drawing elite teams from across Canada to compete for the national title. The competition opened with a dramatic **“Storming the Park”** entrance — a procession unlike anything Edmonton had seen before. The opening parade featured a **record 36 lions** of all colors and sizes, moving in synchronized rhythm to thunderous drums and cymbals. The sight of so many lions filling the streets at once created an unforgettable moment of pride, energy, and cultural unity. Over two days, teams demonstrated incredible precision, athleticism, and artistry in their performances, judged by an international panel of experts. The winning troupe earned the honor of representing **Canada at the 2026 Pan-American Championship**, a distinction that elevated Edmonton’s profile in the global lion dance community.





The transformation of this area of Chinatown for the weekend was truly remarkable. **Red lanterns were strung along the boulevard trees**, casting festive hues across the streets, while **large colorful dragon inflatables** were strategically placed at key entrances to create high visual impact and welcome visitors. **Kinistinaw Park** was turned into a perfect stage for world-class performances, equipped with professional sound, lighting, and staging that rivaled major urban festivals. The park and surrounding streets—spaces often perceived as inactive or unsafe—were **completely revitalized** into a lively, family-friendly gathering place. The transformation was **magical**, and the sense of renewal, safety, and community pride lingered long after the weekend concluded.

Surrounding the championship, **Taste of Chinatown** recreated the sights, sounds, and aromas of a bustling Asian market. Tents hosted by **local family-run restaurants and vendors** offered authentic Chinese, Vietnamese, and Southeast Asian cuisines, while cultural booths featured **tea tastings, calligraphy demonstrations, and traditional crafts** by local artisans. **Food trucks** served Asian-inspired ice creams and specialty beverages, adding a fun and modern twist to the culinary experience. The event encouraged visitors to explore Chinatown’s restaurants and rediscover the area’s cultural richness. A **Fitset Ninja Dragon Obstacle Course** added an energetic, interactive attraction for both kids and adults.

## Events Timeline

**Dragons in the Park**  
August 15-17 | Louise McKinney Riverfront Park

**DRAGON BOAT RACES ARE BACK!!!**

- Learn to fly a kite
- Scavenger Hunt & Cultural tours.
- Beer garden & food trucks.

**Chinatown Dragon Week**  
August 18-22 | Various Chinatown Locations

- Cultural workshops.
- Dragon Food Tours & heritage walks.

**Outdoor Movie Night**  
August 23 | Kinistiwāw Park (on stage)

REEL Chinatown presented by FascinAsian Edmonton

Follow on Instagram or Facebook @FascinAsianEdmonton

**LION DANCE CHAMPIONSHIPS**  
August 23-24 | Kinistiwāw Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fittest Ninja Dragon Obstacle Course.

**TASTE OF CHINATOWN**  
August 23-24 | Streets surrounding Kinistiwāw Park

- Local eats.
- Family entertainment & activities.
- Free cotton candy for kids under 12.

**DRAGON BALL GALA**  
August 24 (Evening) | Chateau Lacombé Hotel

- Reception, dinner, and closing ceremony.
- Tickets on sale at [www.dctoyjog.ca](http://www.dctoyjog.ca)

**3rd CANADA NATIONAL LION DANCE CHAMPIONSHIP**  
AUG 23 & 24, 2025  
Kinistiwāw Park  
Edmonton, AB

第三屆 加拿大全國舞獅錦標賽

In collaboration with

Sponsors: 愛城華人合福團, Churchill Strategy, Dow, Bank Together, Delta Hotels, Alberta Government, Edmonton

Families and visitors also enjoyed **interactive workshops**, **guided Chinatown walking tours**, and **storytelling sessions** held at the **Edmonton Multicultural Centre** and the **Journey of the Horse exhibit** at the nearby **Mah Society**. These experiences connected communities through shared learning and appreciation of Edmonton’s diverse heritage. In partnership with **FascinAsian REEL Chinatown**, the festival hosted an **outdoor movie night**, screening the popular animated film *Na Zha 1*. Families, youth, and many seniors from nearby residences gathered under the warm summer sky to enjoy the English-dubbed film — a touching celebration of culture, storytelling, and intergenerational connection.



**Reel Chinatown**

Saturday August 23

**FREE Outdoor Movie: Ne Zha**

Date: Saturday, August 23, 2025  
Time: 7-9 p.m.  
Location: Kinistiwāw Park, 10249 96 Street

Step into a night of nostalgia and summer magic! Join us for a free outdoor film under the open sky. We're screening this acclaimed, animated adventure/comedy that tells the incredible story of Chinese mythological character Ne Zha.

Bring your coziest picnic setup and grab local eats, popcorn, and snacks from vendors at a Taste of Chinatown.

Presented in partnership with Chinatown Transformation Collaborative as part of the Edmonton Dragon Festival.



Leading up to the championship, CTC organized a full week of community programming designed to build skills, foster mentorship, and deepen cultural appreciation across generations. In collaboration with the **Hung Mon Athletic Club**, the team hosted a **public Lion Dance Workshop** that welcomed families, students, and newcomers to learn about the origins, symbolism, and techniques of this traditional art form. Participants had the rare opportunity to try basic lion dance movements, learn drumming rhythms, and understand the teamwork and discipline required behind every performance.

**MONDAY, AUGUST 18, 2025  
6:30 PM-8:00 PM**

**LION DANCE  
WORKSHOP**  
舞獅研學坊

**Limited space  
Maximum 20  
Participants**

**Chinese Freemasons  
Society / Hung  
Mon Athletic Club  
9622-102 Ave NW,  
Edmonton**

**OVERVIEW**  
Join us to explore  
the lion dance  
tradition, learn  
about its costume,  
and try a movement  
yourself!

**WHAT TO WEAR  
AND BRING**  
Running/Athletic Shoes  
Comfortable, Moveable  
Clothing  
Water Bottle

Learn more at [www.cteyeg.ca](http://www.cteyeg.ca)

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Edmonton  
HUNG MON  
Athletic Club

HERITAGE COUNCIL

Complementing the workshops were **special Cultural Food Tours in Chinatown**, which introduced participants to the neighborhood’s culinary heritage and local family-run eateries. Guided by CTC’s youth tour ambassadors, visitors explored hidden gems, sampled authentic dishes, and learned the stories behind long-standing businesses and their contributions to Edmonton’s Chinatown community. These tours created meaningful cross-cultural exchanges while supporting local economic activity.

In addition, the festival featured **Martial Arts Master Workshops, Lion Dance Judging Certification Training,** and **drumming intensives** led by **internationally recognized instructors** from across North America and Asia. These training sessions provided hands-on mentorship for **youth, practitioners, and emerging cultural leaders,** strengthening Edmonton’s growing cultural talent base. Participants gained professional-level instruction in performance standards, competition scoring, and stage presentation — knowledge that will help elevate the quality of future local and national events.

Together, these programs not only built technical skills but also **fostered community pride and cultural continuity.** They ensured that traditional performing arts such as lion dancing, drumming, and martial arts continue to thrive in Edmonton — **preserving heritage while inspiring a new generation of cultural ambassadors** to carry these traditions forward.



**CTC**  
PRESENTS

**DRAGON  
BALL  
GALA**

Dinner Reception  
&  
Dragon Festival  
Closing Ceremony

AUGUST 24, 2025 / 6 PM  
CHATEAU LACOMBE HOTEL

Hotel parking complimentary  
Dress code: Business and Semi-Formal

 **CHINATOWN  
TRANSFORMATION  
COLLABORATIVE**  
愛城唐人街發展協會

Tickets are now on sale  
@ [www.ctcyeg.ca](http://www.ctcyeg.ca)  
Reserve your spot NOW!

## **Attendance & Atmosphere**

The 2025 Edmonton Dragon Festival drew strong attendance across both weekends, cumulation of over 8000 participants and attendees, with particularly large crowds for the Dragon Boat Races at Louise McKinney Park and the Lion Dance Championships at Kinistinaw Park.

Families filled the parks to participate in kite flying, scavenger hunts, cultural workshops, and inflatable play zones, creating a vibrant, inclusive environment that welcomed all ages. Shuttle services successfully helped mitigate parking shortages during peak times, allowing visitors to move easily between the river valley and Chinatown.

Community members and visitors alike praised the Chinatown activation, noting that it changed public perceptions of the area and made them feel safe and excited to return. Many attendees expressed interest in joining local lion dance and martial arts teams, reflecting how the festival inspired deeper cultural participation and community connection.

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## **Key Successes**

### **Promotion of Chinese and Indigenous Cultures**

The 2025 Edmonton Dragon Festival celebrated the richness of Chinese heritage while honoring the Indigenous peoples and lands on which the festival took place. Held at Louise McKinney Park and Kinistinâw Park—both situated on Treaty 6 Territory along the banks of the North Saskatchewan River—the festival recognized this site as a traditional place of gathering, trade, and connection for generations of Indigenous peoples.

The Opening Ceremony began with a blessing from Elder Lorrett Goulet, grounding the event in respect for the land, water, and all communities who share it. This was followed by the spiritual Buddhist “dotting of the eyes” ceremony led by Abbess Chueh Chuan of Fo Guang Shan, symbolizing the awakening of the dragon and the harmony between cultures. Together, these traditions reflected a shared reverence for nature, spirituality, and community.

By blending Indigenous blessings, Chinese rituals, and multicultural performances, the festival embodied unity, reconciliation, and mutual respect. The Dragon Boat Races along the North Saskatchewan River connected ancient Chinese water traditions with Indigenous understandings of the river as a source of life and renewal. Through this integration of cultures, the festival became more than a celebration—it stood as a living expression of gratitude, shared stewardship, and the enduring relationship between people and the land.

### **Community Collaboration and Youth Leadership**

The success of the 2025 Edmonton Dragon Festival was built on strong collaboration among community, cultural, and civic partners. Organizations such as the Hung Mon Athletic Club, FascinAsian REEL Chinatown, Chinese Garden Society, Fitset Ninja, and the Edmonton Multicultural Centre worked alongside the Edmonton Chinatown Transformation Collaborative (CTC) to strengthen local networks and broaden the festival’s reach across diverse audiences.

Equally vital to the festival’s success was the leadership of CTC’s student and youth team, who played key roles in tour guiding, hospitality, marketing, vendor coordination, and event logistics. Their dedication and creativity brought fresh energy to the festival while deepening their own skills in communication, planning, and teamwork. Through their active involvement, these young leaders embodied CTC’s *Leadership and Capacity-Building Pillar*—ensuring the continuation of cultural knowledge, community pride, and sustainable growth for future generations of Chinatown.

### **Foot Traffic and Vibrancy in Chinatown**

The festival directly contributed to Chinatown’s revitalization by increasing foot traffic, safety, and community presence. Events such as Taste of Chinatown, the Dragon Parade, Cultural Food Tours, and the Dragons on the Loose Scavenger Hunt drew thousands of visitors into North and South Chinatown and the Chinese Garden, encouraging exploration of local shops, restaurants, and landmarks. Dragon Food Tours, led by CTC’s youth ambassadors, provided storytelling and personal connections to business owners, while Family Zones and interactive workshops made the area feel safe and welcoming for all ages. This steady activity and visibility helped shift public perception, reinforcing that Chinatown is a vibrant, family-friendly destination to visit, dine, and shop.

### **Economic Revitalization and Place-Making**

The Dragon Festival became a strong point of attraction for a once-quiet part of Chinatown. The record 36 lions in the “Storming the Park” procession, together with massive dragon inflatables, lantern-lined streets, and giant dragon kites, created striking imagery that drew visitors and generated widespread social media attention.

Local vendors, artisans, and restaurants reported increased patronage during and after the festival. Spaces once seen as inactive or unsafe were reclaimed as vibrant public gathering places, filled with families, elders, and youth. This transformation fulfilled the City of Edmonton Chinatown Strategy’s goals of improving safety, vibrancy, and economic renewal while advancing all five CTC pillars.

### **Community Engagement & Intergenerational Exchange**

The festival brought together seniors, youth, families, and newcomers through shared experiences. Elders guided children in kite flying and storytelling, creating meaningful moments of cultural learning and dialogue across generations.

### **Cultural Visibility**

Through lion dances, tea ceremonies, film screenings, martial arts, and drumming workshops, the festival deepened public awareness of Chinese and Indigenous traditions, reinforcing Edmonton's identity as a diverse, inclusive city.

### **Signature Draws:**

The Dragon Boat Races and Lion Dance Championship were standout attractions, generating sustained excitement and strong media interest.

### **Logistics**

Despite high turnout, shuttle operations, waste management, and on-site coordination were smooth. Collaboration with city partners and volunteers ensured the festival remained well-organized and welcoming.



## **Impacts and Conclusions**

### **Promotion of Chinese and Indigenous Cultures:**

The festival celebrated Chinese heritage while honoring the Indigenous lands and waters on which it took place. The integration of Indigenous blessings, Chinese rituals, and shared storytelling exemplified respect, reconciliation, and cultural coexistence.

### **Foot Traffic and Vibrancy in Chinatown:**

Events such as Taste of Chinatown, Dragon Parade, Cultural Food Tours, and the Scavenger Hunt brought thousands of visitors into Chinatown, stimulating business engagement and promoting a sense of safety and belonging.

### **Community Collaboration and Leadership:**

The festival's partnerships with the Hung Mon Athletic Club, FascinAsian REEL Chinatown, Chinese Garden Society, Fitset Ninja, and others, strengthened community ties. The active involvement of CTC's youth team advanced leadership skills and built organizational capacity for future cultural programming.

### **Economic Revitalization and Place-Making:**

The transformation of Kinistinaw Park and 97 Street into vibrant, family-friendly spaces fulfilled the City of Edmonton Chinatown Strategy's goals of safety, activation, and economic renewal. Red lanterns, dragon inflatables, and cultural displays created a festive atmosphere that attracted visitors and redefined Chinatown as a destination of pride and joy.

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## **Areas for Improvement**

### **Social Media Presence:**

Online engagement and pre-event promotion were limited; many attendees learned about the festival through word of mouth or print media. Future editions should include targeted digital campaigns and consistent online storytelling.

### **Program Variety:**

Some repetition between weekends reduced incentive to attend both. Future programming should differentiate weekend themes (e.g., sport, food, heritage) to encourage return visitors.

**Vendor Capacity:**

Taste of Chinatown was restricted by limited vendor space, leading to uneven business distribution and reduced variety. Expanding the layout will better accommodate small food vendors and artisans.

**Resource Gaps:**

High family demand exceeded supply in some areas—particularly kites, shuttle services, and inflatables. Increasing these resources will improve visitor satisfaction.

## Recommendations

**Enhanced Marketing and Communications:**

- Increase online visibility through Instagram, TikTok, and local media, using early promotional campaigns and consistent messaging.
- Provide clear and accessible information about event schedules, maps, and transportation.

**Social Media Presence:**

- Develop a year-round digital strategy to sustain engagement and build excitement leading up to the festival.

**Program Variety:**

- Introduce new programming streams and themes to attract repeat visitors across both weekends.

**Vendor Capacity:**

- Expand vendor zones and optimize layout to improve flow and support small business participation.

**Resource Gaps:**

- Increase supplies for family activities (e.g., more kites and inflatables).
- Expand shuttle and parking options to accommodate larger crowds.

**Accessibility and Inclusion:**

- Ensure all venues remain accessible to seniors, families, and people with disabilities, with shaded areas, rest seating, and multilingual signage.

### **Event Scheduling:**

- Avoid overlapping with major civic or cultural events to maximize attendance and volunteer engagement.

### **Community Engagement and Partnerships:**

- Continue strengthening collaborations with Indigenous partners, local cultural organizations, and Chinatown businesses to encourage shared storytelling and cross-cultural understanding.

### **Early Planning and Funding Access:**

- Begin planning and funding applications early to allow time for youth training, outreach, logistics, and sponsorship development.
- 

## **Looking Ahead**

The 2025 Edmonton Dragon Festival has set a strong precedent for cultural collaboration, youth leadership, and community revitalization. It showcased how Chinese and Indigenous cultures can stand together in respect for the land and water, how youth can rise as community leaders, and how Chinatown can thrive as a vibrant, safe, and welcoming destination for all Edmontonians.

With continued investment and partnership, the Dragon Festival will remain a beacon of unity, diversity, and renewal in the heart of Edmonton.

---

## **Conclusion**

Overall, the 2025 Edmonton Dragon Festival was a major success, attracting more than 5,000 participants across two weekends and demonstrating that Edmonton's Chinatown is a place of culture, safety, and belonging. The festival respectfully acknowledged Indigenous lands and waters, strengthened community partnerships, and celebrated the shared values of connection, perseverance, and harmony found in both Chinese and Indigenous cultures.

Each program — from the Dragon Boat Races and Dragons in the Park to the Lion Dance Championships, Taste of Chinatown, and Cultural Food Tours — was executed smoothly with enthusiastic participation and only minor logistical challenges. The festival delivered a measurable impact in revitalizing public spaces, supporting local businesses, and building leadership capacity among CTC's youth.

With continued investment and partnership, the Dragon Festival will remain a beacon of unity, diversity, and renewal in the heart of our city. Further investment in community-driven, culturally inclusive events such as the Dragon Festival will continue to enhance Chinatown’s visibility, enrich Edmonton’s cultural landscape, and nurture reconciliation through shared celebration and mutual respect.

**How the 2025 Edmonton Dragon Festival Supported the Chinatown Strategy & CTC Pillars**

<b>CTC Pillar / Chinatown Strategy Goal</b>	<b>Festival Actions &amp; Outcomes</b>
<b>1. Community Safety and Well-Being</b>	<ul style="list-style-type: none"> <li>- Increased <b>foot traffic</b> and community presence across both North and South Chinatown.</li> <li>- Structured, family-friendly programming (Dragon Boat Races, Taste of Chinatown, Scavenger Hunt, Dragons in the Park) improved perceptions of <b>safety and belonging</b>.</li> <li>- Volunteer teams, youth ambassadors, and cultural elders helped create a welcoming, inclusive environment.</li> </ul>
<b>2. Vibrancy and Public Realm Activation</b>	<ul style="list-style-type: none"> <li>- Transformed <b>Louise McKinney Park</b> and <b>Kinistinaw Park</b> into vibrant, high-traffic community gathering spaces.</li> <li>- Decorative <b>red lanterns</b>, <b>dragon inflatables</b>, and live performances animated underused public areas.</li> <li>- <b>Record 36 lion dancers</b> filled 97 Street, showcasing Chinatown as a hub of activity and culture.</li> </ul>

- 3. Economic Revitalization**

  - **Taste of Chinatown** and **Dragon Food Tours** directly promoted local restaurants and family-run businesses.
  - Increased visitor spending and media visibility boosted Chinatown’s economic profile.
  - Vendors and artisans gained exposure through festival markets and cultural displays.
  
- 4. Cultural Heritage and Storytelling**

  - Celebrated **Chinese and Indigenous traditions** side by side, with blessings by **Elder Lorrett Goulet** and the **Fo Guang Shan Abbots**.
  - Showcased heritage through **lion dance, martial arts, tea ceremony, drumming, and kite-flying**.
  - **Scavenger Hunt** and **food tours** highlighted the historical significance of Chinatown landmarks.
  
- 5. Partnerships and Leadership Capacity**

  - Collaborated with over **20 organizations**, including **Hung Mon Athletic Club, FascinAsian REEL Chinatown, Chinese Garden Society, Fitset Ninja, and Edmonton Multicultural Centre**.
  - **CTC’s youth and student team** played key leadership roles in event coordination, hospitality, and promotion, building long-term capacity and civic engagement.
  - Mentorship workshops and judging certifications fostered **future community leaders** and cultural continuity.

---

**Summary:**

The 2025 Edmonton Dragon Festival effectively **fulfilled the mandates of the Chinatown Strategy** and advanced **all five pillars of the CTC**, demonstrating how coordinated cultural programming, youth leadership, and intercultural collaboration can **revitalize public spaces, enhance safety, and strengthen community pride** in Edmonton’s Chinatown.

# Appendix A

## Final Budget Report

### 2025 Dragon Festival Statement Chinatown Transformation Collaborative Society May 2025-Sept 2025

	Total
<b>Income</b>	
Edmonton Chinatown Vibrancy Grant	\$50,000.00
City of Edmonton Sports Hosting Grant	\$6,500.00
Downtown BIA Festival Grant	\$5,000.00
City of Edmonton Microgrant	\$10,000.00
Canadian Government Antiracism Grant	\$20,000.00
Collaboration Contribution	\$18,581.91
<b>Net Income</b>	<b>\$110,081.91</b>
<b>Expenses</b>	
Advertising and Promotions	\$24,341.25
Meals for Volunteers	\$7,331.24
Security Expense (NSG Security Guards)	\$21,212.10
Festival Event Insurance	\$2,338.00
SUPPLIES	\$17,660.18
Salaries and wages	\$15,152.44
Honorarium (Budda Light, Chinese Choir)	\$3,100.00
Workshop costs	\$2,380.00
Event Space Rentals (Louise Mckinney Park, Kinistina Park, Edmonton Cultural Centre)	\$12,686.30
Prairie Production - National Lion Dance Stage, multimedia equipment	\$37,440.91
Portable Toilets & Handsinks	\$15,483.19
Equipment Rentals (Tent, weights, tables, Chairs, Fire Extinguishers)	\$22,570.87
Waste Management	\$630.00
Bus Shuttle Rental	\$1,890.00
Enterprise Van Rental - equipment transport+gas	\$1,248.84
Rebel Water	\$1,155.00
Fitset Ninja	\$6,562.50
Hongde Athletic Club - National Lion Dance Championship/ Entertainment	\$20,000.00
Boom Balloon	\$1,357.00
Kalina Cotton Candy	\$1,800.00
Snap Photobooth	\$550.00
<b>Total for Expenses</b>	<b>\$216,889.82</b>
<b>Net Loss</b>	<b>-\$106,807.91</b>

# Appendix B

## Community Partners for the Dragon Festival

2025 08 28

E-mail: [chinesejournal@telusplanet.net](mailto:chinesejournal@telusplanet.net)

The Chinese Journal

光華報 A14

### Community Leaders and Supporters:

Edmonton Dragon Boat Festival Association  
Edmonton Dragon Boat Racing Club  
Canada Dragon and Lion Dance Sports Association  
FascinAsian Edmonton  
Hong De Cultural & Athletic Association  
Edmonton Hung Mon Athletic Club  
Mah's Society of Edmonton  
City of Edmonton  
Government of Alberta  
Government of Canada  
Alberta Arts Council  
Chinatown Business Improvement Association  
Downtown Business Association  
Edmonton Convention centre  
Explore Edmonton  
Councillor Anne Stevenson  
Councillor Keren Tang  
Mayor Amarjeet Sohi  
Minister Andrew Boitchenko, Sports and Tourism  
MLA Janis Irwin, Edmonton Highland-Norwood  
MLA Rakhi Pancholi, Edmonton - Whitemud  
MLA David Shepherd, Edmonton-City Centre  
MP Kerry Diotte, Edmonton-Griesbach  
Oilers Entertainment Group and Hunter  
University of Alberta  
Boyle Community League  
Buddha's Light Int'l Association, Edmonton  
Chinese Benevolent Association  
Chinese Freemasons Society  
Edmonton Chao Chow Benevolent Association  
Edmonton Chinatown Multicultural Centre  
Edmonton Chinese Choir Society  
Edmonton Chinese Garden Society  
Edmonton Chinese Lions Club  
Elder Linda Prentice  
Elder Lorette Goulet  
McCauley Community League  
Oil Lamp Restaurant - George Broumas  
Wong's Benevolent Association

Canada Dragon & Lion Dance Sports Association  
加拿大龍獅運動協會

### Judges, Coaches and Teams:

Master Daniel Leung, President / Executive Member  
Pan-American Dragon & Lion Dance Sports Association /  
USA Dragon & Lion Dance Sports Association /  
International Dragon & Lion Dance Federation  
San Francisco CA, USA  
Master Michael Yong  
Canada Dragon & Lion Dance Sports Association / Hong De Canada  
Edmonton  
Master Tang Puay Sen Chairman / International Certified Judge  
Kun Seng Keng Lion and Dragon Dance Association  
Muar Malaysia  
Master Eagle Li  
Soaring Eagle Dragon & Lion Dance  
Scarborough ON  
Master Howard Vuong  
YMT Dragon & Lion Dance  
Toronto ON  
Master Mervyn Foo  
Edmonton Kun Seng Keng (KSK) Dragon and Lion Dance Troupe  
Edmonton AB  
Master Eugenia Chau  
Hong De Vancouver  
Vancouver, BC

Master Simon Chin  
Hong De Cultural & Athletic Association Edmonton AB  
Master Lee Chun Chang  
Yuet Wan Cultural Association  
Edmonton AB  
Master Bill Gee  
Shang De Tai Chi Praying Mantis  
Edmonton AB  
Master Ricky Yuen  
Calgary Lion Dance Association  
Calgary AB

Master Brendan Lee  
Canadian Qing Wu Martial Arts Association  
Edmonton AB

Emma Brown Production  
Larry Louie Photography  
Larry Wong Photography  
REACH  
Boyle McCauley News

Air Canada  
Dow  
WestJet  
Can Am Travel and Tours  
Chateau Lacombe Hotel  
Delta Hotels Marriott  
Creative Gifts & ETC  
G.A.L.A Ventures (Inflatables)  
Fitset Ninja Edmonton  
Junhong Ma, Yang Hui, Joy Wen  
Blooming Buds Florists  
Boom Balloon  
Snap That

Blue Leaf Tea and Drinks  
Boualouang Laos Thai Cuisine  
Cookie Crumbs  
Double Greetings  
Hing Lung BBQ House  
Hong Kong Bakery  
Kalina' Cotton Candy  
Little Bon Bon Ice Cream  
MJ Korean Kitchen  
Sosyal Scoops Ice Cream  
United Grocers

Churchill Strategy  
Events Edmonton (tent rental)  
General Signs and Fabrication Inc.  
Infinite Event Services  
National Security Guard Protection Services Inc.  
On-Site Fire Protection  
Perfect Printing  
Pioneer Sanitary Solutions  
Prairie Fire Productions Ltd  
Rebel Trucking  
River City Events Rentals  
Special Events Rental  
St. John Ambulance  
Superior Tent Rental

Emcees: Ethan Wong  
Alexander Park  
Andrew Kan  
Daphne Chan

### Dragon Festival Committee:

Joanna Wong (Festival Chair)  
Kathryn Luu  
Lan Chan-Marples  
Michael Yong  
Peggy Lei  
Sandy Pon  
Winston Pon  
Don S. Mah  
Nina Yeung  
CTC Summer Student Team  
Community Volunteers

### CTCS Board of Directors:

Sandy Pon, Chair  
Lan Chan-Marples, Vice Chair  
Joanna Wong, Secretary  
Sharon Zhang, Treasurer  
Bob Dawe  
Daphne Chan  
Henry Fung  
Jackie Liu  
Kathryn Luu  
Wen Wang



鳴謝



Congratulation Mrs. Joanna Wong Louie for her dedication and hard work as a Mentor to the youths, Board Director, and as Chair of the CTC's Dragon Festival.

It Takes a Village! Thank you for all your support for Edmonton Chinatown.

[ctcyeg.ca](http://ctcyeg.ca)

# Appendix C

## Shuttle Schedule



### Bus schedule

August 16-17 | Only on Sat and Sun

巴士時刻表僅限8月16、17日 (週六、週日)



Time 時間	Bus schedule	巴士時刻表
8:00	Bus leaves 9550-102 Ave (there is a curb in front of the Chinese Elders Mansion #1) - for volunteers to go to Louise McKinney Park	巴士從9550-102 Ave (耆英大廈1號樓的路沿) 出發 - 接送義工前往Louise McKinney公園
8:30	Bus leaves Louise McKinney Park back to Elders Mansion	巴士從Louise McKinney公園出發, 返回耆英大廈
9:00	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
9:30	Bus leaves Louise McKinney Park	巴士從Louise McKinney公園出發
10:00	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
10:30	Bus leaves Park	巴士從Louise McKinney公園出發
11:00	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
11:30-13:30	Break	休息
13:30	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
14:00	Bus leaves Louise McKinney Park	巴士從Louise McKinney公園出發
14:30	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
15:00	Bus leaves Louise McKinney Park	巴士從Louise McKinney公園出發
15:30	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
16:00	Bus leaves Louise McKinney Park	巴士從Louise McKinney公園出發
16:30	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
17:00	Bus leaves Louise McKinney Park	巴士從Louise McKinney公園出發
17:30	Bus leaves 9550-102 Ave	巴士從9550-102 Ave出發
18:00	Bus leaves Louise McKinney Park back to Elders Mansion	巴士從Louise McKinney公園出發, 返回耆英大廈



CHINATOWN TRANSFORMATION COLLABORATIVE  
愛城唐人街發展協會



Canada

Learn more at [www.ctcyeg.ca](http://www.ctcyeg.ca)



# Appendix D

## Posters and Media Graphics



The poster features a yellow and red color scheme. At the top left is a red dragon logo. To its right is the CTC logo and the text 'CHINATOWN TRANSFORMATION COLLABORATIVE 愛城唐人街發展協會'. The main title '唐人街龍節' is written in large, bold black characters. Below it, a red banner contains the dates '8月15日至8月24日'. The central text '慶祝文化、社區與傳統的盛會' is in black. The poster is divided into sections, each with a small icon and a list of activities. On the right side, there are four photographs: dragon boat racing, a child with a kite, a lion dance, and a food display. At the bottom right, there is a QR code and the website 'www.ctcyeg.ca'.

**CHINATOWN TRANSFORMATION COLLABORATIVE**  
愛城唐人街發展協會

# 唐人街龍節

8月15日至8月24日

### 慶祝文化、社區與傳統的盛會

#### 飛龍在公園

8月15日至17日 | Louise McKinney 河濱公園

- 開幕典禮 8月15日 (6pm-8pm)
- 龍舟競賽強勢回歸!!! 8月16日&17日 (9am-5pm)
- 啤酒花園與美食餐車 (11am-6pm)

8月16日&17日 11:00am-4:00pm

- 學放風箏 (前50個家庭免費贈送風箏)
- 「追龍」尋寶遊戲 (贏取獎品) 與文化之旅
- 與全加拿大西部最大的彩虹龍見面

#### 唐人街“龍”文化週

8月18日至22日 | 唐人街多個地點

透過一週的特別活動探索唐人街。

- 文化工作坊
- 唐人街美食之旅與文化步行遊

#### 加拿大全國醒獅錦標賽

8月23日至24日 (11am-6pm) | Kinistināw 公園 (10249 96街)

- 現場表演、遊行及武術示範
- Fitset 忍者龍形障礙挑戰賽

#### 唐人街美食節

8月23日 (11am-8pm), 8月24日 (11am-5pm) Kinistināw 公園  
周邊地區

- 當地美食、街頭小食、唐人街人氣餐點
- 家庭娛樂與活動。12歲以下兒童可領取免費棉花糖

#### 戶外電影之夜

8月23日 (7pm-9pm) | Kinistināw 公園 (舞台區)

- 「REEL Chinatown」由 FascinAsian Edmonton 呈獻
- 請追蹤 Instagram 或 Facebook: FascinAsianEdmonton

#### 龍珠晚宴

8月24日 (6pm-11pm) | Chateau Lacombe 酒店

- 豐盛晚宴與閉幕典禮
- 門票請至 [www.ctcyeg.ca](http://www.ctcyeg.ca) 購買

更多資訊, 請瀏覽: [www.ctcyeg.ca](http://www.ctcyeg.ca)



## Events Timeline

**Dragons in the Park**  
August 15-17 | Louise McKinney Riverfront Park

- DRAGON BOAT RACES ARE BACK!!!
- Learn to fly a kite
- Scavenger Hunt & Cultural tours.
- Beer garden & food trucks.



**Chinatown Dragon Week**  
August 18-22 | Various Chinatown Locations

- Cultural workshops.
- Dragon Food Tours & heritage walks.



**Outdoor Movie Night**  
August 23 | Kinistiwā Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton



**LION DANCE CHAMPIONSHIPS**  
August 23-24 | Kinistiwā Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fitset Ninja Dragon Obstacle Course.



**TASTE OF CHINATOWN**  
August 23-24 | Streets Surrounding Kinistiwā Park

- Local eats.
- Family entertainment & activities.
- Free cotton candy for kids under 12.



**DRAGON BALL GALA**  
August 24 (Evening) | Chateau Lacombe Hotel

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)



## Events Timeline

**Outdoor Movie Night**  
August 23 | Kinistiwā Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
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**Chinatown Dragon Week**  
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August 23-24 | Streets Surrounding Kinistiwā Park

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**LION DANCE CHAMPIONSHIPS**  
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**CHINATOWN TRANSFORMATION COLLABORATIVE**  
**Dragon Festival**  
Aug 15 - Aug 24

**A Celebration of Culture, Community & Tradition**

**Dragons in the Park**  
August 15-17 | Louise McKinney Riverfront Park

- Opening ceremony Aug 15 (5pm-8pm)
- Dragon Boat Races are back!! Aug 16 & 17 (9am-5pm)
- Beer garden & food trucks (11am-4pm)

Aug 16 & 17 11:00am-4:00pm

- Learn to fly a kite (free kites for first 50 families)
- Scavenger Hunt (win prizes) & garden tours
- Meet the biggest rainbow dragon in Western Canada

**Chinatown Dragon Week**  
August 18-22 | Various Chinatown Locations

Explore Chinatown through a week of special events.

- Cultural workshops.
- Dragon Food Tours & heritage walks.

**CANADIAN NATIONAL LION DANCE CHAMPIONSHIP**  
August 23-24 (11am-6pm) | Kinistiwā Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fitset Ninja Dragon Obstacle Course.

**TASTE OF CHINATOWN**  
Aug 23 (11am-6pm) | Aug 24 (11am-6pm) | Streets Surrounding Kinistiwā Park

- Local eats, street food, and 20+ live performances.
- Family entertainment & activities. Free cotton candy for kids under 12.

**Outdoor Movie Night**  
Aug 23 (7pm-9pm) | Kinistiwā Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton

**DRAGON BALL GALA**  
Aug 24 (6pm-12pm) | Chateau Lacombe Hotel

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)

Learn more at [www.ctcyeg.ca](http://www.ctcyeg.ca)

**3rd CANADA NATIONAL LION DANCE CHAMPIONSHIP**  
AUG 23 & 24, 2025  
Kinistiwā Park  
Edmonton, AB

**加拿大全國舞獅錦標賽**  
第三屆

In collaboration with

**CHINATOWN TRANSFORMATION COLLABORATIVE**  
愛城華人發展協會

**Sponsors**

**Community Leaders and Supporters:**

**All Teams and Participants**

Edmonton Dragon Boat Festival Association  
Edmonton Dragon Boat Racing Club

Canada Dragon and Lion Dance Sports Association

FascinAsian Edmonton  
Hong De Cultural & Athletic Association  
Hungmon Athletic Club  
Mah's Society of Edmonton

City of Edmonton  
Government of Alberta  
Government of Canada

Alberta Arts Council  
Chinatown Business Improvement Association  
Downtown Business Association  
Edmonton Convention centre  
Explore Edmonton  
M.L.A David Shepherd, Edmonton-City Centre  
MP Kerry Diotte, Edmonton-Griesbach  
Oilers Entertainment Group and Hunter University of Alberta

Boyle Community League  
Buddha's Light Infi Association, Edmonton  
Chinese Benevolent Association  
Edmonton Chinatown Multicultural Centre  
Edmonton Chinese Choir Society  
Edmonton Chinese Garden Society  
Elder Linda Prentice  
Elder Lorette Goulet  
McCauley Community League  
Oil Lamp Restaurant - George Broumas  
Wong's Benevolent Association

Emma Brown Production  
Larry Louie Photography  
Larry Wong Photography  
REACH  
Boyle McCauley News

Air Canada  
Dow  
WestJet  
Can Am Travel and Tours  
Chateau Lacombe Hotel  
Delta Hotels Marriott  
Creative Gifts & ETC  
G.A.L.A Ventures (Inflatables)  
Fitset Ninja Edmonton  
Junhong Ma, Yang Hui, Joy Wen

Blooming Buds Florists  
Boom Balloon  
Snap That  
Blue Leaf Tea and Drinks  
Cookie Crumbs  
Double Greetings  
Hong Kong Bakery  
Kalina Cotton Candy  
Little Bon Bon Ice Cream  
Sosyal Scoops Ice Cream

Churchill Strategy  
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National Security Guard Protection Services Inc.  
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Pioneer Sanitary Solutions  
Prairie Fire Productions Ltd  
Production World  
Rebel Trucking  
River City Events Rentals  
Special Events Rental  
St. John Ambulance  
Superior Tent Rental

**Dragon Festival Committee:**  
Joanna Wong (Festival Chair)  
Kathryn Luu  
Lan Chan-Marples  
Michael Hong  
Peggy Lei  
Sandy Pon  
Winston Pon  
Don S. Mah  
CTC Summer Student Team  
Community Volunteers

**Chinatown Transformation Collaborative Society**  
**Board of Directors:**  
Sandy Pon, Chair  
Lan Chan-Marples, Vice Chair  
Joanna Wong Louie Secretary  
Sharon Zhang, Treasurer  
Bob Dawe  
Daphne Chan  
Henry Fung  
Jackie Liu  
Kathryn Luu  
Wen Wang

**Edmonton Dragon Festival – 2025  
August 15 – 17<sup>th</sup>**

**Edmonton Dragon Boat Race / Dragon in the Park**

**Land Acknowledgment and Opening Remarks:**  
Chinatown Transformation Collaborative Society  
• Sandy Pon, Chair

**Chinese Lion Dance Entrance**  
• Hong De Cultural & Athletic Association

**National Anthem: O' Canada**  
• Edmonton Chinese Choir Society

**Indigenous Blessing**  
• Elder Lorette Goulet

**Greetings and Presentations:**

**Government of Canada**  
• Hon. Eleanor Oliszewski, MP for Edmonton-Centre  
Minister of Emergency Management and Community Resilience

• Hon. Kerry Diotte, MP for Edmonton-Griesbach

**Government of Alberta**  
• Hon. Andrew Boltzhenko, MLA for Drayton Valley-Devon  
Minister of Sports and Tourism

• Hon. Nathan Ip, MLA for Edmonton-Southwest

**City of Edmonton**  
• on behalf of Mayor Amarjeet Sohi and Council,  
• Councillor Keren Tang

**Edmonton Convention Centre - Explore Edmonton**  
• Melissa Radu, Executive Director, Destination Stewardship

**Edmonton Dragon Boat Racing Club**  
• Wes Krahn, President

**Edmonton Dragon Boat Festival Association**  
• Mark Lashmar, President

**Edmonton Chinese Garden Society**  
• Wing Choy, Chair

**Dotting the Dragon Ceremony**  
• Abbess Chueh Chuan 覺緣法師 and Chanting Prayer Group  
佛光山愛民報講堂 Edmonton Fo Guang Shan Buddhist Temple  
國際佛光會愛民報協會 Buddha's Light Infi Association, Edmonton Chapter

**Dragon Boat Launch and Showcase: 6:30pm**  
**Beer Garden and Food Trucks, Amenities: 5:30-9pm**

**Saturday and Sunday August 17- 18<sup>th</sup>**  
**Dragon Boat Races: 9am-5pm**  
**Dragon in the Park, Chinese Garden Tours, and Tea: 11am - 4pm**

**It Takes a Village! Thank you for all your support for Edmonton Chinatown.**  
ctcyeg.ca

# Events Timeline

**Dragons in the Park**  
**August 15-17 | Louise McKinney**  
**Riverfront Park**



**DRAGON BOAT RACES ARE BACK!!!**

- Learn to fly a kite
- Scavenger Hunt & Cultural tours.
- Beer garden & food trucks.



**LION DANCE CHAMPIONSHIPS**  
**August 23-24 | Kinistinaw Park**  
**(10249 96 St)**

- Live performances, parade & martial arts demos.
- Fitset Ninja Dragon Obstacle Course.

**Chinatown Dragon Week**  
**August 18-22 | Various Chinatown**  
**Locations**



- Cultural workshops.
- Dragon Food Tours & heritage walks.



**TASTE OF CHINATOWN**  
**August 23-24 | Streets Surrounding**  
**Kinistinaw Park**

- Local eats.
- Family entertainment & activities.
- Free cotton candy for kids under 12.

**Outdoor Movie Night**  
**August 23 | Kinistinaw Park (on stage)**



- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton



**DRAGON BALL GALA**  
**August 24 (Evening) | Chateau**  
**Lacombe Hotel**

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)

# Events Timeline

### LION DANCE CHAMPIONSHIPS

August 23-24 | Kinistinniw Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fiset Ninja Dragon Obstacle Course.

### DRAGONS IN THE PARK

August 15-17 | Louise McKinney Riverfront Park

**DRAGON BOAT RACES ARE BACK!!!**

- Learn to fly a kite
- Scavenger Hunt & Cultural tours.
- Beer garden & food trucks.

### TASTE OF CHINATOWN

August 23-24 | Streets Surrounding Kinistinniw Park

- Local eats.
- Family entertainment & activities.
- Free cotton candy for kids under 12.

### CHINATOWN DRAGON WEEK

August 18-22 | Various Chinatown Locations

- Cultural workshops.
- Dragon Food Tours & heritage walks.

### DRAGON BALL GALA

August 24 (Evening) | Chateau Lacombe Hotel

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)

### OUTDOOR MOVIE NIGHT

August 23 | Kinistinniw Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton

# Dragon Festival

Aug 15 - Aug 24

## A Celebration of Culture, Community & Tradition

### DRAGONS IN THE PARK

August 15-17 | Louise McKinney Riverfront Park

- Opening ceremony Aug 15 (9pm-8pm)
- Dragon Boat Races are back!! Aug 16 & 17 (9am-5pm)
- Beer garden & food trucks (11am-6pm)

Aug 16 & 17 11:00am-4:00pm

- Learn to fly a kite (Free kites for first 50 families)
- Scavenger Hunt (win prizes) & garden tours
- Meet the biggest rainbow dragon in Western Canada.

### CHINATOWN DRAGON WEEK

August 18-22 | Various Chinatown Locations

Explore Chinatown through a week of special events.

- Cultural workshops
- Dragon Food Tours & heritage walks

### CANADIAN NATIONAL LION DANCE CHAMPIONSHIP

August 23-24 (11am-6pm) | Kinistinniw Park (10249 96 St)

- Live performances, parade & martial arts demos.
- Fiset Ninja Dragon Obstacle Course

### TASTE OF CHINATOWN

Aug 23 (11am-6pm) | Aug 24 (11am-6pm) | Streets Surrounding Kinistinniw Park

- Food vans, food fest, street performances
- Family entertainment & activities. Free cotton candy for kids under 12

### OUTDOOR MOVIE NIGHT

Aug 23 (7pm-9pm) | Kinistinniw Park (on stage)

- REEL Chinatown presented by FascinAsian Edmonton
- Follow on Instagram or Facebook @FascinAsianEdmonton

### DRAGON BALL GALA

Aug 24 (9pm-12pm) | Chateau Lacombe Hotel

- Reception, dinner, and closing ceremony
- Tickets on sale at [www.ctcyeg.ca](http://www.ctcyeg.ca)

Learn more at [www.ctcyeg.ca](http://www.ctcyeg.ca)

# Dragon Festival

## Dragon Boat Races

August 15-17 | Louise McKinney Riverfront Park

### Program Schedule

**Friday August 15, 2025**

- 5:00 pm: Beer Gardens social hour begins (18+)
- 6:00 pm: Opening Ceremony / Dotting of the Eyes ceremony
- 6:30 pm: Additional on river practice time.
- 9:00 pm: Beer Gardens closes (18+)

**Saturday August 16, 2025**

- 8:00 am: Managers and Steersman meeting
- 8:30 am: Races (500m)
- 10:00 am: Beer Gardens open (18+)
- 10:50 am: Breast Friends race/memorial Ceremony
- 11:00 am: Lunch break / Dragon Dance Performance
- 1:00 pm: Races (500m)
- 6:00 pm: Beer Gardens close (18+)

**Sunday August 17, 2025**

- 9:00 am: Semi-Finals (500m)
- 10:00 am: Beer Gardens open (18+)
- 11:00 am: Lunch break / Dragon Dance Performance
- 1:00 pm: Novice Race
- 1:20 pm: Finals (500m)
- 4:00 pm: Award Ceremony
- 6:00 pm: Beer Gardens close (18+)

**CTC Activities**  
 Aug 16 & 17 | 11:00am-4:00pm  
 Bouncy castle  
 Kite Flying/Scavenger hunt  
 Free Cotton Candy  
 Tea/Art at the Pavilion

# Edmonton Dragon Festival

## Dragons in the Park/ Dragon Boat Races

Aug 16 & 17, 2025

- Beer Garden 10:00 - 18:00
- Food Trucks 10:00 - 15:00
- Vendor 10:00 - 18:00
- Bus Stop 8:00 - 18:00
- Washrooms 8:00 - 18:00
- Shelter
- Bouncy Castle 10:00 - 4:00
- Inflatable Dragons 11:00-4:00
- Kite Flying 11:00-4:00
- CTC Tent Scavenger Hunt Prizes 8:00-17:00
- Tea & Art, Garden Tours 13:00-15:00
- Entertainment 11:00-12:30



1. How many teeth does the red dragon have?
2. What shape is the dragon kite's head?
3. What is the green dragon doing?
4. How many claws does the ceiling dragon have in the Chinese Pavilion?
5. What colour is the cloud dragon's eyes?
6. How many dragons are on the dragon wall?
7. How many different colours is the rainbow dragon?
8. What year was the dragon pillar built?
9. What colour is the yellow dragon's hat?
10. How many animals surround the zodiac bridge?
11. How many stone lions are there?
12. What are on the sides of the dragon boats?



**Chinatown  
Transformation  
Collaborative**  
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