

Chinatown Transformation Society

Recommendation

That the May 10, 2021, Urban Form and Corporate Strategic Development report UFCSD00250, be received for information.

Previous Council/Committee Action

At the December 9, 2020, City Council meeting, the following motion was passed:

That Administration invite the Chinatown Transformation Society to report to the appropriate Council Committee in 2021 on the following:

1. Status of the Chinatown Transformation Society's organizational structure, board and membership;
2. Metrics on the Chinatown Transformation Society's work and outcomes related to its mandate to attract and maintain small business in Chinatown.

Executive Summary

Formed in 2018, the mandate of the Chinatown Transformation Collaborative Society (herein referred to as the Society) is to implement the five pillars of the Chinatown Strategy. Seed funding in the amount of \$722,500 was approved to help the Society become established. To date, the City has released \$375,000 in accordance with the funding agreement terms. The Society has submitted a summary report on their operating model, COVID-19 response and ongoing work. Administration continues to support this work in alignment with The City Plan and as a liaison and resource to the Society.

Report

The Society is submitting a report (Attachment 1) that outlines their operating model, progress to date, planned initiatives, COVID-19 response, metrics on work that supports small businesses and audited financial statements.

The Society was formed in 2018 by members of the Chinatown Community Economic Development task force to oversee implementation of the Chinatown Strategy's five pillars:

1. Improve sense of safety and security
2. Focused economic development
3. Governance and Community Leadership Network

4. Celebrate Chinatown as a Destination
5. Enhance Built Form and Landmarks

Operating under these principles, the Society aims to deliver services around business development, branding, marketing and events. In 2018, one-time operating funding for the Society's establishment was approved by Council in the amount of \$722,500 over four years (2019-2022).

Society funding is subject to satisfying the conditions of the funding agreement on an annual basis. The agreement conditions correspond to the Society's four-year organizational development plan.

- Year 1 (2019) - Start-up, establish a framework for business plan and begin to build a committed membership base.
- Year 2 (2020) - Establishment, develop an administratively sound operating organization, and continue to build membership.
- Year 3 (2021) - Operation, implement, monitor, evaluate and improve programs.
- Year 4 (2022) - Organization Sustainability, achieve financial operating and membership sustainability.

To date, the Society has satisfied the requirements for Years 1 and 2 and the City has released funding in the amounts of \$170,000 in 2019 and \$205,000 in 2020.

The ongoing work identified in this report reflects The City Plan implementation approach through continued support for the Chinatown Strategy, transparent reporting by the Society and the City's relationship with stakeholders. It helps achieve The City Plan target to support employment at the node of Chinatown, as part of Centre City.

Administration continues to work in partnership with the Society through the City's COVID-19 response, relaunch and recovery phases in 2020-2021. The Society has demonstrated its ongoing work to establish itself as an organization.

Corporate Outcomes and Performance Management

Corporate Outcome(s): Edmonton has a globally competitive and entrepreneurial business climate.			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Chinatown is a preferred destination	Number of Chinatown tours and number of participants	5 tours, 75 participants (Aug - Oct 2019)	Increase over previous year
	Patrons reporting that they feel Chinatown is a destination location	75.9% (Jan 2019 - Dec 2019)	Maintain or increase over previous year

	Businesses report that they are satisfied with the mix of existing businesses in the area	20.9% (Jan 2019 - Dec 2019)	Increase over previous year
Chinatown is perceived as safe	Businesses and patrons who perceive the area as safe	19.2% (patrons) 18.6% (businesses) (Jan 2019 - Dec 2019)	Maintain or increase over previous year
Real estate in in demand	Retail storefront vacancy rate	11% (August 2019)	Maintain or decrease

Attachments

1. Chinatown Transformative Collaborative Society of Edmonton - 2020 Summary Report

Others Reviewing this Report

- M. Persson, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Owen, Deputy City Manager, Communications and Engagement
- G. Cebryk, Deputy City Manager, City Operations
- R. Smyth, Deputy City Manager, Citizen Services
- K. Fallis-Howell, Acting City Solicitor