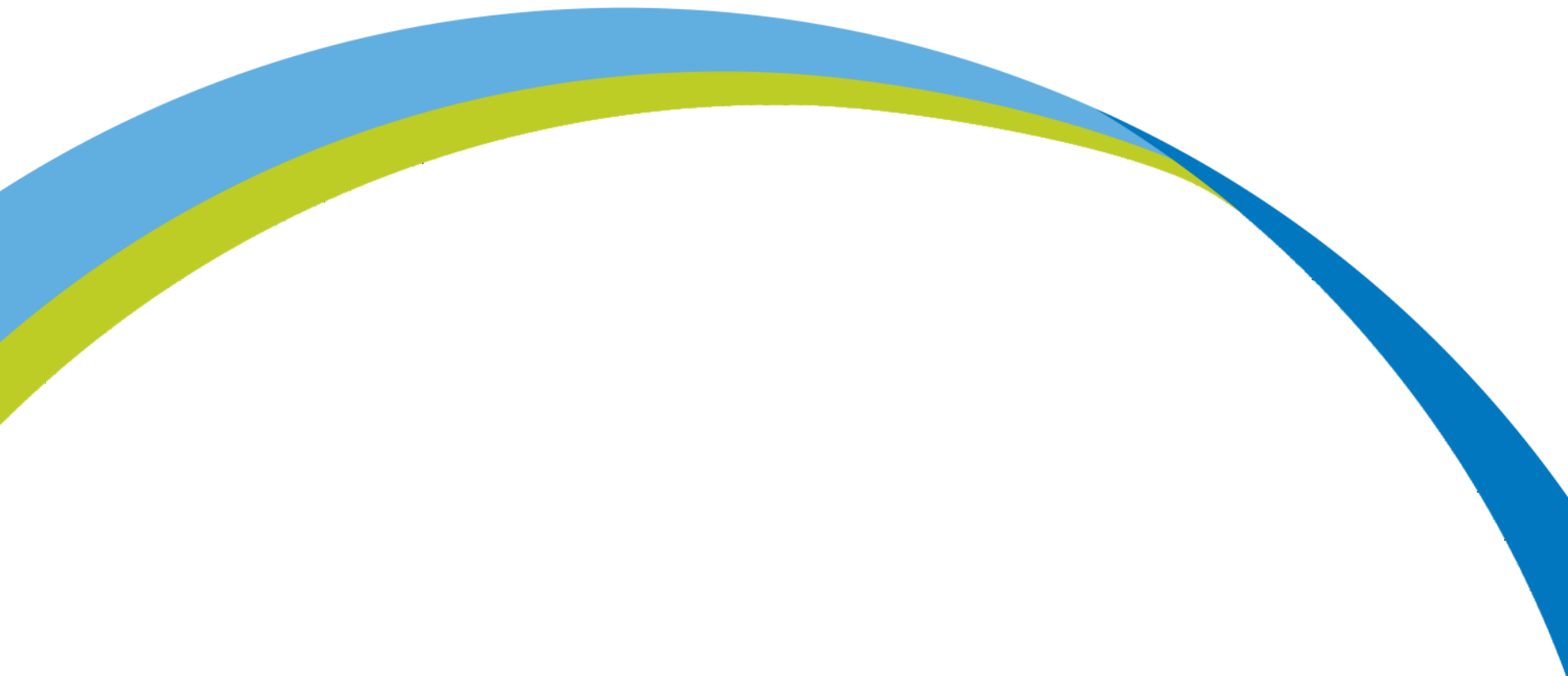


DOWNTOWN PLAN ANNUAL UPDATE





PLAN PRIORITIES

- ▶ Making downtown more pedestrian friendly
- ▶ Increasing activity downtown
- ▶ Increasing the number of people living downtown
- ▶ Reducing crime / increasing safety
- ▶ Making it easier to park

INITIATIVES

- ▶ Continued momentum with investment and project planning
- ▶ Majority of initiatives are complete, ongoing or in progress
- ▶ Six initiatives deferred as future projects



INITIATIVES CURRENTLY UNDERWAY

- ▶ Art Walk Phase 1 preliminary design
- ▶ C7 zone revisions
- ▶ Library and Memorial Parkade construction



PLAN GOALS

1. Attract people to downtown
2. Increase sense of safety
3. Attract private sector investment



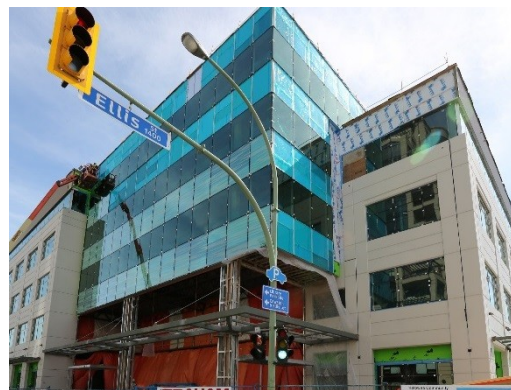
INDICATORS

- ▶ Measure success of goals over long-term
- ▶ Data needs to be reliable, repeatable and meaningful
- ▶ Some refinements based on data availability

INDICATORS

- ▶ Goal 1: Attract people to downtown
 - ▶ Generally more events happening downtown
- ▶ Goal 2: Increase sense of safety
 - ▶ Mixed results
- ▶ Goal 3: Attract private sector investment
 - ▶ High public sector, low private sector investment

RELATED SUCCESSES



NEXT STEPS

- ▶ Proceed with planned initiatives
- ▶ Collect and report on initiatives and indicators annually