

# 2025 Corporate Plan Submission

Funding Request For:

**Summer In The Centre  
Public Market Events**



# Business Improvement Area

- Business Improvement area (BIA) was established in 2016
- Purpose is to promote the revitalization and redevelopment of the City Centre



# Reopening of City Centre

- Return of summer events to the city centre in 2024
- Kicked off *Summer In The Centre* with a grand reopening of Columbus Park and the City Centre
- Hosted four Public Market Events throughout the summer
- Each event had a unique theme to attract residents of all ages
- Intent is to build off the successes of 2024 and grow these events in 2025



# Description of Project

- **The CCBA is seeking financial assistance from the City of Spruce Grove to continue hosting *Summer In The Centre* Public Market Events**
- This will include:
  - Hosting of 3-4 Public Market Events in the City Centre
  - Exploring new themes to draw residents into the city centre for each event and onwards throughout the year
  - Continuing to highlight the businesses within the BIA
- The funds requested will be directed towards events and initiatives that will help us achieve our mission to promote, stimulate, and reinvigorate Spruce Grove's City Centre, specifically:

# Description of Project

- Continuing our *Summer In The Centre* public market events in the City Centre; hosting multiple events throughout the summer with different themes will encourage residents to frequent the City Centre on a regular basis
- Providing free, family-friendly programming during our events that our community has previously enjoyed such as kids' zones, face painting, and art activities





# Description of Project

- Providing an opportunity for our local artists and youth entrepreneurs to showcase their talents as part of our events
- Partnering with other local initiatives such as the Youth Advisory Committee to enhance our events and extend our reach to various age groups.



# Marketing

## **Our marketing campaigns will endeavor to:**

- Create excitement about our City Centre and make it a local destination for shopping and dining
- Spread awareness about the family-friendly events in the City Centre
- Highlight to the community the range of businesses within the City Centre and encourage their patronage
- Attract new and existing vendors to our markets to contribute to the success of the events and vitality of the area.
- Continue to grow community participation at our events, with a goal of reaching 3,000 attendees in 2025.

# Financial Impact

**The CCBA is requesting \$10,000 to assist with the planning, advertising, programming, and execution of the Public Market Events that will take place within the City Centre in 2025**

- The funds requested in this submission would be integral to the delivery of these events:
  - would allow us maintain the level of interaction that patrons have previously enjoyed
  - grow the events by attracting more vendors and local business participation.
- The CCBA has been successful in our application for the Northern and Regional Economic Development (NRED) grant in the past two years which has allowed us to increase the size of these events
- Secured sponsorship from local and regional businesses in 2024 allowing us to provide more activations



# Community Benefit

- Encouraging the community to make patronage of the City Centre part of their daily life
- Increased traffic provides visibility and incentives to shop and explore the region
- Regular events will bring the community together and create an opportunity for residents to engage in free, family-focused events throughout the year
- Renewed interest in the City Centre will attract new businesses and/or developers seeking a lively and dynamic location to build or grow their business, further contributing to the vibrancy of the region



# Community Benefit

- **Support of local non-profit groups through volunteer honorariums**
  - Important method of fundraising for these groups
  - Helps them purchase items (playground equipment, classroom items) or fund trips or events for their membership
  - Provides flow-through of funds to our local community while building community spirit through volunteerism
  - Amazing community volunteer groups were integral to the smooth execution of our 2024 events



# Community Benefit

- 2024 events provided an opportunity to partner with the Youth Advisory Committee (YAC) to provide a platform for them to achieve one of their initiatives.
- Hosted their community event within our summer market event; able to tap into a larger audience, gain visibility for their work, provide a unique perspective to the event
- Enabled the YAC to build relationships with local organizations and individuals,, furthering their mission to address youth issues in the community



Thank You