

# Call for Expressions of Interest to Attend Winter City Shake-Up in Edmonton, Alberta February 16<sup>th</sup> to 18<sup>th</sup>, 2017



The City of Saskatoon has identified resources to support the development of a Winter City Strategy, an intentional effort by the City and community stakeholders to celebrate what makes Saskatoon unique as a four-season place that is inviting, vibrant and prosperous, even in the coldest months of the year.

An important aspect of the Strategy is the development of a 'blizzard' of ideas on ways in which Saskatoon can be made more inviting for all during the winter season. One way to stimulate ideas on what is possible is to look to the successes of other communities.

The City of Edmonton launched their Winter City Strategy in 2013, and are continually working to implement new programs and initiatives that help citizens embrace winter. The "2017 Winter Cities Shake-Up!" is taking place February 16-18, 2017 and provides an opportunity to learn about Edmonton's experience, discuss best practices with those actually delivering them, and connect with delegates and speakers from winter cities around the world.

Over 400 national and international delegates attended the 2015 Winter Cities Shake-Up! The 2017 conference will build on the conversations started in 2015 by expanding on the themes of Winter Culture, Design and Business, while incorporating an overall emphasis on wellness and celebrating life in a winter city.

Below are some links to the conference website where you can find out everything you need to know about the conference.

- Conference Program - <http://wintercitiesconference.com/program>
- Registration - <http://wintercitiesconference.com/registration-accomodation>
- Winter Culture & Innovation Showcase (Thursday, February 16th, 2017) - <http://wintercitiesconference.com/showcase/#winter-culture-and-innovation-showcase>
- Video highlights of the 2015 event - <https://youtu.be/SMqAYzOREkI>

## APPLY FOR FUNDING TO ATTEND THE CONFERENCE

The development and implementation of the Winter City Strategy will be a City-Community collaboration. The City of Saskatoon has therefore set aside funding to support up to four (4) delegates from the community-at-large to attend the Shake-Up.

To apply for funding, applicants are asked to identify how they plan to contribute to the development and implementation of a Winter City Strategy in Saskatoon as well as how their commitment fits into the four key pillars of the Strategy:

Winter Life – This pillar is about finding new ways to celebrate what makes Saskatoon inviting and fun even in the coldest months of the year and taking advantage of all the opportunities winter brings. If you feel you could be a representative of this pillar, please describe your current involvement in winter-themed events and/or activities in Saskatoon.

Winter Design – This pillar is about improving the design our city so that our community is accessible for everyone, even in the ice and snow. If you feel you could be a representative of this pillar, please describe your current involvement in the design and/or animation of public spaces in Saskatoon.

Winter Culture – This pillar is about building more enthusiasm and creating a more positive attitude about the winter season. If you feel you could be a representative of this pillar, please describe your current involvement in winter-themed programs that impact our community identity.

Winter Economy – This pillar is about finding new ways to address the challenges that come with winter so we can create more vibrant and prosperous service, retail and accommodation sectors in the winter. If you feel you could be a representative of this pillar, please describe your current involvement in business and/or economic development.

The City is seeking broad representation from the community and will consider the following when evaluating applicants for selection:

- Diversity and sectoral representativeness of the total delegation from Saskatoon based on the four key pillars.
- Level of commitment to engage in the development and implementation of the Strategy described in the application.

Send your expression of interest (in the form of an email or letter) to:

Brenda Wallace, Director

Environmental and Corporate Initiatives

EMAIL: [brenda.wallace@saskatoon.ca](mailto:brenda.wallace@saskatoon.ca)

MAIL: 222 Third Avenue North, Saskatoon, SK S7K 0J5

**Please submit by 5:00PM, Friday, January 20, 2017.**

## **FREQUENTLY ASKED QUESTIONS**

### **What costs will be covered? What might I need to pay myself?**

The City will cover all costs associated with registration fees, direct transportation to and from the conference, and accommodation for the nights of February 15<sup>th</sup> thru 17<sup>th</sup>. All other costs would be the responsibility of the delegate. There are no per diems or honourariums.

### **What is the most important factor affecting the evaluation of applications?**

The City is interested in building the capacity of stakeholders who intend to be active partners with the City in the development and implementation of the Strategy. This will be evaluated first. The diversity of the total delegation from Saskatoon will be considered second, including representatives from organizations already sending delegates using their own funds.

### **If I can only attend a portion of the conference and not the entire event, will that affect my chances of selection?**

It may. The City wishes to maximize the diversity of the delegation attending the conference and this will also be factored into the evaluation.

### **If I wish to bring additional people with me, is that allowed?**

Yes. The City will provide funding for the costs for registration, transportation and accommodation for the selected delegate only, with any other fees or costs payable by individuals.

### **What is required of me after the conference?**

As part of the stakeholder team working on the development of Saskatoon's Winter City Strategy, the City would expect every delegate to share what they learned and experienced at the conference. The format for reporting back may be a report, video or presentation.

### **When will I learn if I have been selected?**

Selection of up to four (4) delegates, will be made based on an evaluation of the commitments applicants make to the Saskatoon Winter City Strategy. Selections will be announced by January 25, 2017 and assistance with registration and travel will be available from the City.