
Winter City Strategy Update and Winter Cities Shake Up Conference Request for Funding

Recommendation

That the Standing Policy Committee on Planning, Development and Community Services recommend to City Council:

1. That the \$100,000 funding request by Tourism Saskatoon for the International Winter Cities Shake Up Conference from the Profile Saskatoon component of the Special Events Reserve be approved as an exception to policy; and
2. That the report of the Acting General Manager, Corporate Performance Department dated October 1, 2018, be forwarded to the Standing Policy Committee on Environment, Utilities and Corporate Services and City Council for information.

Topic and Purpose

The purpose of this report is to provide a Winter City Strategy (Strategy) progress update and to request approval for a special funding in the amount of \$100,000 from the Profile Saskatoon component of the Special Events Reserve for the International Winter Cities Shake Up Conference (Shake Up) to be held in Saskatoon in January 2019.

Report Highlights

1. In the past year, several initiatives have been undertaken to move the preparation of a Strategy forward including accomplishments on a number of the “Quick Wins” identified through the community engagement process. Among these accomplishments are the community-led activities supported through the Winter City Community Grant program.
2. Community members successfully negotiated with the City of Edmonton to bring the Shake Up to Saskatoon in January 2019. The Shake Up was pursued by the community as an opportunity to accelerate the development of the Strategy and is expected to provide valuable learnings for the content of the Strategy by bringing international expertise into the local engagement efforts.
3. The Shake Up presents a unique and innovative opportunity in the development of Saskatoon’s Strategy; therefore, Administration supports the special funding request by Tourism Saskatoon for funding in the amount of \$100,000.

Strategic Goals

This report supports multiple Strategic Goals, in particular:

- Quality of Life by supporting a Winter City Strategy;
- Sustainable Growth by ensuring our City Centre is a vibrant hub for culture, commerce and civic life in all seasons of the year;
- Moving Around by ensuring accessibility and connectivity continue to exist when snow and ice are present; and,
- Economic Diversity and Prosperity by creating a bustling, business-friendly city through all seasons.

Background

City Council, at its meetings held on January 23, 2017 and November 20, 2017, received two Saskatoon Winter Strategy reports which provided updates and a detailed description of the Strategy for Saskatoon. The Strategy was described as an intentional effort by the City of Saskatoon 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.

In 2015 and 2017, the City of Edmonton hosted the Shake Up where delegates from across North America, Europe, China and Japan shared their knowledge and expertise as winter cities. The 2017 Shake Up garnered national and international media attention. To advance the learnings for Saskatoon's Strategy, 10 City and community leaders attended the 2017 Shake Up as well as the City supported four community representatives to attend the 2017 Shake Up. These community representatives now act as champions for Saskatoon as a winter city, and are also members of a Community Working Group formed to provide ongoing guidance on the Strategy development process.

Report

Update on the Strategy

In the past year, several initiatives have been undertaken to move the preparation of a Strategy forward including accomplishments on a number of the "Quick Wins" identified through the community engagement process. Attachment 1, WintercityYXE Report Card, provides a status overview of these initiatives including some City-led initiatives:

- Exploring opportunities for new approaches to outdoor lighting by working with community members and Administration to advance learnings and develop pilot projects;
- A Warming Hut pilot project;
- Benchmarking current attitudes about winter through a survey on awareness of winter events, activities, participation, and perceived barriers to participation;
- Exploring barriers to all-season sidewalk patios with the Business Improvement Districts; and,
- Exploring the opportunity for a skating loop.

Among the accomplishments, a variety of community-led activities have been supported through the Winter City Community Grant program.

- In winter 2017 - 2018, five community initiatives were supported that achieved community 'quick wins':
 - Crokicurl located at Broadway Avenue & 12th Street (Broadway Business Improvement District);
 - Theatre on the Trail along the Meewasin Trail occurred in association with the Winterruption Festival (Sum Theatre Company);
 - Enhancements to the Winterruption Festival included a storytelling tipi and free hot beverages (i.e. a 'hot chocolate backpack') (Friends of the Broadway Theatre);

- Wanuskewin Winter Festival included Indigenous games, activities and trapping skills for the whole family (Wanuskewin Heritage Park); and
- Ice Cycle 2.0 included a variety of winter cycling-related events throughout the winter (Flatlanders FatTire Brigade).
- In the spring of 2018, 17 applications were received as part of the call for submissions for the Winter City Community Grant program. \$50,000 has been allocated to support 11 community initiatives that either achieve a community 'quick win' or advance learning to move core concepts of the Strategy forward. Attachment 2, 2018 - 2019 WintercityYXE Grant Recipients, lists these initiatives.

Shake Up As Opportunity for Accelerating Strategy Development

From January 23 - 26, 2019, the Shake Up will be hosted in Saskatoon. The Shake Up was pursued by the community as an opportunity to accelerate the development of the Strategy and is expected to provide valuable learnings for the content of the Strategy by bringing international expertise into the local engagement efforts. The Shake Up will include curated workshops and sessions that will advance community learning through complimentary local participation for 50 to 150 representatives. The Shake Up will also attract international delegates interested in sharing their collective knowledge and experiences about the opportunities and challenges of winter cities. Based on conferences held in Edmonton, approximately 350 conference delegates are anticipated.

The Shake Up will make use of a series of 'deep dive' conversations, concurrent sessions, experiential activities and facilitated conversations to provide meaningful discussions for conference delegates and local participants. Attachment 3, 2019 Winter Cities Shake Up Conference Overview, provides an overview of the program. The conference program themes align with the draft themes identified for the Strategy.

The Shake Up will help provide a clear and more broadly-held vision of the possibilities available through the Strategy, as well as create the community momentum necessary to demonstrate the opportunities for Saskatoon as a winter city.

Shake Up Funding Request

Attachment 4, 2019 Winter Cities Shake Up Conference Budget, provides the budget for the Shake Up. Tourism Saskatoon and the Administration are requesting \$100,000 in funding from the Special Events Reserve to help offset the cost of hosting Shake Up. The total expenses for the Shake Up are anticipated to be approximately \$500,000. The economic impact analysis for the Shake Up estimates visitor spending for the Shake Up at over \$1.1M.

Options to the Recommendation

Standing Policy Committee on Planning, Development and Corporate Services may deny grant funding for Shake Up or suggest a grant amount other than the original amount requested.

Conversely, the Committee may refer this request as an application for Profile Saskatoon funding (which is the normal funding stream for Conferences) to the Special Event Adjudication Committee for their recommendation on the level of grant funding. This approach creates a delay that may impact the ability of the Shake Up to secure some programming.

The Committee may also direct that funding be provided from Capital Project #2519 – Winter City Strategy; however, this would reduce the City's ability to implement 'Quick Wins' and slow the development of the Strategy.

Public and/or Stakeholder Involvement

Recipients of the Winter City Community Grant, along with other community entities, are targeting heightened activity for the timeframe of, and to align with the themes of, the Shake Up. A Shake Up Advisory Committee has been formed drawing from a broad spectrum of community stakeholders, including representation from City Council. The Winter City Community Working Group is also being engaged to guide the content developed for the Strategy through local engagement and participation associated with the Shake Up.

Communication Plan

Opportunities to maximize communications and engagement will be leveraged for development of Saskatoon's Winter City Strategy, including learnings from the Shake Up. As such, a coordinated communications plan will be developed.

Financial Implications

Tourism Saskatoon and the Administration are requesting \$100,000 in funding from the Special Events Reserve. The Profile Saskatoon component of the Special Event Reserve currently has adequate funding to accommodate this request, with an uncommitted balance in the reserve of \$798,139.

In addition to funding the Shake Up, concurrent engagement-related activities will occur utilizing up to \$50,000 from Capital Project #2519 – Winter City Strategy.

Policy Implications

The recommendations for funding identified in this report are being put forward with a number of exceptions to the current requirements of the Special Events Policy No. C03-007. The exceptions to Policy include:

1. Applications for Major Special Events are to occur a minimum of one year in advance of the event start date through one of two annual intake periods to be evaluated by the Special Event Adjudication Committee;
2. The current maximum level of funding for Conferences is \$50,000. This request is for \$100,000; and,
3. The Adjudication Committee has not yet had an opportunity to evaluate this event using the approved Event Evaluation Rating Tool.

Of note, the current maximum funding level of \$50,000 for Profile Saskatoon events has been established specifically for conferences as these events traditionally have a lower number of participants, have registration fees paid by participants to help offset costs, and do not attract the level of participation anticipated for larger special events.

Other Considerations/Implications

There are no environmental, privacy or CPTED implications or considerations.

Due Date for Follow-up and/or Project Completion

A further update report on the Winter City Strategy will be provided to the Standing Policy Committee on Environment, Utilities and Corporate Services following the Shake Up. A post-event evaluation report, including board-approved, event-specific financial statements, will also be submitted by Tourism Saskatoon to the Administration within 180 days of event completion, with a summary available to the Standing Policy Committee on Planning, Development and Community Services.

Public Notice

Public Notice pursuant to Section 3 of Policy No. C01-021, Public Notice Policy, is not required.

Attachments

1. WintercityYXE Report Card
2. 2018 - 2019 WintercityYXE Grant Recipients
3. 2019 Winter Cities Shake Up Conference Overview
4. 2019 Winter Cities Shake Up Conference Budget

Report Approval

Written by: Christine Gutmann, Project Manager, Environmental and Corporate Initiatives
Jim Charlebois, Project Manager, Environmental and Corporate Initiatives

Reviewed by: Lynne Lacroix, Director of Recreation and Community Development
Brenda Wallace, Director of Environmental and Corporate Initiatives

Approved by: Dan Willems, A/General Manager, Corporate Performance Dept.

Admin Report - Winter City Strategy Update and Winter Cities Shake Up Conference Request for Funding.docx



REPORT CARD

IMPROVING MOBILITY

Promote the Snow Angel program to support persons of all abilities

 **ON GOING**

Snow Angel program in place.

Address accessibility barriers to active transportation

 **ON GOING**

Policy review under way.

IMPROVING FACILITIES AND INFRASTRUCTURE

Creatively designed warmup shelters

 **ON GOING**

Warming Hut Program under development.

Year-round washrooms and winter amenities

 **ON GOING**

Opportunities under review.

PROVIDING MORE SUPPORT TO EXISTING ACTIVITIES

Increasing event participation, affordability and adding more food and drink options

 **ON GOING**

Communications plan for the promotion of existing events under development. Grant Program of \$50,000 for community led initiatives in winter 2018-2019.

Continue to provide grant funding to support community initiatives

 **ON GOING**

Grant Program of \$50,000 for community led initiatives in winter 2018-2019.





Partnerships and collaborative funding (eg. “bikes for hotels” program)

 **NOT STARTED**

INTRODUCING NEW EVENTS AND THINGS TO DO

Provide funding to community groups	 ON GOING Grant Program of \$50,000 for community led initiatives in winter 2018-2019.
Winter lighting	 ON GOING Lighting initiative underway including a pilot project in River Landing and other community led demonstration projects.
Intergenerational events, neighbourhood level events, more cultural events (particularly indigenous & French)	 ON GOING New community led initiatives added to the winter event schedule. A list of winter events is available on the WintercityYXE website.
Indigenous winter structures in parks	 NOT STARTED
Mobile event supports (water, power, washrooms, warming facilities)	 NOT STARTED
Pop up features to utilize existing spaces	 ON GOING Warming Hut program in development.
Heated outdoor patios	 ON GOING Discussion with BIDs about barriers.

IMPROVING THE PROMOTION OF EVENTS AND ACTIVITIES

Expand online inventory of existing events, programs and facilities	 ON GOING Website redesign under development.
Benchmark survey on winter attitudes, perceptions and behaviours	 ON GOING WintercityYXE Survey Report completed in April 2018.
Study the economic and quality of life benefits achievable	 NOT STARTED
Community conversation about winter opportunities and challenges	 ON GOING Strategy under development including continued discussions with the Community Working Group.

2018 – 2019 WintercityYXE Grant Recipients

Item	Organization	Project Title	Project Dates	Description
1.	Broadway BID	Little Stone Light Conservatory	September 2018 through to Winter City Shake Up.	A neighbourhood gathering place that attracts people to the area in the colder months through an attractive winter design installation. A romantic 'instagramable' light-encrusted conservatory will be placed on the Little Stone Stage to illuminate the evening hours, provide a stage or platform for winter activities and performances, and contribute to the overall lighting scheme of the Broadway District.
2.	Friends of the Broadway Theatre	Winterruption	January 24, 2019 through January 26, 2019	The festival will include three main areas of activity: outdoor sporting activities with product demonstrations by local businesses; live performances by local and national artists in Broadway Ave storefronts; and a storytelling series featuring Indigenous and Newcomer storytellers held within a teepee on the Victoria Elementary School grounds.
3.	Greystone Heights Community Association	Winter Fun Fest	March 3, 2019	The Winter Fun Fest is designed to get children and adults active and create a positive winter culture. The event will include: ice skating, sleigh rides, cookie decorating, face painting and snow painting, snowshoeing, cross country skiing and sledding.
4.	King George Community Association	King George Winter Carnival	January 26, 2018	A one day winter carnival. Activities will include: <ul style="list-style-type: none"> • Indoor activities – magician, jenga, minute to win, craft table, winter taffee making, info table. • Outdoor activities – horse and sleigh ride, fire truck tour, shinny with Saskatoon City Police, kick sledding, snow shoeing, skating, shlockey.

Item	Organization	Project Title	Project Dates	Description
5.	Open Door Society	S is for Snow Series	Various	<p>S is for Snow project will involve newcomer immigrant and refugees in winter activities to introduce them to Canadian culture and enjoying winters in Saskatoon:</p> <ul style="list-style-type: none"> • S is for Skating - would take place at the Meewasin Skating Rink. Newcomers would learn to skate and enjoy companionship of other community members, including local and indigenous. • S is for Skiing or Snowshoeing - would take place at a local golf course or park. • Socializing in the Sun - would be a wrap up event and feature storytelling in a tipi, safety tips, songs (all about snow), a samosa cook off competition, snowflake craft and snowman making.
6.	Play Sask	Yukigassen Tournament	March 3, 2019	Yukigassen is a team-based, organized snowball fight. This one-day tournament will bring participants out to beautiful Wanuskewin for a fun day with friends playing in the snow. There would also be a Learn to play at Wanuskewin Kona Festival (February 9).
7.	Saskatoon Council on Aging Inc.	Warm up to Winter		Warm up to Winter Event will be held outdoors and indoors and will be led by older adults. The event will include a walk along the river bank followed by warming up with soup and bread. Entertainment will include culturally diverse dancing and drumming.

Item	Organization	Project Title	Project Dates	Description
8.	Saskatoon Cycles	BicycleFest 2019	Various	<ul style="list-style-type: none"> • Ice Cycle: Slow Winter Roll Friday, January 25th - A slow winter ride where participants layer up and enjoy a pleasant winter cruise through Saskatoon. • Winter Bike Workshop: Off Broadway (on 11th), Saturday, January 26th - An opportunity to learn about safe aspects of winter cycling and bike maintenance. • Winter Bike to Work Day: Outdoors near Broadway Bridge Friday, February 8th - A small, casual event, Winter Bike to Work Day on Broadway will encourage people to commute to by bicycle for one day by incentivizing their journey with hot coffee, a tasty snack, and good company. • SCYAP BikeArt Show: Riverside Badminton and Tennis Club Saturday, March 2nd - Saskatoon Cycles will partner with SCYAP, BCBC, and the RBTC to create a unique winter art exhibit Bicycle Fest. BCBC will provide used bicycle parts to SCYAP, whose artists will create unique bicycle sculptures. These sculptures will be displayed in the Clubhouse. This will take place in the RBTC clubhouse and will include SCYAP Art Cart, food, beverages, and prizes. At the reception, the art will also be auctioned off, with proceeds used to support the contributing organizations.
9.	Shakespeare on the Saskatchewan	Honouring the Complexity of Treaty 6 Territory	January 19, 2019 through February 3, 2019	An interactive art installation on and around the site that will incorporate lighting and visual design along with storytelling that will be made available through a few smartphone app.

Item	Organization	Project Title	Project Dates	Description
10.	Triathlon Club	Winter Family Friendly Triathlon	January 26 or 27, 2019	This project is a fun, family friendly, winter multi-sport opportunity organized by the Saskatoon Triathlon Club Incorporated (STCI). This event will occur at the Clarence Downey Speed Skating Oval and the Holiday Park Golf Course ski area.
11.	Wanuskewin	Kona Festival	February 9, 2019	The Wanuskewin Kona Winter Festival will feature competitions in sports such as fire making; bannock making, animal calling, log sawing, trap setting competitions and snow shoeing. We also have traditions on the Plains which include storytelling and round - dancing.



2019 WINTER CITIES SHAKE UP CONFERENCE OVERVIEW

Conference Vision

Imagine living in a place that is world-renowned for celebrating its winter climate. A city where people enjoy and relish coming out to engage with each other in public spaces, including and particularly, on the darkest, cold days of winter. A city where streets, spaces and buildings are designed with a winter view point, where light is used to create warmth and luminescence during winter days, a place where snow is considered and treated as a valued resource. This is what the true vision of the 2019 Winter Cities Shake-Up is. It is the realization of that vision brought about by bringing together people from across the globe, who represent a wide variety of disciplines and backgrounds to discuss, explore and share best practices, and to explore creative and innovative approaches for enhancing the quality of life in winter cities.

Key Principles Explored Through the Program

- **Authenticity** – To quote Arne Bergh (ice sculptor and artistic director for IceHotel in Sweden), “Start Where You Stand”. We must use local resources, talent, ideas, etc. to help people connect more strongly to their home ‘place’.
- **Mindfulness** – We must tackle the winter mindset for success.
- **Inclusive** – We must reach deep and wide to identify and include citizens broadly in the process and conference.
- **Engaging** – We must engage people, not just expose them to new thoughts and ideas but immerse them in the dialogue and thinking to explore takeaways and action commitments.
- **Sustainable** – We must include sustainability as a key element of our thinking, planning, dialogue and presentations throughout the conference, from planning to execution and through sessions, events and activities.

This would give us a Theme of ‘AMIES’ which stands for: person with an enthusiastic personality; or French baby name meaning Beloved; or French word AMIE(S) meaning friend(s).

Program Overview

The conference program will be organized around three main themes:

1. **Designing for Winter** – topics to include climate sensitive urban design, place-making, lighting, wind modelling (creating micro-climates in response to wind), compact cities, winter design attributes.

2. Operating in Winter – topics to include snow management (snow as a resource), getting around/mobility, winter-friendly technology, four-season policies, the science of snow.
3. Active in Winter – topics to include attitudes to winter, celebration, recreation, health/mental health, cultural traditions/perspectives, creating active outdoor spaces, outdoor education.

To engage conference delegates in learning and discussion, the conference will make use of a number of different opportunities including:

- **Deep Dive Sessions** - Deep Dive sessions will be designed to be intense, richer conversations and exploration of topics. In some cases, these will be workshops led by content experts. In others, they will be a discussion on projects implemented in various parts of the world, with an opportunity for conference attendees to learn about results and impacts, as well as explore ways in which they can take the experiences and learning back to their home jurisdiction for action. Speakers and facilitators for these sessions will be specifically recruited to the largest extent.
- **Concurrent Sessions** - Concurrent sessions will be a series of shorter presentations and discussion topics led by subject matter experts in the related theme and topic. A general call for submissions will be managed for the selection and inclusion of concurrent sessions.
- **Experiential – Facilitator Led Opportunities** - A series of Facilitator led experiential opportunities will be arranged for conference attendees to explore. An expert with inside information on the particular opportunity will accompany conference attendees to the location and provide orientation and information. This will allow attendees the opportunity to experience firsthand events, activities and operations in action.
- **Ideas Lab** – A dedicated space for delegates to share learnings and ideas.
- **Other Voluntary Activities** - Conference delegates will be able to participate in a number of voluntary community led activities including some WintercityYXE Grant funded activities.

2019 Winter Cities Shake Up Conference Budget

Revenue

Delegate Registrations	\$ 190,000
Sponsorship	\$ 210,000
City of Saskatoon Support	<u>\$ 100,000</u>
Total	\$ 500,000

Expenses

Marketing, Advertising, Communications	\$ 133,000
Speaker Fees, Travel, Gifts, etc.	\$ 70,000
Facilities, Shuttles, A/V, etc.	\$ 95,000
Catering	\$ 85,000
Hospitality/Entertainment	\$ 25,000
Local Participation (complimentary registration)	\$ 50,000
Event Management, Administration	<u>\$ 42,000</u>
Total	\$ 500,000