



CITY OF LETHBRIDGE

Re-Imagine Downtown Activation Grant FINAL REPORTING

2021 / Intake 1

OVERVIEW

The **Re-Imagine Downtown Activation Grant Program** aims to support businesses, entrepreneurs, organizations, and community-minded individuals in implementing initiatives, events, and/or programs that seek to activate vacant, underutilized, and under programmed private and public spaces and places– safely with COVID-19 restrictions in mind – within the downtown district.

Within 60 days following the completion¹, the applicant must provide this report, completed in full, along with a final budget. If available, promotional event material and/or photos of the initiative should be submitted with permission for the City to use the photos.

PART A – EXECUTIVE SUMMARY

Event Details	
Name of Initiative:	
Applicant Name:	
Location(s) of Initiative:	
Date(s) of Initiative:	
Total Grant Amount:	
Total Initiative Cost:	

¹ Completion may mean different things pending the type of initiative (single day event, multi-day event, on-going project, etc.) so 'completion' will be a determination by the Urban Revitalization Manager along with the applicant.

Question 1 - Objectives

Please provide a summary of the event which includes the effectiveness of the initiative in meeting the vision and direction of the [Heart of Our City Master Plan](#) to enhance the Downtown by making it more exciting, animated, and vibrant. Specifically how effectively the initiative delivered on addressing the wants, needs, and pain points identified through the [Heart of Our City Downtown Personas Project](#).

Question 2 - Safety

Please provide a summary on how the initiative addressed and delivered a safe initiative Project provides a safety plan and is flexible in nature to adapt to changing conditions of COVID-19 restrictions.

Question 3 - Budget

Please provide a summary on how the Re-Imagine grant was leveraged to provide value for money (i.e. were additional grants secured, sponsorships accessed, or other funding sources made possible as a result of the grant being used as initial seed funding).

Question 4 – Community Partnerships and Support

Please provide a summary on how the initiative utilized community support and promoted partnerships with other organizations, business, and individuals.

Question 5 - Sustainability

Do you think you will apply for a future intake to undertake this initiative again? What would you do the same? What would you do differently?

If you plan to undertake initiative again, what ideas do you have to reduce or eliminate the need for financial support from the City to make it more self-sustaining?

PART B - ATTACHMENTS

Please attach to this report or provide in addition to:

- Final Budget – complete separate excel spreadsheet with actuals
- Promotional Material(s)
- JPEG Images

PART C – AFFIRMATION

<p>I DECLARE THAT:</p> <p><input type="checkbox"/> The information contained in this final report and supporting documents is true and accurate and endorsed by the applicant organization and/or affiliated organization.</p> <p><input type="checkbox"/> All of the funds from the grant awarded were used solely for the purposes stated in final report and according to the Re-Imagine Downtown Activation Grant program unless otherwise agreed to by the City of Lethbridge.</p> <p><input type="checkbox"/> As a condition of accepting financial assistance, access to all financial statements and records having any connection with monies received is hereby granted to the City of Lethbridge representatives.</p>		
APPLICANT AUTHORIZED SIGNATURE		
<i>Applicant Authorized Signature</i>	<i>Applicant Name and Title (please print)</i>	<i>Date (mm/dd/yyyy)</i>