



2024 Downtown Vibrancy Fund Application Form

Applicant/Organization Name

Mailing Address

Postal Code

Email

Phone Number

Project Title:

Project Location(s)

Project Date(s)

Project Brief: Provide a detailed explanation of your project. (max. 500 words)

Budget:

Provide a detailed budget for your proposal with a breakdown of items and their associated costs, along with any additional notes that would support the review. Include any additional funding or revenue sources that have been applied to or successfully granted for this proposal.

Note:

- Funding will be allocated to a maximum of \$250,000. Projects under \$20,000 do not qualify for the Downtown Vibrancy Fund.
- Incorporate quotes from vendors where possible.
- Multi-year applications requests or applications over \$250,000 may be considered. Please contact downtownstrategy@calgary.ca to discuss prior to applying.

Timeline:

Provide a timeline for implementing your proposal. **If project timelines require a funding decision sooner than 60 days from submission, please indicate the requested decision date in this timeline.**

Note:

- Funds must be spent by March 31, 2025 unless otherwise discussed.

Project Type (select at least one):

- Amenity
- Programming
- Place-Based Activation/Installation
- Capacity Building

Priority Area (select all that apply):

- Enhance safety in the downtown
- Promote environmental sustainability
- Activate downtown spaces during Calgary’s winters
- Incorporate a self-sustaining model over time
- Serve families, equity-deserving groups and/or vulnerable populations
- Leverage additional funding sources and partnerships
- Located in the Downtown Core or Downtown West

Please explain how the selected priority area(s) will be addressed in your project. (max. 300 words)

4. Explain how your proposal will meet the proposed timelines. What challenges or obstacles do you foresee? How will you address these? (max. 100 words)

5. How will you ensure your proposal is accessible and inclusive? Please note if there are financial costs associated with use or engagement in your project. (max. 100 words)

6. How do you plan to market and promote your project and how will you measure the results of these efforts? (max. 100 words)