

Downtown Business Council Fort Saskatchewan 2016 Budget

DBC 2016 Budget Request

- In 2012 - the DBC was given a grant of \$5,000 from the City of Fort Saskatchewan to take-over the Fall Festival.
- The grant to the DBC represented a significant cost savings for the City as the Fall Festival budget was over \$20,000 for each of the two previous years.
- Each year since, the DBC has grown the Fall Festival. This was accomplished with the City's continued annual sponsorship of \$5,000. (City sponsorship recognized on event posters)
- For 2016, the DBC would again request the same \$5,000 for the DBC Fall Festival Budget.

Downtown Business Council

Mission Statement

- Downtown businesses working together to create a downtown that is popular and an attractive place for the community to visit and shop.

Vision Statement

- For our downtown to be a popular and well-loved attraction destination by all residents. Where businesses flourish in a vibrant setting with numerous events throughout the year.

Past DBC Events

- Spring Promenade - May
- Quilt Walk - May
- Art Walk - May
- Red Coat Day - May
- Moonlight Madness - November
- Unsidewalk Sale - July



Current DBC Events

- Ferris Wheel Fundraiser
- February
- That Art Thing - May
- City Wide Garage Sales
- June & August
- Fall Festival - September



Current DBC Events

- Halloween Handout - October
- 2nd Saturday Charity Movies - monthly



Current DBC Events

- Lights Up - November
- Santa Sleigh Rides
- November



Downtown Business Council

Effects on Business

- Increase visibility and traffic
- Familiarization to new customers
- Businesses interact with residents
- Positive cashflow
- More customers = more shops wanting to locate in downtown

Effects on Community

- Meeting together downtown
- Joining as a unique identity
- Creating a destination for events
- Bonding residents to our city
- Residents stay within the Fort for activities and shopping opportunities

Future DBC Initiative

New Digital Highway signage

- Improving downtown exposure
- Improving communication
- Advertising for DBC events
- Uniting citizens together creating community
- Advertising for DBC members
- Increasing traffic downtown
- More downtown activity will reduce crime and create a more vibrant community



Future DBC Initiative

New Digital Highway signage

- Fundraising & Sponsorship from local businesses & industry for the physical sign
- Future request from the City for land along Hwy 15 (89 Avenue) to locate sign

