

# Downtown Business Council Fort Saskatchewan 2017

# Downtown Business Council

## Who we are?

- We are a registered non-profit organization of downtown businesses working together to create a downtown that is vibrant and attractive for people to come visit, shop & do business.

## What we do?

- We hold yearly outdoor events on the street. This brings people downtown and helps promote businesses.



# DBC Events

- That Art Thing - May
- City Wide Garage Sales  
- June & August
- Fall Festival - September  
Attracts an average of 2,000  
people downtown.





# Current DBC Events

- Halloween Handout - October





# Current DBC Events

- Lights Up - November
- Santa Sleigh Rides  
- November



# Downtown Business Council

## Effects on Business

- Brings people downtown
- Promotes local business
- Businesses see new customers
- Increased cashflow
- More customers = more shops wanting to locate in downtown

## Effects on Community

- Downtown becomes centre for doing business, shop & visit
- Residents and tourists stay within the Fort for activities and shopping opportunities



# DBC 2017 Funding Request

- The Fall Festival budget grows each year with demands for new attractions. The City's continued annual sponsorship of \$5,000 helps alleviate cost increase to run the festival. (City sponsorship is recognized on all our promotional materials) .
- This year we've taken the step of hiring a part-time Executive Director at a cost to us of \$15,000. The Executive Director liaises with downtown business and the DBC, increases membership, coordinates and manages DBC events.
- Since hiring our ED we've had some increase in our membership. Other organizations have long ago moved in the direction of hiring staff. In order for the DBC to keep growing we need to move in that same direction.
- With your help we can do more. We humbly request a grant of \$20,000 for 2017.