

# INFORMATION NOTE

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<b>Title:</b>	<b>2022 Downtown Pedestrian Mall</b>
<b>Date Prepared:</b>	March 21, 2022
<b>Report To:</b>	Committee of the Whole
<b>Councillor and Role:</b>	Councillor Debbie Hanlon, Special Events
<b>Ward:</b>	Ward 2

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**Issue:** Providing an update to Council on the preliminary plans of the 2022 Downtown Pedestrian Mall.

**Discussion – Background and Current Status:** Planning for 2022 Downtown Pedestrian Mall (DPM) is underway. The proposed event plan is based on experience from previous DPMs, as well as feedback received from the engagement process conducted in the fall of 2021. The engagement process included feedback from the public, Inclusion Advisory Committee, downtown businesses both inside and outside the event footprint, and various other stakeholders.

Event Dates:

In previous years, the DPM would begin on the first Friday of July. As the first Friday falls on July 1 in 2022, it is recommended the DPM operate from Thursday June 30 to Monday September 5.

Road Closure:

It is recommended that the footprint of the 2022 Downtown Pedestrian Mall include:

- Water Street, from Adelaide Street to Prescott Street
- George Street, from Adelaide Street to Water Street

Event Entertainment:

In 2021 the main source of entertainment for the DPM were Activation Stations. Activation Stations were programmed by various non-profit organizations throughout the summer. Several issues with scheduling, commitment from organization volunteers, and staff resources were apparent, and staff are not recommending this form of entertainment for 2022.

For 2022 DPM entertainment, there have been applications submitted for two funding sources. If successful in being awarded the funding weekend busker performances and concerts will be scheduled throughout the summer.

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# ST. JOHN'S

**Key Considerations/Implications:**

1. Budget/Financial Implications: The Downtown Pedestrian Mall operates under the allocated budget for 2022.
2. Partners or Other Stakeholders: Downtown business community via Downtown St. John's, Inclusion Advisory Committee, and downtown transportation sector.
3. Alignment with Strategic Directions/Adopted Plans: The Downtown Pedestrian Mall directly aligns with the City's Strategic Direction of a Connected City. The event meets the goal of developing and delivering programs, services, and public spaces that build safe, healthy and vibrant communities, as well increasing opportunities for people to connect with each other.
4. Legal or Policy Implications: N/A
5. Privacy Implications: N/A
6. Engagement and Communications Considerations: A communications plan will be developed to promote the Downtown Pedestrian Mall.
7. Human Resource Implications: N/A
8. Procurement Implications: Any purchases will follow procurement guidelines.
9. Information Technology Implications: N/A
10. Other Implications: N/A

**Conclusion/Next Steps:** Plans for the 2022 Downtown Pedestrian Mall will continue, and staff will keep Council informed on all pertinent details.