

Airdrie Rodeo Grounds

# CITY PROPH+ET

*City Parametric Records of Performance Heuristics + Economic Trajectories*  
exploring a built environment ROI

Airdrie

Chinook Winds Regional  
Park

East Lake

Kingsview Market

Township Road 272

Range Road 11

# CITY PROPH+ET

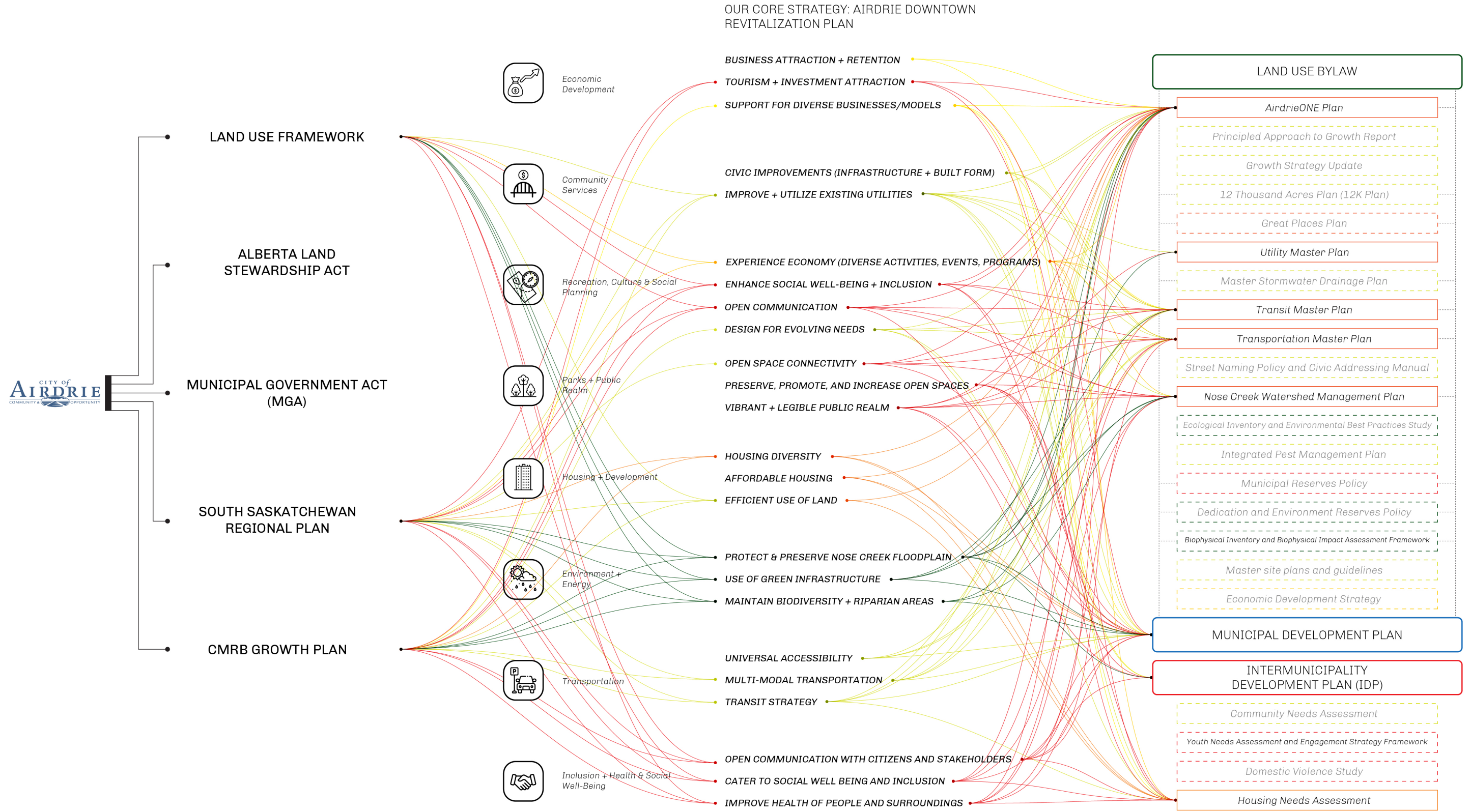
*City Parametric Records of Performance Heuristics + Economic Trajectories*

*made possible by*





**a collaboration**



# previous work w/City of Airdrie



# ECONOMIC DEVELOPMENT

## FUNDING

## ACTION ITEMS

## FUNDS FLOW

## POLICY ASSESSMENT

## STRATEGIC INTERVENTIONS

**Building Communities Through Arts and Heritage program Community Initiatives Program (CIP)**

Local Festivals: up to a maximum of \$200,000  
 Community Anniversaries: up to a maximum of \$25,000  
 Legacy Fund: up to a maximum of \$500,000  
 CIP Major Cultural and Sport Events grant: maximum funding available is \$250,000  
 CIP Project-Based grant: \$75,000  
 CIP Operating grant

**Community Facility Enhancement Program (CFEP)**

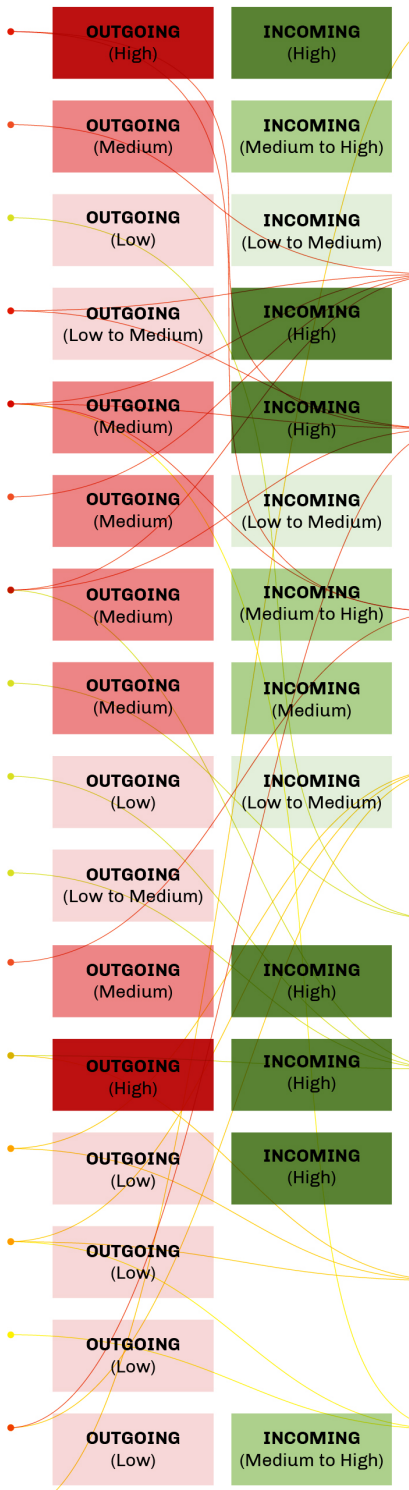
Small funding stream up to \$125,000  
 Large funding stream over \$125,000 and up to \$1 million

**Community Revitalization Levy (CRL) program**

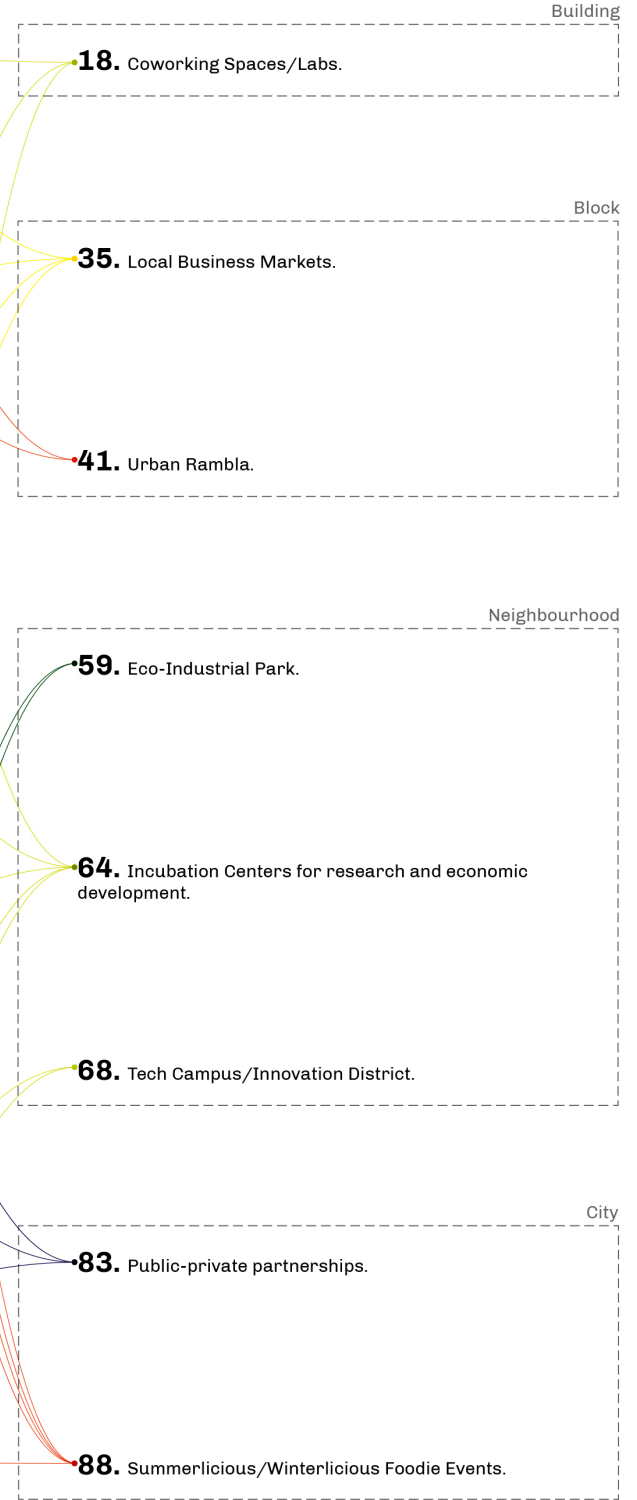
**Canada Community-Building Fund (CCBF) Innovation Employment Grant**

A minimum allocation of \$50,000 per year up to 20% of qualifying expenditures

- 2.04 3. Council shall direct Administration to support the development of a **Business Improvement Association (BIA)** and shall seek a **recommendation** from Administration for the **adequate amount of seed funding** for such a private organization within 12 months of plan adoption.
- 2.02 1. Council shall direct Administration to **prepare a Development Attraction Strategy** to draw the land uses identified in the land use concept and policies of this section within 9 months of plan adoption.
- 3.03 8. Council shall direct Administration to make **public spaces** within the Downtown Plan boundary available for both public and privately organized events with **minimal, or no charge** within 18 months of the adoption of this plan, and:
  - a- To post such a **fee and availability schedule** publicly, and,
  - b- To provide a **transparent and predictable process** for prioritizing or determining the ability to use such spaces.
- 2.04 7. Council shall direct Administration to develop a **marketing campaign for investment attraction** within the downtown core specifically, within 24 months of plan adoption.
- 2.07 3. Council shall direct Administration to develop a plan, within 36 months of plan adoption, to **market the scale and scope of civic development investments** made in the downtown to **attract private development(s) and retail spending**.
- 3.01 2. Council shall direct Administration to work with property owners to prepare, within 36 months of the adoption of this plan:
  - a- Prospective site plans and logistics for how **pop-up and interim uses** can be accommodated on sites within the downtown, and
  - b- **Marketing opportunities** for pop-up and interim uses on individual sites and in the downtown overall.
- 2.05 7. Council shall direct Administration to develop a **campaign** to market the competitive advantages of the corridor for **redevelopment and tourism attraction**, concurrent with the implementation of the aspirational design for Main Street.
- 3.03 7. Within 12 months of the adoption of this plan, the City of Airdrie shall make **parking facilities** on municipally owned properties within the downtown available to support **privately organized events**. Such shared parking opportunities will be arranged and implemented **without charge to the event organizers** in all circumstances that they can be reasonably accommodated in the opinion of the Corporate Properties Department, and in addition (a) Council, as the primary shareholder of the Airdrie Main Street Square (AMSS), shall direct that corporation to take the same approach (make parking facilities available to support privately organized events, arranged and implemented without charge to event organizers in all circumstances that they can be reasonably accommodated) as part of its mandate.
- 2.04 9. Council shall direct Administration to proactively **review shared parking opportunities** between parcels in the downtown core, and to register any such agreements at municipal cost, to the extent desired by landowners, providing an annual budget for such purposes as part of the Annual Operating Budget.
- 3.06 1. Concurrent with the final readings of this plan, Council shall adopt Resolution No. 01/2022 which will provide a **private parking subsidy for land uses** within the downtown.
- 3.03 1. Concurrent with the final readings of this plan, Council shall adopt Resolution No. 03/2022 to provide supports for businesses and property owners to achieve enhanced **beautification and social connections** downtown, and/or initiate a **Business Improvement Association (BIA)**.
- 2.07 1. Council shall consider the downtown first for making **civic development investments** and shall direct Administration to provide rationale for any civic development project recommended for a location other than the downtown as part of any request to Council Budget Committee.
- 4.02 1. Council shall direct Administration to seek out and **apply for grants** that can assist with Downtown Revitalization, and/or the **10-Year Capital Plan**. - Administration shall advise Council of resources required to apply for funds or as part of joint funding circumstances.
- 4.02 3. Council shall direct Administration to **adjust annual operating and capital budgets** to reflect grant funds from successful applications. Council may elect to accelerate implementation actions within the various sections of this plan that require funding.
- 2.12 1. Council shall direct Administration to **provide information** relevant to economic development trends and the management of commercial properties as deemed necessary for its role as the AMSS (Airdrie Main Street Square) Board of Directors.
- 2.07 2. Council shall **support investments from other civic and quasi-civic institutions** in the downtown and shall direct Administration:
  - a - To retain open communication with all other civic and quasi-civic institutions on needs and potential location opportunities; and,
  - b - To provide in-kind support or studies, as deemed necessary by Council, to assist other civic and quasi-civic institutions that are considering a development investment in the downtown.

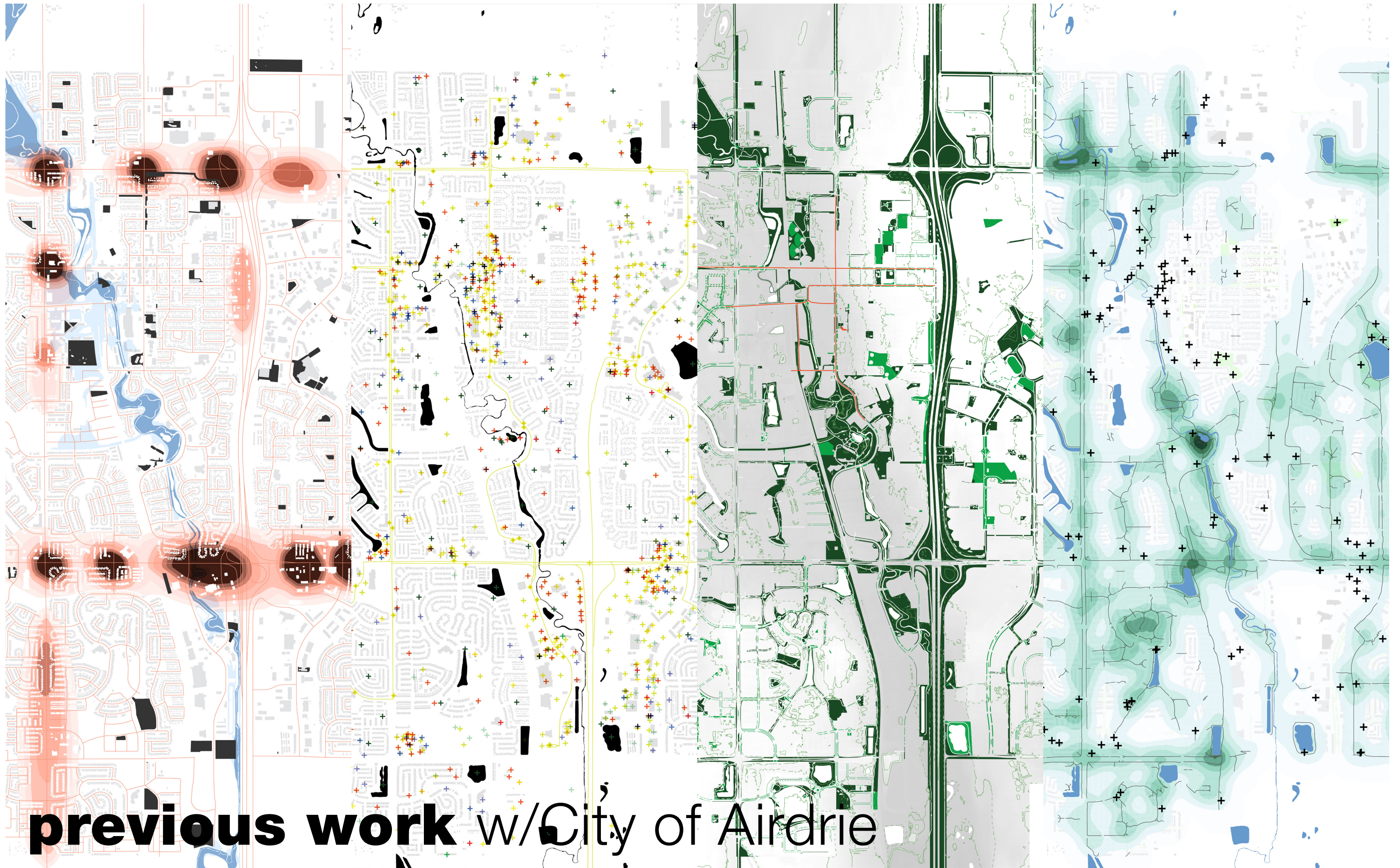


- 1. Temporary land uses/activities to support businesses and activity generation on underdeveloped sites/portions of a site.
- 2. Marketing for pop-up and interim uses + strong brand recognition.
- 3. Encourage investments to events and programming sector + tourism and recreation sector.
- 4. Initiation of BIA + business case approach to specialized markets and expansion of local businesses.
- 5. Funding opportunities for events in Downtown.
- 6. Public spaces and parking made available at minimal/no cost for event organizers.
- 7. Shared/joint-use parking agreements and private parking subsidies for land uses, including schools and municipal facilities.
- 8. Maximum external funding for Downtown Revitalization/other areas.
- 9. Business attraction and retention for economic resiliency.



■ Governmental ■ Ecological ■ Infrastructural ■ Commercial ■ Recreational ■ Cultural

# previous work w/City of Airdrie



**previous work** w/ City of Airrie



# the instigation

- To **understand the true economic impact of development.**
- The potential to **transform The City's decision making process around land use planning.**
- Ability to **make informed decisions** that ultimately support the **long-term fiscal health** of The City.
- Better **understand the gap between revenues and expenses** in order to make better decisions.
- Mapping and analyzing the financial health of our community will **aid The City** and our duty of **responsible stewardship of public dollars.**

## the why

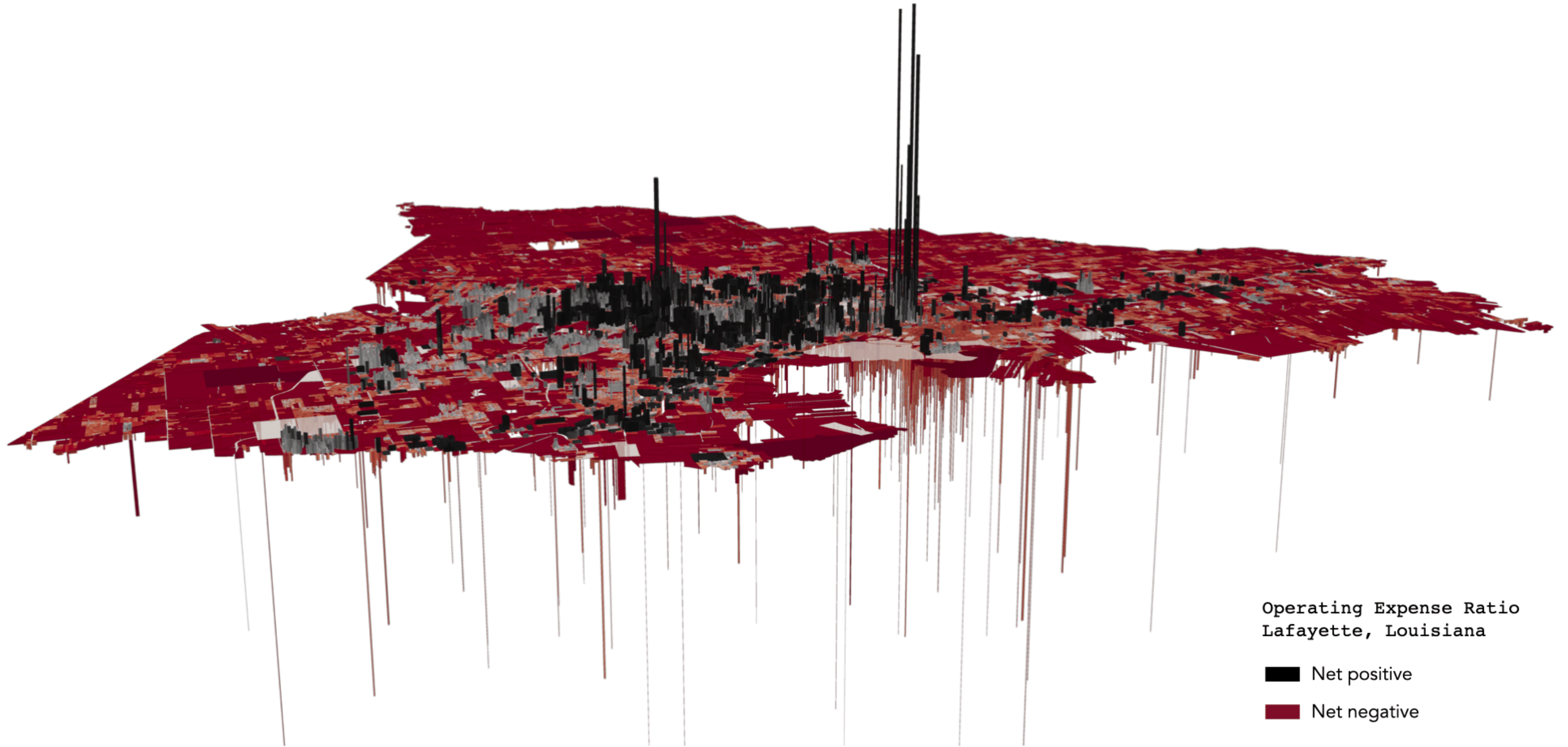


- **Data driven evidence** to why we are making the decisions we are.
- **Why tax rates are changing** and if we don't change rates then evidence of what the outcome could be.
- We want Council and Executive Leadership to be **equiped with the knowledge** and **empowered to provide information** to our rate payers that is **simple, understandable and easy to digest.**

**the what**

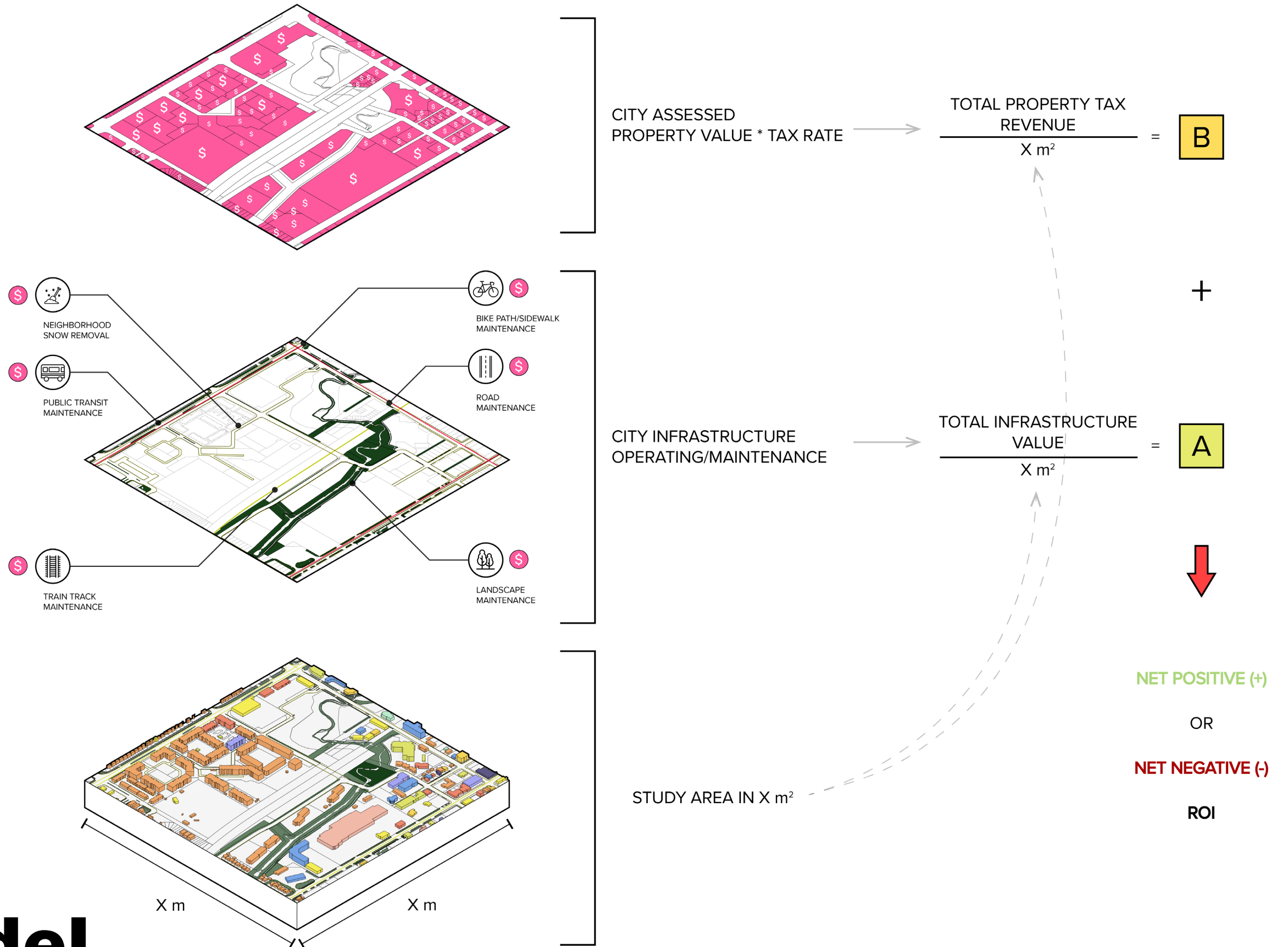
- **Long term understanding** of and how revenues are generated and the expenses correlated with those revenue streams.
- The **ability to have data driven support of prioritizing expenditures** for capital improvements and community design decisions.
- **Insights and metrics to understand the impacts of urban sprawl versus increased development density.**
- **Well informed decisions can be made**, moving forward, that will not hamstringing a council in 25 years

**the benefit**

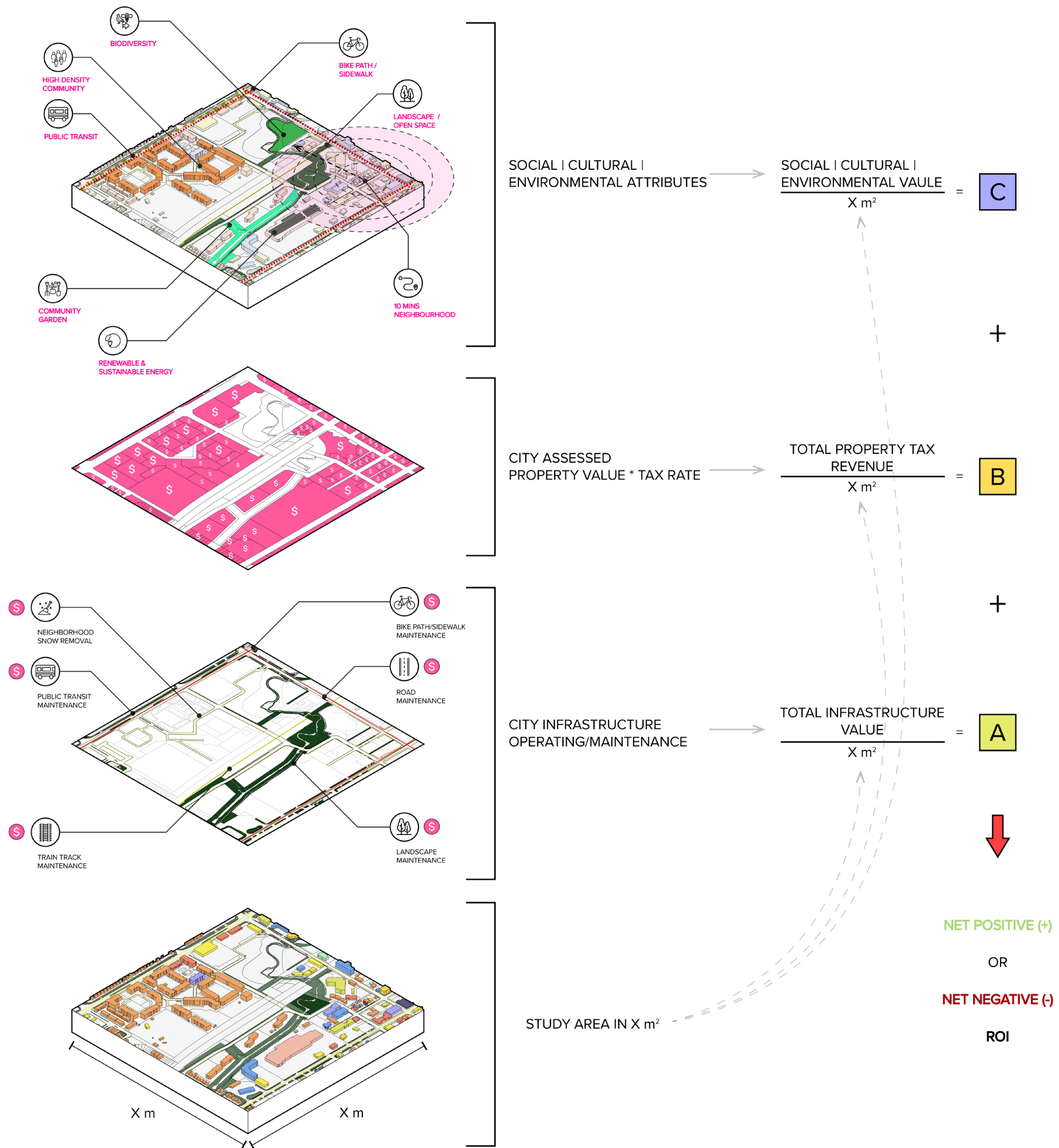


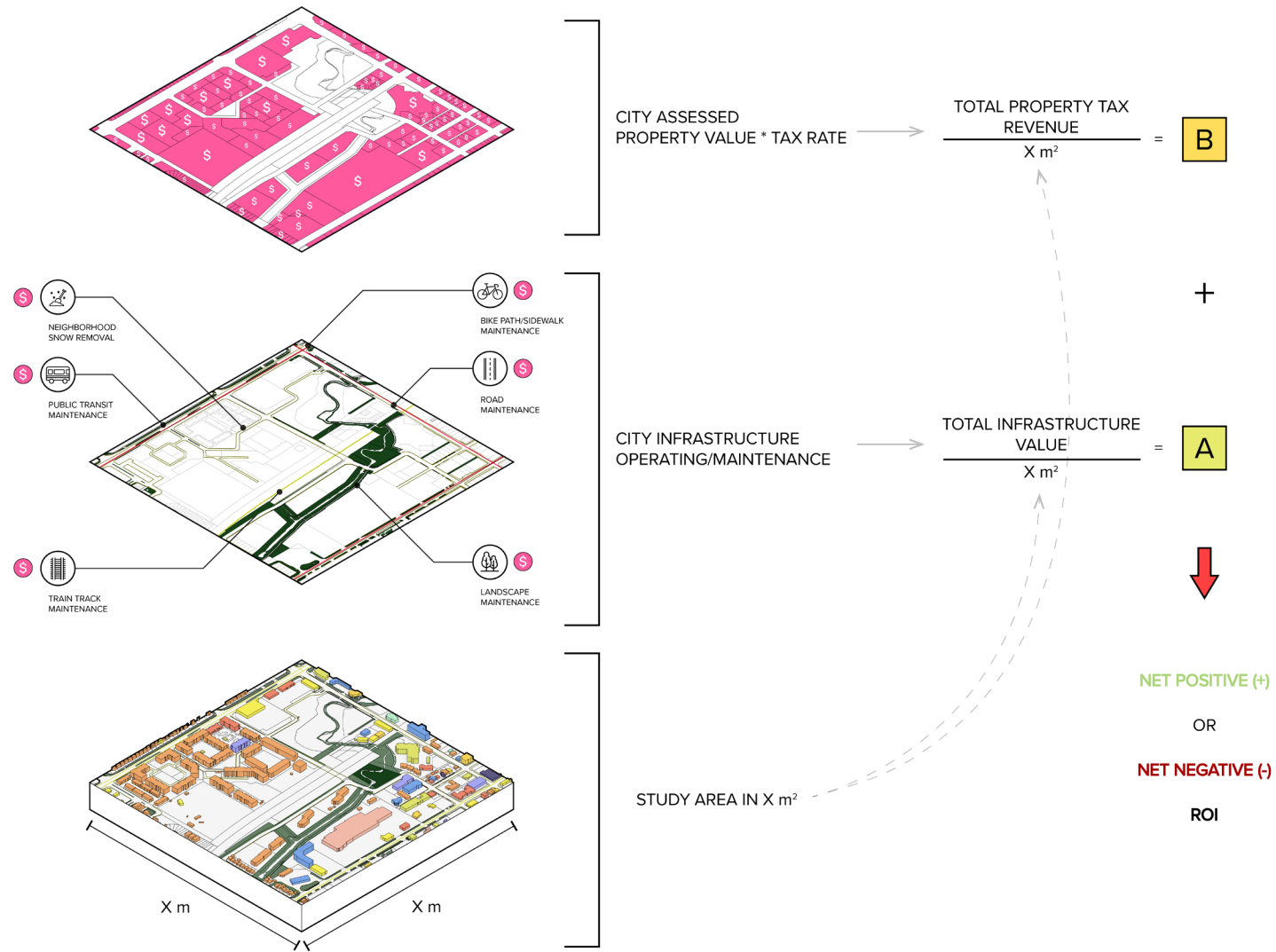
# precedent: Urban3

# their model



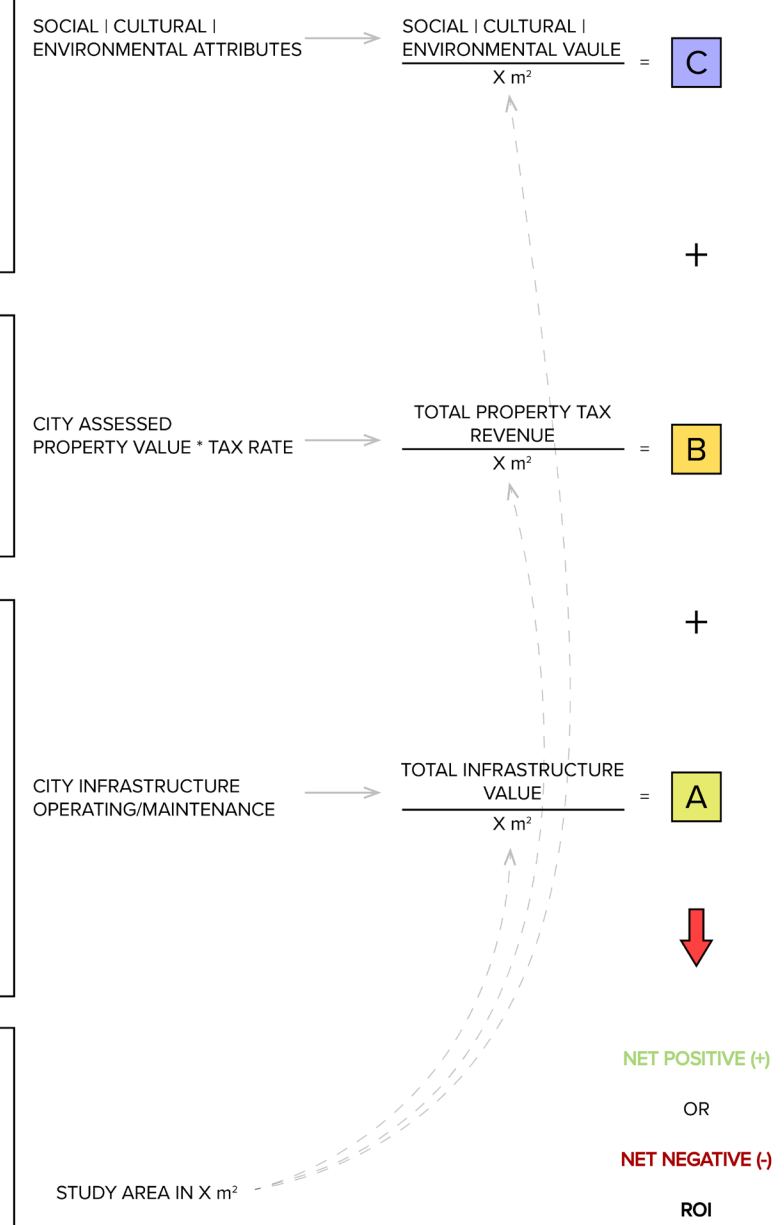
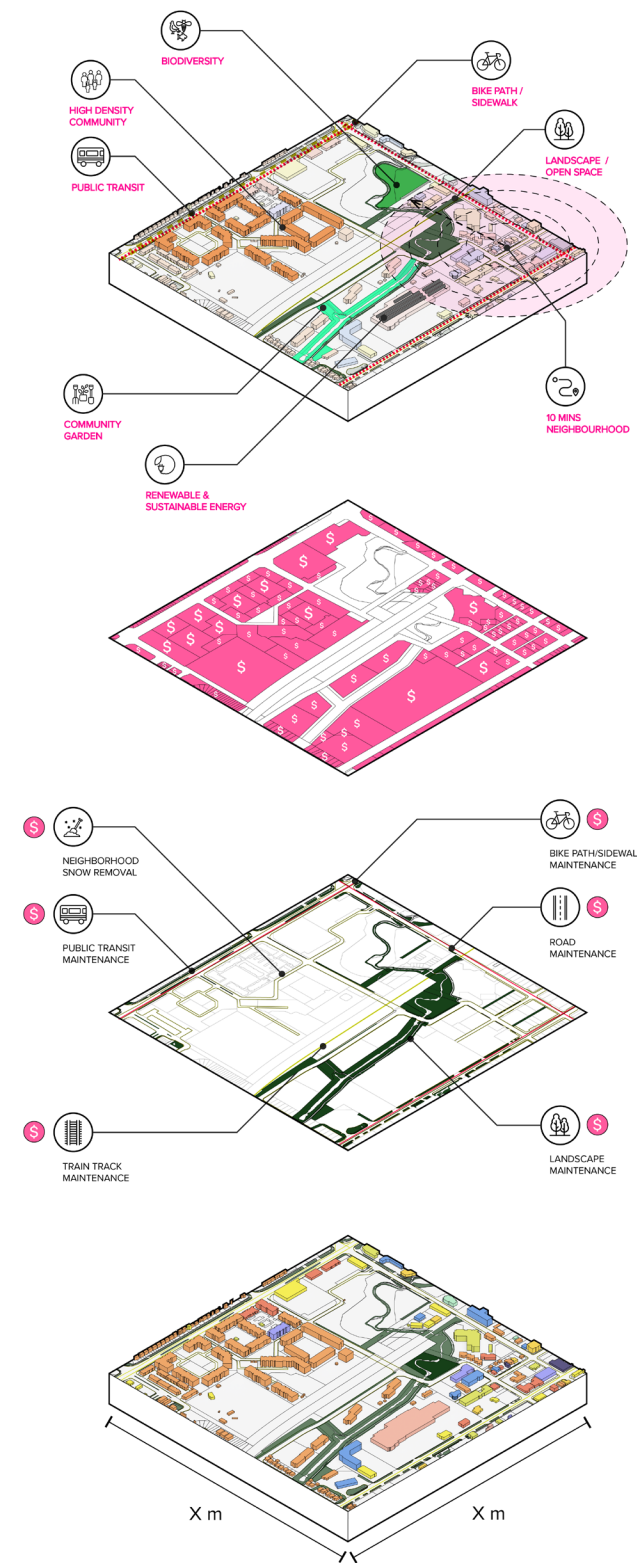
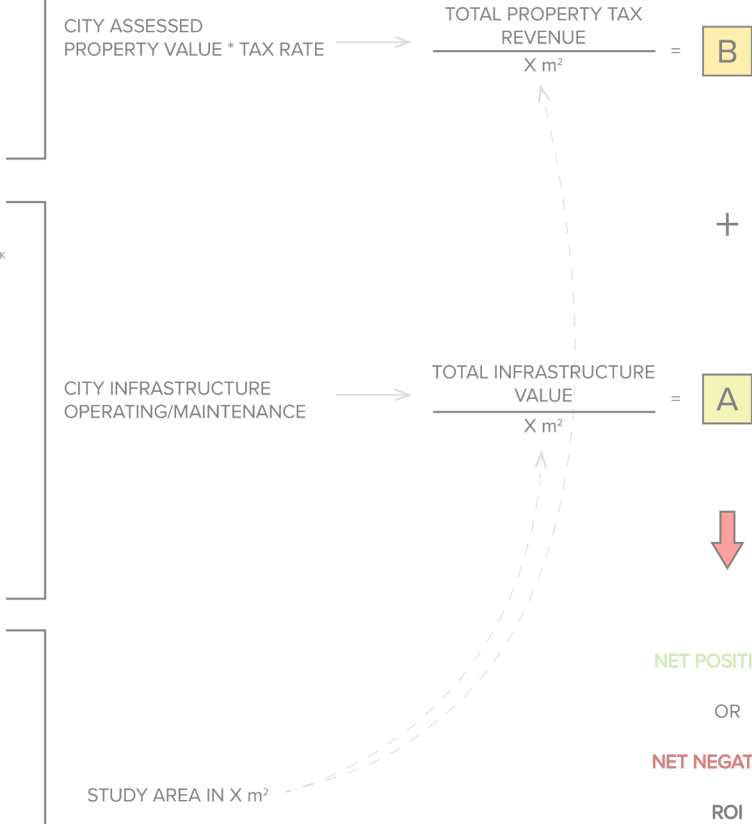
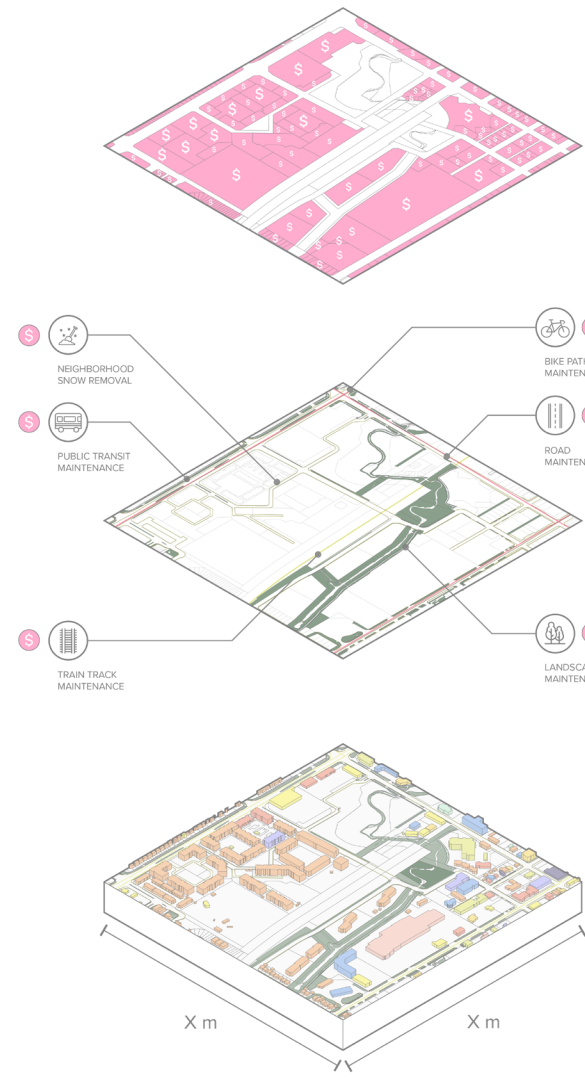
# our model





# Urban3

$$ROI = \left( \frac{\text{Total Revenue}}{\text{Total Cost}} \right)$$

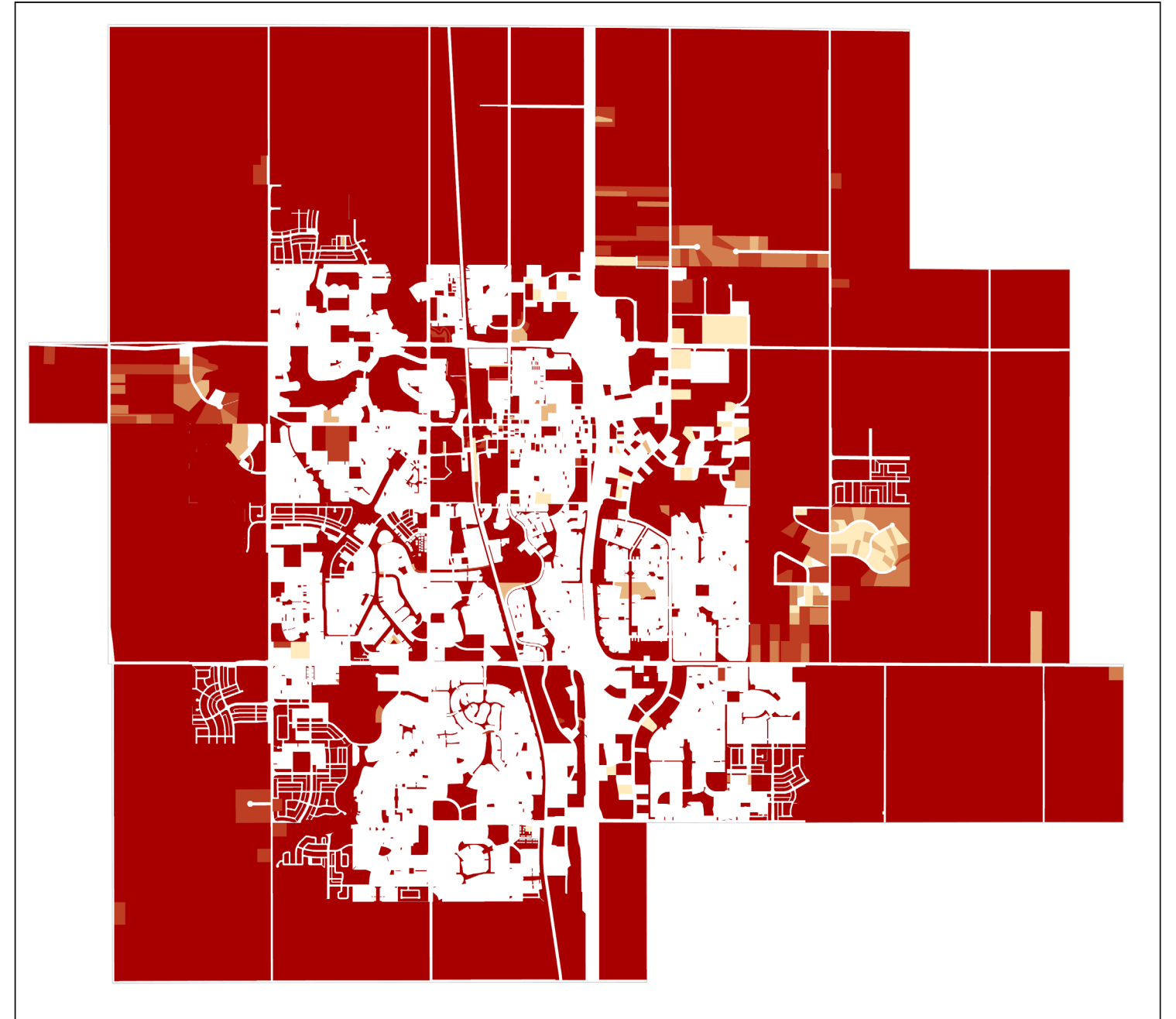
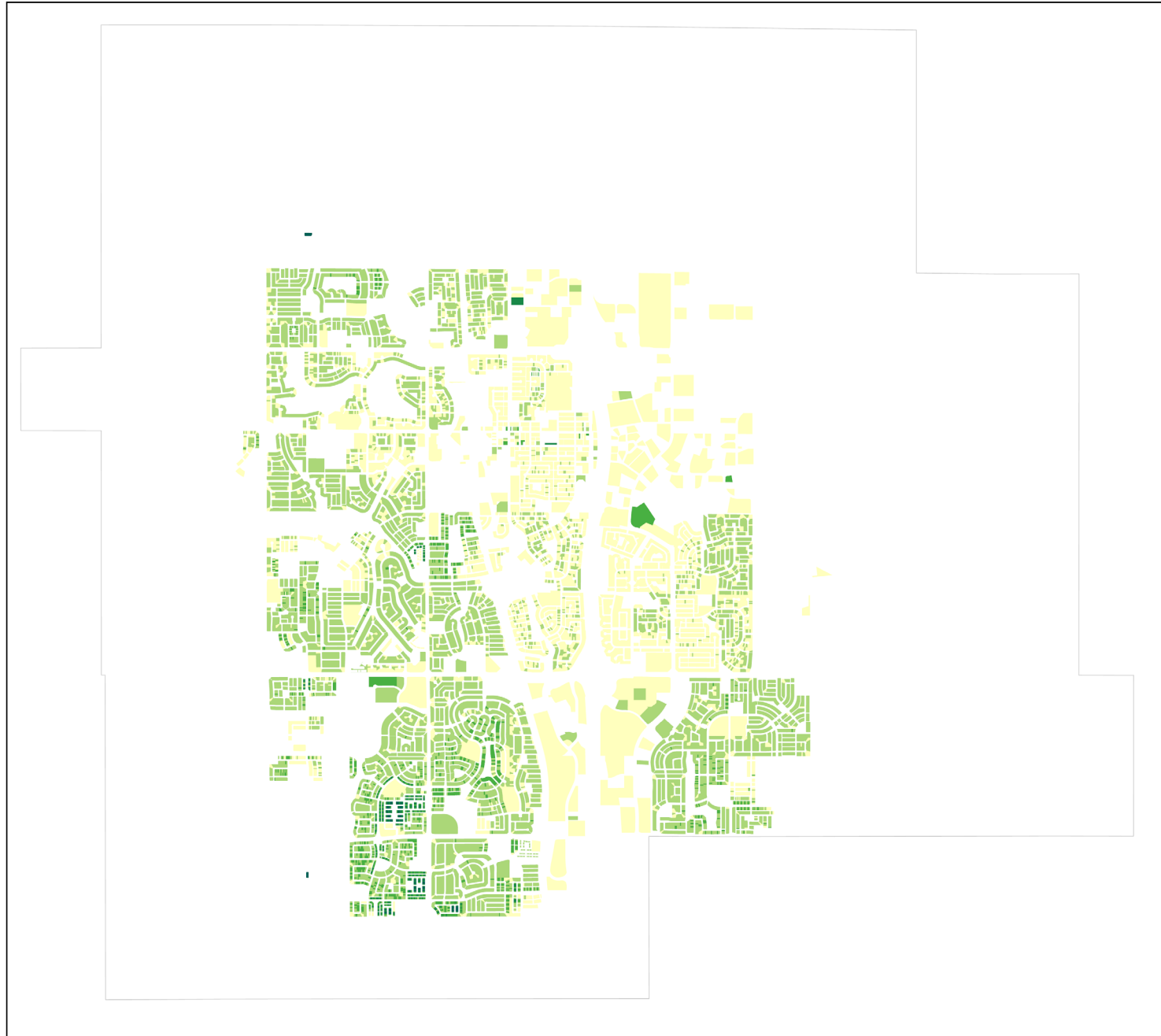


# Urban3

$$ROI = \left( \frac{\text{Total Revenue}}{\text{Total Cost}} \right)$$

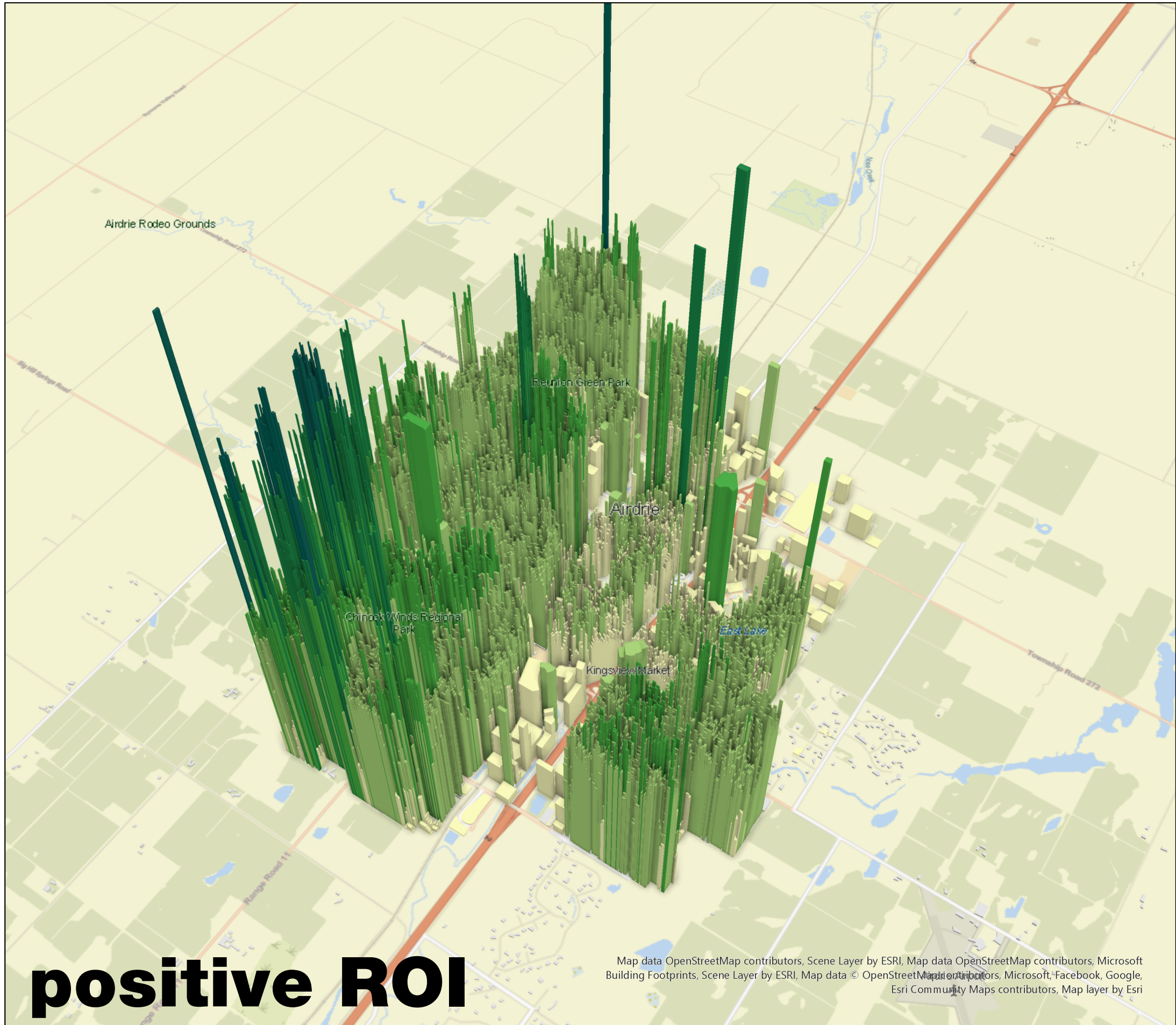
# CITY PROPH+ET

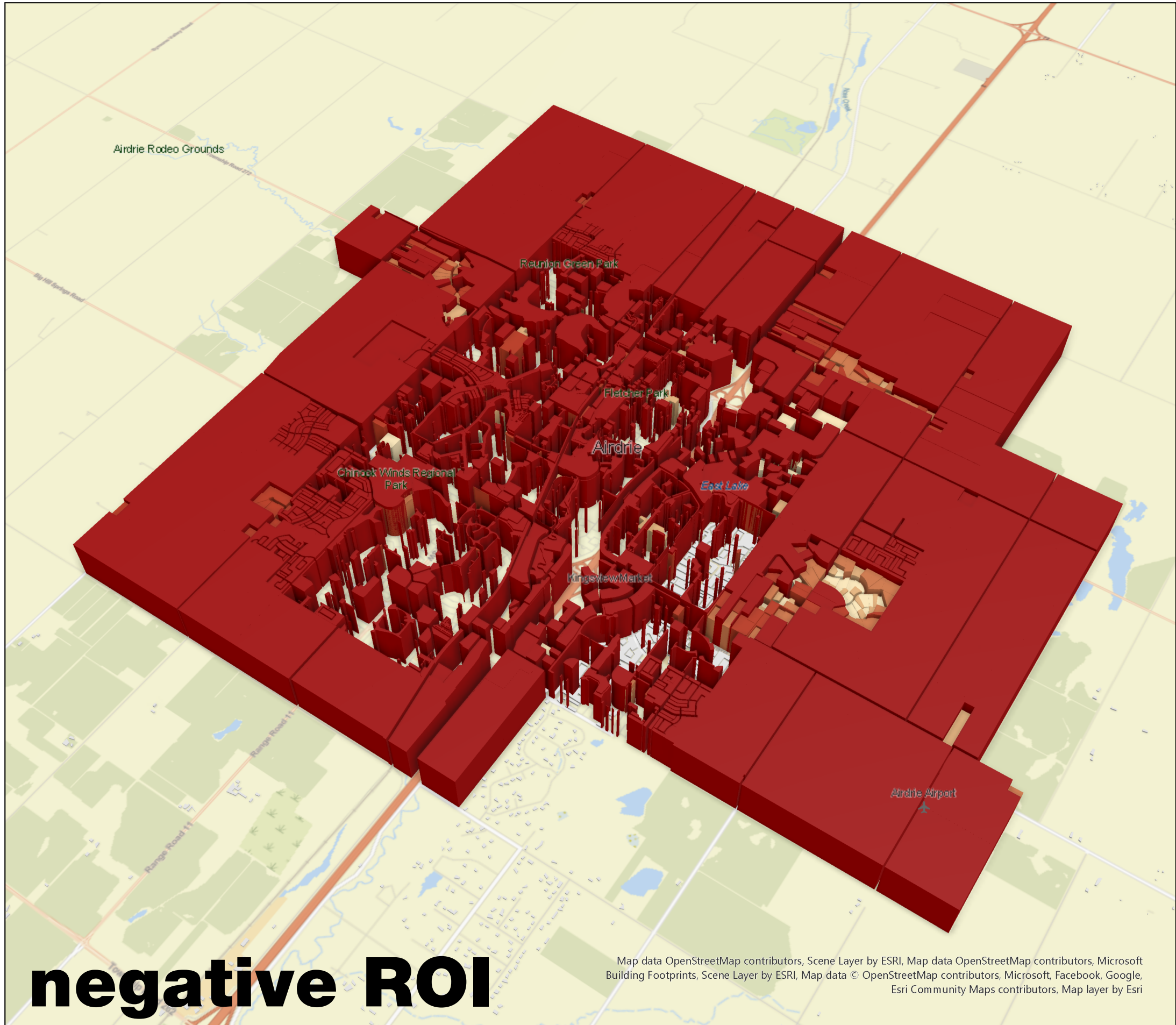
$$ROI = \left( \frac{(\sum P_t) + (\sum S_i) + (\sum O_t) + (\sum L_t) + (\sum L_s) + ((\sum N_p) \times T_{km}) + (\sum U_f) + (\sum APV_t) + (\sum f) + (\sum S_c) + (\sum A_f) + ((\sum N_p) \times f_t) + (\sum E_s) + (\sum E_d)}{(\sum C_i) + ((\sum c_i) \times ir) + (\sum U_{sc}) + (\sum E_c) + (\sum I_c) + (\sum M_c) + (\sum S_t) + (\sum R_c)} \right)$$

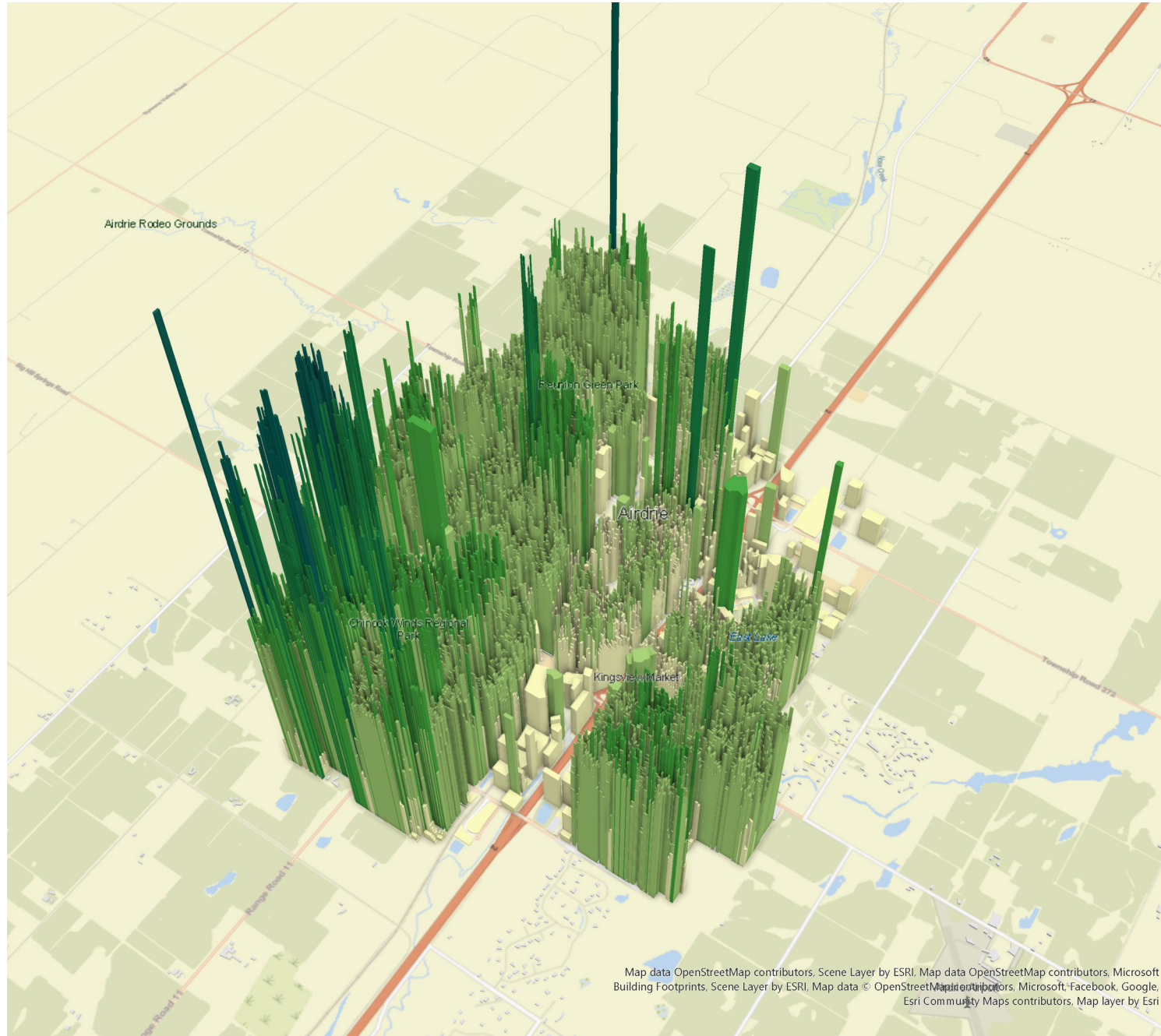


# initial ROI analysis









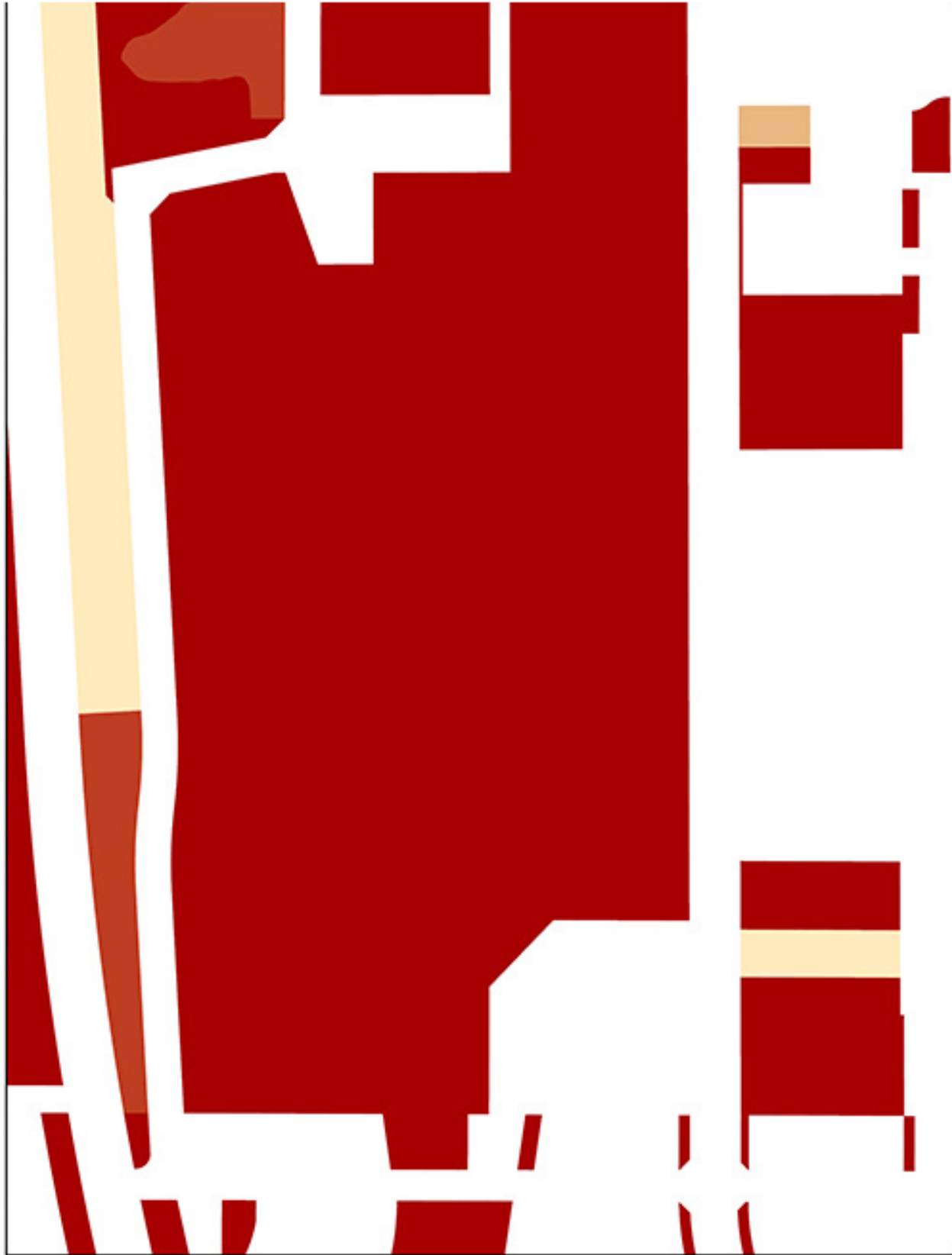
**255,375 data points**



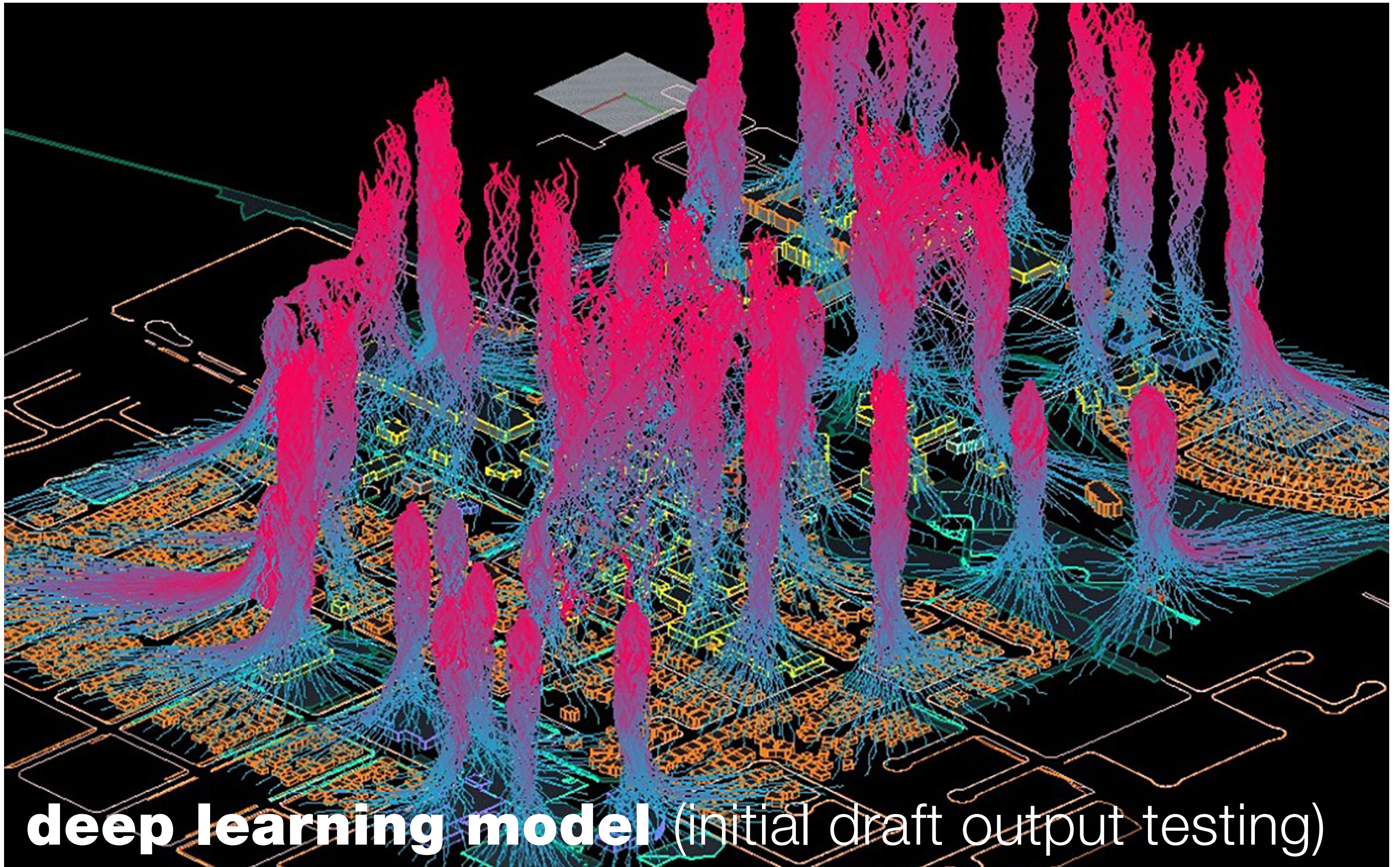
# townhouses



# green spaces



# strip malls



**deep learning model** (initial draft output testing)

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