

Winter 2016

WinterCity Shake-Up

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Holdsworth, Susan, "WinterCity Shake-Up" (2016). *2016-Conference*. 31.
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Proposal to Present at the TTRA Conference

Title of the Presentation:

WinterCity Shake-Up



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Abstract:

Tourism operators in Edmonton used to be in a perpetual summer state of mind. Edmonton is a winter city, but it wasn't been making the most of this cold and beautiful season. We lost many opportunities to make Edmonton a vibrant city in its most challenging season. The WinterCity Initiative (www.edmonton.ca/wintercitystrategy and www.wintercityedmonton.ca) changes all of that – it is complex, crossing many disciplines: urban design, livability, the economy and story. The WinterCity Strategy challenges many long held beliefs and practices. In developing *For the Love of Winter*, the vision document, we shook up preconceptions about what life is like in our winter city, and now we are collectively busy unlocking the potential of winter in every way, ultimately making it more attractive to tourists. Susan will share the story of Edmonton's highly successful WinterCity initiative, as well as lessons learned, touching on myth busting, changing urban culture, leadership and collaboration.

Format:

A 15 minute presentation aimed at exploring how to make winter the hottest season, how we have changed Edmonton's winter story, and worked with partners to embrace winter as a vital element of life and business. Planning, potential, promise and pragmatism will be offered by the City staffer who has been a part of the initiative since the beginning. A projector, screen and snow would be required. (kidding about the snow)