AWARD WINNING service and a team of professionals who pay careful attention to the details you appreciate in a luxury downtown hotel.

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- Located in the heart of the City
- Attached to all shopping and entertainment by an indoor pedway system
- Wireless internet connectivity in rooms, function and public areas
- Penthouse pool and whirlpool

The Sutton Place Hotel, Edmonton – where Service, Comfort and Convenience are a way of life.
about us

MISSION STATEMENT
Promote Downtown Edmonton as the preferred place to live, work, shop, play and learn.

WHAT DOES THE ASSOCIATION DO?
The DBA represents nearly 2000 businesses over a 112 block area in the heart of Edmonton. The association works closely with the City, businesses, and members of the public on major initiatives that affect Downtown. In addition, the DBA produces several large public events that enrich the life of the community, and sponsors numerous festivals and special events in Downtown. The DBA is a Business Revitalization Zone (BRZ) created in 1985 under the Municipal Government Act.

The Downtown Business Association of Edmonton
10121 Jasper Avenue | Edmonton, Alberta, Canada T5J 4X6
Phone: 780.424.4085 | Fax: 780.425.7805
info@edmontondowntown.com | edmontondowntown.com
WORKING WITHIN OUR MANDATE THE DOWNTOWN BUSINESS ASSOCIATION CONTINUES TO:

- Provide strong support for economic development through the Business Recruitment Committee.

- Encourage City Council to adopt initiatives such as the Housing Redevelopment Grant Program, the Downtown Retail and Commercial Complex Reinvestment Program, Façade Street Front Improvement Program and Capital City Clean Up Program.

- Encourage an effective transportation network both into and within Downtown, with an emphasis on Public Transit initiatives.

- Assist in the implementation of arts and cultural programming including The Art & Design in Public Places Program.

- Work with the City of Edmonton’s Planning Department on streetscape beautification projects like 104th Street Promenade, Ride the Wave, and the reclaiming of Jasper Avenue as Edmonton’s main boulevard.

- Be involved in major City Council initiatives such as The 2010 Capital City Downtown Plan and The On-Surface LRT Expansion throughout Downtown.

- Work with the City and key stakeholders to deal effectively with the real and perceived issues of cleanliness, safety and security in the Downtown.
Certainly most people would agree that the single most important ingredient in vibrant, exciting Downtowns is people; lots and lots of people. And the more diverse and eclectic the demographics of those people, the better. We’re lucky that at present, there are a number of significant projects about to happen or already under way that will go a long way toward substantially increasing the pedestrian flow on our Downtown sidewalks. Of course, the Arena District itself is posed to introduce literally, hundreds of thousands of new people into the Downtown attending the many and varied sports and entertainment events each year. And the plans to more than double the Shaw Conference Centre to accommodate many more and larger conventions will bring a flood of out-of-towners to the core mixing with the new residents occupying the new condos now under way or about to start construction.

But there’s another source of people for our Downtown that we may not have fully appreciated. Because all LRT lines, whether existing, under construction or planned, head directly into our Downtown, everyone who lives, works, shops, plays or learns in the core potentially benefits from this popular and, at least for the foreseeable future, constantly expanding 21st century standard for public transit. This modern and sophisticated mode of transportation flows directly into our extensive Downtown Pedway infrastructure linking citizens to an efficient, combined indoor and outdoor pedestrian system supporting the entire core.

This benefit was graphically illustrated last year when the LRT service was extended to the Century Park development in the distant south on 23rd Avenue. For the first time we’ve seen how a very high density residential development purposely built around an LRT station can affect the Downtown. The demographics of the residents of Century Park are very similar to the demographics of the Downtown residential population and of those immediately adjacent to Downtown borders. In less than 18 minutes this whole new community of Edmontonians can be in the heart of our city and flowing through pedway and pedestrian systems without having to worry about driving, parking or any of the other commuter hassles.

As the LRT continues to expand in all directions, more of the residents of these purpose-built communities will choose Downtown as their preferred destination. And without doubt the biggest and most exciting of these communities will be the City Centre Airport re-development now under way and destined to be an LRT centered population of some 30,000 citizens within 10 minutes of the very core of our city. The future of public transit has definitely arrived and our Downtown employers, learning institutions, entertainment venues and diverse and eclectic shopping and dining opportunities are ready and willing to welcome that future with open arms.

Jim Taylor, Executive Director
Downtown Business Association
DBA members offer hundreds of services including dental, medical, professional, legal, financial and educational as well as restaurants and retail services.

- Show your customers how much you appreciate them with Downtown Dollars. Each Downtown Dollar has a $1 value and can be used at most Downtown parking lots and parkades, on-street meters, and Edmonton Transit.

- Need practical info about getting around Downtown? The DBA provides maps, pamphlets, and events listings about Downtown happenings.

- Want to see and learn more about Downtown Edmonton? Take in one of our guided walking tours led by our friendly Core Crew members throughout the summer months of June, July and August.

For a complete listing of Downtown Businesses, to purchase Downtown Dollars, or to take a guided walking tour, visit edmontondowntown.com, call 780.424.4085 or drop by our office at 10121 Jasper Avenue. Open weekdays 8:30 am to 5pm.
SIR WINSTON CHURCHILL SQUARE

If Downtown is the heart of the city, Sir Winston Churchill Square is the heart of Downtown. The Square, along with the arts facilities that surround it, forms Edmonton’s Arts District.

Sir Winston Churchill Square itself seamlessly transforms throughout the year from a world-class festival site — hosting events like The Works Art & Design Festival, The International Street Performers Festival, A Taste of Edmonton and the Downtown Business Association’s Christmas on the Square Holiday Light Up — to a community gathering place and a beautiful urban community park. This cultural centerpiece includes unique esthetic features including the EPCOR Amphitheatre and Waterfall, formal gardens, outdoor covered patio, Centennial Pavilion, metal banner sculptures, sculptural works of art, and more.
CITY HALL
1 Sir Winston Churchill Square | 780.496.8200 | edmonton.ca
With its commanding eight-storey glass pyramid, Edmonton City Hall is the jewel in the Arts District’s crown. This award-winning Edmonton landmark is more than the seat of local government: With its 200 ft. clock tower, public plaza, and a large outdoor wading pool, City Hall is a gathering place for the community.

ART GALLERY OF ALBERTA
2 Sir Winston Churchill Square | 780.422.6223 | youraga.ca
This breathtaking building designed by Randall Stout is a work of art in its own right. The 85,000 square-foot facility maintains a collection of more than 5,000 pieces and has presented exhibitions by renowned artists, including Henri Matisse, Josef Karsh and Emily Carr.

FRANCIS WINSPEAR CENTRE FOR MUSIC
4 Sir Winston Churchill Square | 780.429.1992 | winspearcentre.com
As one of North America’s finest performance venues, The Winspear Centre is home to the Edmonton Symphony Orchestra and hosts some of the world’s best artists from across the musical spectrum.

THE CITADEL THEATRE
9828 – 101A Avenue | 780.425.1820 | citadeltheatre.com
The Citadel offers an exciting range of theatrical productions including dramas, comedies, musicals, classics and contemporary works. Inside you’ll find the Lee Pavilion, a beautiful atrium filled with art, exotic plants, and towering waterfall.

The Citadel is also home to Metro Cinema, which presents the best independent documentaries and feature films the world has to offer. metrocinema.org

STANLEY A. MILNER LIBRARY
7 Sir Winston Churchill Square | 780.496.7000 | epl.ca
The largest public library in Edmonton, the Stanley A. Milner Library houses a diverse collection of hardcover books, paperbacks, magazines, CDs, videos and more for all ages.

TIX ON THE SQUARE
Southwest corner of Sir Winston Churchill Square | 780.420.1757 | tixonthesquare.ca
TIX on the Square is your ticket to the hottest events in Edmonton.
Downtown Edmonton boasts a number of unique galleries and arts spaces specializing in work by independent and local artists.
ALBERTA CRAFT COUNCIL
10186 - 106 Street | albertacraft.ab.ca

Alberta Craft Council (ACC) is a Provincial Arts Service Organization that develops, promotes and advocates for fine craft in Alberta. The ACC operates Edmonton’s second largest public gallery and Alberta’s only public gallery dedicated to exhibiting craft arts. The ACC also runs a Gallery Shop that markets work from over 150 member artists.

THE ARTERY
9535 Jasper Avenue | thearty.ca

The ARtery is a multi-disciplinary venue which programs live performances and visual art exhibitions. With live music and showcases, theatre shows, dance performances, art openings, lectures, panel discussions, meetings and conferences, the ARtery offers a unique experience in a renovated heritage space.

LATITUDE 53
10248 – 106 Street | latitude53.org

Latitude 53 is a contemporary art space dedicated to the development and exhibition of experimental art forms. By hosting numerous events, exhibits, performances, and workshops throughout the year, Latitude 53 showcases Edmonton’s visual arts culture in an engaging and exciting forum.

SNAP GALLERY
10309 – 97 Street | snapartists.com

SNAP Gallery is multi-functional public art space used for gallery exhibitions and as an education centre and a print shop facility. The Gallery is an artist-run centre devoted to the art of printmaking with dynamic programming all year round.

EXTENSION CENTRE GALLERY
Enterprise Square, 10230 Jasper Avenue | extension.ualberta.ca

The University of Alberta’s Extension Centre Gallery features an art gallery in the atrium level open to the public. The Gallery’s frequently changing exhibits range from oil paintings to drawings to photography submitted by University of Alberta students, alumni, staff, faculty, and affiliates.
Come Downtown and liven up your evenings! There’s so much to choose from for an unforgettable night on the town.

Take in a concert, play or art exhibit in one of the Arts District venues. Catch a movie at Empire Theatres or Metro Cinema. Or enjoy a romantic dinner for two at one of the many outstanding restaurants. If you like nightlife, the core buzzes with numerous wine bars, gala events, live music venues, bars and dance clubs, concerts and special events.

Getting Downtown is easy and convenient. Parking is plentiful in the numerous parking garages. City of Edmonton parking meters are just one dollar on Saturday, and free on weekdays after 6pm and all-day Sundays. Don’t feel like driving? Hop on the LRT (Light Rail Transit) and arrive Downtown from either side of the city in 15 minutes or less.
exclusive.

style.

starts here.

the shops at Commerce Place
JASPER AVENUE AT 101 AND 102 STREETS

COMMERCEPLACEEDM.COM
EDMONTON CITY CENTRE
101 Street & 102 Avenue
Edmonton City Centre transforms three Downtown blocks into an exciting retail experience that energizes the Downtown core. With more than 150 stores and services, Edmonton City Centre gives visitors a rich and rewarding shopping experience.

COMMERCE PLACE
101 & 102 Streets at Jasper Avenue
An Edmonton original, Commerce Place has some of the city’s finest designer shops and fine dining, including Sam Abouhassan Designer for Men, Icon Hair Architecture, Sweet Lollapalooza Confection and Lux Steakhouse and Bar.

MANULIFE PLACE
101 Street & 102 Avenue
Offering a unique selection of specialty stores and services including Holt Renfrew, Swish Vintage, HG2, Escada, Henry Singer, Birks, and Bernard Callebaut Chocolates, Manulife Place is a must-shop designer destination.

104TH STREET
97 Avenue to 104 Avenue
Browse an exciting selection of specialty stores ranging from fine wine to home decor on 104th Street. Drop into a quaint café or a great restaurant while in this bustling district. The 104th Street promenade is home to some of Downtown’s most unique shopping and dining establishments.

TELUS PLAZA
100 Street & Jasper Avenue
A hidden gem beneath the Telus towers, the lower level plaza offers great coffee, fast food, retail services, and green space at Telus Plaza Park.

CANTERRA CENTRE
109 Street & Jasper Avenue
Offering a multitude of restaurants and specialty shops, and anchored by Save-on-Foods, Canterra Centre is great destination for one-stop shopping.

CHINATOWN
97 Street & 102 Avenue
Experience the diversity and culture of Edmonton’s Chinatown, which continues north on 97 Street, while shopping at numerous specialty stores and fresh produce markets.

With nearly 500 shops and department stores, Downtown offers enough retail therapy to satisfy the most discerning shopaholic! Stroll down historic Jasper Avenue and the adjoining streets to discover that hard-to-find item in one-of-a-kind shops. Or explore the wide selection of stores in the malls, which are linked by 13 km of climate controlled indoor pedway systems.
10322 JASPER AVE, EDMONTON
WENERSHOES.COM

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Come Experience 104th Street... Again.
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Open Saturdays from May 23rd to October 8th
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Tzin.ca

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Sandwiches & Newsletters
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thefreepressbistro.com

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eyecareboulevard.ca

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blueplatediner.ca

4thstreetpromenade.ca
Bluehaus Communications • bluehaus.com
Edmonton’s Original Farmers’ Market
Open Saturdays 9am - 3pm • May 21 to October 8, 2011
On 104th Street, north of Jasper Avenue

www.city-market.ca

local flavour urban touch

Edmonton
94.9 fm

For a province-wide list of frequencies please visit:
www.ckua.com
104th STREET
Extending from 97 Avenue to 104 Avenue, this beautiful, tree-lined street boasts exclusive galleries, restaurants, cafes, wine bars, specialty shops, high-rise condominiums, and inexpensive parking. Drop into a quaint cafe or a fabulous restaurant while shopping in this bustling district. If you need to do some grocery shopping, stop by Sobeys Urban Fresh on the corner of 104th Street and Jasper Avenue.

104th STREET CITY MARKET
780.429.5713 | city-market.ca
Stroll along 104th Street at the City’s best outdoor urban market. Find an outstanding selection of locally grown and produced items, including: fresh, organic fruits and veggies, gourmet baking, original artwork, handcrafted jewellery, luxurious bath products, decadent candy & chocolate, jams and preserves, and much more.

The vibrant, 104th Street City Market is Edmonton’s Original Downtown Farmers’ Market and has been part of the Downtown landscape for more than 100 years.

Open Saturdays
May 21 – October 8, 2011
9 a.m. – 3 p.m. (rain or shine)
North of Jasper Avenue on 104th Street
JOIN US AT OUR PUBS FOR GREAT FOOD & DRINKS

WINE BAR
LUNCH
DINNER
WORLD BEER
GREAT SELECTION OF WINES

SAVOR WHAT’S NEW & ENJOY

The Sherlock Holmes Pubs
Downtown Rice Howard Way 10012 - 101A Ave | Capilano Mall 5004 - 98 Ave | West Edmonton Mall Bourbon St
The Rose and Crown Pub #195, 10235 - 101 St | Devaney’s Irish Pub 9013 - 88 Ave
Moriarty’s Bistro | Wine Bar Rice Howard Way 10154 100 St
From casual cafes to formal dining rooms, ethnic eateries to family restaurants, cozy bistros to chic, modern hotspots — whatever your taste or budget, Downtown is the ideal destination for your dining experience. Downtown Edmonton is home to more than 200 restaurants with menus to tempt the most discerning taste buds. There’s something for everyone including French, Italian, Asian, Fusion, Continental and Canadian cuisines. Many restaurants boast live entertainment, picturesque patios, bird’s eye views, and menus by award-winning chefs.

Add another course to your Downtown experience with arts and entertainment for dessert! There is a host of theatre, art, music and culture to be soaked up around Sir Winston Churchill Square, in the Arts District, and throughout Downtown Edmonton.
In March, Edmonton’s best dining establishments come together for Downtown Dining Week. Sponsored and organized by the Downtown Business Association, Downtown Dining Week gives diners the opportunity to enjoy unique, multi-course meals at set prices. Choose from a selection of appetizers, entrees, and desserts for $15, $25, and/or $50.

Japanese Village

Teppan Grill & Lounge
10238 - 104 Street
lunch & dinner

Teppan Grill & Sushi Bar
2940 Calgary Trail Southbound
dinner nightly
If you’re looking a little lost Downtown this summer, don’t be surprised if a friendly Core Crew member in a bright red uniform offers to help you find your way. Throughout the summer this team of energetic summer students will be patrolling the streets of Downtown Edmonton providing tourist information, safety reporting, litter control, and hospitality to residents, businesses and visitors.

A part of the Downtown Business Association, the Core Crew is supported by the City of Edmonton, EPCOR, Edmonton Transit System, Edmonton Police Service and Edmonton Destination Hotels Downtown.

LOOKING FOR A PLACE TO SHOP, EAT OR HAVE FUN?
OUR DOWNTOWN CORE CREW CAN HELP YOU FIND YOUR WAY!

Join the Core Crew on their FREE Guided Walking Tours. Find out about Downtown’s most historic buildings and landmarks, along with the best places to find art, entertainment, dining, and recreation right in the heart of Edmonton.

Tours run June through August, Monday, Wednesday, and Friday starting at 1:00pm at the Downtown Business Association: 10121 Jasper Avenue. Visit edmontondowntown.com for more details.
Edmonton’s premier hotels with the finest amenities are located in the heart of the city. Downtown hotels give travellers the convenience of staying in the centre of the Business and Arts Districts, and being close to the breathtaking River Valley. Light Rail Transit (LRT) is also nearby, which means you are just minutes away from Rexall Place, Commonwealth Stadium and the University of Alberta. Downtown also gives visitors access to shopping, gourmet dining, entertainment, lively festivals and arts and culture.
ALBERTA PLACE SUITE HOTEL
10049 – 103 Street | 780.423.1565 | albertaplace.com

CANTERRA SUITES
11010 Jasper Avenue | 780.421.1212 | canerrasites.com

COAST EDMONTON HOUSE
10205 – 100 Avenue | 780.420.4000 | coasthotels.com

COAST EDMONTON PLAZA HOTEL
10155 – 105 Street | 780.423.4811 | coasthotels.com

COMFORT INN AND SUITES DOWNTOWN EDMONTON
10425 – 100 Avenue | 780.423.5611 | comfortinnedmonton.com

COURTYARD BY MARRIOTT
1 Thornton Court | 99 Street & Jasper Avenue | 780.423.9999 | marriott.com

CROWNE PLAZA CHATEAU LACOMBE
10111 Bellamy Hill | 780.428.6611 | chateaulacombe.com

DAYS INN DOWNTOWN EDMONTON
10041 – 106 Street | 780.423.1925 | daysinn-downtownedmonton.com

DELTA EDMONTON CENTRE SUITE HOTEL
10222 – 102 Street | 780.429.3900 | deltabhotels.com

GO BACKPACKERS HOSTEL
10209 – 100 Avenue | 780.423.4146 | gohostels.ca

GRAND HOTEL
10266 – 103 Street | 780.422.6365 | edmontongrandhotel.com

HOLIDAY INN EXPRESS DOWNTOWN
10010 – 104 Street | 780.423.2450 | hiexpress.com

MATRIX HOTEL
10640 – 100 Avenue | 780.429.2861 | matrixedmonton.com

THE FAIRMONT HOTEL MACDONALD
10065 – 100 Street | 780.424.5181 | fairmont.com

THE SUTTON PLACE HOTEL
10235 – 101 Street | 780.428.7111 | edmonton.suttonplace.com

THE WESTIN EDMONTON
10135 – 100 Street | 780.426.3636 | thewestinedmonton.com

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10025 - 101 St. & Macdonald Drive
Phone: 780-428-1818
www.mcdougallunited.com

MINISTERS: REV. JOHN HENRY WEINLICK
REV. JEAN HUTCHINSON
Music Director: Laressa Pawlowski
EMAIL: info@mcdougallunited.com
Chic, modern buildings, urban conveniences and easy access to restaurants, nightlife, arts, shopping, entertainment, and professional offices: That’s Downtown living.

Unique dining and shopping areas are just steps away from home, as are scenic walking paths in Edmonton’s beautiful River Valley. Living here lets you enjoy a fast-paced lifestyle while allowing you to relax and kickback when you need to.

Downtown housing is as eclectic as its people: Choose from luxury penthouse suites with sweeping River Valley views, refurbished walk-ups or converted lofts. Students can find affordable accommodation at the residences at Grant MacEwan University.

Getting around is easy and convenient. You can walk to work or school. Or take Edmonton Transit’s bus or Light Rail Transit (LRT) system which is efficient and environmentally friendly.

Downtown has much to offer the distinguished buyer or renter. It’s the ultimate lifestyle for any urban sophisticate.
GET SOME fresh air

PARKS

BEATRICE CARMICHAEL PARK
10024 – 104 Street

BEAVER HILLS HOUSE PARK
10404 Jasper Avenue

CENTENNIAL PLAZA
3 Sir Winston Churchill Square | 9828 – 101A Avenue

MCDougall PARK
10031 – MacDonald Drive | 10007 – 100 Street

POST OFFICE CLOCK TOWER
10145 – 100 Street

RECREATION

DON WHEATON FAMILY YMCA
10211 – 102 Avenue | 780.452.9622 | edmonton.ymca.ca

THE MACDONALD HEALTH CLUB
The Fairmont Hotel Macdonald | 10065 – 100 Street
Lower level | 780.429.6423 | fairmont.com/macdonald

MACEWAN CENTRE FOR SPORT AND WELLNESS
10700 – 104 Avenue | 780.497.5300 | macewancentre.ca

SHANTI YOGA STUDIO
#2, 10026 – 102 Street | 780.421.9444 | shantiyogastudio.ca

WORLD HEALTH 2 Locations
10303 Jasper Avenue | Canadian Western Bank Building | 780.426.1389
#220, 10205 101 Street | City Centre Mall | 780.425.3333 | worldhealth.ca
THE ALBERTA LEGISLATURE GROUNDS 108 st & 99 Ave
Surrounded by history, grandeur, and parliamentary tradition, the Legislature grounds offer 23 hectares of picturesque recreation including wading pools for swimming, historic gardens, and refreshing fountains.

HERITAGE TRAIL
Follow the path of the pioneers beginning at the Alberta Legislature, the original site of Fort Edmonton. Continue past Edmonton’s first schoolhouse, grand public buildings, and fine private homes. Stop along McDougall Drive at the outdoor “interpretive gallery” for a beautiful view of the River Valley and a self-guided tour through more of Edmonton’s rich history. Follow the red brick trail from 110 Street and 99 Avenue and go east to 97 Street for a journey back in time.

LOUISE MCKINNEY RIVERFRONT PARK
This 15 hectare park is sculpted into the north-shore riverbank of the North Saskatchewan River adjacent to the Shaw Conference Centre. Walkways connect the Shaw Conference Centre and the Cloverdale Footbridge and a five metre promenade, constructed parallel to the North Saskatchewan River, connects the River Valley trail system.

The recent addition of the Shumka Stage accommodates primarily dance and music performances. The Chinese Garden in the north-east corner of the park is a celebration of the Chinese community heritage in Edmonton.

RIBBON OF STEEL
This multi-use trail for pedestrians, cyclists, and joggers was the former CP Rail Lands north of the High Level Bridge. The Ribbon of Steel corridor extends from 97 Avenue to Jasper Avenue (between 109 and 110 Streets), connecting with existing trails on the High Level Bridge and through the Railtown community. It includes landscaping, lighting, rest areas, and interpretative features. Take a ride in the historical streetcar which runs from Downtown to Old Strathcona over the High Level Bridge.

THE RIVER VALLEY
Embracing the core is the longest stretch of urban parkland in Canada. With 30 km of trails, the River Valley is perfect for joggers, cyclists, cross country skiers, or those who like to take a quiet walk through some of nature’s wild beauty. View the Valley from the comfort of the Shaw Conference Centre (97 Street & Jasper Avenue) or along MacDonald Drive (100 & 101 Streets). Access the Valley using stairways next to The Fairmont Hotel Macdonald, the Shaw Conference Centre, Louise McKinney Riverfront Park, and the Crowne Plaza Chateau Lacombe.
Changing Lives.
One bite at a time.

Since 1996, the Kids in the Hall Bistro Program has helped at-risk youth develop the knowledge, skills and hope necessary to succeed at school and in the workforce. Operating as both a restaurant and a social enterprise, this multi-faceted program combines life skills training and emotional support with paid work experiences in the Bistro.

Visit Kids in the Hall Bistro for a delicious meal or drop in for a coffee, muffin or light snack.

Kids in the Hall Bistro is the Downtown Business Association’s 2011/2012 supported charity.

kidsinthehallbistro.com
#1 Sir Winston Churchill Square, City Hall
Edmonton, Alberta

Monday - Friday
8:00 am - 3:00 pm
ALBERTA LEGISLATURE
108 St & 99 Avenue | 780.427.7362 | assembly.ab.ca
This beautiful Beaux Arts building is the seat of the provincial government, and Alberta’s foremost historical building. The colourful, landscaped grounds boast fountains and public wading pools in the summer and a skating rink in the winter. Tours are available 362 days of the year.

CHINATOWN GATE
102 Avenue & 97 Street
This magnificent cultural landmark welcomes visitors to the hub of the Chinese community and symbolizes the friendship between Edmonton and its sister city, Harbin.

CITY HALL
Sir Winston Churchill Square | 780.496.8200 | edmonton.ca
With its visually stunning eight-storey glass pyramid, City Hall may be Edmonton’s most iconic building. Overlooking Churchill Square and the Arts District, City Hall is more than home to City Council. It’s a people place — where thousands of visitors flock to on warm sunny days, to people watch on the public plaza, and cool off in the wading pool and fountain.

EDMONTON PUBLIC SCHOOLS ARCHIVES MUSEUM
10425 – 99 Avenue | 780.422.1970 | archives.epsb.net
Step into yesteryear and enjoy tours, activities, and a stroll in their Victorian-era Park.

THE FAIRMONT HOTEL MACDONALD
10065 – 100 Street | fairmont.com/Macdonald
The Fairmont Hotel Macdonald’s castle-like grandeur and stunning River Valley view affirms its longstanding reputation as Edmonton’s most elegant and popular hotel. This historic landmark has hosted celebrities, political leaders, and even royalty!
The Places is a community based, multi-partner initiative designed to help revitalize Edmonton neighbourhoods through the placement of publicly and privately funded works of art and design.

Art & Design in Public Places

NEW to The Places

City Slickers
A stylized depiction of magpies on telephone wires. 2011.

ARTIST: Ian Mulder
LOCATION: Oil Lamp Restaurant, 10247 – 97 St.

Downtown Banner Project 2010 – 2011
299 art banners across downtown featuring imagery from 15+ local visual artists. Jasper Ave. banners showcase an original poem by Edmonton Poet Laureate, Roland Pemberton.

Location: Jasper Avenue (97–109 St.), 104 St. (99-104 Ave.) and Rice Howard Way (101A St-101A Ave.) SPONSORS: The City of Edmonton in partnership with The Places

Rice Howard Parkade Mural Project
Painted abstract mural, suggestive of bridge lattices, and tree-like forms 2010.

ARTIST: Ian Mulder
LOCATION: Rice Howard Parkade, 100 A St. & 100 A Ave.

The Downtown Business Association is the Host Organization for The Places

The Places Founding & Ongoing Partners:

The work: Art & Design in Public Places is produced by International Visual Arts Society.
Catching Neutrinos

**ARTIST:** Darci Mallon  
**LOCATION:** Northwest corner of Churchill Square in Indigenous Gardens

MosEYEics
Modular mural consisting of 150 16" x 16" paintings of the eye. 2002.

**ARTISTS:** Nancy Corrigan and inner city youth  
**LOCATION:** Southeast corner of 97 St. and 105 Ave.

No.23
Three storey high sculpture made of aluminum and steel pipes. 2001.

**ARTISTS:** Marc Boutil, Tony Leong, Dave Goulden  
**LOCATION:** Southeast corner of 109 St. and Jasper Ave.

Dream Big
Six decorative screens spelling out the word ‘DREAM’ in giant letters. 2006

**ARTIST:** Donald Moar  
**LOCATION:** DREAM Big Plaza, Jasper Ave. & 97 St.

Sculputure by Invitation Program: Grace Revisited
Five steel sculptures on temporary exhibit until fall of 2011.

**ARTIST:** Alan Reynolds  
**LOCATION:** DREAM Big Plaza, Jasper Ave. & 97 St.

Valley Wall
A four-part painted mural depicting Alberta’s scenic landscapes. 2009.

**ARTIST:** Will Truchon  
**LOCATION:** ICON Tower, 104th St. just north of Jasper Ave.

The Big Rock
22’ high granite sculpture topped with a natural garden. 1995.

**ARTISTS:** Catherine Burgess & Sandra Bromley  
**LOCATION:** Rice Howard Way, 100 A St. – 101 A Ave.

Rice Howard Way Sculptural Banners Project

**LOCATION:** 100 St. – 101A Ave. and 100A St. – Jasper Ave.

Poems for a Small Park
A series of 40 poems engraved on plaques attached to lamp posts lighting the promenade along the riverfront. 2008.

**ARTIST:** E. D. Blodgett  
**LOCATION:** Louise McKinney Park

The Sir Winston Churchill Square Banners Project
Images represent Edmonton’s New Immigrant, Multicultural & Aboriginal Communities. 2008.

**ARTISTS/DESIGNERS:** Roger Garcia, Iryna Karpenko, Emmanuel Layila, George Millar, Kathleen Newman, Babatope Omotoso, Pedro Rodriguez De Los Santos, Gabriela Rosende, Valery Semenku, Ash Stamba, Will Truchon, Erika Vela Namsechi, Mr. Xin Yu Zheng

Sway
Ceramic tile mosaic mural, 12,000 pieces. 2001

**ARTISTS:** Zoe Bacchus, Sherri Shorten, Harold Wollin  
**LOCATION:** East Wall, 10216 - 106 St.

Light Venturi
EPOR water feature sculptural installation. 2004

**ARTIST:** Terry Frost  
**LOCATION:** Water Feature in Churchill Square

It’s About Time
Photographic mural incorporating 100 images of Albertans. 2005

**ARTIST:** Sandra Bromley  
**LOCATION:** Alberta Foundation for the Arts Building, 10550 – 107 St.

Guided tours available
Call 780.426.2122 for pre-registration. (Minimum 6 people required)
Official UofA clothing and giftware. Canadian-made souvenirs and gifts. And more.

Located in Enterprise Square
(the University of Alberta’s downtown campus)

LRT access
Bay/Enterprise Square stop

1-500 Enterprise Square
10230 Jasper Avenue
(corner of Jasper + 103st.)
p. 780-248-1411
f. 780-248-1438

The YMCA of Edmonton
Fitness - Child Care - Housing Services - Community Programs

Castle Downs
Family YMCA
11510 - 153 Avenue
(780) 476-YMCA (9622)

Don Wheaton
Family YMCA
10211 - 102 Avenue
(780) 452-YMCA (9622)

Jamie Platz
Family YMCA
7121 - 178 Street
(780) 481-YMCA (9622)

William Lutsky
Family YMCA
1975 - 111 Street
(780) 439-YMCA (9622)

Bill Rees YMCA
Community Programs
10211 - 105 Street
(780) 429-YMCA (9622)

Downtown YMCA
Transitional Housing
10030 - 102A Avenue
(780) 421-YMCA (9622)

www.edmonton.ymca.ca
Whether your interests are aesthetics or design, business, healthcare or arts; whether you want a university degree, a college diploma or to upgrade from high school, you can learn it Downtown.

More than 30 educational institutions are comfortably nestled in the Downtown core, including the University of Alberta’s Faculty of Extension in Enterprise Square, MacEwan Centre for the Arts, and NorQuest College. There are also private vocational schools like Guru Digital Arts and MC College. These learning institutions bring thousands of students into the heart of the city, giving the Downtown community a younger look and a youthful energy and spirit.
The Downtown Business Association is proud to produce these exciting, crowd pleasing events that celebrate our community, draw tens of thousands of people to the heart of the city, and put the spotlight on our thriving Downtown.

For more information on the Downtown Business Association’s events please call 780.424.4085 or visit edmontondowntown.com
**FAMILY DAY FESTIVAL**  
*February, Various Downtown Locations*

The Downtown Business Association partners with several organizations to produce a fun-filled day of activities that include sleigh rides, musical performances, hot chocolate, games, and arts and crafts. A great festival for the young, and the young at heart!

**DOWNTOWN DINING WEEK**  
*March, Various Downtown Restaurants*

Downtown becomes “Foodie Heaven” during Downtown Dining Week, a celebration of food and drink at the many exciting restaurants that thrive in the city centre. For 10 days Edmonton’s best chefs create inspired, multi-course meals to tempt your taste buds and delight your senses — all for a fixed price of $15, $25 or $50.

**CHILI COOK OFF**  
*Friday, November 4, 2011, Scotia Place*

Spice up your November with Downtown’s “hottest” event, The Annual Chili Cook Off. Chefs from hotels and restaurants, media outlets, business organizations, and non-profit groups compete for the coveted title of “Ultimate Chili”. Proceeds go to The Kids in the Hall Bistro, the DBA’s supported charity for 2011/12.

**CHRISTMAS ON THE SQUARE HOLIDAY LIGHT UP**  
*Saturday, Nov. 19, 2011, Churchill Square*

The DBA kicks off the holidays with the annual Christmas on the Square Holiday Light Up. Churchill Square comes alive with the sights and sounds of choirs, dancers, singers, stilt-walkers, face-painters and balloon artists. These entertainers engage and delight the crowd, leading up to the main event: The arrival of Santa, the official lighting of the 70-foot Christmas tree, and a spectacular fireworks and music display!

**JINGLE ON INDOOR SANTA CLAUS PARADE**  
*Sunday, Dec. 4, 2011  
Downtown Malls & Pedways*

Every year Santa pays an early visit to Downtown Edmonton to see all the good little boys and girls at this indoor celebration which has become a family tradition. Colourful floats, marching bands, dance groups and mascots jingle their way through Commerce Place, Manulife Place, and City Centre Mall. There’s free candy for the kids, and a fun time for all. Don’t miss it!
Welcome to Canada’s Festival City! With over 30 festivals and special events throughout the year, Edmonton celebrates with music, dance, cuisine, performing arts, sporting events and film. Experience the cultural diversity in the city through visual arts displays. Try out a fabulous restaurant while strolling around Rice Howard Way. Something exciting is always going on around Churchill Square. The sights, sounds and energy in Edmonton’s Downtown offer a unique experience you just have to feel and see to believe! Bring the family and have some fun!
<table>
<thead>
<tr>
<th>Event</th>
<th>2011</th>
<th>2012</th>
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<tbody>
<tr>
<td>Metropolis Edmonton International Winter Festival</td>
<td>—</td>
<td>Jan. 1 - Feb. 20</td>
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<tr>
<td>Family Day</td>
<td>February 21</td>
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<tr>
<td>Global Visions Film Festival</td>
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<td>March 22 - 25</td>
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<tr>
<td>Kiwanis Music Festival</td>
<td>April 18 - May 7</td>
<td>April 16 - May 5</td>
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<tr>
<td>Edmonton Poetry Festival</td>
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<td>Bikeology Festival and Bike Month Celebrations</td>
<td>June 1 - 30</td>
<td>June 1 - 30</td>
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<tr>
<td>Dreamspeakers Festival</td>
<td>June 1 - 4</td>
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<tr>
<td>Sprouts New Play Festival for Kids</td>
<td>June 11 &amp; 12</td>
<td>June 9 &amp; 10</td>
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<tr>
<td>Edmonton Pride Festival</td>
<td>June 10 - 19</td>
<td>June 8 - 17</td>
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<tr>
<td>The Works Art &amp; Design Festival</td>
<td>June 23 - July 5</td>
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<tr>
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<tr>
<td>Feats Festival of Dance</td>
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<tr>
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<td>A Taste of Edmonton</td>
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<tr>
<td>Edmonton Latin Festival</td>
<td>August 13 &amp; 14</td>
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<td>Dragon Boat Festival</td>
<td>August 19 - 21</td>
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<td>Visualeyez Canada’s Annual Performance Festival</td>
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<tr>
<td>Edmonton International Film Festival</td>
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<tr>
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<tr>
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<td>Canadian Finals Rodeo Week</td>
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<tr>
<td>Holiday Light Up on the Square</td>
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<td>Festival of Trees</td>
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<td>Jingle On Indoor Santa Claus Parade</td>
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<tr>
<td>New Year’s Eve Downtown</td>
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<td>December 31</td>
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Note: This list primarily represents festivals or events occurring in Downtown locations and is by no means a comprehensive listing of all the events taking place in the Capital Region. Dates are subject to change.
TWENTY REASONS TO love downtown

1. Enjoying a latte at one of the many cozy cafes

2. An indoor pedway system to keep you warm and connected in the winter season

3. A wide selection of dining options from food courts to gourmet cuisine

4. The beautifully designed Art Gallery of Alberta

5. Boutique shops selling clothing, accessories, and unique gifts

6. Bustling Commerce Place, Manulife Place, and Edmonton City Centre malls

7. Winter lights illuminating Jasper Avenue

8. Lively pubs and glamorous night clubs

9. Fresh air and a history lesson on Core Crew Walking Tours

10. Free concerts & activities year round
#11 the scenic view of Downtown’s famous skyline

12. bright pink Ride the Wave Petunias in spring and summer

13. splashing in the pool in front of City Hall on a hot summer day

14. strolling through the 104th Street City Market

15. ice skating at the Alberta Legislature

16. variety of unique Art & Design in Public Places

#17

cycling and walking along the breathtaking River Valley

18. summer festivals in Sir Winston Churchill Square

19. Dozens of hair salons & spas... pamper yourself

20. DBA events!
   Holiday Light Up, Chili Cook Off, Indoor Santa Claus Parade, Family Day Festival and Downtown Dining Week

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Come for the art, stay for dinner.

From cutting edge to historical, the AGA features remarkable art from Alberta, Canada and around the world. Designed by Los Angeles architect Randall Stout, the AGA is the province’s premiere art museum and one of Alberta’s must-see destinations.

Tour the Gallery and then fuel up at Zinc restaurant, featuring innovative seasonal menus of fresh Alberta ingredients.

Located on Sir Winston Churchill Square in the heart of downtown Edmonton.
Support the arts in Alberta, become an AGA Member!
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