

Confirmed Opportunities

Description	Responsible Areas	Cost Estimate	Express		Experience				Embrace		
			Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8	
Architectural competition. The City will partner with Regina Downtown BID and Warehouse BID to create an architectural competition that looks to solicit innovative and creative designs for warming huts that add interest and serve a practical purpose. The winners would be asked to construct their ideas to be used by residents throughout the winter. If successful, this competition could become an annual event.	Regina Downtown and Warehouse Business Improvement Districts (BID)*	Funding & partnership								❄️	❄️
Downtown Rink Activation increased. Leverage and expand on previous programming efforts to create activation of the Pat Fiacco Plaza Skating Rink.	Regina Downtown BID	Grant funding & consulting support				❄️	❄️	❄️			
Waskimo and Winter Games. Grow and relaunch Waskimo in conjunction with the Winter Games to be held in Regina February 2022.	Waskimo Board	Grant funding & consulting support				❄️	❄️	❄️			❄️
Tell Regina’s Winter story and help promote Regina as a winter destination. Collaborate with the City on developing Regina’s winter story and incorporate it into marketing campaigns. Assist community partners in helping to package and promote winter experiences in Regina.	Tourism Regina		❄️	❄️							
Winter Event Strategy at the REAL campus. While still in the early planning stages, this initiative involves activating Confederation park in December, continuation of Iceville and a Winter Exhibition.	Regina Exhibition Association Limited	Collaboration & partnership				❄️	❄️	❄️			❄️
Use Railyard Space in winter. Through the permit process, enable temporary use of the RRI lands for winter events.	Warehouse BID	Grant funding, consulting support, permit/request approval				❄️	❄️	❄️	❄️	❄️	❄️
Increased Activation of Wascana Park. Leverage existing opportunities such as cleared pathways, groomed cross-country ski trails, groomed Fat-Bike trails and expand programming to increase the activity in Wascana during the winter.	Provincial Capital Commission (PCC)	Collaboration & partnership				❄️	❄️	❄️	❄️	❄️	❄️

Potential Opportunities

Description	Responsible Areas	Cost Estimate	Express		Experience				Embrace	
			Goal 1	Goal 2	Goal 3	Goal 4	Goal 5	Goal 6	Goal 7	Goal 8
Festivals/experiences. Seek opportunities for Regina to acquire winter festivals/experiences	Events Alliance*	Member of Events Alliance, funding				❄️	❄️			
Festival of lights. Initiate a festival of lights for people to drive or walk through. Regina had this type of event for several years, sponsored by SaskPower.	Regina Exhibition Association Limited*	Grant funding & consulting support				❄️	❄️		❄️	❄️
Increase active participation. Hold various activities that get people outside and active during the winter months to create an active community. Specific examples from the working groups and community associations include: a winter movie in the park, programmed toboggan event such as cardboard races, ice sculptures, ski rentals, inter-CA hockey tournament, holiday parties and scavenger hunts.	PCC, Community Associations*	Grant funding & consulting support				❄️	❄️	❄️		
Indigenous winter village. Create opportunities to integrate local indigenous winter culture and traditions through events or an Indigenous winter village.	None Identified	Grant funding & consulting support				❄️	❄️	❄️		
Newcomer winter package. Develop a winter package/info packet for newcomers.	Regina Open Door Society*	Message development and consulting support	❄️	❄️				❄️		
Sporting events/tournaments. Leverage existing venues to look for opportunities to bring winter sport tournaments/events to the city.	Events Alliance*	Member of Events Alliance, funding				❄️				
Winter fashion show. Hold a fashion show where the focus is on winter fashions and it is demonstrated that it can be cool to dress warmly.	None Identified	Grant funding & consulting support					❄️	❄️		
Winter activity hub. Development of a permanent or temporary commercial anchor point to offer people a place to shop, eat, participate in recreation, warm up and enjoy year-round activities. Potentially something similar to The Forks in Winnipeg.	None Identified	Grant funding & consulting support			❄️	❄️	❄️	❄️		

* other groups may be interested in playing a role in delivering these or a similar initiative.