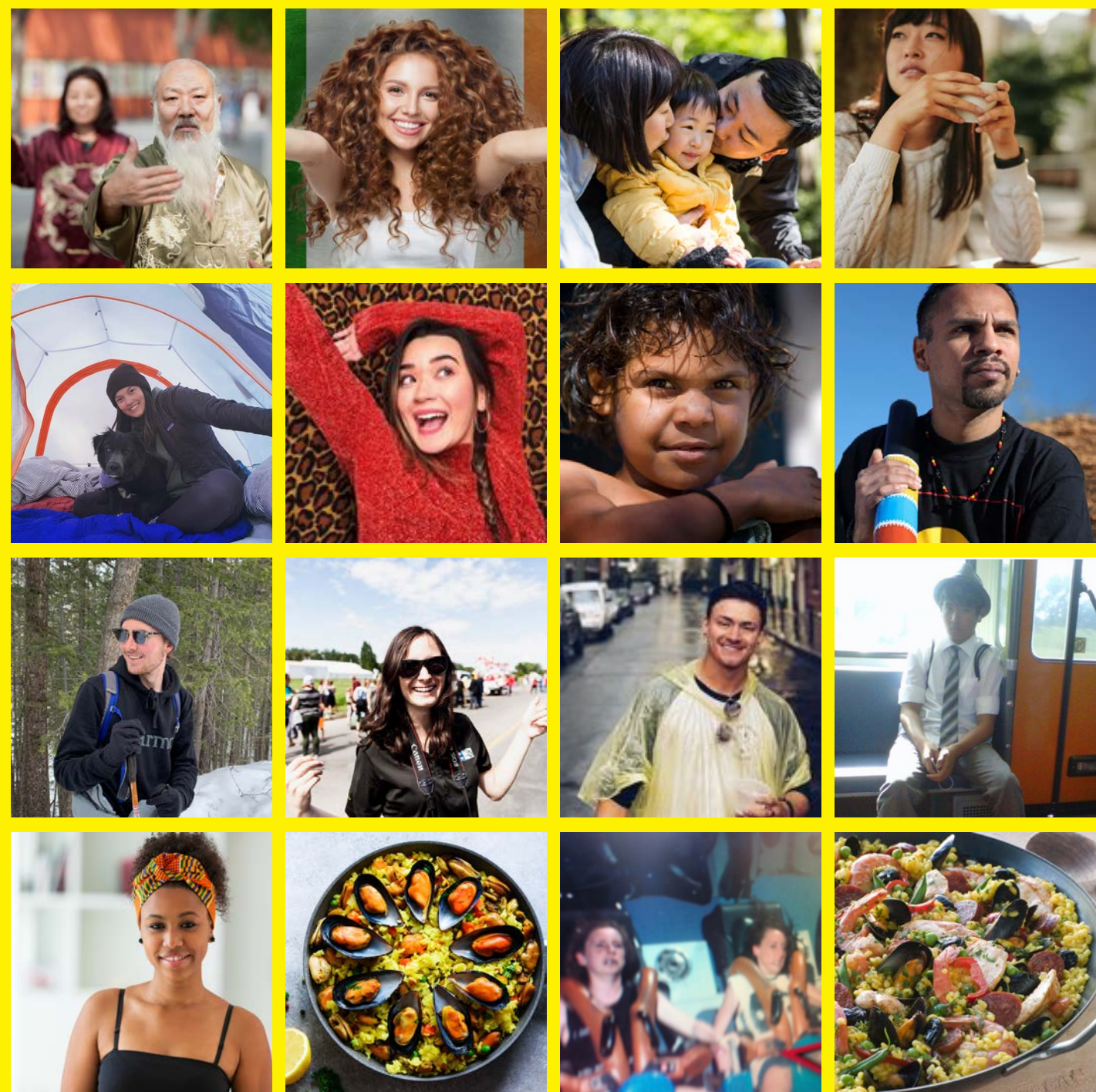
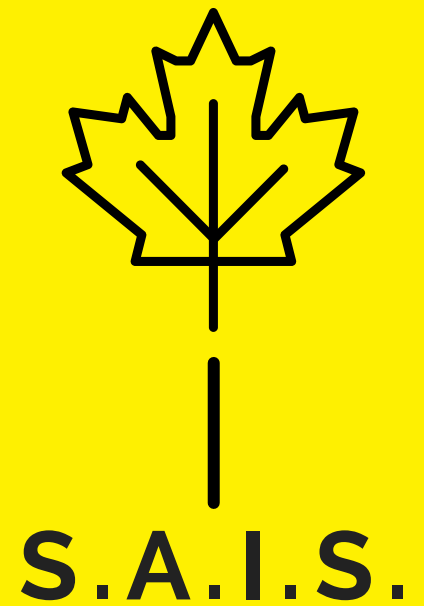




# COMMUNITY FUSION PLAN

NORTHERN HILLS  
COMMUNITY  
ASSOCIATION:



Northern Hills  
Community Association



# Who We Are



**Emma Thorn**  
Writer, Researcher



**John Pazan**  
Presenter



**Cassandra Stewart**  
Researcher



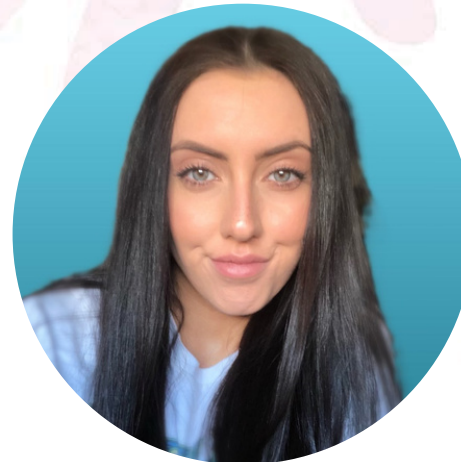
**Kathryn MacMullin**  
Writer



**Carlund Courage**  
Lead Designer



**Ryan Rapada**  
Presenter



**Anna Free**  
CSO



# Behind the **Scenes**

**First hand** observations of  
Northern Hills Community

Conducted **Multiple**  
Community Interviews

Conducted **In-Depth**  
Research Regarding  
Communities and Events





# From A Place to an Experience

A Changing Mind Set

History Repeats Itself

Power of an Experience

Mobilizing Assets

"They will relentlessly **seek out social interactions** in nightclubs and restaurants and sporting events and political rallies. People will start spending their money after having saved it. They'll be joie de vivre and a kind of risk-taking, a kind of efflorescence of the arts."  
- Nicholas Christakis







# Let's Talk About Northern Hills





# Community Assets



**57,000 Residents**

**Panorama Hills is the  
Largest Community**

**140 Different Languages**

**Many Different  
Ethnic Origins**





# Community Analysis

## CRESTED Analysis Key Takeaways

**NH is a fusion of a highly diverse community, as 52% of the population is a visible minority.**

**People value the fusion of culture & art experiences, as consumers are becoming more community minded.**

## SWOT Analysis Key Takeaways

**Nightlife & entertainment is desired by residents, and 58% of Canadians value a fusion of entertaining experiences. This trend can be leveraged by offering engaging cultural experiences.**

**Food options should represent the fusion of diversity within the community.**





# The People

## Community Insights



# Northern Hills Segments



**Simran Shah**  
**Multiculture-ish**

I am:

- A believer that other cultures are important and I think we have a lot to learn from them.
- A part of Northern Hills Community because I have easy access to many amenities.
- Always on my phone to stay connected via social media.
- Concerned about community feel and connection.

I am:

- Focused on my family and try to provide them with outings and an active lifestyle.
- Living in Northern Hills because it is a great and safe community to raise a family.
- Constantly driving around to get to places within my community.
- Always on my phone and connected on social media.
- Visiting other parts of Calgary for entertainment.



**Gary Chen**  
**Modern Suburbia**



## Major Pain Points from both Personas



Often **struggles** with **finding information** about local events

**Concerned** about the **variety of food** located in the area

**Concerned** about the **variety of entertainment** for the whole family

Feels like their community **lacks a community feel**

**Apprehensive** about **sanitary measures** in social events





# Problem Analysis

**NH is not actively  
mobilizing their most  
valuable asset: a  
diverse array of people**

**Members of the  
community are  
seeking experiences  
outside of NH**



# Benchmarking Takeaways

Give the members a platform to **get to know their community.**

First impressions are everything

Accessibility is Important

Individuals want a gateways to experiences

Events and places should be accessible and approachable

Embrace the Locality

Take ownership of the local businesses within the community and promote them to members.



# Community Fusion Strategy

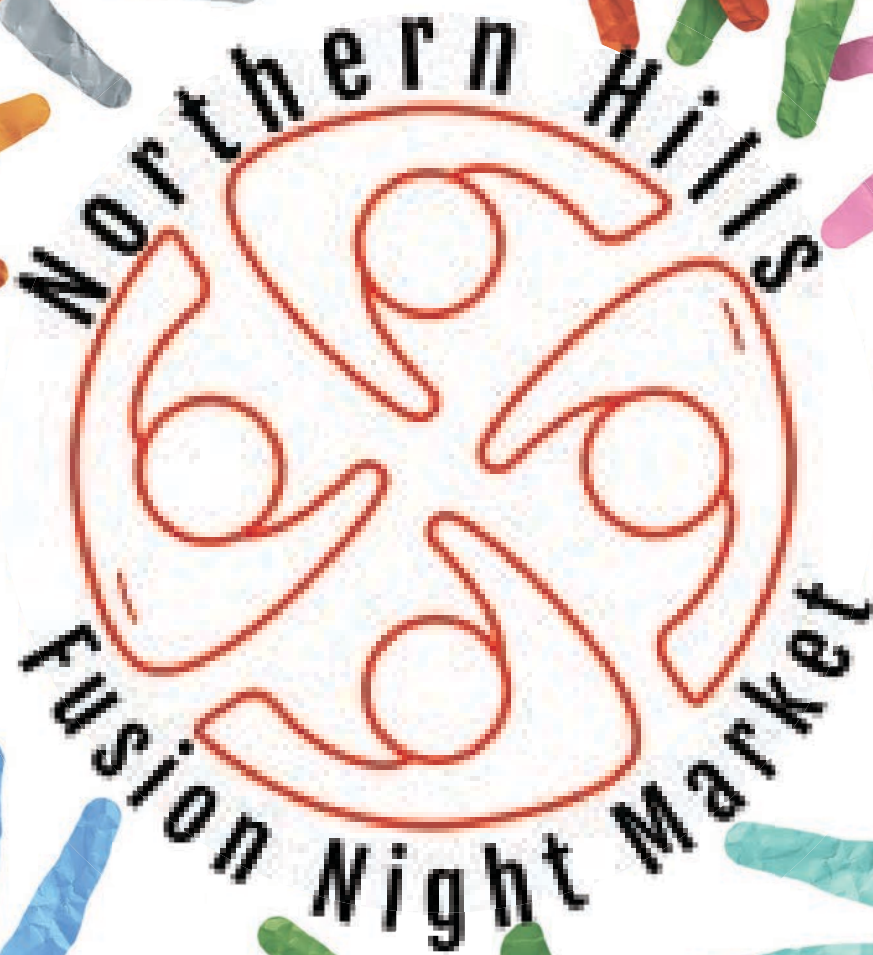
Create a Meaningful  
Community  
Experience

Employ a Multitouch-  
Point Promotional  
Strategy

3 Year  
Implementation  
Strategy

**MOBILIZES  
DIVERSITY**





# **Introducing: The Fusion Night Market**



# Why Food?



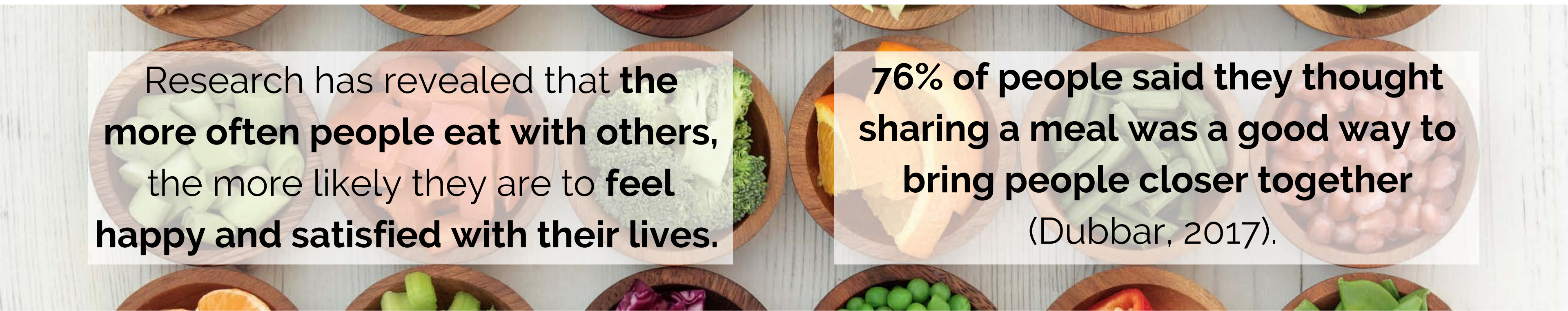
"Food is our COMMON GROUND, a  
UNIVERSAL EXPERIENCE" - James Beard



Food has the ability to bring people together unlike anything else

Research has revealed that **the more often people eat with others,** the more likely they are to **feel happy and satisfied with their lives.**

**76% of people said they thought sharing a meal was a good way to bring people closer together**  
(Dubbar, 2017).





# Our Vision

**Spontaneous  
Play**

**Being an  
Educator**

**Connection  
to Nature**

**East to  
West  
Integration**

**Social  
Gathering**





# Creating a Meaningful Community Experience

## Map & Legend

### FUSION MARKET VENDOR GUIDE

1. The dumpling hero
2. The Happy Fish
3. **Taiko Taco**
4. Bento Burrito
5. Dragon Boat

11. **Delish Pizza Calgary**
12. Chiantis
13. Perogy Boyz
14. **Papa Murphy's Pizza**
15. Merchants Restaurant

21. **Sunset Grill**
22. Ember
23. The Dog Father
24. **Rice For King**
25. Zilfords

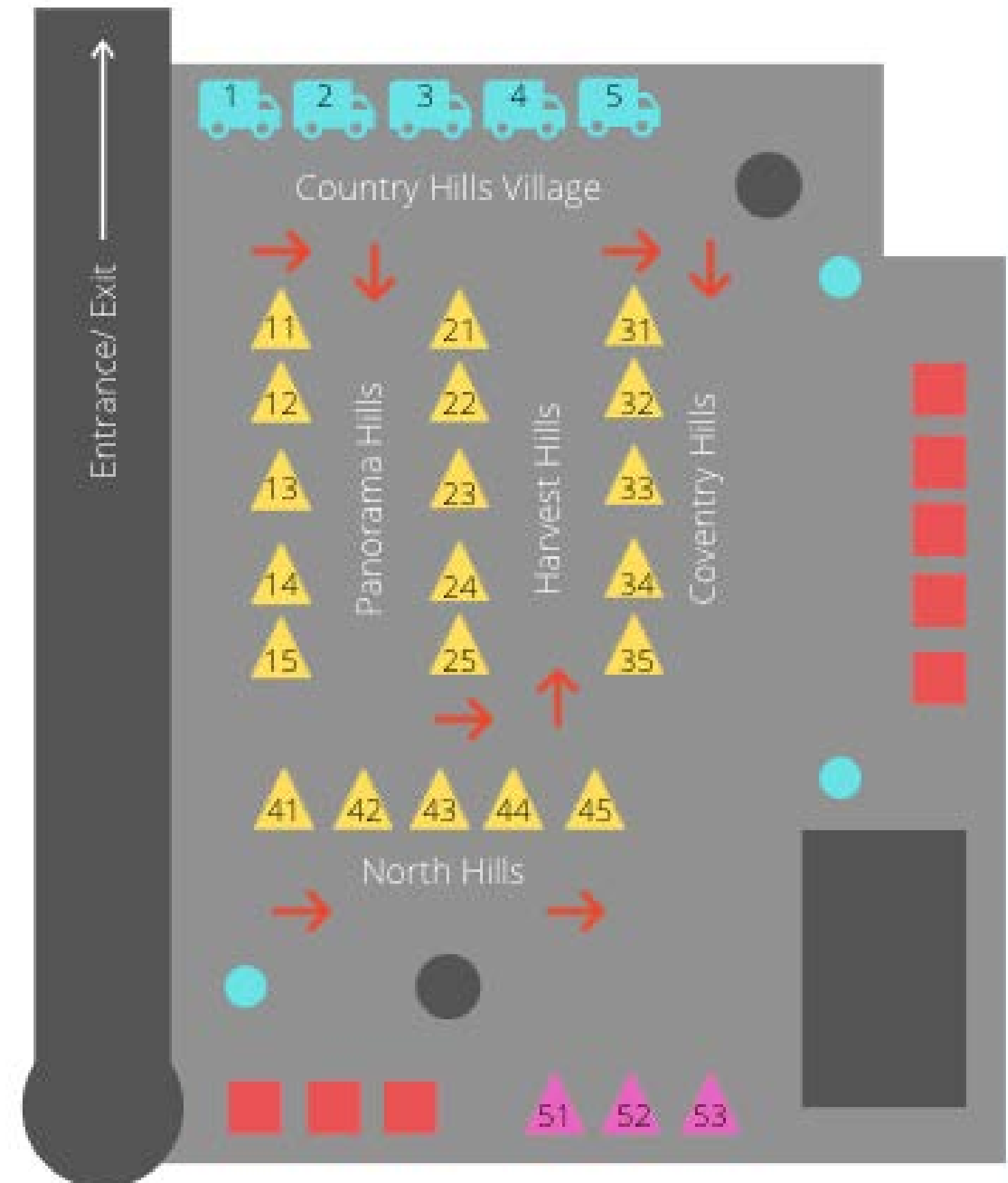
31. Hayden Block
32. Gate of India
33. Cafe Alchemist
34. Amici Italian Grill and Lounge
35. Wiener Schnitzel Haus

41. **Scotsmans Well**
42. Damascus Fine Mediterranean Foods
43. Jurees Thai Place Restaurant
44. **Ginger Beef Bistro**
45. Calypso's Greek Taverna

51. **Caravel Craft Brewery**
52. The Bitter Sisters
53. Wildrose Brewery

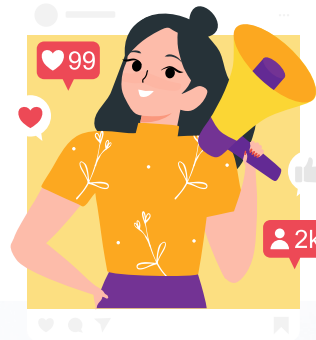


--- Bolded Vendors are located in NH





# Promotional Strategy



# #THEFUSION





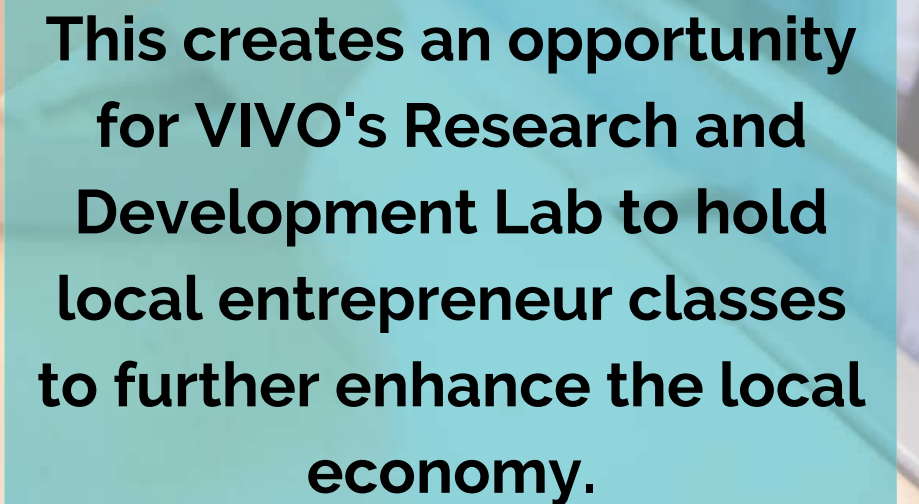
# More than just an Experience



PROMOTE  
YOUR  
BUSINESS



The night market will spark interest throughout the entire community. Locals will be inspired to volunteer their time and help grow the night market.



This creates an opportunity for VIVO's Research and Development Lab to hold local entrepreneur classes to further enhance the local economy.





# → Three-Year Plan →

- Contacting and book vendors for first year (25 vendors)
- Secure AGLC Funding
- Create social media accounts

January 2022

- Promote event on social media platforms
- Facebook events & Instagram

April 2022

- May 6, 2022 First Night Market
- Introduce #THEFUSION
- Invite Influencers & Mayor, Councilor

May 2022

- Focus east west integration
- Renew AGLC Funding
- Increase to 50 vendors
- Allow Northern Hills locals to volunteer and get more involved
- 25 % of vendors are local

2023

- Increase to 75 vendors
- Give highly invested volunteers more responsibility
- 30 % of vendors are local

2024

- Partner with Calgary North Cultural Associations
- Confirm entertainment and educational booths

- Acquire all assets needed for launch: lighting, outhouses, fire pits, employee, volunteers

- Request feedback from locals/guests
- Social media strategy to continue promoting
- 20% of vendors are local

- Contacting and booking vendors for Season from May-September
- Social media strategy to continue promoting





S.A.I.S.

Thank you

Northern Hills  
Community Association

vivo  
for Healthier Generations