

# Best Practice

## Aviva Project

### CONTACT

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### THE PRACTICE

The City of Yorkton is in the midst of a major downtown revitalization as a result of losses suffered from a catastrophic flood on July 1<sup>st</sup>, 2010. The flood affected over one third of the City's residents including the downtown core and its many businesses. One of the streets devastated by the flooding was Brodie Avenue. All 14 homes on the street were deemed irreparable after the flood. A member of the community approached the City of Yorkton with a plan to win \$150,000 in an online contest. His idea was to use the contest winnings to transform Brodie Avenue into a legacy – a concrete skateboard, biking and walking plaza.

### THE PROCESS

A group of knowledgeable individuals, each with expertise in different areas, were brought together to create the project team. This group explored various funding sources. The project team also had significant volunteer support. The project was marketed the using social media, in person and on television. A video was created with various prominent local citizens indicating their support for the project. The group also had support from local businesses. With the community on board, the project was registered in the online contest, with the goal of winning the \$150,000 top prize.

### THE RESULTS

Yorkton's project won the \$150,000 grand prize. In addition to the financial gains, the benefit of the amazing mutual learning opportunity for all involved parties was very beneficial. Everyone involved learned a bit more than they brought to the table. In addition, stereotypes were broken and the community, as a whole, was changed in the process. Skaters realized that not everyone sees them and their sport as undesirable, or a problem. Community members now understand that skaters are willing to work hard, are respectful and can contribute in a positive manner.

### LESSONS LEARNED

With a plan, what may seem impossible is possible. Be flexible where you can be, but stick to the plan. Get the community involved in the process as early as possible.