

## 2020 North Edge BIA Annual Report

### North Edge Business Association Mission Statement

The North Edge BIA exists to create opportunities, promote success, and engage stakeholders to improve the business vitality of our unique, centrally located business district.

### North Edge Statement of Operational Directives

North Edge Business Association shall revitalize and renew the North Edge area by:

- Aligning the “District by Design” brand to our priorities in building a unique destination for tourists, visitors and a targeted customer base. Customers can expect unique dining, shopping, cultural activities, and a wide selection of area amenities
- Recruiting and expanding our business mix to include services which will benefit from the centrally located area and which recognize the opportunities presented by the area’s development as a growing tourist destination
- Supporting infrastructure development of public spaces, including increased walkability and amenities by working with the municipality and area stakeholders
  - Increasing transportation and traffic planning management combined with parking management strategies to expand access to the area
  - Working directly with landowners, businesses, and building management to improve building appearance, window display, and cleanliness
  - Increasing community safety by partnering with area stakeholders and authorities to address safety issues
  - Improving area zoning and the regulatory environment (including Area Redevelopment Plan Amendments) to foster quality, well-managed business development

### 2020 Annual Mtg

In 2020 we had a successful, albeit smaller, COVID-19 appropriate meeting in person (with the option for members to join via video) at the former Two Sergeants Brewery location. The event was hosted by Ingrid Schifer, the current president of the North Edge BIA and the effects of COVID-19, area safety, and plans for 2021 were top topics discussed. Our guest, EPS member Terrance Jakbowki was well received.

The board appointments for the 2020 year were conducted successfully. Nine members were selected for recommendation for Council appointment. Board members' backgrounds in 2020

are from finance, event management, development, branding, social media application development, health, grocer / cafe / coffee roaster, and manufacturing.

### BIA Council Representation

Representation on the BIA Council this year became far more critical as COVID-19 continued to take a toll on the area; various BIA Executive Directors advocated and members on behalf of Edmonton BIA's in our partner the Alberta/BC BIA alliance, the International Downtown Association. Key conversations were held at those tables with federal, municipal, and provincial leaders on behalf of BIA businesses. Considerable efforts were made by the BIA unit on behalf of our City of Edmonton partner. The partnership shown by City Council on taxation, business licensing, and provisions of funding for Recovery is truly appreciated.

The COVID-19 pandemic and the need for an organized recovery greatly increased the communications challenge of the BIA Unit and we are grateful for their support and information.

### Areas of Focus in 2020

#### Regulatory Control / Land Use

- Pending changes to the new City Plan, targeted area business issues, licensing bylaw changes, and parking plans/zoning were high priorities for the Association to advocate on behalf of North Edge businesses

#### Area Placemaking

- Extensive engagement was undertaken with the Central McDougall Renewal project team on the three streets to be upgraded between 106th and 105th avenues.

#### Construction Mitigation:

- In 2020 there was considerable construction in the area including two mid density residential projects along 105th avenue, a utility water main project, upgrade on the 106th Ave arterial, and the work under the Central McDougall Renewal project both south and north of 107th avenue between 101st between to 109th street.
- Communications to members and assistance with working with project teams was a priority to ensure business member access. We thank our BIA Transportation Liaison for the assistance in addressing the coordination required within various construction projects and the connection with various transportation related plans.

## Area Investment via Facade Improvements

- We continue to market the 'Façade Improvement Program' and the Refresh funding to encourage landowners/members to prepare their applications ahead of time in preparation for intake periods and maintain a presence on the committee. Several notable projects were completed this year on 107th avenue between 113 - 115th streets. A project on 105th street between 105 and 106th avenues awaits its unveiling.

## Small Business Window Support:

- As many of our businesses are new to the regulations in Alberta for permitting and zoning, we actively support the small business window pilot project as it assists businesses with the questions around why the regulations require certain information and how to provide that information.
- We continue to support zoning applicants to ensure zoning implications of the commercial locations chosen and refer to departments as needed.

## Defining a New Brand for the North Edge

- North Edge BIA, MacEwan, Central MCDougall, Queen Mary Park and our area Revitalization committed to building a marketing and communications plan for the area through work with a consultant. The plan addresses our image, makes suggestions on a brand, and provides key messages needed to share our story to the broader audience. Our working committees are ready and funds have been sought to handle the project management, marketing support, and business engagement that is necessary to bring the plan together. Work has begun on a more active focus on the retention and recruitment plan for businesses and we continue to work our landowner network, leasing contacts to fill spaces and share leasing information with potential tenants.
- For 2021, we have planned a sidewalk cafe/patio project in an effort to have restaurants and retailers get their businesses on to the streets to help mitigate some of the challenges COVID-19 continues to present. This is a very different approach for 107th avenue than has been tried before. We have aligned this with some of the activities planned for North Edge Park and the corner plaza along 107th Avenue. Restaurant promotions will accompany the efforts.

## Park Development

- Work began on bringing together a steering committee on North Edge Park (informally named) located adjacent to MacEwan University and The Public. Funding application work has begun for this site.

## Cleanliness & Disorder

- We worked with YEG Ambassadors and CCCU in discussions around public defecation and hot topics such as needles. Data about the impacts of the shelter sites; their locations, potential hot spots. Reports from AHS, EPS, and the sites themselves were discussed.
- NEBA continues to ensure there is deployment on area litter pick-up routines, and snow clearing issues as they arise within financial restraints.

## Revitalization Committee Representation

- Revitalization strategy work is an important component of support to the committee; we engage in strategic plan work, project work as defined in the revitalization plan for the area. Primarily the North Edge supports the community economic development work such as area development related matters, participation in Renewal and Revitalization capital planning.
- We are fortunate to receive fundings from Revitalization for our beautification efforts such as Flower Planters, Murals, Clean Team, YEG Pivots and promotional programs. These increased our reach in providing those services to the business district.

## North Edge BIA Communications supported by the Ambassador Team

Communications to members became extremely critical under changing COVID-19 conditions. The weekly newsletters and WhatsApp messaging by the BIA was noted as useful, timely and relevant. The Ambassador team showed excellent support with communications on various topics of use to business: the Digital Mainstreet program, Business Link programming and supports, YEG Takeout, YEG Pivots, local business support programs and services, local business directories, Environmental Scans, connections with members, and local events. Our thanks to the Partner Team on the YEG Ambassador program; City of Edmonton, NET Team and Reach Edmonton, Council of Safe Communities.

## YEG Ambassadors Strategy - connection and engagement throughout our business community:

### Environmental Scan -

- In 2020 (Project Year 4) the #YEG Ambassador program continued to expand its success on environmental scanning with over 600 entries recorded from January to December 2020 in the North Edge, Chinatown and Quarters. Through analyzing this data, #YEG Ambassadors developed strategies with support from City of Edmonton, Capital City Clean Up (CCCU), Revitalization resulting in increased by-law activity, resource delivery, engaging activities/events, and an invaluable baseline from which to gauge changing conditions in the area.

## Relationship Building update with 2020

- Further focus on relationship building with nonprofits, BIAs, member businesses (with events such as Dine on Us for North Edge Restaurant & Cafes) and community leagues (promotion of and attending community league events) resulted in a wider diversity of attendees at the North Edge AGM.
- YEG Ambassadors began working more closely with other BIAs such as Alberta Avenue.

## Business Area Analysis

- Work was conducted to analyze the impacts of the COVID-19 pandemic and the resulting economic slowdown through visual scans, surveys, pedestrian counts, and other indicators in order to assess immediate and more long term needs of area businesses.
- Building from this work, the Ambassadors began work in 2020 the Environmental Background analysis. The Background Analysis is a stepping point for the Business Retention & Recruitment project of the BIA that serves as a strategic plan for curating a specific business mix for the Business Improvement Area (BIA), with the goal of generating more business activity in the area. The Marketing Plan noted above aligns to the need for an approach to filling empty commercial space through recruiting and expansion business options.

## COVID-19 Response

- Other notable work in 2020 includes the development of the COVID-19 Guide, a centralized resource directory supporting community members and business members alike in locating and summarizing the support provided by all levels of Government.
- The Ambassadors also developed a WhatsApp group for North Edge businesses to maintain quick and reliable communication with members not connected through email and often missed in regular communications.
- Ambassadors compiled a list of Restaurants and Cafes that offer delivery and/or take-out options and worked with a local start up. 19 restaurants and Cafes participated with more than 650 QR code scanned. This event is well received in the community and interviewed by CBC morning radio.
- YEG Pivots was created as an online platform to bring together local business leaders, helping them promote their services and share the ways they pivoted their business to adapt to a COVID-19 business environment.
  - <https://www.thenorthedge.ca/yeg-pivots-article>
  - <https://www.youtube.com/channel/UC4vygIfiLz1Ep4VHnRxsCHQ>

Audit Notes: A map of the area and the 2020 Deferred Schedule is provided at the end of document, along with the 2019 North Edge BIA Audit.

## North Edge Media Record - Jan 2020 - Dec 2020

Jan 2020 Media: Newsletter: "Light the Edge Winners" - announcing winners of the Light the Edge contest; Social Media: Happy new years post, Foodie Friday, Coffee with the Cops, Info on how to stay safe in cold weather, casual posts, local business promotion, mural promotion, promotion Lunar New Year;

Feb 2020 Media: Newsletter: "Valentines Day" - promoting an event with the #YEG Ambassadors on Valentines day, "Dine on Us" - promoting a North Edge foodie event; Social Media: promoting fundraising event by homeward trust, promoting Black History Month, Foodie Friday, Dine on Us promotion, Valentine's Day promotion;

March 2020 Media: Newsletter: "March 1st Newsletter" - promoting dialogue with the chief event (multiple newsletters) / dine on us (multiple newsletters) / foodie friday / local businesses, "Storefront Grant Update" - update on facade improvement program, "WhatsApp Group" - Invitation to join North Edge WhatsApp group, "State of Emergency" - informing businesses of Alberta state of emergency, "Delivery Services" - requesting businesses to inform North Edge of delivery services they offer, "Federal Government Needs Suppliers" - informing businesses of an opportunity with Government of Canada for supplies, "Business Impact Survey" - requesting businesses to relay how COVID-19 is affecting their business, "Delivery & My Alberta ID" - informing business owners of resource to receive help for their business from Government of Alberta; Social Media: casual posts, how to help struggling businesses, Foodie Friday, Coffee with the Cops, promoting COVID-19 resources sourced by #YEG Ambassadors, welcoming Bike Edmonton to the area;

April 2020 Media: Newsletter: "Restrictions on gatherings & businesses" - informing businesses of restrictions placed by the Government of Alberta & Canada due to COVID-19, "COVID-19 Supports Guide" - distributing a supports guide developed by #YEG Ambassadors which compiled all the resources available to businesses from all levels of government, "Canada Emergency Business Account" - information on the program, "Business Impact Survey" - reminder to complete COVID-19- Impact on Your Business survey, "Restaurants - Delivery & Pick-up" - a list of restaurants and cafe's offering delivery and pick-up services, "Insurance Notice" - a reminder of how Insurance could help businesses during COVID-19, "Policing during COVID-19" - an invitation to attend an online meeting with Alberta Health Services and EPS on how policing works during COVID-19, "Canada Emergency Wage Subsidy" - reminder that the CEWS applications are open; Social Media: various posts on COVID-19 resources, promoting masks and hygiene, casual posts;

May 2020 Media: Newsletter: "Workplace Guidance" - information from Government of Alberta on relaunch strategy, "YEG Pivots" (multiple newsletters) - info on YEG Pivots, "REACH Resource Page" - promoting REACH extensive resource page, "COVID-19 Support from City of Edmonton" - information on how City of Edmonton is supporting people & businesses during COVID-19, "COVID-19 Questions Seminar" - reminder to register for online event with AHS on COVID-19, "North Edge Mingle" - invitation to join North Edge online for mingle event; Social Media: YEG Pivots info (multiple), COVID-19 resources and guides, community events, Victoria Day post, Eid Mubark post;

June 2020 Media: Newsletter: "YEG Pivots" (multiple newsletters) - info on YEG Pivots, "Business News" - news about various business supports / event promotion (Biz Connect) / sidewalk expansion for businesses, "North Edge Commercial Area Construction" - update on construction happening within the North Edge area, "Programs, Grants News" - info on City of Edmonton Business Grant streams, "Provincial Grant" - info on Enterprise Launch Grant provided by Government of Alberta; Social Media: YEG Pivots, CERB info, mask resource info, #supportlocal promotion, community events;

July 2020 Media: Newsletter: "YEG Pivots" (multiple newsletters) - info on YEG Pivots; Social Media: Month of Mural posts (every day except weekends), YEG Pivots, SNAP Gallery YEG Pivots episode, Small Business Grant information, BOM YEG promotion;

August 2020 Media: Masks Mandatory, Employee Employer Grants,

September 2020 Media: Annual Meeting, Yeg Pivots, Small Business Grant & Resources, Storefront Improvement, Development Incentive, and Eat Local

October 2020 Media: CERB, New Gathering Restrictions,

November 2020 Media: New COVID-19 Measures, City of Edmonton Grants. BOM Market, Budget Feedback

December 2020 MEdia: Town Hall COVID-19 Measures, Policing Survey Feedback, Holiday Season, COVID-19-Support, City of Edmonton Grants, YEG Business Directory

#### YEG Ambassadors Resource Connection topics included:

311, 24/7 Crisis Intervention, 211, Graffiti Removal, Winter Resources, Coffee with the Cops, Needle Pickup, Who to Call, COVID-19 guide and supports, Litter Clean-Up Kits, Restaurant & Cafe Directory List, etc. In addition to attending local activities and volunteering with nonprofits within working neighborhoods allowing further engagement with the community, vulnerable population, businesses, and event attendees.

#### YEG Ambassadors Alignment to City Objectives:

CCCU, Recover - Washroom Project, Revitalization, Capital City Cleanup, 311 Feedback, etc.

#### YEG Ambassadors Relationship Expansion:

Groups #YEG Ambassadors actively work with: Ethno-cultural NPs, Agencies, Nonprofits (Boyle Street, Action for Healthy Communities, Chinese Youth Association, Chinese Benevolent Association, Mustard Seed, Bissell Centre, iHuman, Hope Mission), MacEwan University, University of Alberta, City of Edmonton, Local Business Owners, BIAs (Alberta Avenue, Beverly, Old Strathcona, Stony Plain, BIA Council)

#### Yeg Ambassadors Area Communications:

Communication projects include: Valentines with Ambassadors, an engaging event on the corner of 105 Ave and 105 St, which involved handing out CCCU and various other resources while offering hot chocolate, candy and custom designed valentine day cards to the MacEwan student body and community.; Month of Murals, a month dedicated to promoting murals and the businesses therein from various BIA areas.; Foodie Friday, a year long promotion of Restaurant and Cafes in the North Edge and Chinatown BIAs through social media every Friday.; YEG Pivots, an online show hosted by the North Edge BIA president in which 3 local businesses are invited every second week to share the ways they have had to adapt their business during COVID-19.; Continued social media communication every month through Facebook, Instagram & Twitter. Posts related to events, resources, current news, community and more.

The North Edge Business Association  
 Deferred Revenue Schedule  
 December 31, 2020

Deferred Revenue	City of Edmonton Grants										Total	REACH	Grand Total	
	Merchandizing	Restaurant		Clean	Communications		Perennial	Vacant	1st Quarter			YEG		
		Promo	Mural		Plan	Flowers	Beds	Space	Pivot 2020	Pivot 2021	Levy	Ambassador		
<b>Opening Balance</b>	<b>935.00</b>	<b>3,336.22</b>	<b>5,500.00</b>	<b>2,822.52</b>	<b>20,660.00</b>	<b>5,700.00</b>	<b>5,500.00</b>	<b>1,500.00</b>	-	-	<b>29,291.50</b>	<b>75,245.24</b>	<b>45,482.46</b>	<b>120,727.70</b>
2020 Funding	-	-	-	-	-	-	-	-	-	6,300.00	-	<b>6,300.00</b>	243,000.00	<b>249,300.00</b>
2020 BIA Contribution	157.50	2,000.00	-	8,000.00	-	5,500.00	5,500.00	-	-	-	-	<b>21,157.50</b>	-	<b>21,157.50</b>
2020 Expenditures	-	(5,336.22)	-	(3,022.79)	(10,372.88)	(9,999.68)	-	(119.63)	-	-	(29,291.50)	<b>(58,142.70)</b>	(238,312.59)	<b>(296,455.29)</b>
2020 Repayment	(1,092.50)	-	(5,500.00)	-	-	-	(5,500.00)	-	(631.25)	-	-	<b>(12,723.75)</b>	-	<b>(12,723.75)</b>
<b>To defer to 2021</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7,799.73</b>	<b>10,287.12</b>	<b>1,200.32</b>	<b>5,500.00</b>	<b>1,380.37</b>	<b>-</b>	<b>6,300.00</b>	<b>-</b>	<b>32,467.54</b>	<b>50,169.87</b>	<b>82,637.41</b>

Deferred capital contribution - 20% per year

Patio furniture -	Op. Cost	Amortization
2013	8,568.00	(856.80)
2014	7,711.20	(1,542.24)
2015	6,168.96	(1,233.79)
2016	4,935.17	(987.03)
2017	3,948.13	(789.63)
2018	3,158.51	(631.70)
2019	2,526.81	(505.36)
2020	2,021.44	(404.29)
2021	1,617.16	(323.43)
2022	1,293.72	(258.74)





# Business Improvement Area: North Edge



