



Chinatown and Area Business Association  
10563 – 97 Street  
Edmonton, AB T5H 2L4  
Phone: 780-423-2628  
Fax: 780-423-2612  
Email: [bia.chinatown@gmail.com](mailto:bia.chinatown@gmail.com)  
<http://www.yegchinatown.ca/>

## CHINATOWN AND AREA BUSINESS ASSOCIATION

### 2020 ANNUAL REPORT

Wen Wang  
Executive Director  
Chinatown and Area Business Association

# Mission Statement

Our mission as the Chinatown and Area Business Association is to create, promote and maintain an attractive, vibrant, and prosperous business district; that reflects the unique multicultural identity of Chinatown and McCauley community.

## Chinatown Annual Report – 2020

### 2020 scope

#### 1. Lunar New Year

Chinatown BIA hosted the Lunar New Year Celebration on January 26<sup>th</sup>, 2020. Thanks both to our board's organization and the mild weather, about one thousand people attended the event, in addition to Senator Paul Simons, representatives from MP Kerry Diotte and MP James Cumming, MLA David Shepherd, MLA Thomas Dang, Mayor Don Iveson, and Councillor Scott McKeen. The event was welcomed by the residents and businesses. It was a good opportunity to show Edmonton's multi-culture heritage, let people reflect on Chinese contribution to the city's evolution, showcase a vibrant Chinese community, and promote Edmonton's economy. To enhance the attendance, Chinatown and Area BIA posted the event onto the association's website and other social media, such as Facebook, Tweeter, Instagram, and WeChat. The promotion focused on not only the Lunar New Year celebration, but also the City of Edmonton as a whole.

#### 2. Moonlight Carnival

Not as usual, Chinatown BIA did not organize the fifth annual Moonlight Carnival 2020 due to COVID-19 and the pandemic restrictions.

#### 3. Security pilot

Due to big homeless population and three safe injection sites, Chinatown is more prone to social disorder, and even crimes. The board decided to hire private security guards to patrol the area in a bit to protect the business members. The total pilot last three months and ended prematurely due to funding shortage. The pilot was welcomed by businesses. The overall security status improved.

#### 4. Marketing Campaign

Due to the pandemic restrictions, many businesses were forced to be closed, or go either online or curbside pickup. Chinatown BIA posed all updated business hours on the social media. To help the members, the association shared all available financial supports available.

## 5. Litter control

Chinatown BIA negotiated a litter control agreement with the Mustard Seed, in which we paid \$6,000, Capital City Clean Up and McCauley Revitalization \$15,000 each. The joint pilot covered Chinatown BIA catchment area from June to December 2020, 864 man hours in total.

## 6. Chinatown Walk

To have an in-person experience what Chinatown is, we did a Chinatown walk with City of Edmonton representatives, McCauley residents, YEG Ambassadors on March 2, 2020. The activity exposed all stakeholders the reality of our community.

## 7. Annual General Meeting

According to the bylaw, Chinatown BIA hosted Annual General Meeting on October 8, 2020. The members reviewed 2019 audited financial statement, 2021 budget forecast. The new board members were also elected concurrently.

# 2021 plan and priorities

The Chinatown and Area Business Association board has identified three priorities, to step up the security, minimize the social disorder, and promote local businesses.

### 1. Security and social disorder

We believe the good security is still a key to the businesses, especially the pandemic related social disorder. To this end, we have entered into a service agreement with Assertive Protective, a Chinatown based security company. The service is funded by Chinatown BIA bank balance. Due to the tight resource, we can cover our businesses for only seven months (from April to October 2021).

### 2. Litter control

As last year, the cleanness is still one of the priorities. We applied and was granted the Edmonton Economic Recovery Grant (\$24,000), which will be used to keep the area clean. We are planned to do both litter pickup and pressure washing. The litter program is in place and pressure washing underway.

### 3. Marketing

Chinatown BIA decided to promote the local businesses. One initiative is to redesign the website. Together with the matching grant, we put aside around \$3,400 for both the website design and the social media. The redesign work is underway and social media is on-going scope. We have assigned a dedicated director to take care of all social media. The website redesign is supposed to be finished by the end of year.

## Board of Director 2021

- |                       |   |                  |
|-----------------------|---|------------------|
| 1. Dr. Holly Mah 馬美麗  | Luxe Optometrist, 10638 - 97 Street                                 | PH:780-907-8973  |
| 2. Ed Lam 林競新         | Ed Lam Chartered Accountant, Suite 200, 10708 - 97 Street           | PH: 780-993-3030 |
| 3. Ming Huang /黃明越    | Ming Acupuncture Clinic, #138, 9700 - 105 Avenue                    | PH:780-760-0880  |
| 4. Mei Yu Huang / 黃美玉 | Mei's Massage Centre, 10543 - 97 Street,                            | PH: 780-457-8058 |
| 5. Bryan Hoang / 黃湖   | Mildly Chinese Herbal Ltd, 10551 - 98 Street                        | PH: 780-425-4215 |
| 6. Richard Liukko     | Freecloud Glotex Enterprises Inc, 10764 - 101 Street                | PH: 780-429-1476 |
| 7. Van Vuong          | VSD Mortgage and Investment Corp., 17551 100 Ave                    | PH: 780-232-9379 |
| 8. Ben Lui            | Yorkton Group International Ltd., 3165 10180-101 Street             | PH: 780-409-8228 |
| 9. Thomas Chiu        | Chiu & Company - Louie Pointe Professional Centre, 9322 Jasper Ave. | PH: 780-428-8299 |
| 10. Stephen Iu        | 63,465 Hemingway Road Edmonton                                      | PH: 587-938-8936 |
| 11. Tranel Chan       | 4 Hawthorne Gate Spruce Grove                                       | PH: 403-613-8733 |