
2020 Annual Report

124 Street Business Association

The logo for 124 Street is enclosed in a thin black rectangular border. It features the number '124' in a large, bold, black sans-serif font. To the right of the number, the word 'Street' is written in a smaller, black sans-serif font. Two horizontal gold lines are positioned above and below the word 'Street', extending slightly beyond its left and right edges.

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1 VISION, MISSION & PRIORITY AREAS

1.1 Vision

124 Street is Edmonton’s premier destination main street shopping district, home to the city’s finest local independent restaurants, art galleries, boutiques, and premium services that is characterized by a pedestrian-friendly, low to mid-rise urban form.

1.2 Mission

To create a vibrant and prosperous business community for the 124 Street Business Improvement Area (BIA) members through ongoing business recruitment and retention, streetscape and beautification, advocacy, community partnerships, member support, marketing and promotions, event facilitation, and multimodal transportation strategies and initiatives.

1.3 Priority Areas

- Business Recruitment and Sustainability
- Streetscape and Beautification
- Urban Design and Architecture
- Multimodal Transportation Accessibility
- Parking
- Member Relations
- Marketing and Events

2 BOARD OF DIRECTORS, COMMITTEES & STAFF

2.1 Board of Directors

Garner Beggs, Duchess Bake Shop

Terry Synyshyn, mudHoney Salon

Sarah Proudlock, The Tea Girl

Glendon Tan, CSIC Services & Holding Ltd. and Meuwly's Artisan Food Market

David Boroditsky, Arrai Innovations

Kris Cromwell, Community Member

Sandy Muldrew, The Prints & the Paper

2.2 Executive Committee

Garner Beggs, Chair

Terry Synyshyn, Vice-Chair

Sarah Proudlock, Treasurer

Glendon Tan, CSIC Services & Holding Ltd. and Meuwly's Artisan Food Market, Secretary

2.3 Streetscape & Beautification Committee

Garner Beggs, Chair

David Boroditsky

Glendon Tan

Sarah Proudlock

Seble Isaac, Tiramisu Bistro

2.4 Marketing and Events Committee

- Terry Synyshyn, Chair
- Glendon Tan
- Kris Cromwell
- David Boroditsky
- Marie Olah, Lando Gallery

2.5 Office Staff

- Jeff McLaren, Executive Director
- Judy Smith, Office Administrator



3 MEMBER RELATIONS

3.1 Communication with Members

The 124 Street Business Improvement Area (BIA) (Business Association) engages and maintains constant communication with its membership through a variety of means including monthly newsletters, email, website members area, Facebook, Twitter, Annual Open House, Annual General Meeting, business mixers, phone calls, meetings, and in-person visits. Due to COVID-19, starting March 2020 all interactions with members moved to online and telephone calls. The Annual Open House was cancelled, and the Annual General Meeting was held online. Most of the communications to members was centered around disseminating information that was sent out by the City of Edmonton, Government of Alberta, and Government of Canada. Where grants and assistance of any kind became available for businesses, the BIA made sure the membership was informed.

3.2 Annual General Meeting

Due to COVID-19, the 2020 Annual General Meeting (AGM) was held virtually on October 21, 2020. The proposed 2021 Budget and 2021 Board of Directors nominations were approved by the 124 Street BIA membership. Approximately 20 persons attended the virtual AGM.

At the AGM, the Chair of the Board announced that Jeff McLaren, Executive Director and Judy Smith, Office Administrator for the 124 Street BIA were moving on from their roles. The Chair, on behalf of the Board and membership, thanked them for all their years of service and wished them both best.

4 STREETScape & BEAUTIFICATION PROGRAM

The 124 Street BIA generally takes a number of streetscape and beautification initiatives to improve the overall aesthetics, functionality, cleanliness, safety, and pedestrian-friendliness of 124 Street to attract and enhance the overall experience of patrons in the area. In 2020, with Covid-19 and the lockdown, some initiatives were put on hold, reduced, or postponed.

4.1 Mural Program

In 2020, the mural projects planned were postponed due to the pandemic and the lockdown that followed afterwards. The 124 Street BIA plans to work with Rust Magic International Mural Festival in 2021 to complete mural projects that were put on hold in 2020.

4.2 Summer Beautification Program

In 2020, the 124 Street BIA partook in the City of Edmonton, “Bloomin Boulevards” Program. Due to the pandemic, orders for hanging flower baskets were cut in half. Therefore, only 53 hanging flower baskets (\$10,665) were placed on each corner of 124 Street and along the entrances to the BIA (Jasper Avenue to 111 Avenue). An additional two flower planters (\$600) were installed in Helen Nolan Park

(12327 108 Avenue). Businesses in the 124 Street BIA purchased nine hanging flower baskets and five flower barrels (a decrease from 44 purchased in 2019) to make a total of 67 (decrease from 156 purchased in 2019) flower barrels and hanging baskets purchased by both the BIA and its business members to beautify the 124 Street BIA.



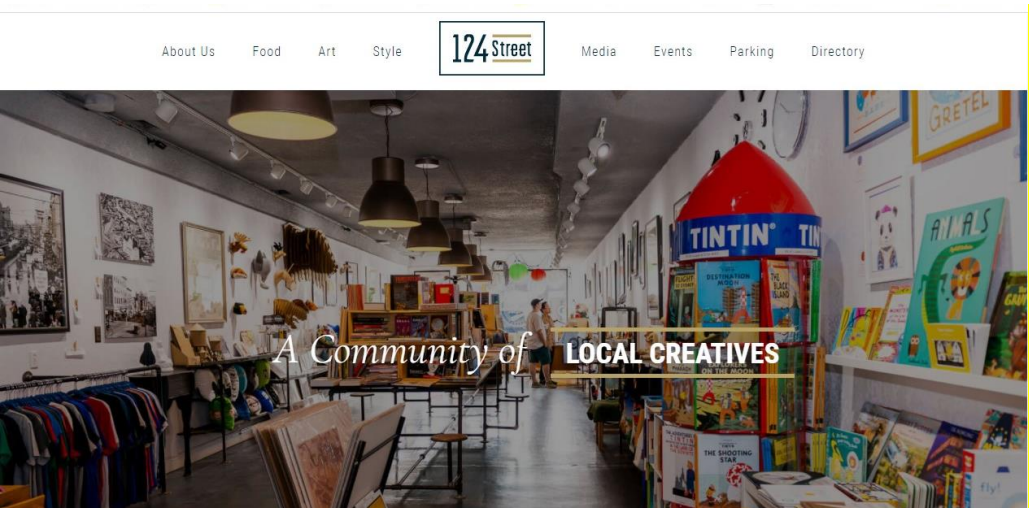
4.3 Winter Beautification Program

As part of the 124 Street BIA’s continuing winter beautification program, 10 pots (down from 32 purchased in 2019) with evergreens and decorated with lights, were installed on the east and west of Helen Nolan Park (\$2,430).



5 MARKETING PROGRAM

In 2020, the 124 Street BIA continued its marketing strategy of employing primarily a social media and web-based marketing strategy over traditional forms of marketing such as radio and print. Covid-19 lockdowns made social media and web-based strategy vital and valuable in 2020.



5.1 Social Media

The 124 Street BIA manages the following social media platforms of Facebook, Twitter, Instagram, and a digital Newsletter to market and promote the 124 Street BIA to the respective target audiences. These accounts are managed and monitored daily through ongoing engagement and promotional campaigns by social media marketing contractors (\$33,844) and augmented with post promotions to increase audience reach (\$7,422).

Overall, the BIA saw an increase its followers and audience reach over previous years. We increased our promotional push on social media because of COVID-19 lockdown and more people turning to social media for information.

The following are our platforms employed:

Twitter

Followers increased to over 15,600 from 15,131 in 2019 (~3% increase)

Facebook

Followers increased to 14,379 from 13,320 from 2019 (~8% increase)

Instagram

Followers increased to 9,695 from 6,649 in 2019 (~46% increase)

Digital Newsletter

Subscribers increased to 1,769 from 1,571 in 2019 (~13% increase)

5.2 Print

To reinforce the 124 Street brand and remind Edmontonian that businesses in the 124 Street and Area were open despite COVID-19 lockdown, the BIA continued to maintain a modest print marketing presence in the publication of the Info Edmonton City Guide and in three issues (March/April, July/August, November/December) of The Tomato magazine (\$8,793.85). Also, ads were placed in 4 issues each of the surrounding community newsletters/magazines of the Westmount Window and The Yards (\$3,470).



A Destination for **STYLE**

STAND OUT FROM THE CROWD

Our local independent boutiques and shops are still open, serving you in safe and creative ways. Options range from high-end fashion and salons to elegant home décor and gift emporiums to keep you looking, feeling, and living your best. Your continued support of 124 Street is greatly appreciated!

Experience creative at [124STREET.CA](https://124street.ca)

124 Street

5.3 Radio

The 124 Street BIA ran two different 30 second ads in 40 radio spots during November and December 2020 for a total cost of \$2,800. The on-air campaign had favorable reach of 92,000 people over 40 occasions.

6 EVENTS PROGRAM

The 124 Street BIA has always been strategic in sponsoring and hosting a few key community events within the BIA. In the past, these events were successful in bringing awareness and people to the BIA, facilitated cross-promotional marketing and branding opportunities, enhanced community relations and partnerships, and strengthened the 124 Street brand as a vibrant destination and shopping district. In 2020, under the directive of public health leaders, the 124 Street BIA made the decision to cancel all community events it sponsors and hosts including Make Music Edmonton, and All is Bright on 124.

Budget that was allocated to the 2020 Make Music Edmonton (\$5,000) and All is Bright on 124 Street (\$15,000) was reallocated to the 2021 budget cycle. Edmonton Art Council has allowed the 124 Street BIA to keep the \$15,400 awarded in 2020 to use for the 2021 All is Bright on 124. The 124 Street BIA is currently planning the All is Bright on 124 to take place in November 2021.

7 ONGOING ACTIVITIES

7.1 Community Partnerships

Community relationships are integral to the success of the 124 Street BIA. As such, the 124 Street BIA is actively engaged with various community stakeholders such as the Westmount Community League, Oliver Community League, Groat Estates Residential Association, and the City of Edmonton on an ongoing basis.

7.2 Advocacy

The 124 Street BIA staff and Board members meet regularly with City of Edmonton staff and Ward 6 Councillor Scott McKeen to advocate for the BIA on various issues including City construction projects, streetscape maintenance, parking, zoning, planning, infill developments, and permitting.

7.3 Business Recruitment and Retention

The 124 Street BIA is continuously engaged in the recruitment of businesses to locate to 124 Street. Specifically, the BIA maintains an updated vacant space and contact information inventory, responds to numerous inquiries about leasing and real estate opportunities, targets specifically identified businesses to locate to 124 Street, and facilitates communication between potential business proprietors and property owners/managers. According to the 124 Street BIA Economic Indicators 2020 Report (attached), 45 new businesses opened within the 124 Street BIA in 2020 but a decrease of 21 in

total licensed businesses from 2020 (total 289) compared to 2019 (total 310). This decrease is understandable as businesses were deeply impacted by COVID-19 and the lockdown that ensued.

8 EXTERNAL COMMITTEES AND MEETINGS

The 124 Street BIA Executive Director, Jeff McLaren, represented the BIA on a couple of external committees including the following:

8.1 BIA Council

The Executive Directors of the 13 BIA's within Edmonton meet approximately every six weeks to discuss mutual issues and concerns regarding BIA's. The members of the BIA Council work together to promote BIA's and to find solutions to continue to support the work of the various BIA's.

8.2 Valley Line West LRT Citizen Working Group

The Valley Line West LRT Citizen Working Groups consist of neighbourhood-based groups representing a cross-section of respective communities/stakeholders that are located along the Valley Line West LRT route. The purpose of these groups is to facilitate engagement between community stakeholders and the City of Edmonton including information-sharing and dialogue; support the identification of issues, opportunities, and concerns; and seek opportunities to minimize and mitigate impacts related to detailed design and construction. The Executive Director and the Treasurer of the 124 Street BIA were part of this working group.