



# Beverly Business Association

## 2020 ANNUAL REPORT

Live, work & play in Beverly

EVENTS SHOP FOOD ACTIVITIES

The graphic features a teal wheel icon in the top right corner. Below it are four circular images: a group of people at an outdoor event, a person at a shop counter, a large burger, and a person playing basketball on a court. The background is a yellow gradient.

# Impact of COVID 19 on Businesses in Beverly

How did small businesses modify to the economic disruptions? How long did businesses expect the crisis to last, and how do outlooks affect their decisions?

In addition to its bearing on the public's health, **COVID-19** triggered a major economic shockwave. The effects have been devastating to a large majority of businesses. Though, some business successfully pivoted and are weathering the **COVID** storm, others were forced to close for many weeks. Now re-opened but are economically hurting. For some businesses the future is uncertain. As well the downfall in Alberta's economy has had an adverse effect in Beverly.

While some BIA's in Edmonton are holding status quo on their levy's in 2021, many reduced their levy's while endeavoring to provide the same benefit and value to the membership.

The reality is, we have to do more to provide value and assist businesses in becoming successful for less. In 2021, we reduced the levy from **\$106,000** back to **\$96,000**.

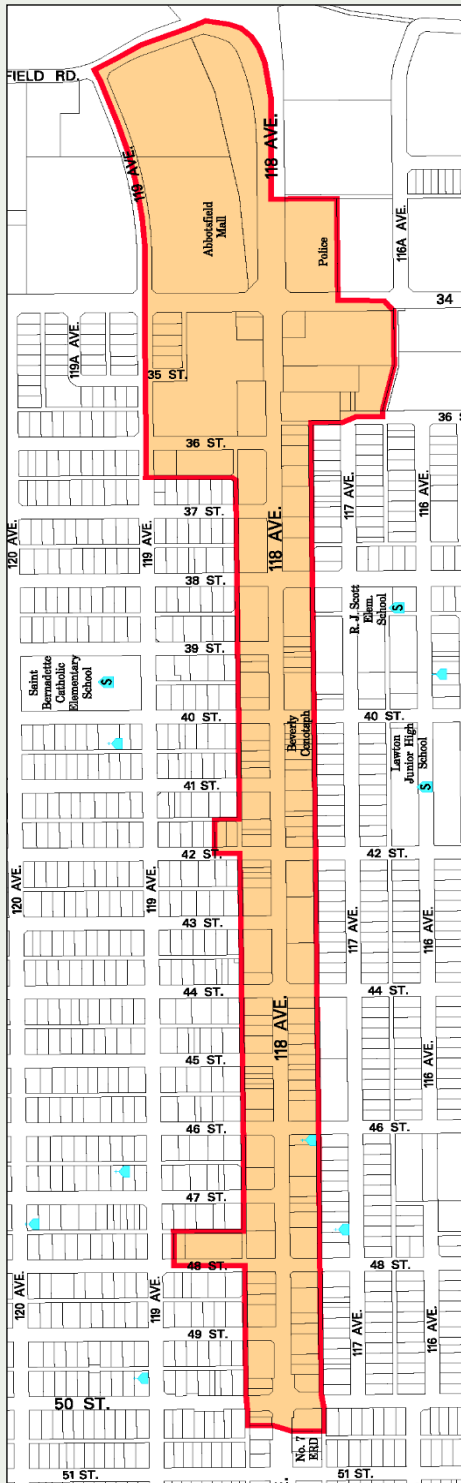
2020 has brought unique challenges to conducting the BIA operations, we have used it as an opportunity to innovate and find new ways to bring value the member services

The Beverly Business Association endeavored to assist its members in providing as much **COVID 19** support through our website and mailchimp platforms, and many one on one phone conversations.

**As a result of COVID 19 the Business Associations was forced to cancel the seasonal events, including:**

- The "membership" annual Golf Tournament which takes place at Rundle Park Golf Course (CLOSED for 2020)
- Annual Beverly Pancake Breakfast which usually serves up to 1000 patrons
- Beverly Historical Society's annual historic Carriage Rides of Beverly, supported by the BIA
- Annual Dining week in Beverly Promotion to promote the restaurants





## History

The Beverly Business Association (BBA) was incorporated on September 12, 1995 under the authority of the Municipal Government Act of Alberta and The City of Edmonton Bylaw #11083 and amended by bylaw #13919 representing approximately 130 business members on 118<sup>th</sup> Avenue between 30<sup>th</sup> and 51<sup>st</sup> Street.

## Mission Statement – Revised 2020

Creating a vibrant, robust business area and community through promotion, initiatives and partnership.

### Noble Purpose

Building a stronger Beverly

### Our Values

The Beverly Business Association is focused on the growth, development and longevity of the Beverly and surrounding area. We are committed to fostering an ongoing working partnership with our businesses, residents and partners. Through this we are able to create opportunities to grow, enhance and improve the areas we live and work in.

### Member Service

Serving our member businesses through providing resources/support, training/mentoring and networking opportunities the Beverly Business Association is committed to the sustainability of our member businesses and our community.

### Innovation

Embracing a spirit of innovation creates opportunities for the Beverly Business Association to support local business, uncover development opportunities and supports our goal of making Beverly a destination for businesses, tourism and future development.

### Community

At the Beverly Business Association we embrace our social responsibility and welcome opportunities to be active contributors in the surrounding neighborhoods. Through connecting residents and businesses and supporting local initiatives focused on the betterment of our community.

**Prosperity** It is one of our priorities to help foster a spirit of prosperity here in the greater Beverly area. Through development, innovation, investment and member service the Beverly Business Association is committed to supporting the long term development and success of the community and business area.

# New “10 Year” Strategic Business Plan

This past year the Beverly Business Association undertook the work of developing a new 10 year Strategic Business Plan for the future sustainability for the BIA, broken down into 3 year segments

## Strategic Road Map – Beverly Business Association

### Horizon 1 – 2021-2024 Keys to Success

- Partnerships
  - Establish and enhance current and new partnerships with developers and realtors.
  - Seek out new partnership opportunities with local businesses, BIA's, U of A School of Business , STEP, Street Ambassador
- Re-Brand/Re-Launch
  - Complete Beverly Business Association re-brand initiatives
  - Refresh of Welcome Book for new businesses
  - BIA Awareness Campaign
  - Launch of new website
  - Development of Social Media Strategy
- Business Support
  - Review and enhance Business Resource Center on website

### Horizon 2 – 2025 – 2028 Keys to Success

- Partnerships
- Beverly Business Association Marketing Initiative
- Government Relations
  - Work with BIA Council on lobbying City of Edmonton to include non-traditional businesses operating within BIA (i.e. Apartment buildings)
- Value Add Programs for member businesses
  - Review, enhance/develop current and new initiatives to provide value add for businesses within business association area.

### Horizon 3 – 2028-2031 Keys to Success

- Partnerships
  - Continuation of partnership initiatives with focus on value add to businesses within business association area
- Value Add Programs/Business Support
  - Seeking out new opportunities and partnerships that will provide support and add value to member businesses through various channels (website, social media, and education resources)

### Aspirational Targets 2031

- Solidify the Business Association as a sustainable BIA creating long-term value for our membership and stakeholders, while helping to provide a supportable path for local economy.
- Increase business membership from 135 to 175

# Beverly Business Association Rebranding and Revitalization

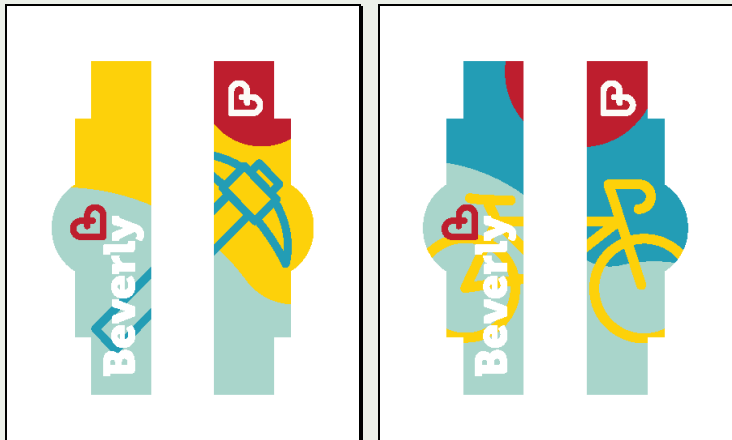
Work extended to Sept 2021 due to COVID 19

Beverly Business Association commenced an extensive branding and revitalization project in 2019. The project was undertaken as part of CARES grant program through the Government of Alberta. The service providers are *Wild Heart Collective* and *Destroy the Box who are Consulting* to create and execute a vibrant marketing and brand implementation strategy to promote the businesses and neighbourhood of Beverly as a place to live and grow.

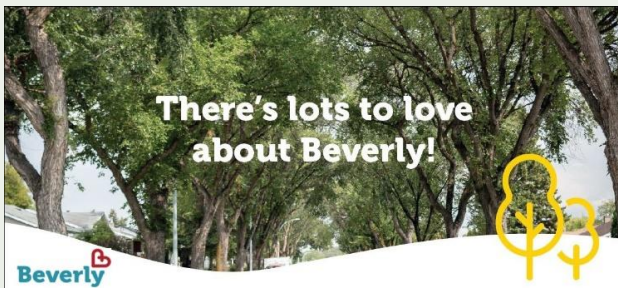
This will include an accessible web and branding strategy, as well as an events marketing strategy. The detailed schedule of work, timelines and a phased approach for the proposal are as follows;

1. Begin work June 2019
2. Work to finish approx. Oct 2020 extended to Sept 2021 due to COVID 19
3. Timelines could shift depending on efficiencies or changing needs of project.
4. Grant Received \$58,100 and BBA to match at \$58,100

## New Street Pageantry



## All Beverly Inclusive Website



## Street Blades to Reflect New Branding



## Economic Development

**Riverview Crossing** is undergoing a multi- year major transformation. With a newly renovated main floor and food court, with more exciting updates on the way, including 2 (six) story seniors residences with underground parking



Riverview Crossing



Work began on two (6) story seniors residences in November



EPL has relocated inside Riverview Crossing

### New Development finished



Construction is complete at **4412 – 118 Ave**. Construct a 2 bay commercial building as a “design build” to be sold as one piece or individually. The owner is actively recruiting businesses to purchase or lease. This lot was vacant for many years



This property at **4819 -118 Ave** sat vacant for many years. The new owners have completely redeveloped it into 3 new bays. The owners took advantage of both the **SIP and DIP programs**.

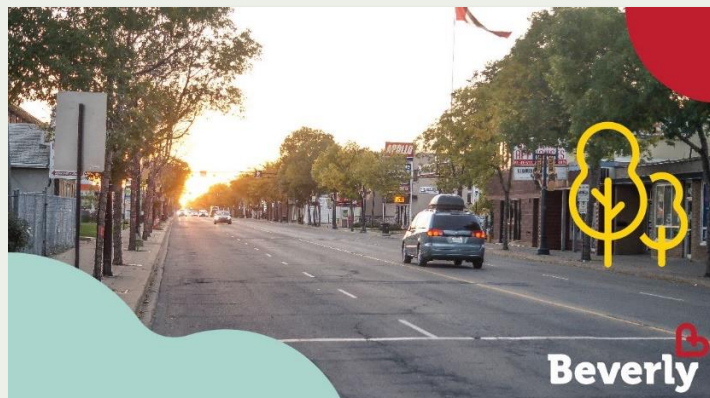
## Safe Streets - 2020

### Effects of COVID 19 and housing the vulnerable population in Edmonton Expo Centre on greater Beverly

The Area and business strip saw an intense increase in the vulnerable population over the period while housed in the Expo Centre. The local EPS N.E. beat team were kept very busy as the number of call to service stats were amplified intensely. Although Beverly saw much less numbers while compared to other BIA's during the summer, we saw a week long encampment located in historic Beverly Cenotaph Park. Once the Expo Centre was closed EPS calls to service returned to more typical numbers.

### The BIA's partnership with the N.E. EPS Beverly Beats & Partners

- a. Partner with Edmonton Police Service to ensure that the number of beat officers is maintained or increased to ensure police visibility on the Avenue.
- b. Work with civic and provincial government departments and business/property owners to minimize negative and unsafe activity.
- c. Negotiate the replacement of highway lighting with commercial and pedestrian lighting, as well as lighting on trees along 118<sup>th</sup> Avenue from 32 – 38 Streets with road rehabilitation, similar to 38 St - 50 St.
- d. Encourage businesses to maintain a safe, clean and inviting storefront.
- e. Encourage Community neighborhood patrols by having accurate information available regarding establishments and operations.





## Beautification:

In 2020 the Beverly Business Association initiated two litter programs

1. Litter Squad - Fundraiser for the 26th St. Peters Scouts
2. Edmonton Youth Attendance Centre- Community Programs

Due to COVID 19 both programs were cancelled

In its place

### Clean Sweep of Beverly

The Business Association offers a massive huge thank you to Cross Point Church and all the wonderful volunteers. Riverview Crossing, for providing space. Candora Society, Boston Pizza Beverly, the Italian Bakery and Capital City Clean-up for supplying/ organizing / participating in a "clean sweep" of Beverly in June. Cannot express our heartfelt thanks enough!





## 100th Beverly Remembrance Cenotaph Observance



### Military flyover at Edmonton's Beverly Cenotaph Remembrance Day

Three CH-146 Griffons from the 408 Tactical Helicopter Squadron flew over the Remembrance Ceremony

This year marked the **100th Remembrance Day** at the Beverly Memorial Cenotaph. The ceremony, which usually includes a church ceremony and parade, was held by invitation only.

For the first time, the event was shown on Global TV's Facebook, the Beverly Cenotaph Facebook and the Business Association Facebook page with close to 1,900 views. The **2020 Beverly Remembrance Cenotaph Ceremony** took on a very different look due to COVID 19. The event was attended by social distant attendees outside the fenced park, with 18 dignitaries allowed inside the park.

**We thank EPS for handling security and road closures and the dedicated Cenotaph Remembrance Committee for their loyalty to making this a very special day to remember**



# BEVERLY TOWNE FARMERS' MARKET

An Alberta Agriculture Approved Farmers' Market



What's special about this farmers' market?

Beverly Farmers' Market offers over 35 local farmers, growers, producers & artisan craftsmen that bring a tremendous variety of high quality and speciality local produce and crafts.

Despite challenging COVID Conditions, 2020 saw the 24<sup>th</sup> year of Beverly's annual Farmers Market increase its patron base, 25% – 30%. The market moved locations from the parking lot of the Drake Hotel to the parking lot at Riverview Crossing. This provided ample parking and additional elbow room for vendors and customers.

Market Manager, Cornel Rusnak's strict COVID SECURE PLAN, as outlined by Government Guidance permitted a safe market environment for both the public and market vendor's.

Mr. Rusnak's market stewardship provides consistent leadership and direction for the continued success of Beverly's popular seasonal market.

Our gratitude to Mr. Rusnak for he's continued work and to Riverview Crossing Centre for permitting the market to operate on their property.

## Street Ambassador Program

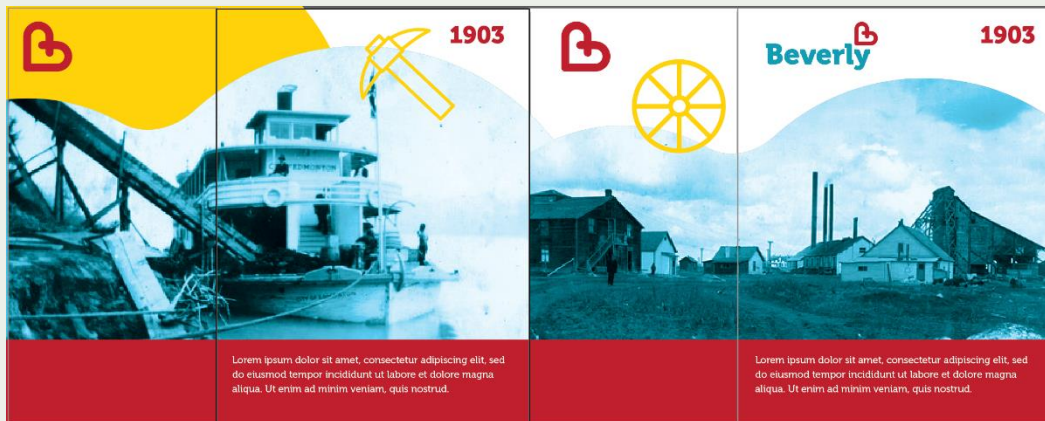
The Beverly Business Association, began work on an Impact Assessment and Business Recruitment / Retention project.

The Beverly Business Association pursued a partnership with the **North Edge BIA YEG#ambassador** program connecting all the various stakeholders contained. We want to gain greater knowledge in pursuing a benchmark position, as to where the area is at economically. Potentially the goal would be to achieve recommendations on how to establish a productive business recruitment and retention strategy.

Not unlike many BIA's, a suitable long term BRR program is non-existent for the Beverly Business Association and as the area comes to terms with the impact of COVID 19, and the long road to recovery, its critical for the economic sustainability of the area, and the BIA itself.

## Utility Box wrap and Branding Project

In 2019, we undertook a project to wrap historical image's on the utility boxes on 118 Ave as part of the overall rebranding of the Beverly area. There is the potential to wrap 14 boxes. This serves two purposes, one to serve as a picture history of some Beverly structures that once existed, and two, to serve as an anti-graffiti initiative. **Due to COVID 19 this project is pushed to 2021**



## Making Edmonton Digital Program



Consumer patterns have shifted to include more online spending. While many consumers prefer to support local businesses and Canadian products, the modern urban lifestyle often prioritizes the convenience of an online experience. Compounded by COVID-19 closures and ongoing restrictions, the need to have a robust online presence has never been more urgent.

In 2020 we were fortunate to be able to partner with the **University Of Alberta School Of Business** and **the City of Edmonton** to offer **Making Edmonton Digital**. A program that empowers businesses to adopt digital technology in their business through one on one assistance and accessible online tools, in collaboration with Digital Main Street.

Digital Main Street is an online platform that offers a variety of tools of digital assessment, transformation courses and workshops. The program is funded through the City of Edmonton. In addition to Digital Main Street services, the program will give you access to the Digital Service Team, who will offer 10 hours of digital consulting; creating transformation plans to small businesses through working with an interdisciplinary team of marketing professionals, web designers and creators. This team will offer tailor made plans for deep digital transformation and give each business owner the tools to maintain their upgraded online presence. These transformation plans will help to create new businesses models, develop and implement digital marketing strategies; maximize digital tools and more. The Digital Service Teams program will provide free and direct support to businesses, while providing on the job training to the teams of students and recent graduates.





## In Closing

We thank the work of our volunteer Board of Directors the support from our partners and members of the Business Improvement Area, the COE Local Economy Economic and Environmental Sustainability Team.

We thank Ward 7(Metis) Councilor Tony Caterina, and Rocco Caterina for their assistance and support during 2020. We express our gratitude to the Mayor and City Council, COE events. MLA Deron Bilous and Member of Parliament, Kerry Diotte for their continued support.

**Wes Robson - Director**

**Dr. Darryl Tkachyk – 2020 Board Chair**

**Beverly Business Association**

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### 2020 - Board of Directors

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