

EDMONTON
KINGSWAY



**2020
ANNUAL REPORT**





It starts right here!



Kingsway District Association
11810 Kingsway
Edmonton, AB T5G 0X5
www.edmontonkingsway.com



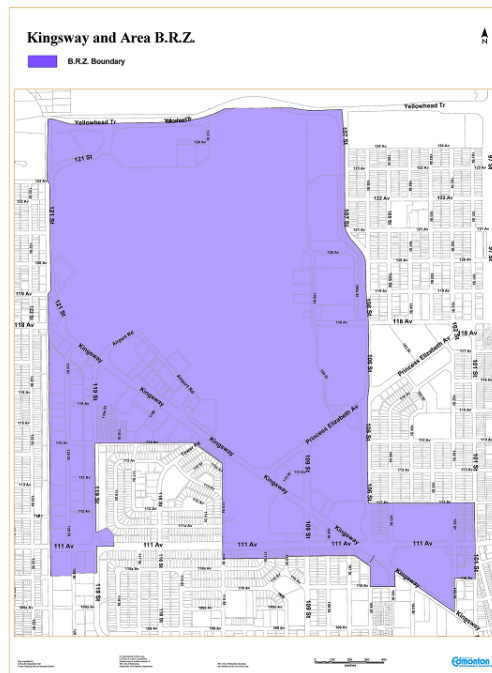


IT STARTS RIGHT HERE!

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EDMONTON KINGSWAY DISTRICT





MISSION STATEMENT

To be Western Canada's Health and Wellness Destination.

GOALS

In 2013 we focused on Kingsway District being a Medical, Health and Wellness Destination for Western Canada

We will continue to:

- Work on Enhancement Projects for Edmonton Kingsway
- We will use marketing and partnerships to grow development

ASSOCIATION LEGAL PROFILE

The Edmonton Kingsway Revitalization Zone (BRZ) was established by a City of Edmonton Bylaw on November 10, 1987. The name changed to Business Improvement Area (BIA) in December of 2016.

The Association represents and serves those assessed for business tax located within the geographical boundaries stated below. The City's official Kingsway Business Association Bylaw #8621 (as amended).

- Kingsway starting at 101 Street continuing Northwest and ending at the North and Southbound railway tracks, including those properties fronting both the South and North side of that portion of Kingsway
- The North and Southbound railway tracks starting at Kingsway Avenue continuing North and ending at the Yellowhead Trail, including those properties fronting the East side of this portion of the railway tracks
- Yellowhead Trail starting at the North – Southbound railway tracks and continuing East ending at 107 Street including those properties fronting the South side of that portion of the Yellowhead Trail
- 107 Street starting at the Yellowhead Trail and continuing South to 120 Avenue where it branches into 106 Street, continuing South on 106 Street and ending at Kingsway Avenue, including those properties fronting the West side of those portions of 106 Street and 107 Street

The members of the Board of Directors are appointed by City Council. Board members represent large and small businesses within the BIA.



2019/20 BOARD OF DIRECTORS

**SCOTT WHITLOW
(CHAIR)**
Kingsway Business Centre



JOSEPH GEBRAN
McDonalds



SCOTT MATTULI
Daytona Homes



SHAWN FRENCH
R.C.M.P. K Division



BOB LAMOUREUX
EnviroTech Aviation Inc.



AL HENRY
View Office Technology



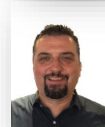
MICHAEL SHANDRO
Best Western Plus
City Centre Inn



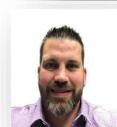
**CORRY VAN DEN
BRINK**
Kingsway Mall



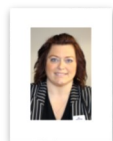
GORGE TRENCEVSKI
B Street Bar



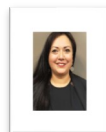
**BRANDON
DURSTLING**
Royal Alexandra Hospital



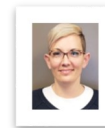
KDA STAFF



ELLIE SASSEVILLE
Executive Director



COLLEEN BULL
Executive Assistant



ALICE FUNK
MARKETING COORDINATOR

EXECUTIVE DIRECTORS MESSAGE

2020 – Executive Directors Message



AS 2020 came to a close like many others I found myself saying good riddance, but then I realized that is wasn't all bad. The past year has taught us lessons about humility, resilience , family and the need to work together as a community.

The entire world had to change how we do business, how we communicate from face to face to virtual. What is important and the value of strong relationships, partnerships and marketing ourselves and our business to set us a part from others. I am Optimistic but will remain cautious as we start to make our way towards the new year and what that holds.

I do want to reflect on 2020 and what our association was able to do and how we were able to support the businesses within the Kingsway area. We managed to re-focus ourselves, take our luncheon learn series to a virtual format, we explored more technology than our BIA had ever experienced in the past. We pivoted our operations to allow our staff to work remotely in order to keep them safe. We have learned the value of having excellent contact information for our own members and accessibility to our businesses and partnership as we looked for ways to support each other through this pandemic. Not every business survived 2020, but for those who were lucky enough hang on I am sure they will face further challenges in 2021.

Our association has made a significant change and a commitment to see us operate and do more with less in 2021, just like many businesses will have to do. We managed to run almost all of our annual program and even added a couple small virtual or drive thru events to support our local Businesses. In fact we have decreased our levy for 2021 in an effort to help our business members.

The association has truly learned that shopping local matters and shopping local doesn't have to mean shopping small! I personally have learned the value of a strong dedicated engaged board and how that is critical in times of crisis. I cant say enough positive things about the dedication of the 2020 Board of Directors for the Kingsway District Association and I am proud to work for this organization.

Ellie Sasseville

Executive Director



BLATCHFORD UPDATES AND PROGRESS 2014-2020



The Blatchford Redevelopment is in full swing as construction and builder selection has turned to actual buildings going in! This year, we saw the installation of roads, walkways and curbs in Stage One. The district energy centre was completed in late summer on the site and our focus has turned to the builders putting in homes and selling the residential lots.

Blatchford will have a mix of custom designed streets, sidewalks and boulevards to create a safe and comfortable experience for residents and visitors. Also included in the first stage of development is a linear park with community gardens, a playground, fruit orchard, plaza, event area, and much more!

The chance for Edmontonians to call Blatchford home is getting closer every day! The Blatchford builder selection process reached its next milestone and the developers are now constructing homes and in the process of selling the lots to potential residents.

In 2020 the Blatchford project received the Sustainable Communities Award from the Sustainable Community Conference!



ENERGIZING KDA

In 2020 we continued to see member engagement but it was to assist with educating on where to buy PPE local, how to apply for grants and funding and while the topics were tough we were happy to be able to assist many businesses

COMMUNICATION & MARKETING PLANS

In 2020 we really had to re evaluate our marketing plans and activities and shift our focus to on line marketing activities. We were still able to achieve many of our annual marketing projects such as ;

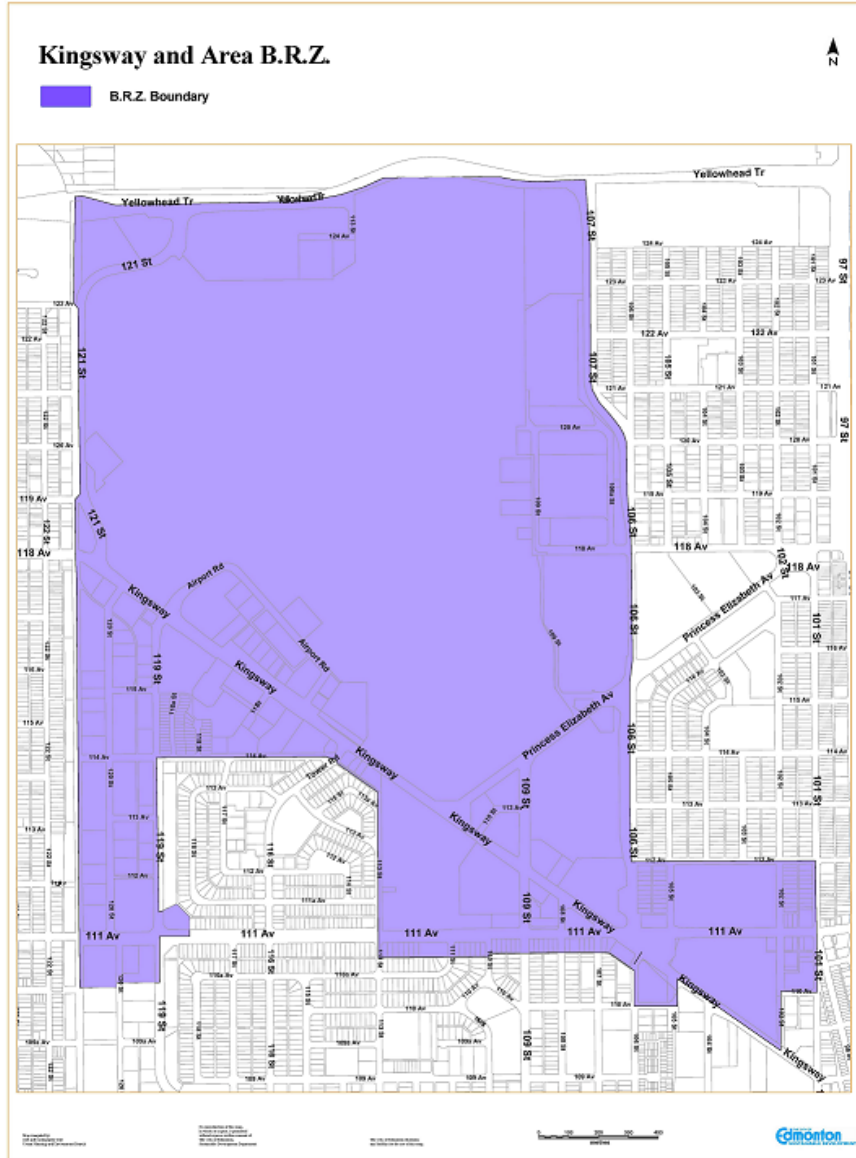
- Advertising directory produced and we did not print it we rather did electronic versions
- Quarterly newsletter– featuring members - ongoing and we did print some in house but majority was virtual
- Weekly Connector (web based news updates)
- A new members only section on our website –this was utilized so much in 2020 as it was the only way to advertise our members
- Radio ads became a large part of our marketing strategy in 2020 to reach potential customers
- Committed to daily tweets for businesses

INFORMATION SHARING

The KDA has seen direct benefits from sharing information with other groups and organizations. We partner with groups interested in a healthy community. Some of the organizations we align with are;

Edmonton Public Schools
City of Edmonton
Boyle Street
Food Bank
Santa's Anonymous
Valour Place
McDougall House
Royal Alex Hospital Foundations
Glenrose Rehabilitation Hospital Foundation
Edmonton Police Service
Prostate Cancer Canada

Edmonton Prospects
Hope Mission
Edmonton BIA's
Edmonton Oil Kings/Oilers
Edmonton Eskimos
NAIT
Aviation Museum
RCMP
Great Neighborhoods
Norwood Centre
Reach Edmonton





MOVING FORWARD

The Board moved to work on enhancing our own community profile

- The Board approved the recommended Board Promise—“To be Edmonton and Western Canada’s Medical, Health and Wellness Destination” .
- The Board worked to be more visible and expand our online reach
- The Board worked to include more community partners
- The KDA will work with all its members, local organizations and groups to better serve the new brand, the message and to promote Edmonton Kingsway as a destination for tourism and business.

The KDA continues to promote the use of our Trade Marking tag line “It Starts Right Here”! This is now used in many Kingsway area ads and by members.

The KDA has moved along very quickly with our new mandate and our renewed commitments to members. The new look and new direction is complete and has seen us moving forward. I am very excited to see all the projects we committed to being completed on time and on budget.

We are confident we are meeting the needs of our members as we have seen the level of support continue to grow from members, partners and other organizations. We will work to continue to create opportunities in our district.

The Kingsway Tourism Map went out in 2020! This map was designed in house to support tourism and visitors here for medical appointments. The map includes a welcome message, and it contains coupons to several businesses in our district.



New in 2020 was our Shopping bags to hand out to keep us top of mind, the bag was full of coupons for shoppers to help keep money in the Kingsway area during these trying times. We ran more on line ads than ever before and have had to adapt to a new digital time like never before. We are focused on Digital Edmonton and getting all our members on line and familiar with e commerce platforms.



PROMOTING EDMONTON KINGSWAY

“Edmonton Kingsway” is the term that we use when marketing the businesses within the Kingsway District Association. The KDA focus in 2019 was to continue to improve Member Services and Communication. With a section for more personal member sharing on our website. We have also begun a more active role in business recruitment to the area.



SOCIAL MEDIA

Since launching KDA Social Media in 2012, our Facebook and Twitter followers have steadily increased. We send daily tweets featuring lunch specials at our restaurants and events in the area. We did continue to work in 2020 to connect all our members to each other. We reached 1,800 followers in 2019, and surpassed 2000 in 2020!



QR CODE

Edmonton Kingsway has a QR Code that we place on all our ads and business cards. Quick access to our website is available by scanning this code.

WEBSITE – EDMONTONKINGSWAY.COM

Our website has been a great asset to our organization. The website was launched as mobile friendly in 2012. All our members are listed on our website along with a listing of events, and pertinent information. In 2017 our website was redesigned yet again to meet with the needs. This was a significant investment. We are committed to continue to invest in this technology. In 2020 the Kingsway District Association advertised and promoted the Edmonton Kingsway area through our usual activities as well as many new on line!

- Edmonton Visitors Guide
- Yellowhead It! Magazine and website (circulation 175,000)
- Country City Guide
- Produced our own KDA Newsletter with specific feature sections
- T8N Magazine
- Yellowknife, through the Chamber of Commerce



We continue to target Northern Alberta , the NWT and beyond as our target markets.

- New in 2020 we dedicated some time and money to radio ads to reach communities outside the city our North and encourage people to come shop Kingsway while in Edmonton.
- Stronger promotion of businesses that were open

PROMOTING EDMONTON KINGSWAY

WEBSITE – EDMONTONKINGSWAY.COM

While we worked to enhance our on line services we added a partnership with all the BIA's and the U of A to have our members be a part of Making Edmonton Digital. A program designed to help businesses pivot and get e-commerce or on line and generate revenue during lock downs or limited customer capacities.



We marketed Patios like never before when they became the only real way for many restaurants to remain open in the summer and meet social distancing rules



We ran marketing campaigns on businesses selling PPE local in our district





COVID 19

COVID 19

The Spring of 2020 brought change as we moved quickly to become an on line based operation and remote! With the pandemic we were forced to cancel all travel and in person meetings. We found ourselves pivoting to become a COVID 19 Resource Hub for members and a slew of new priorities meant new projects and direction.

We launched on March 16th a KDA Crisis & Communication Strategy for our own offices and staff, we then focused on the need for our members to have the very same information and access to public health orders and recommendations.

We focused on PPE supplies for our members and even handed it out through our office to businesses, we launched a PPE clean up program as we saw the shift in trash to more of the masks and gloves being discarded in shopping carts and in parking lots. We launched the ambassador in the store program poster campaign to help people see security as ambassador's to guide customers as opposed to having customers suddenly feel unsafe.

The KDA worked with the Edmonton BIA Council and the Alberta BIA Alliance to lobby for relief for business in everything from;

- Tax levies
- WCB payments
- PPE supplies (grants)
- Business Grants to support members
- Marketing strategies to keep businesses open
- On line services and Curb side pick up
- Grants to help businesses get on line and set up E commerce
- Campaigns to encourage Shopping local
- Staff education around safety in the work place for members
- Created outdoor social distance style events to support business
- Created our own neighborhood social distance road signage and sidewalk signs.



EDMONTON KINGSWAY ENHANCEMENTS - BEAUTIFICATION

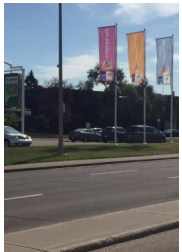
FLOWER BARRELS ON KINGSWAY



2020 was the twelfth year that the Kingsway District Association participated in the “Communities in Bloom Flower Barrel Program.” The KDA placed the colorful flower barrels in strategic locations, to enhance the experience of people coming into the Edmonton Kingsway Area, whether they drove on our streets, rode the bus or walked on our sidewalks the response from the local communities was very positive. Most felt that the flowers were welcoming, friendly and gave the atmosphere of a place well cared for. Each year this program expands as more businesses become involved and purchase barrels for their own locations. While the pandemic created some challenges we still did put out the barrels.



The KDA also did a Christmas Barrel program, but in 2020 we opted to have them upgraded at no cost to members and provide the larger more festive barrels. With the pandemic and how challenging things had been we were eager to do anything to add to the festivity of the holiday season in the area.

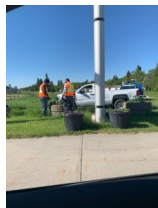


FLAGS ON KINGSWAY

Kingsway flew its flags proudly in 2020. The KDA continues to have the largest display of independent flags in Edmonton. We will be looking to do some additional upgrades in 2021 as some are a bit worn and tired so a new design will be needed.

CLEAN-UP - KINGSWAY

The Kingsway District Association continues to have our members participate in our summer 15 minute to clean challenge! Everyone who participates is rewarded with a great barbeque but with the pandemic this year we provided a different experience to members who participated. We gave away hand sanitizers and the stands to lucky businesses who participated. The clean up this year included PPE and posters to educate the public on putting PPE in its proper place. This clean up has been at an extra cost to businesses and even increased risks. So we spent a lot of time on campaigns to support businesses through clean up of PPE and grounds.



2020 ENHANCEMENTS

MEMBER ENHANCEMENTS AND INFRA-STRUCTURE DEVELOPMENTS

In 2020 we saw change as we saw the Norwood expansion project plans really come to life with the construction of the now named “Gene Zwadesky Centre”. The new development will benefit our area in the future. The old Oilers building on Kingsway is being transformed into a new clinic that will open in 2021. There are great news with our Medical Health and Wellness goals for Kingsway.

Further in 2020, the KDA did not complete our more child friendly mural project due to the pandemic we will look to do this in 2021.

2020 was a year of the pandemic and yes we saw some businesses close but we also see development and will continue to advocate for business development and growth in our area. We will focus our recovery efforts in 2021 toward our Business retention and recruitment. The Road work we had been waiting for was all completed in the summer of 2020 and saw Kingsway completely resurfaced. This has made many of our infrastructure needs met and we are now only waiting for new lights along Kingsway to replace the old airport style lights. Those lights are a part of Blatchford and should be in future development plans in the coming years. The sidewalks around the Royal Alex hospital and along 101 and in spots were also completed. 105 repairs are on going as part of the Norwood expansion. Further development and road maintenance must stay top of mind as we see Blatchford continue an the Yellowhead Freeway conversion project move along and these both have the potential to increase area traffic and cause need for a more speedy renewal of roads and sidewalks.





ASSOCIATION ADVOCATES

KDA MEMBERS DEAL WITH HOMELESSNESS AND CRIME

In 2020, we maintained this group and did some work to keep us together and focused during 2020 and that was a challenge with the homeless population being so vulnerable to businesses.

The committee is still strong with 25 to 30 business representatives as well as members of EPS, Edmonton Transit Security and many social agencies. We will look for new programming in 2021 to support businesses and we will be looking to expand our loss prevention training with EPS and Members. The shelter services put in place by the City of Edmonton did help us mitigate some of the challenges the pandemic brought with the very vulnerable population and the need for them to have a space to be assisted with COVID testing and on going monitoring as well as supplies of PPE.

EPS Lead Community Town Hall Meeting

We had planned to have a second open forum with EPS again in 2020, but we were forced to cancel this in person style event. We did meet with EPS and a few of our businesses and board members to ensure we were advocating for services for the homelessness population and dealing with the opportunities criminals were getting as we were on lock downs and had limited traffic in the area. These were a real challenges for businesses in 2020 and we worked hard to advocate for more resources and general patrols to our area. We have maintained a very strong, proactive relationship with EPS.



ADVOCATES AND PARTNERS

LOCAL COMMUNITY LEAGUES

Our relationships with the four surrounding communities are very important to the KDA. The surrounding communities include: Prince Charles, Prince Rupert, Spruce Avenue and Westwood. Our goal is to share information and learn what is happening in their neighborhoods, be a liaison between them and the businesses, as well as listen to concerns that they may have and to support them in initiatives when we are able. Each of the community Leagues have a special area on our website and it can be found at www.edmon-tonkingsway.com (about page). We will continue to promote the community League's events on our website, and find ways to support their efforts.

SOCIAL MEDIA PARTNERS, NEW FOR 2020!

The KDA utilizes its resources to and dedicated so much time to social media and sharing other posts for COVID resources, open businesses, tips for open businesses and ways to access government relief or grants.



PARTNERSHIPS

Coffee with a Cop

In 2018 we began our Coffee With a Cop program in partnership with EPS and our Local McDonald's to bring our community members, business and police officers to share ideas and look for solutions to assist each other as community partners, this program was all but halted for 2020 with the pandemic we managed to have a couple of on line style meetings but will go back to a gathering format when safe to do so as the benefits of a local gathering place is of great value.





2020 EVENTS & PROGRAMS

SHOP AND STAY KINGSWAY CAMPAIGN

The KDA while we needed to focus on different events we still felt we needed to support our members and use the funds we had to support their efforts, we ran a Holiday Shop and Stay Campaign to promote Kingsway area shopping through the holidays, we designed a reusable shopping bag and had local merchants provide us with coupons to several businesses and even gift cards for stores and coffee even food to help support our businesses. The bags were valued at over \$100 each with them being handed out to anyone who checked into one of our 4 area hotels in November and December. We invested in marketing this campaign and our stores outside the City in areas around us to the North through radio ads and businesses organizations outside the city.

This pandemic really taught us the value of our members and our need to market ourselves as a shopping destination and that while some chain stores are larger and did do ok during most of the shut down. We did learn that essential businesses that are maybe chains or larger, are in most cases still locally owned and operated. They employ hundreds of people so we maintained a shop Kingsway area focus and not a shop small business just shop local streets!



2020 EVENTS & PROGRAMS CONT'

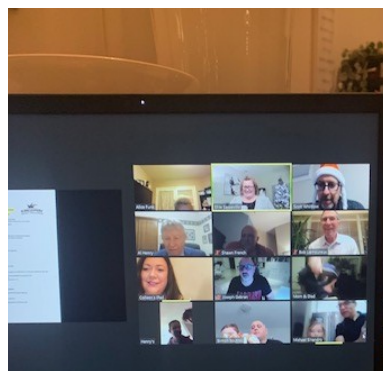
LUNCH AND LEARN SERIES

- WCB Retrain for work Program—held on line virtual
- COVID19 Resources
- EPS Virtual Meeting
- CRA Federal Resources Lunch and Learn Virtual

BUSINESS AFTER HOURS NETWORKING.. WAS DONE ON LINE

Networking became a very different thing, we needed to find ways to maintain our engagement with out physically gathering. The Kingsway District Association began hosting meetings with retailers on line, then other sectors like hotels and then others to look for ways to strategize marketing and hear and learn about who was doing what so we could support their efforts.

Economic recovery is important to all and helped even competitors find a need to work together to get PPE, and how to manage PPE , how to clean up PPE and even store security. These were the new top priorities for businesses and for many others it was as simple as how to get open , or to learn e commerce and offer curbside pick up. We utilized these needs to create a way to become a go to service for our member businesses. So while we didn't gather socially all that much we did gather on line like never before and we feel we did maintain our level of engagement and in fact even saw an increase in some of the information our members would share. Should we become able to gather again some day it is the goal of our association to maintain both in person and virtual gatherings to help with inclusion.





ASSOCIATION DAY EVENTS 2020

EDMONTON OIL KINGS! 4TH ANNUAL BUSINESS MEETS HOCKEY ASSOCIATION DAY

The winter of 2020 saw us host a Business meets Hockey event with the Edmonton Oil Kings. We had 90 business members participate! Who knew this event in January would be our last in person event as the pandemic started in March! We had many members come out and partners as we looked to support the oil kings and enhance our business relations and opportunities.





AGM 2020

ANNUAL GENERAL MEETING SEPTEMBER 15, 2020

On September 20th, 75 members of the Kingsway District Association gathered in so many ways, some by Zoom, some in person social distanced and some voted in advance for the first time ever. We held our very hi tech AGM at the Edmonton Inn on Kingsway . The KDA celebrated 32 years in 2020! Scott Whitlow, KDA Chair, welcomed the attendees and chaired the meeting. He gave an overview of the previous year, as well as a quick overview of what had been happening in 2020. Mr. Whitlow spoke of all the great programs, and support we had completed. Our Auditor was also on hand to provide a presentation on our year end financials. The Chair also presented the 2021 Budget for approval from our membership with a decreased levy of 20% ! We will do more with less in 2021 like many of our businesses. Finally, the meeting concluded with the acceptance of the nominations for the 2020/2021 Board of Directors. All director nominations were accepted and officially appointed by City Council in early December 2020. Also during our AGM, we received an update on the Blatchford Development from Executive Director, Tom Lumsden. We also took the opportunity to recognize some of our challenges of the pandemic and how we were coping and servicing the needs of our businesses during this very challenging year. The KDA made so many changes to our operation in 2020, we become so tech savy and even needed to update our technical equipment. We were fortunate enough to still hold an AGM! Although 2020 was a challenge it also marked a milestone for BIA's in Canada as we celebrated 50 years!



2020 EVENTS & PROGRAMS CONT.

EDMONTON INN FALL DRIVE INN

This was a great example of a business pivot! The Edmonton Inn become home to a summer/Fall all drive inn with the hotel supplying food and beverage for the event



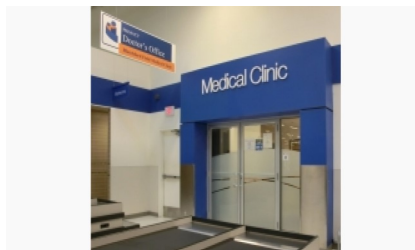
KDA CHRISTMAS LUNCH..TURNED HOLIDAY DRIVE THRU PARADE!

On November 21st, the KDA hosted our 1st ever Christmas Drive Thru Parade! The parade was even more successful than we could have imagined and we raised over \$5000 and collected 600 KG of food to support Edmonton's Food Bank! We would like to thank all the businesses who participated and all those who drove thru the parade! This was a true demonstration of adapting our fundraiser to a COVID safe event

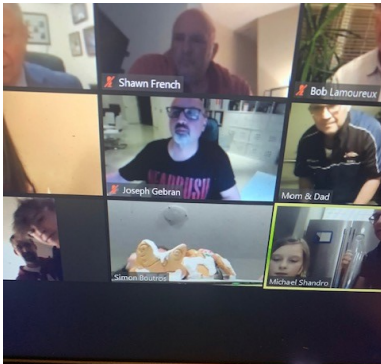




KDA MEDICAL FACILITIES GALLERY



KDA PHOTO GALLERY 2020



2021 KDA EVENTS AND PROGRAMS

The Kingsway District Association looks forward to working to enhance, market and develop the landscape of our District for our Members to grow and prosper.

The KDA will continue to be vocal with respect to the Blatchford redevelopment to ensure we are part of the process. We will look to work with the City of Edmonton “our partners” to do what is best for Edmonton Kingsway Businesses.

We will likely not have many in person events in 2021 but we will continue to look for ways to support members virtually and through our advocacy work!

The KDA welcomes feedback and has an open door policy. Please feel welcome to reach out to us at anytime. We look forward to helping build the community in the Kingsway area and supporting your business in 2021!

We are committed to economic recovery and business development and recruitment for the Kingsway area. We are in this together and like many will be happy to see the vaccines in 2021. We look forward to the end of the pandemic and a return to a more normal way of doing business. For now Congratulations to everyone who was able to pivot their business to survive and to every organization who was able to create partnerships for success.