

2017 Annual Report



**Stony Plain Road & Area
Business Association**

BUILDING SOMETHING SPECIAL

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INTRODUCTION

The Stony Plain Road and Area Business Association continues to grow, experience, learn and appreciate the dynamics of the business area and surrounding communities. The membership is a diverse range of approximately 550 businesses ranging anywhere from small family owned businesses to automotive to industrial commercial to big box. What is common amongst all is the enthusiasm for change and the promise of revitalization. Our mission as an Association is to create a dynamic area where people want to shop, businesses want to grow, and residents want to live.

There were three major focus areas for 2017:

1. **Beautification**
2. **Marketing and Promotion**
3. **Crime Prevention**

This is how we have addressed the focus points:

BEAUTIFICATION

There are many reasons to maintain a clean and attractive business area. Just to list a few:

- Attract more pedestrians.
- Attract more development.
- Attract and retain healthy communities.
- Promote public safety.
- Enhance everyday quality of life for everyone.



Decorative Lighting

On all the new light poles we have installed decorative lighting that represents our logo. We have also budgeted to continue the program when new light poles are installed from 158 Street to 170 Street and Stony Plain Road.



Hanging Planters

We have replaced the barrel flower baskets with hanging planters through-out the business area. There is a total of 126 baskets. The problem we found with the barrels is that they were not visible at times because of moving traffic and parked cars. The hanging baskets are a lot more visible.



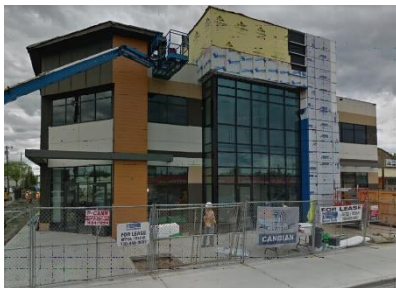
Tree Lighting

Tree lights has now been installed where there is available electricity. By brightening up the streets at night we also improve safety.

New Development

There were several new development starts:

Jasper Place Centre



156 West Jasper



MARKETING AND PROMOTION



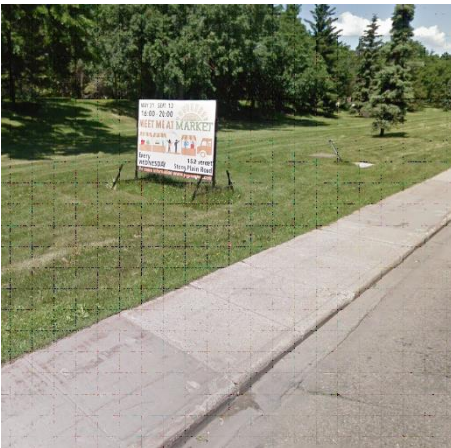
New Banners

Banners through-out the BIA were installed to identity the businesses in the area contributing to the success. The new light poles were designed for larger banners therefore the opportunity was utilized to promote the many positive aspects the BIA has to offer.



Taste of Stony Plain Road

This was a new venue that promotes the food establishments in the area. It not only brings awareness to the many great restaurants but also brings people back to the area.



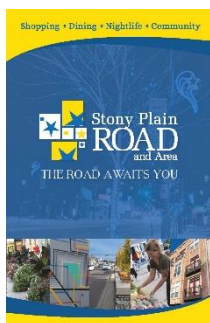
Permanent Portable Signage

We were assigned two permanent locations for portable signs on city property. The locations are 102 Avenue and 149 Street and 153 Street and 100 Avenue. These portable signs have been very useful in promoting various events and highlighting the business area.



Move to The Orange Hub

With the proposed tenant mix model in mind we felt the Orange Hub would be an ideal location to relocate the BIA office. The appeal was the opportunity to share resources and opportunities with other Not for Profit groups.



Stony Plain Road Guide

This 28-page booklet was created to share with neighboring community members the many successes, future and opportunities that exist within the business area. The total distribution was 15,000.



YEG Market

The weekly market brings people to the street. Either they walk, cycle or drive over.

Building Connections

Edmonton Economic Development – after a long haul of trying to get Edmonton Tourism to promote our events –finally we received coverage for one of our events. This is a win as they have a large audience that we want to reach.

CRIME PREVENTION

Working with EPS

Progress was made identifying where some of the problems were originating. Through conversation and discussion, a pattern emerged that a high percentage of EPS responses were repeat returns to several apartment complexes. Various services and key personnel were engaged to address the issue.

Community

Several presentations were made at surrounding community league meetings to discuss the importance of the BIA and the community working together to combat crime in the area.

Derelict Buildings

A fair amount of effort was put into improving the conditions of vacant buildings in the area. The process is slow and time consuming however derelict buildings are always on the radar and every attempt is being made to create change.

Quick Review – 2006 – 2016

- Created logo and brand – Stony Plain Road and Area “Building Something Special”.
- Local Newspaper “The SPURR” 2008 – 2011- distribution 15,000.
- Walkable Map for the area.
- Graffiti Clean Up – twice a year check thorough check and ongoing reporting.
- West LRT Conceptual Planning – a strong voice (2009 – 2011).

- Created Strategic Plan (2012 – 2015)
 - Attract more people to the street.
 - Support businesses through the 2013 – 2014 streetscape construction stage.
 - Encourage quality building projects, mapping and wayfinding signage.
 - Create a brand niche by building a market district.
- Planters – started with seasonal barrel planters and in 2016 incorporated permanent planters for a total of 40 and growing.
- Social Media presence and ongoing updates:
 - Website
 - Facebook
 - Twitter
 - Instagram
- Business Incentive Fund and Façade Program – lobbied for creation and continuation of fund.
- 2015 Stony Plain Road Guide - About Stony Plain Road – 36 Pages – 15,000 distribution.
- Fine Arts Projects
 - wood sculptures that were placed along Stony Plain Road.
 - plaster sculptures that were placed in four major banks within the business zone.
 - music entertainment provided during the lunch hour at various businesses.
- Murals – 12 in total.
- Clean Streets Program – seasonal help keeping our streets clean.
- Events
 - Storefront Cinema Nights
 - United in the Park
 - Back Alley Barbeque
 - Meet and Greet with Committee Leagues
 - Westside Motorcycle Show and Shine
 - Business Mixers
 - Fine Arts Gala
 - YEG Market in the Back Alley

- YEG Market Goin Country
- Created weekly market from May to September drawing more people to the area.
- Custom Bike Racks – 4 in total - created by students from Jasper Place High School.
- Newsletters – quarterly and biannual.
- Street Maintenance – annual walkabout with city administration to identify maintenance requirements.
- Report Annually to City Council – updates on accomplishments, challenges and future plans.
- Street Revitalization Conceptual Planning – 2008 to 2013.
- AGM - Annually in October.
- Christmas Open House Annually in December.
- Float in Parade in 2016.
- BIA Memorandum of Understanding – City of Edmonton– create awareness and cooperation through city departments.
- Façade Light Up Initiative – matching \$250.



2017 Board of Directors

KESHWANI, Salim
 MCCOY, Ken
 DOWNIE, Greg
 BRIGHT, Phyllis
 FERDINAND, Anthony
 MASON, Dan
 PORTA, Lee

Arctic Car Wash
 Royal LePage
 All Make Vacuum Cleaners
 The Flag Shop
 ATB
 Mason & Company
 The Dance Theatre Performing Arts
 Centre