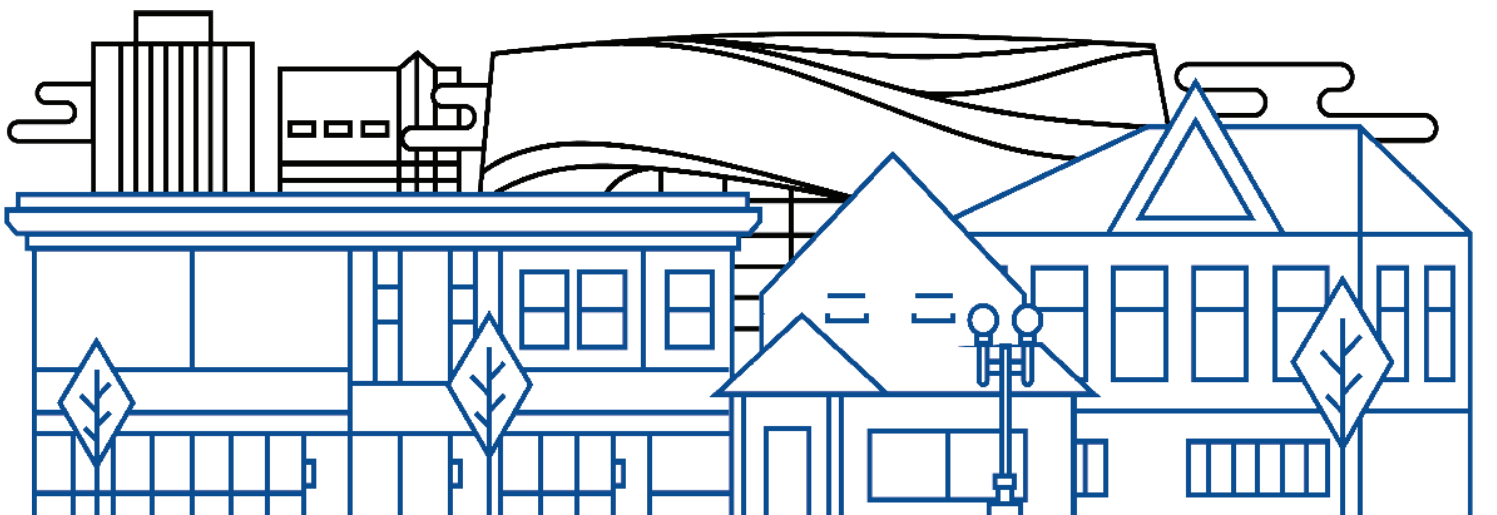


**2022 BUDGET  
REQUEST  
BOARD APPOINTMENT**

**THE  
NORTH  
EDGE  
BUSINESS  
ASSOCIATION**



**THENORTHEDGE.CA**

## NORTH EDGE BUSINESS ASSOCIATION Request for Board Appointments - 2022 Fiscal Year

It is with pleasure that we report the North Edge Business Improvement Area held a successful Annual Meeting on September 20, 2021 where it approved the 2022 annual budget. We recommended a new slate of Board Appointees for Council's approval. Eight of the nine members are returning to the board with a new appointee from a local business; Rock Jungle Climbing.

The North Edge Business Association requests the nomination of the following individuals to the Board for the Term of Jan 1- Dec 31, 2022.

Will Exelby, Exelby & Partners  
George Vashista, T4 Tax  
Wilson Huang, Wescan Embroidery  
Ingrid Schifer Londono, Schif and the City  
Aga Kwasiuk, Wigger Draperies  
Kirsta Franke, Wild Heart Collective and The Public  
Sammy Behrane, Habesha Market  
Vinson Luong, Food Search Inc.  
Stacey Yuen, Rock Jungle Climbing (new)

## 2022 Strategy of the North Edge Business Association

1. Area Investment Stimulus activities list in 2022 shall include these highlights:
  - The creation of a community based Mural & Cultural asset plan to celebrate the uniqueness of the area by creating and promoting special spaces and unique views.
  - The Marketing & Communications Plan including the execution of the strategy and branding implementation. A restaurant promotion, Yeg Pivots and outward facing promotion of the businesses and B2B strategies using social media will be expanded.
  - The return of flower and cleaning programs
  - Analysis of area business opportunities and focus on filling vacant spaces.
  - Continued participation in city lead initiatives such as the Revitalization, the BIA Unit, Infrastructure Unit and the continued work within our two neighbourhoods and business district, various land use analysis initiatives such as the outcomes of the City Plan and Zoning Bylaw, licensing, development and taxation.

- Strategic Partnerships will be continued; with leveraging and maximizing partnerships with area stakeholders and institutions.
- We also continue to participate strongly in the YEG Ambassador Program to ensure the highest positive impact on local businesses and all users of the area districts.
- We will continue the emphasis on both safety mitigation and crime prevention to continue to create safe spaces to live, work, and to invest. Continued monitoring of safety issues and chronic problems such as nuisance properties with bylaw and EPS.
- Advocacy of our membership will once again be our highest priority as we address their concerns with the impacts of the COVID-19 pandemic and parallel economic downturns. For example;
  - Addressing the impact of major infrastructure development and its impact on traffic to business in the area
  - Construction issues raised via non - compliance by city or by developers
  - Parking and its impacts
  - Seeking amenities and streetscape infrastructure, such as: plazas, park space, bike racks, benches, planted beds, lit areas etc.

Budget:

- In 2021 the membership agreed to a return of its regular budget with with a very small increase to the minimum levy value of 175 dollars and retained its long-standing maximum rate of \$4,000.
- Core services entail focusing on member services and programming remain in the budget such as beautification and cleaning, ensuring levels of service are provided to assist members for application for funding, referrals and development.

**North Edge Business Association 2022 Request for Budget Approval**

Note 1: This budget shall be assessed with a minimum levy of \$175.00 and a maximum levy of \$4,000.00 with a total tax levy draw of \$117,200.00

	2021	2021	% change	2022	2022	% change	Notes
	Budget	Sub-budget		Budget	Sub-budget		
Other Income Estimated	62,175.00	62,175.00	21.61%	169,318.50	169,318.50	172.33%	Note 1
Non Levy Funded Income	0.00	0.00	-100.00%	0.00	0.00	0.00%	
Business Levy	80,000.00	80,000.00	-31.69%	117,200.00	117,200.00	46.50%	Note 2
Reserve - Programming	0.00	0.00	-100.00%	19,500.00	19,500.00	0.00%	
<b>Total Income</b>	<b>142,175.00</b>	<b>142,175.00</b>	<b>-64.48%</b>	<b>306,018.50</b>	<b>306,018.50</b>	<b>115.24%</b>	
<b>Expenditures</b>							
	2021	2021		2022	2022		
	Budget	Sub-budget		Budget	Sub-budget		
Personnel	74,000.00	74,000.00	-25.25%	74,000.00	74,000.00	0.00%	
Administration	33,500.00	33,500.00	\$ 139.29	33,500.00	33,500.00	0.00%	
Programs & Projects							
Promotions		20,500.00	7.89%		160,614.50	683.49%	Note 3:
Design		7,050.00	-69.35%		7,000.00	-0.71%	
Cleaning / Beautification		6,000.00	-62.50%		28,754.00	379.23%	
Contingency	1,375.00	1,375.00	100.00%	2,150.00	2,150.00	56.36%	
Non Levy funded		0.00	-100.00%		0.00	0.00%	
<b>Total Expenditures</b>		<b>142,425.00</b>	<b>-64.48%</b>		<b>306,018.50</b>	<b>114.86%</b>	

Funded Positions	Funded Positions	Change	
2021	2022		
Permanent	1	1	0%
Temporary	0	1	100%

NOTE 1: Other income estimated reflects grants we are applying for.

NOTE 2: 2022 We are requesting a Levy Levy back to 2020 levels.

NOTE 3: Resuming a more typical project stream which increased from the prior

APPROVED

by NEBA Board : June 30th, 2021

by Membership - September 20, 2021