

**ESG Outcomes and BIAs - from Annual Reports**

In order to limit the resource requirement on the Business Improvement Areas for this reporting cycle, Administration has pulled key projects and items from the association annual reports and from Executive Director input to summarize ESG projects/outcomes of their work for the past year. Administration is working on providing training and on building and aligning reporting needs on this subject. This report is meant to help introduce the associations to ESG and to help set a baseline for further incorporation into their work.

<b>Business Improvement Area</b>	<b>Environmental Outcomes</b>	<b>Social Outcomes</b>	<b>Governance Outcomes</b>
French Quarter	<ul style="list-style-type: none"> <li>- The summer flower program was not run for 2021 due to investment into the Franco Market program and impacts from the pandemic. This is something that is available for 2022.</li> </ul>	<ul style="list-style-type: none"> <li>- The Franco Market was grown over 2021 as a way to help members establish and build an online profile to provide alternative ways to market their business and earn revenue, thus allowing them to increase investment in vibrancy and programming in the area.</li> <li>- The Franco Market is being expanded to provide an artisan market at Bonnie Doon Mall. This will provide additional options for members to attract consumers and drive traffic to the area.</li> <li>- A program designed to generate revenue for the association is underway. A video billboard/marketing project is ongoing to allow for further investment in vibrancy, and other initiatives for the association.</li> <li>- Social media marketing for the association is helping to attract</li> </ul>	<ul style="list-style-type: none"> <li>- Annual Report submitted April 30, 2022</li> <li>- Audited Statements submitted May 11, 2022</li> <li>- Budget and Board list submitted to City Council on Dec. 6, 2021</li> <li>- AGM conducted on Oct. 4, 2021</li> <li>- Quarterly variance reports submitted for Q1, Q2, Q3</li> </ul>

		<p>patrons to the area.</p> <ul style="list-style-type: none"><li>- A social media support program is being offered to members to learn how to better access social media marketing. Design, visual art and production video support is available for interested members.</li><li>- The BIA provides a bi-monthly newsletter with resources and information provided to help members access programming and support to grow their business and attract patrons to the area.</li><li>- Provided information on resources available for businesses dealing with challenges due to the COVID-19 pandemic, and advocated for financial support for businesses from the City of Edmonton to help support jobs and the local economy through the pandemic.</li></ul>	
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