



**ALBERTA AVENUE**  
BUSINESS ASSOCIATION

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## Annual Report 2021

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## Our Focus

- Communicate a continued awareness of Alberta Avenue Business Association and Alberta Avenue District Promote our business improvement area (BIA) as a business and shopping zone.

## Our Vision

- For Alberta Avenue to be recognized as a place where safety, family, and a commitment to nurturing businesses and the arts are essential ingredients in elevating the community.

## Our Mission

- Engage with business members and community groups to enhance the profile of Alberta Avenue District as a shopping destination.

## 2021 Board of Directors

- **Jesus Gonzalez Jr.**, Board Chair  
Paraiso Tropical
- **Muna Mohamud**, Director  
CLI College of Business, Health & Technology
- **Christy Morin**, Director  
The Carrot Community Arts Coffeehouse
- **Jim Nguyen**, Director  
Downtown Auto
- **Neilson Nguyen**, Director  
Canadian Dollar Store
- **Amanda Nielsen**, Director  
Norwood Dental
- **Virginia Potkins**, Treasurer  
Two Brown Dogs Bistro
- **Laura Truong**, Director  
T&D Vietnamese Noodle House
- **Trevor Stride**, Director  
Plaza Bowl Co.
- **Senait Tamere**, Director  
Gebeta Ethiopian Cuisine

## AABA Operations Team

### Executive Director Role

- Josh Semchuck, Executive Director (PT Jan 1 - April 30)
- Jay Ball, Executive Director (PT May 1 - Present)

### Contract/Part Time:

- Pearl Frederick (Accounting)
- Jody Craig (Board Resources)
- BLP Productions (Marketing & Communications)

## AABA Street Team

- Heather Cameron Street Team
- Keith Kakeeway - Street Team

## Board Governance

2021 continues to be very challenging year for Edmonton's business community. The role of Business Improvement Areas (BIA) has never been more important to local main streets, local economies and neighbourhood business corridors.

The Chair and the Board worked through 2021 to navigate many initiatives including:

- New ED search
- New ED transition
- Covid relief and recovery for members
- Member engagement
- Board Engagement during a pandemic
- Recruitment of new directors for 2022
- Launch of Governance Review (TBC in 2022)

## BIA Economic Indicators

On the date of this annual report, our 2021 Alberta Avenue BIA Economic Indicators Report was being finalized by the City and we expect to receive it very soon.

Last year's report was very meaningful, clearly identifying our strengths and weaknesses. As well, the support we have been receiving from the City's 'Local Economy' team has been outstanding.

## Key Safety and Security Initiatives

### 1.) Businesses Together - Joint AABA / EPS / Community Initiatives

This initiative exists to establish a self-sustaining business watch community and enhance communication between EPS, the Alberta Avenue community, and businesses. It strives to bridge communication gaps between EPS and area stakeholders, connect businesses through technology with crime prevention as an objective, reduce crime and disorder, and increase perception of public safety.

Topics of consideration include:

- Lighting
- Visibility
- Alarms and video surveillance
- Beautification
- General Maintenance
- Lock up your property
- Be aware and alert of your surroundings
- Loss Prevention
- Back Alley safety
- Aggressive panhandling around businesses
- Secure your vehicle at work
- Training & resources



## 2.) Naloxone Kit Initiative

Alberta Avenue Business Association and MedX Drugs have partnered to provide local business free Naloxone kits and training. AABA has heard loud and clear that business owners want to help our vulnerable community members during the ongoing opioid crisis. We're all in this together.

**By having a Naloxone kit on hand, business owners, and their staff can save a life. Thank you to the businesses that have signed up.**

- Nolan Drugs
- Shoppers Drug Mart
- Alberta Ave MedX Drugs
- Medicine Shoppe
- The Carrot Community Arts Coffeehouse
- Qi Creative
- Pe Metawe Games
- Norwood Dental
- Paraiso Tropical
- All Star Pawn
- Serenity Funeral Homes
- Stan's BarbershopNina
- Haggerty Centre for the Arts
- Canadian Dollar Store
- Popular Bakery
- Pink Polish
- Liquor on 118
- Mindful Cannabis
- More Than a Fad Thift Store
- Goodfellas Ink
- Bissell Centre Thrift Shop



## 3.) Public Washrooms on Algebra Avenue

The Alberta Avenue BIA recognizes the need to provide access to safe and clean washrooms to the public. Working with the City with in their Public Washroom Strategy the BIA brought in a public washrooms

Alberta Avenue business association public water washroom was located at 1 118th Ave. and 86 street directly across from Eastwood community league. The washroom is open from 11 AM to 8 PM daily May to mid October.



# Key Beautification and Cleanliness Initiatives

## Beautification & Cleanliness

During the 2021 year there were three key beautification and cleanliness initiatives that added vibrancy to the Alberta Ave. BIA on an ongoing basis.

### 1.) Street Team

In early spring 2021 the Alberta Avenue Street Team began as 4 month pilot 3 hrs/day 5 days/week to create deeper connections with our business and community members while keeping Alberta Avenue's mainstreet cleaner, safer, and more attractive. The Alberta Avenue Street is grateful to Capital City Clean-Up, and all our local businesses who provide funding to make the program a reality (see list below).

The Alberta Avenue Street Team are members and residents of the Alberta Avenue community. They have been hired through a partnership with Boyle Street's HireGood social enterprise program and are ready to serve our community with character and pride. You'll recognize them by their Alberta Avenue Business Association jackets and hats. You'll see the Street Team on the Avenue 7 days a week, Tuesday – Saturday, in the spring to late fall! Make sure you say hello!

Street Team members do a lot to enhance the appearance of the Avenue. They help clean up litter, manage the public washrooms, report graffiti and keep sidewalks free of debris. They also visit business owners and open new communication channels between business and the community.

Key Roles:

- Major Spring Clean-Up.
- Daily Litter Reduction.
- Daily Needle Pick-Up.
- Graffiti Identification and Removal.
- To create and maintain a standard of cleanliness on the Ave.
- Daily check-ins with local shops and stores.

Thank you to our local host businesses that provide water and coffee for the Street Team while also providing them a comfortable stop to rest or seek shelter during inclement weather!

- Common Box Games
- The Carrot Community Arts Coffeehouse
- Norwood Dental
- Fula Flava
- Pe Metawe Games
- Paraiso Tropical
- ALSFI (Alternative Legal Service Firm Incorporated)



### Thank you to our 2021 Street Team Partners



## 2.) Flower Basket & Potted Spruce Trees

For 2021 we put over 40 flower baskets and placed 6 sidewalk flower barrels along the avenue.



## 3.) Fall/ Winter Blue Spruce Trees

In the fall, through a partnership with Zocalo flowers, we offered local businesses the opportunity to purchase potted Blue spruce trees to add beautification to the store fronts along the avenue. The pots were donated by the Alberta Avenue Community League which lowered the cost for businesses. To date we over 16 businesses along the avenue that I have installed blue spruce tree potted blue spruce trees along the avenue.



## 3.) Spring Clean Up

In the spring of 2021 the Alberta Avenue Business Association engaged Capital City Cleanup and Boyle Street's Hire Good program to power wash all the Avenue sidewalks from 105 to 82 streets. This took it approximately two days and offered storeowners clean sidewalks in front of their store fronts.

# Key Infrastructure Initiatives

The Alberta Avenue BIA and the City of Edmonton will working together in maintaining infrastructure that is important to BIA members. The following is work that is scheduled for Spring 2020

### 1.) Tree Lighting

- Alberta Ave, from 77 St to 87 St: A review is underway on how best to light these trees, given that there is not currently underground infrastructure on this stretch of the street. Further updates will be provided once a plan is in place, understanding that this is of interest to business members on this part of Alberta Avenue.

### 2.) 118 Avenue Cross Street Lighting

- In late 2021 the fall, the Alberta Avenue Business Association and City of Edmonton embarked on problem-solving regarding the cross-street lighting opportunities that currently exist along the avenue. The background is that when the Avenue was refurbished and infrastructure updated in the mid 2000s, the polls for cross-street lighting were installed, but the lighting itself was not. Work has begun into 2022 with the city to have cross street lighting installed and in place by December 2022.

# Key Alberta Avenue Marketing Initiatives

## 1.) Website

The Alberta Avenue Business Association website was re-vamped in the spring of 2021 greater reflect the needs of the association and our members. Original content featuring business spotlights, initiatives and events relevant to AABA were created for the blog on average twice per month. The business directory was updated as necessary in coordination with the Executive Director. Alberta Avenue events and business information including notices from the City of Edmonton and business resources were posted as required in the appropriate sections on the website (News, Resources etc.).

## 2.) Social Media

In 2021, AABA's social media networks saw steady growth. The platforms were well maintained with engaging, original content. Interactions (commenting, liking, sharing) with businesses and organization's content aided in raising AABA's presence online.

## 6.) Local Arts, Events and Festival Support

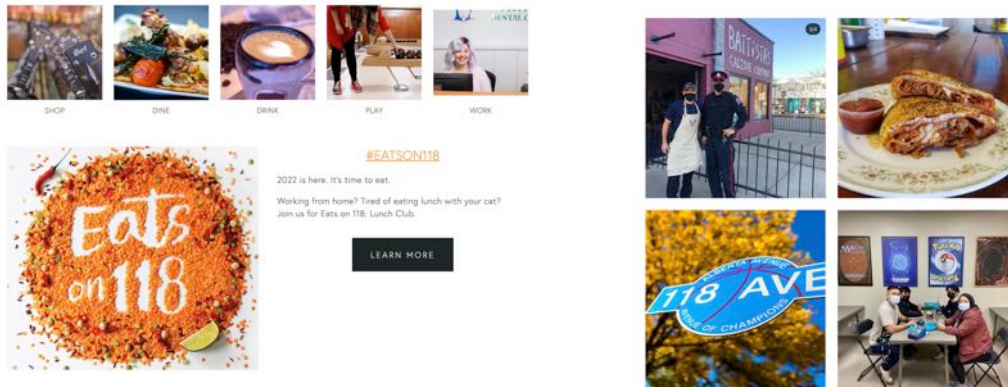
Over the course of 2021, the Alberta Avenue Businesses Association supported, through financial contributions or hourly donations a number of arts and culture events on the Avenue. These include the following. Deep Freeze (produced by Arts on the Ave), Kaleido Festival, (produced by Arts on the Ave) and Avapalooza (produced by a collaborative in partnership with EP).

## 4.) Public Relations

Throughout the year, Bottom Line Productions acted as a liaison between media and Alberta Avenue Business Association spokespersons, provided key messaging for specific projects (Dine the Ave, Businesses Together) and media training when necessary.

## 5.) Digital AABA Initiative and Online Business Directory

We worked with, and continue to work with UAlberta to help businesses build microsites on the AABA website director pages. This support helps businesses who do not have the funds or time to create and manage a website.



### DISCOVER US ON 118 AVENUE BETWEEN 79TH STREET AND 105TH STREET

The Alberta Avenue Business Association represents a wide array of stores and services totalling 200 businesses along 118th Avenue.

Alberta Avenue businesses are a mosaic of people who take pride in their family-owned cafes, service shops, food markets, restaurants, retail shops.

### WE BELIEVE IN 118

We Believe in 118 is a community coalition consisting of the Alberta Avenue Business Association, eight 118 Avenue business owners, Arts on the Ave, The Edmonton EXPO Centre, the Avenue Revitalization Initiative, the Neighbourhood Empowerment Team and the Edmonton Police Service – all committed to working together towards a safer community.

#WeBelieve118

## 6.) Food Tourism - EATS on 118

In order to help businesses come through the COVID19 relief/recovery stages and endure all the related restrictions and lockdowns, the Alberta Avenue Business association had to think quickly and outside of the box. As such the organization launched two key eats on 118 culinary initiatives for the 20 2021 year

### Phase 1 - Eats on 118 Winter Box Program Eats on 118 returns to Edmonton in March.

Businesses taking part along Alberta Avenue offered food specials, take-out offers and for the first time -- a Tour and Taste Box. The event ran for the entire month of March and gave Edmontonians the chance to enjoy good food by local eateries.

Participating businesses:

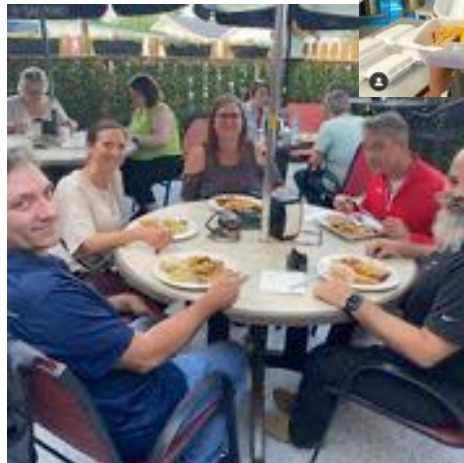
- Plaza Bowl
- Battista's Calzone
- Flava Cafe
- Two Brown Dogs
- The Carrot Community Arts Coffeehouse
- Coliseum Steak & Pizza
- T&D Vietnamese Noodle House
- Green Onion Cake Man
- Paraiso Tropical
- Norwood Dental



### Phase 2 - Eats on 118 Summer Culinary Tours

During the 2021 summer months, the Alberta Avenue Business Association expanded the Eats on 118 program to include a greater selection of restaurants and greater culinary experiences. By all accounts it was extraordinary successful and laid the groundwork for an even larger and expanded Eats on 118 program.

- July 21 (Jasmine Belle/ T & D/ Batistas)
- August 4 (Swagat/Plaza Bowl/Yeg Smoked Meats)
- August 18 (Handy Bakery/Paraiso/Nina)
- September 1(Flava Cafe/Pe Metawe/The Duck)





# Alberta Avenue Stakeholder Relationships, Advocacy

Aside from personally assisting member businesses with questions, concerns and suggestions throughout the year, the AABA board and ED also maintained a number of key stakeholder relationships through 2021.

## 1.) COE Relationships

- AABA Maintained a satisfactory working relationship with Charles Gordon, James Robinson and the Local Economy Team, who continue to be actively supportive in working with our BIA

## 2.) 2021 Election

- During the fall of 2021 local board members and the executive Director made every effort to meet with all candidates for City Council in Ward Metis. It was important to ensure that the candidates knew about all the challenges and opportunities facing the Alberta Avenue business improvement area.

## 3.) Edmonton Council of BIA's

- Once again the Executive Director of the Alberta Avenue Business Association represented the organization on the Edmonton Council of BIA's. The group meets on a monthly basis to discuss important topics from zoning bylaw to street cleaning, beautification and summer patios. The group was also very instrumental in helping the new executive director, Jay Ball on-board into his position with AABA.

## 4.) Alberta Avenue District Council

- As the Executive Director of the Alberta Avenue Business Association, Jay Ball sat as the representative of the organization on the Alberta Avenue District Council. The District Council is a group made up of 2 to 3 nonprofit groups +7 community leagues in the Alberta Avenue area that meet on a monthly basis to discuss renewal and right of revitalization projects in the area. This past year the focus was primarily on revitalization funding for 2021 and 2022 and looking strategically at which projects should go forward to enhance the vibrancy of the Avenue.

## 5.) Alberta Avenue Beat Team

- The Alberta Avenue business Association Executive Director met biweekly with members of the Alberta Avenue EPS Beat Team to discuss crime and related issues in the area. Conversations related to safety and security of business owners as well as crime prevention strategies. The BIA is proud to have a good relationship with the local EPS beat team.

## 6.) Vacant Lands, Buildings and Space

- Alberta Avenue BIA directors and the ED made connections with several vacant land and building owners along the Avenue. AABA stakeholders want to work with the owners to begin finding solutions to repurpose these vacant lots and buildings along the Avenue. It is critical that vacant lands, buildings and spaces be repurposed to add value to the Avenue, the BIA local businesses and residences.





# ALBERTA AVENUE

BUSINESS ASSOCIATION

## Business Improvement Area: Alberta Avenue



### Legend

 Alberta Avenue BIA



Map compiled by: Geospatial Services, Urban Form and Corporate Strategic Development  
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