

**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>
Beverly	<ul style="list-style-type: none"> <li>- Enhanced the beautification of area through the Bloomin' Boulevards program</li> <li>- The BIA partnered with Crosspoint Church to organize the annual clean up event in May of 2021</li> </ul>	<ul style="list-style-type: none"> <li>- Utilizing a CARES grant from the Province of Alberta commenced an extensive rebranding and revitalization project for the area. An Economic Recovery Grant was also secured for a second phase to continue into 2022. The project included marketing and design support for the new brand, social media strategy development, infrastructure renewal, repair and updating, and event planning. A revamp of the branding and marketing strategy for the area helps to create a refreshed and supportive business environment that is conducive to the development of vibrant active spaces that people want to visit.</li> <li>- Continues to partner in the Beverly Towne Farmers' Market, providing opportunities for local businesses and food providers to market their</li> </ul>	<ul style="list-style-type: none"> <li>- The Board of Directors undertook the work of building a new 10 year Strategic Business Plan</li> <li>- Annual Report submitted April 21, 2022</li> <li>- Audited Statements submitted April 21, 2022</li> <li>- Budget and Board list submitted to City Council on Dec 6, 2021</li> <li>- AGM conducted on Oct 13, 2021</li> <li>- Quarterly variance reports submitted for Q1, Q2, Q3</li> </ul>

		<p>businesses and provide a community amenity.</p> <ul style="list-style-type: none"> <li>- The BIA pushed forward with the Annual Remembrance Day Ceremony at Cenotaph park with a virtual viewing option and restrictions in place to ensure attendee safety.</li> <li>- Events are key to creating a vibrant business district that patrons want to visit and support the businesses that reside there. The events that the BIA participated in or partnered in include:             <ul style="list-style-type: none"> <li>- Beverly Dining Week was held in October and though it had a much smaller participation (9 businesses), the participating businesses reported that it was a success.</li> <li>- Beverly Business Association partnered with the Beverly Historical Society to revitalize the beloved coal car entrance feature on 118 Avenue at Abbottsfield Road</li> </ul> </li> <li>- Continues to partner with local agencies and organizations to the betterment of the Beverly community; partnerships include: Northeast Division Edmonton Police beat officers, the Edmonton Public Library, the Beverly Heights Community League, the Beacon Heights Community League, the Beverly Historical Society, the Beverly Towne Community</li> </ul>	
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**Attachment 3**

		<p>Development Society.</p> <ul style="list-style-type: none"><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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