

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

Business Improvement Area	Environmental Outcomes	Social Outcomes	Governance Outcomes
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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.

Stony Plain Road	<ul style="list-style-type: none"> - Partnered with Jasper Place Wellness Centre to create a pop-up community garden to provide an opportunity for business and community members with an opportunity to plant their own food in an economically and environmentally friendly way. - Partnered with Capital City Clean Up through the volunteer work program for a fall clean-up in the west part of the district. - A resident of Jasper Place was contracted by the association to do sidewalk litter clean-up in 2021 	<ul style="list-style-type: none"> - Publishes SPANN (Stony Plain Road & Area News Network) which is a collaboration with community leagues, businesses, community members and more. This marketing resource is great for connecting the members and potential patrons and to help promote the community. - Partnership with Jasper Place Wellness Centre for a pop-up garden and food security initiative. - Partnership with tenants of the Orange Hub with the 20+ businesses and organizations to help make the community better and help to build a community hub within the Orange Hub. This is to create a space for the community to connect, to share experiences 	<ul style="list-style-type: none"> - The board approved four strategic pillars for 2021. They are: <ul style="list-style-type: none"> - Safety, Security and Cleanliness - Placemaking and gathering spaces - Foster a healthy and connected community of business owners - Business Recruitment and Retention - Annual Report submitted April 26, 2022 - Audited Statements submitted April 14, 2022 - Budget and Board list submitted to City Council on Dec. 6, 2021 - AGM conducted on Oct.

		<p>and create a vibrant welcoming space for businesses and neighbours.</p> <ul style="list-style-type: none"> - Leading the creation of the Jasper Place Community Development working group to explore systematic issues and leverage funds and resources for effective community building. - Published business profiles and photos as a way to market member businesses and attract patrons to the area. - A consumer survey was sent out to Edmontonians via social media. The 150 responses were gathered and analyzed to help understand patron demographics and to create better targeted advertising to attract customers to the area. - 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"> - SPR: Gone to the Dogs - was a social media sponsored event that encouraged patrons to walk their dogs along targeted routes through the area and helped to market member businesses. - SPR: Emerge - This event was marketed as a COVID Safe Art Walk. It highlighted local artists who submitted their 	<p>19, 2021</p> <ul style="list-style-type: none"> - Quarterly variance reports submitted for Q1, Q2, Q3
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		<p>art to be displayed in six various storefronts along Stony Plain Road.</p> <ul style="list-style-type: none"> - Storefront Cinema - This was a short Film Festival event that showed films supplied by the Film & Video Arts Society of Alberta for the Got a Minute! Film Festival. 3 locations in the area were used to display the films. - Storefront Light-up - This was a promotion offering members a \$100 reimbursement for lights if they took a photo of their decorated storefronts and sent it into the Business Association. These were then shared on social media with the purpose of creating a more vibrant space and attracting patrons to the area. - 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 	
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