

## 2021 North Edge BIA Annual Report

The North Edge Business Association considers our relationship with Edmonton City Council and its City Administration a critical partnership for developing our commercial district into a destination area. We join in partnership with facilitating private investment, accessing municipal services and improving the area's infrastructure to effect our area's development potential.

Our business area spans the areas between 102nd street to 118th street from the north boundary of 107th avenue's back lane, and is connected by 105th avenue on its southern boundary. A map is provided as an appendix.

Our Mission statement and Operational Directives are as noted below.

### North Edge Business Association Mission Statement

The North Edge BIA exists to create opportunities, promote success, and engage stakeholders to improve the business vitality of our unique, centrally located business district.

### North Edge Statement of Operational Directives

North Edge Business Association shall revitalize and renew the North Edge area by:

- Aligning the "District by Design" brand to our priorities in building a unique destination for tourists, visitors and a targeted customer base. Customers can expect unique dining, shopping, cultural activities, and a wide selection of area amenities
- Recruiting and expanding our business mix to include services which will benefit from the centrally located area and which recognize the opportunities presented by the area's development as a growing tourist destination
- Supporting infrastructure development of public spaces, including increased walkability and amenities by working with the municipality and area stakeholders
  - Increasing transportation and traffic planning management combined with parking management strategies to expand access to the area
  - Working directly with landowners, businesses, and building management to improve building appearance, window display, and cleanliness
  - Increasing community safety by partnering with area stakeholders and authorities to address safety issues

- Improving area zoning and the regulatory environment (including Area Redevelopment Plan Amendments) to foster quality, well-managed business development

## Strategic Plan Directions 2021

### Branding / Marketing Strategy

- 2019 - 2020's Marketing Communications Plan was the blueprint for hiring a marketing role in 2021 to assist us with creating and maintaining ongoing members outreach, communication and promotion of the North Edge area. We've aligned this work with social media presence on several channels. A renewal of the website, images, content creation is underway to share to a wider audience. Key messaging, and other branding are being created that fit the growing identity of the area as a centrally located, walkable community with authentic experiences in the urban core. An economic development grant was accessed via the BIA Unit to undertake a portion of this work. Individual business features are running bi-monthly to share stories on BIA businesses.

### Business Mix - Business Area Analysis

- Work has begun on a more active focus on the retention and recruitment plan for businesses and we continue to work our landowner network, leasing contacts to attract business expansion opportunities, sharing leasing information with potential tenants and businesses. This is an ongoing project with updates to our website on an ongoing basis. The 2021 work builds on the earlier work during Covid-19 where visual scans, surveys, pedestrian counts, and other indicators were reviewed in order to assess immediate and more long term needs of area businesses. Partnerships with the U of A were also developed to look at sector attraction and marketing opportunities. Support from the YEG Ambassadors on the analysis tools was critical to this effort.

### Public Spaces / Walkability Infrastructure Redevelopment

- Completion of Central McDougall Renewal brought some much needed improvements to the residential streets of our east side of the commercial district. Wider sidewalks in several business streets connect a more walkable space north of MacEwan and 106th avenue.
- Columbia Avenue re-construction continues from 116th east to 109th street and the association has been working hard on supporting the business access. We have continued our member communications to ensure the area has the information it needs to remain accessible to customers and commercial supports. We thank our BIA Transportation Liaison for the assistance in addressing the coordination required within various construction projects and the connection with various transportation related plans.

- Revitalization planning for the projects including the 107th Avenue redevelopment are underway and the BIA is a regular partner in the planning process. We also provide additional beautification options in partnership with Revitalization such as the flower barrels, flags, and significant cleanliness efforts.
- The lack of public space for plaza development and its investment, especially along 107th avenue is a concern when developing a stronger sense of identity in the area.
- From a Placemaking standpoint in 2021 there were efforts to increase the number of patios in the area. Notable improvements and efforts from various businesses should be mentioned such as Cafe Amore, Brew N Bloom and Habesha Market who added strong impact to the existing patios at locations such as Acajutla. These changes indicate an increase in area resilience and investment by businesses; a notable sign of improvement in the area.
- Preliminary discussions with area landlords and businesses for future year applications for Storefront Improvement Program were also a priority. We continue to share the program deadlines and intake periods via our newsletters. Several projects were completed in 2021 west of 109th street on 107th avenue including the Dance Building at 112th street and the Medical Building on the same corner enhancing the corner appearance.
- 107th Avenue saw a new medical centre building constructed west of 109th street in 2021; the first commercial building construction project on 107th avenue in a decade.
- Residential construction along 105th avenue saw two properties developed filling in large vacant spaces along the corridor.

#### Alignment to Increase Safety

- An effective collaboration was created between CCCU, the North Edge BIA, #YEG Ambassadors, Neighbourhood Empowerment Team, Edmonton Police Service, Bylaw Enforcement Services, Revitalization, and Neighbourhood Renewal Coordinator to develop and implement strategies to increase the perception of safety within the North Edge BIA and empower business members to better manage their safety. The effort focuses on hot zones to lead to a reduction of safety concerns and also provides resource awareness to members to allow businesses to create their own safety policies and now to mitigate safety concerns.
- Ambassador teams leverage city initiatives (i.e., RECOVER, NET, 24/7 Crisis Diversion, EPE. Business Link), to improve social development, economic support and safety in the BIA. Use of the tools such as the SARA Guide, CPTED, environmental scan data and other ideas are used to gather information to inform changes, improvements, and support businesses in mitigating safety. Resources are shared that explain the linkages of how to access services ie: Who To Call, 311, 24/7 Crisis Diversion. Door to door canvass in our area with businesses affords an unique opportunity to share strategies on the spot.
- In 2021 there were multiple opportunities to engage with Police on discussions on how best to improve the security options for buildings in the area.

- Edmonton Police Service also located their new collaborative project, called the HELP Unit, (Human-Centred Engagement and Liaison Partnership Unit) in our area.
- We continue to stay engaged in strategies such as the Public Washroom strategy.
- NEBA continues to ensure there is deployment on area litter pick-up routines, and snow clearing issues as they arise within our financial restraints. Our ability to keep up to this demand is far less than is needed. Our businesses are also finding their ability to keep up with the disorder and wastes very difficult under these circumstances.

#### Zoning & Regulatory Environment Work

- With regards to Parking Management 2021 work on further integration of any parking changes local to this area are on hold as Zoning Bylaw updates are underway. We are participating in the process.
- Our group was engaged with our membership gathering information on impacts anticipated through the ongoing work of the City Plan, District Plan, Zoning Bylaw updates. We communicate on the engagement work of the city to gather information on an ongoing basis from members through canvass and online surveying.
- When accessing the services of the Development Services section we actively support the small business window pilot project as it assists businesses with the questions around why the regulations require certain information and how to provide that information, especially for new businesses and those unfamiliar with ongoing regulatory concerns.
- We continue to support zoning applicants to ensure zoning implications of the commercial locations chosen and refer to departments.

#### 2021 Advocacy Work

##### 2021 Annual Mtg

- We hosted our 2021 Annual Meeting over zoom. As a result our attendance was lower than normal. Nevertheless, a highlight of the meeting was the engagement from our board and the lively discussion hosted by our Chair Ingrid Schifer on issues arising in the area including safety, area development and conversation with our city partners on their relationship and support of our areas as the Renewal and Revitalization efforts are underway in both Central McDougall & Queen Mary Park.
- As per our governance process our directors from this BIA were appointed from different sectors of our business community including home furnishings, finance, event management, technology, branding, social media application development, health, and grocer / cafe / coffee roastery.

#### BIA Council Representation

- As concerns caused by Covid continue, the advocacy work of connecting to various levels of government continued through BIA networks in the Alberta/BC BIA alliance and the International Downtown Association. Notable topics include the funding and policy options to support the local businesses during this critical period with financial support such as grants.
- In our organization we received many queries on grant options and how to access the funding. We hosted two separate seminars for businesses on Restricted Exemptions support and Economic Recovery grant in partnership with the City BIA Unit to clarify the eligibility requirements. Businesses found the seminars helpful.
- We continued to access the support of the BIA Unit partner who are assisting the queries from businesses through the Small Business Window, the Storefront Improvement Program and other alignments under the Economic Strategy policy. We welcome and appreciate the support that our BIA received in the Economic Recovery work of our area.

## Appendix

### North Edge Media Record - Jan 2021 - Dec 2021

#### Jan.2021

Social Media: City Business Grants, YEG Business Recovery, COVID 19 Public Health measures update, Alberta SME Relaunch, BIA Tax Rebate, Business safety presentation

#### March.2021

Social Media:Business Safety 101-lighting; Business safety 101-visibility;Business safety 101-beautification

#### April.2021

Social Media:Covid 19 \$1000 microgrants from City of Edmonton; Business Safety 101-Be alert;Business Safety-anti-theft sign;Business Safety 101-back alley

#### May 2021

Social Media:Eid Mubarak;Business Safety-responds to panhandling;Business Safety 101-safety training;

#### June 2021

Social Media: Share your ideas for the 107 Ave Revitalization; Celebrating National Indigenous People Day; Fee eco-center drop off this weekend;Beat the heat this weekend;

#### July 2021

Social Media: welcome families and friends to North Edge with reopen;Happy Monday ( North Edge Street view); Rise and shine Edmonton ( North Edge above view);

#### August 2021

Social Media: New speed limit; Back to Business, Digital Economy Program, EPS Community BBQ, Mural Project

#### October 2021

Social Media: 2021 Yeg photo contest;Election Day Reminder; Care Package;Happy Monday ( North Edge street view);Bumble Bee picture; Who to Call

#### November 2021

Social Media: Good Morning Edmonton;Habesha African Market; Four Season Clean;Tips for safety prevention;Lest we forget;Art of Cake;Business Safety Strategy;Keep calm and stay warm;Sahaba Restaurant

December 2021

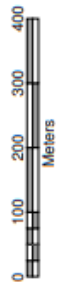
Social Media: Rock Jungle;Restrictions Exemption Program Implementation Grant Q&A Session;Happy  
New Year 2022



# Business Improvement Area: North Edge



**Legend**  
North Edge BIA



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Edmonton  
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