



**2021**

**ANNUAL  
REPORT**



*It starts right here!*



**Kingsway District Association**  
11810 Kingsway  
Edmonton, AB T5G 0X5  
[www.edmontonkingsway.com](http://www.edmontonkingsway.com)



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## **MISSION STATEMENT**

To be Western Canada's Health and Wellness Destination.

## **GOALS**

In 2013, we focused on Kingsway District being a Medical, Health, and Wellness Destination for Western Canada.

We will continue to:

- Work on Enhancement Projects for Edmonton Kingsway
- We will use marketing and partnerships to grow development

## **ASSOCIATION LEGAL PROFILE**

The Edmonton Kingsway Revitalization Zone (BRZ) was established by the City of Edmonton Bylaw on November 10, 1987. The name changed to Business Improvement Area (BIA) in December of 2016.

The Association represents and serves those assessed for business tax located within the geographical boundaries stated below. The City's official Kingsway Business Association Bylaw #@8621 (as amended).

- Kingsway started at 101 Street continuing Northwest and ending at the North and Southbound railway tracks, including those properties fronting both the South and North side of that portion of Kingsway.
- The North and Southbound railway tracks start at Kingsway Avenue continuing North and ending at the Yellowhead Trail, including those properties fronting the East side of this portion of the railway tracks.
- Yellowhead Trail started at the North - Southbound railway tracks and continued East ending at 107 Street including those properties fronting the Southside of that portion of the Yellowhead Trail.
- 107 Street starting at the Yellowhead Trail and continuing South to 120 Avenue where it branches into 106 street, continuing South on 106 Street and ending at Kingsway Avenue, including those properties fronting the West side of those portions of 106 Street and 107 Street.

The members of the Board of Directors are appointed by the City Council. Board members represent both large and small businesses within the BIA.

## 2021/2022 BOARD OF DIRECTORS

**Scott Whitlow (Chair)**  
Kingsway Business Centre



**Joseph Gebran**  
McDonalds



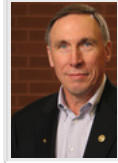
**Scott Mattuli**  
Tacada Investments



**Robby Ofstedahl**  
A&W Kingsway



**Bob Lamoureux**  
EnviroTech Aviation Inc.



**Al Henry**  
View Office Technology



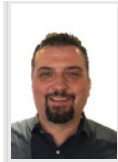
**Michael Shandro**  
Best Western Plus  
City Centre Inn



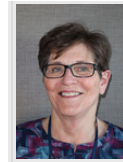
**Corry Van Den Brink**  
Kingsway Mall



**George Trenevski**  
B Street Bar



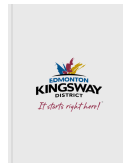
**Alanna Jardine**  
RCMP



**Brad Foster (Treasurer)**  
Art Wear



**Vacant**  
Royal Alexandra Hospital



## KDA STAFF



**Ellie Sasseville**  
Executive Director



**Colleen Bull**  
Executive Assistant



**Alice Funk**  
Marketing Coordinator

## EXECUTIVE DIRECTORS MESSAGE



As 2021 came to a close, like many others, I found myself saying good riddance, but then I realized that it wasn't all bad. The past year had taught us lessons about humility, resilience, family, and the need to work together as a community. I never thought we would be learning the same lesson in 2021.

The ongoing pandemic certainly challenged us as a BIA and while our association had made significant changes in our operations, we have managed to remain focused on supporting our businesses here in the Kingsway area. While downscaled in some ways, we managed to run almost all of our annual programs and even added some new virtual events to support local businesses.

We had decreased our levy for 2021 in a continued effort to help our business members. This effort was further supported by the City of Edmonton as they covered 100%<sup>^</sup> of the business tax levy for all our businesses.

The association and our businesses will face further challenges as we continue to work our way through what we hope is the tail end of the pandemic. We look forward to being able to gather with members in the future and resume in-person activities.

In 2022 we will focus much of our efforts on business recruitment and retention and ensuring that the City, the province, and the federal governments are engaged with us on economic recovery and keeping our main street districts a top priority.

Ellie Sasseville,  
Executive Director

The Blatchford Redevelopment is in full swing as construction and builder selection has turned to actual buildings going in! This year, we saw the installation of roads, walkways, and curbs in Stage One. The district energy centre was completed in late summer on the site and our focus has turned to the builders putting in homes and selling the residential lots.

Blatchford will have a mix of custom-designed streets, sidewalks, and boulevards to create a safe and comfortable experience for residents and visitors. Also included in the first stage of development is a linear park with community gardens, a playground, fruit orchard, plaza, event area, and much more! The playground was completed in 2021!



The chance for Edmontonians to call Blatchford home has arrived and we are turning to the next phase of this project. In 2021 the Blatchford neighborhood became home to a handful of residents and we look forward to the days ahead and further growth. The second stage of the development is underway with grading and foundational work set for spring of 2022!



### **LRT is on its way!**

The metro LRT track is underway on the east side of Blatchford and the LRT is planned for 2024/25. The Blatchford development is predicted to bring so much new potential and vibrancy to our area!





In 2021 we continued to see member engagement but it was to assist with educating businesses on where to buy PPE, and how to apply for grants and funding and while the topics were tough we were happy to be able to assist many businesses.

### **Communication & Marketing Plans**

In 2021 we really had to reevaluate our marketing plans and activities and shift our focus to online marketing activities. We were still able to achieve many of our annual marketing projects such as;

- Advertising directory produced electronically only
- Quarterly newsletter– featuring members - ongoing and we did print some in-house but the majority was electronic
- Community Connector (web-based news updates)
- Radio ads became a large part of our marketing strategy in 2021 to reach potential customers
- Committed to daily tweets and features for businesses
- Utilized our social media platforms

### **Information Sharing**

The KDA has seen direct benefits from sharing information with other groups and organizations. We partner with groups interested in a healthy community. Some of the organizations we align with are;

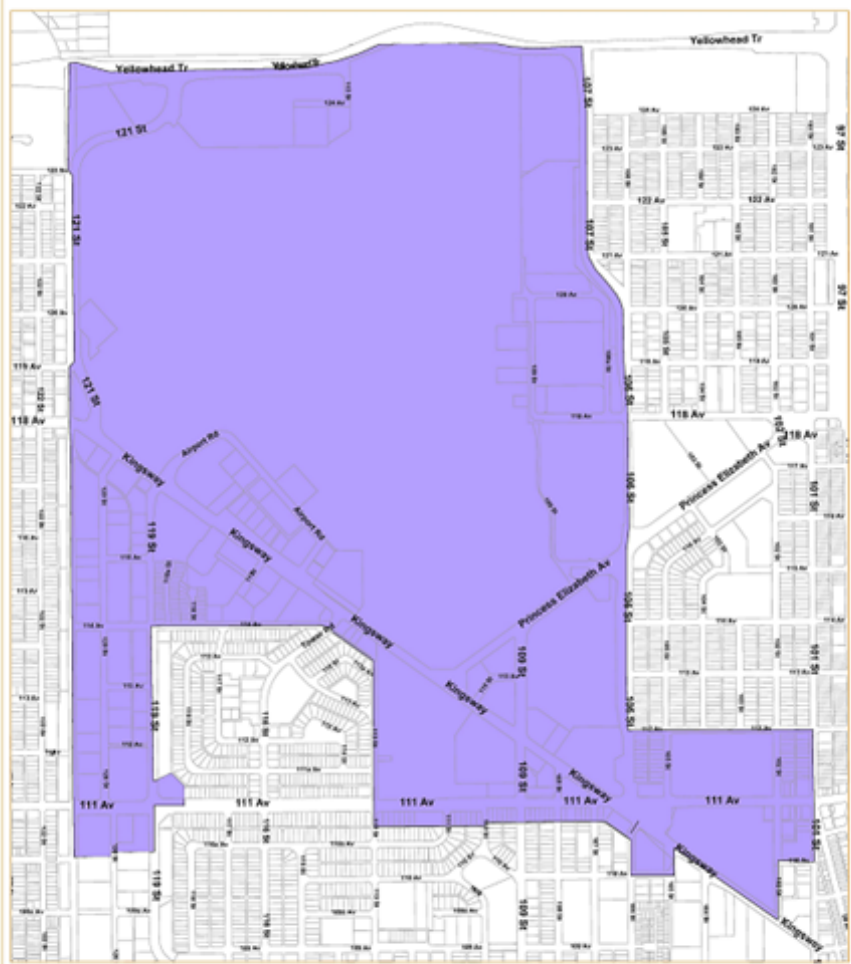
Edmonton Public Schools  
City of Edmonton  
Boyle Street  
Edmonton Food Bank  
Santa's Anonymous  
Valour Place  
McDougall House  
Royal Alex Hospital Foundations  
Glenrose Rehabilitation Hospital  
Foundation  
Edmonton Police Service  
Prostate Cancer Canada

Edmonton Prospects  
Hope Mission  
Edmonton BIA's  
Edmonton Oil Kings/Oilers  
Edmonton Elks  
NAIT  
Alberta Aviation Museum  
RCMP  
Great Neighbourhoods  
Norwood Centre  
Reach Edmonton

## Kingsway and Area B.R.Z.



 B.R.Z. Boundary



Map prepared by  
City of Edmonton  
Planning Department  
2015

Map prepared by  
City of Edmonton  
Planning Department  
2015

Map prepared by  
City of Edmonton  
Planning Department  
2015

Map prepared by  
City of Edmonton  
Planning Department  
2015





## MOVING FORWARD

The Board moved to work on enhancing our own community profile.

- The Board approved the recommended Board Promise—"To be Edmonton and Western Canada's Medical, Health, and Wellness Destination".
- The Board worked to be more visible and expand our online reach
- The Board worked to include more community partners
- The KDA will work with all its members, local organizations, and groups to better serve the new brand, and the message and to promote Edmonton Kingsway as a destination for tourism and business.

The KDA continues to promote the use of our trademarked tag line "It Starts Right Here"! This is now used in many Kingsway area ads and by members.

The KDA has moved along very quickly with our new mandate and our renewed commitments to members. The new look and new direction are complete and have seen us moving forward. I am very excited to see all the projects we committed to being completed on time and within budget.

We are confident we are meeting the needs of our members as we have seen the level of support continue to grow from members, partners, and other organizations. We will work to continue to create opportunities in our district.

The Kingsway Tourism Map. This map was designed in-house to support tourism and visitors here for medical appointments. The map includes a welcome message, and it contains coupons for several businesses in our district.

New in 2020 we started our Shopping bags to hand out to keep us top of mind, the bag was full of coupons for shoppers to help keep money in the Kingsway area during these trying times. We ran more online ads than ever before and have had to adapt to a new digital time like never before. We are focused on Digital Edmonton and getting all our members online and familiar with e-commerce platforms. This program proved to be even more valuable in 2021, this program will remain.



“Edmonton Kingsway” is the term that we use when marketing the businesses within the Kingsway District Association. The KDA focus in 2020 was to continue to improve Member Services and Communication. With the creation of a section for a more personalized member-sharing website. We have also begun a more active role in business recruitment in the area. These efforts were carried out through 2021.



### Social Media

Since launching KDA Social Media in 2012, our Facebook and Twitter followers have steadily increased. We did continue to work in 2021 to connect all our members. We reached 1,800 followers in 2019, and surpassed 2000 in 2021! We continue to see growth



### QR Code

Edmonton Kingsway has a QR Code that we place on all our ads and business cards. Quick access to our website is available by scanning this code.

## Website • [www.edmontonkingsway.com](http://www.edmontonkingsway.com)

Our website has been a great asset to our organization. The website was launched as mobile-friendly in 2012. All our members are listed on our website along with a listing of events, and pertinent information. In 2017 our website was redesigned yet again to meet the needs. This was a significant investment. We are committed to continuing to invest in this technology. In 2021 the Kingsway District Association advertised and promoted the Edmonton Kingsway area through our usual activities as well as many new online avenues. The pandemic still required us to promote online more than ever!

- Edmonton Visitors Guide
- Yellowhead It! Magazine and website (circulation 175,000)
- Country City Guide
- Produced our own KDA Newsletter with specific feature sections
- T8N Magazine
- Yellowknife, through the Chamber of Commerce

We continue to target Northern Alberta, the NWT, and beyond as our target markets.

- New in 2021 we launched our weekly connector and Meet the Neighbours program where we would feature new or existing businesses and encourage them to create specials that we could highlight and promote to help them survive.



## Website — [www.edmontonkingsway.com](http://www.edmontonkingsway.com)

While we worked to enhance our online services we added a partnership with all the BIA's and the U of A to have our members be a part of Making Edmonton Digital. A program designed to help businesses pivot and get e-commerce or online and generate revenue during lockdowns or limited customer capacities. We continued to market economic grants and local, provincial and federal opportunities for members.



Find the Link on Page 4 of the Newsletter!

We marketed patios like never before when they became the only real way for many restaurants to remain open in the summer and meet social distancing rules, this was well received and we even saw some of our dining rooms that had not operated patios develop one in creative ways. Utilizing parking lots and sidewalks! The Kingsway Mall food court even created a patio for take-out in the parking lot.



We ran marketing campaigns on shop local for every holiday possible and created QR code contests to bring in people for our retail and hospitality sectors. All our contests provided winners with gift cards and items purchased from our local area businesses!



The KDA worked with the Edmonton BIA Council and the Alberta BIA Alliance to lobby for relief for business in everything from;

- Tax levies
- WCB payments
- PPE supply of hand sanitizer to businesses
- Business Grants to support members
- Marketing strategies to keep businesses open
- Online services and Curbside pick up
- Grants to help businesses get online and set up an e-commerce
- Campaigns to encourage shopping local
- Staff education around safety in the workplace for members
- Created outdoor social distance style events to support business
- Created our own neighborhood social distance road signage and sidewalk signs.
- Negotiating your lease rates workshops



## EDMONTON KINGSWAY ENHANCEMENTS/BEAUTIFICATION

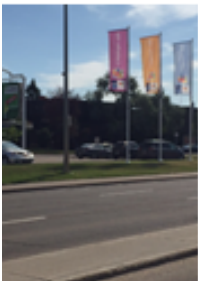
### Flower Barrels on Kingsway



2021 was the thirteenth year that the Kingsway District Association participated in the “Communities in Bloom Flower Barrel Program.” The KDA placed the colorful flower barrels in strategic locations, to enhance the experience of people coming into the Edmonton Kingsway area. The response from the local communities was very positive. Most felt that the flowers were welcoming, and friendly and gave the atmosphere of a place well cared for. Each year this program expands as more businesses become involved and purchase barrels for their locations. While the pandemic created some challenges we still did put out the barrels.



The KDA also did a Christmas Barrel program, but in 2021 we opted to have them upgraded at no cost to members and provide the larger more festive barrels. With the pandemic and so many challenging things, we were eager to do anything to add to the festivity of the holiday season in the area.



### Flags on Kingsway

Kingsway flew its flags proudly in 2021. The KDA continues to have the largest display of independent flags in Edmonton. We will be redesigning a new set of flags as some are a bit worn and tired. The new design will pay tribute to our new O-day/min ward name and highlight our commitment to reconciliation. This design will be on display in the summer of 2022!

### Clean-up Kingsway

The Kingsway District Association continues to have our members participate in our summer “15 to Clean Challenge”! Everyone who participates is rewarded with a great barbeque, but with the pandemic this year we provided a different experience to members who participated. We gave away ice cream to businesses who participated by showing up onsite with an ice cream truck to allow for social distancing and individual treats to reward businesses and their staff for the clean-up efforts!



## 2021 ENHANCEMENTS

### Member Enhancements and Infrastructure Developments

In 2021 we saw change as we saw the Norwood expansion project plans come to life with the construction of the now named “Gene Zwasdesky Centre”. The new development will benefit our area in the future. The old Oilers building on Kingsway has been transformed into a new clinic that opened in 2021.

Further, in 2021, the KDA still did not complete our child-friendly mural project due to the pandemic. We will look to do this in 2023.

2021 was the second year of the pandemic and yes we saw some businesses close, but we also saw the development and will continue to advocate for business development and growth in our area. We will focus our recovery efforts in 2022 on our business retention and recruitment. The infrastructure upgrades in Kingsway have mostly been completed with some work still needed to accommodate Blatchford and our new Gene Zwasdesky Centre. The sidewalks around the Royal Alex hospital and along 101 St. and as well as 105 St. repairs are ongoing as part of the Norwood expansion. Further development and road maintenance must stay top of mind as we see Blatchford continue and the Yellowhead Freeway conversion project move along. These both have the potential to increase area traffic and cause the need for more speedy renewal of roads and sidewalks in our area.





## KDA Members Deal with Homelessness and Crime

In 2021, we maintained this committee and did some work to keep us together and focused during the pandemic. This was so difficult and challenging with the homeless population being so vulnerable to businesses.

The committee is still strong with 25 to 30 business representatives as well as members of EPS, Edmonton Transit Security, and many social agencies. We will look for new programming in 2022 to support businesses and we will be looking to expand our loss prevention training with EPS and Members. The shelter services put in place by the City of Edmonton did help us mitigate some of the challenges the pandemic brought with the very vulnerable population and the need for them to have a space to be assisted with COVID testing and ongoing monitoring as well as supplies of PPE.

We did meet with EPS, a few of our businesses, and board members to ensure we were advocating for services for the homeless population and dealing with the opportunities criminals were getting as we were on lockdowns and had limited traffic in the area. These were a real challenge for businesses in 2020 and 2021. We worked hard to advocate for more resources and general patrols in our area. We have maintained a very strong, proactive relationship with EPS. The general patrols are helping but with such high demands on the EPS and the sheer number of issues in the area we may need to look for a more sustainable solution around Beat Patrols. The need for continued support is critical to businesses as they try to recover from the challenges of the pandemic.



## O-Day'min Ward

In 2021 Kingsway officially became a part of the newly named O-Day'min ward, formally known as Ward 2 in the City of Edmonton. As part of our commitment to truth and reconciliation and to embrace our new name that reflects our Treaty 6 roots in 2022, we will develop a new mission and goals along with new swag and flags. Further in the fall of 2021, we welcomed our new Councilwoman for the O-Day'min ward, Anne Stevenson. We look forward to working with her in 2022.



## Local Community Leagues

Our relationships with the four surrounding communities are very important to the KDA. The surrounding communities include Prince Charles, Prince Rupert, Spruce Avenue, and Westwood. Our goal is to share information and learn what is happening in their neighborhoods, be a liaison between them and the businesses, as well as listen to concerns that they may have, and support them in initiatives when we are able. Each of the community leagues has a special area on our website and it can be found at [www.edmontonkingsway.com](http://www.edmontonkingsway.com) (about page). We will continue to promote the community league's events on our website and find ways to support their efforts.

## Social Media Partners - NEW for 2021!

The KDA utilizes its resources and dedicated additional time to social media and sharing various posts for COVID resources, open businesses, tips for opened businesses, and ways to access government relief grants.



## Partnerships - Coffee with a Cop

In 2018 we began our Coffee With a Cop program in partnership with EPS and our local McDonald's to bring our community members, businesses, and police officers to share ideas and look for solutions to assist each other as community partners. This program was all but halted for 2020 with the pandemic, but we managed to have a couple of online-style meetings and will go back to a gathering format when safe to do so. In 2021 we did have one outdoor style Coffee with the Cops that was very successful but as numbers rose again during the pandemic it was halted yet again. We hope to bring this program back in full capacity in 2022.



### Shop and Stay Kingsway Campaign

The KDA, while we needed to focus on different events we still felt we needed to support our members and dedicate funds towards a Holiday Shop and Stay Campaign to promote the Kingsway area as a shopping and staycation destination. We designed a reusable shopping bag and had local merchants provide us with coupons, gift cards, and coffee cards to help support our businesses. The bags were valued at over \$100 each with them being handed out to anyone who checked into one of our 4 area hotels during November and December. We invested in marketing this campaign and our retail stores outside the city in areas in northern Alberta through radio ads and business organizations outside our city. This campaign is continuing to grow and is a real grassroots approach to supporting businesses.

This pandemic taught us the value of our members and our need to market ourselves as a shopping destination. While some chain stores or larger stores did do ok during most of the shutdowns, not all did. Our chain stores in Kingsway in many cases are locally owned and operated. They employ hundreds of people and invest in our area. It was important to us to maintain a shop “Kingsway” area focus and not just a shop small business focus. Our goal is always to encourage people to just shop our local streets and the entire BIA!

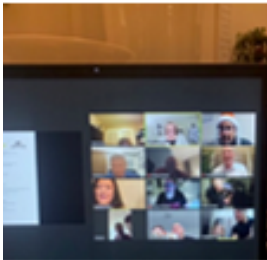


### Lunch and Learn Series

- COVID19 Resources
- EPS Virtual Meeting
- CRA Federal Resources -Lunch and Learn Virtual

### Business After Hours Networking... done online

Networking became a very different obstacle, we needed to find ways to maintain our engagement without physically gathering. The Kingsway District Association began hosting meetings with retailers online, as well as other sectors like hotels to look for ways to strategize marketing and hear and learn about who was doing what so we could support their efforts.



### Recovery Efforts

Economic recovery is important to all and helped even competitors find a need to work together. Things like collaborating to source, manage, and dispose of PPE. These were the new top priorities for businesses and many others it was as simple as how to get "OPEN". There has been much effort made to learn e-commerce and offer curbside pick up. We utilized these needs to create a way to become a "go-to" resource for our members. We continued in 2021 to advocate for grants for businesses and utilize our partners at the city level, provincial, and even nationally. We were successful in a partnership with the city to see the council move a motion to cover 100% of the Business Tax levy for all our businesses and this demonstrated the commitment of the City to invest in local businesses and support our main street districts.

Late in 2021, we began looking to the council to invest yet again in BIA's for 2022 to aid in recovery. This time we asked them to cover 50% of the tax levy to allow businesses to invest that money in their businesses.

## BUSINESS MEETS EDUCATION ASSOCIATION DAY

### KINGSWAY CARES

The pandemic saw so many Edmontonians off work and earning minimal income. This was such a stressful time for families as students were set to go to school and many parents were struggling to obtain and source school supplies for young children. The KDA was able to partner with businesses to create our “Kingsway Cares” backpack program to allow us to supply many students with the essentials for getting back to school. We worked with local community leagues, schools, and even our council members to ensure we were getting everyone who needed or wanted a backpack full of school supplies and school snacks.



## Annual General Meeting - September 15, 2021

On September 20th, 75 members of the Kingsway District Association gathered in so many ways, some by Zoom, some in-person (social distanced ), and some even voted in advance for the second time. We held our very high-tech AGM at the Edmonton Inn on Kingsway. The KDA celebrated 32 years in 2020! Scott Whitlow, KDA Chair, welcomed the attendees and chaired the meeting. He gave an overview of the previous year, as well as a quick overview of what had been happening in 2020. Mr. Whitlow spoke of all the great programs, and support we had completed. Our Auditor was also on hand to provide a presentation on our year-end financials. The Chair also presented the 2021 Budget for approval from our membership with a decreased levy of 20%! We will do more with less in 2021, like many of our businesses. Finally, the meeting concluded with the acceptance of the nominations for the 2020/2021 Board of Directors. All director nominations were accepted and officially appointed by City Council in early December 2021. Also during our AGM, we received an update on the Blatchford Development from Executive Director, Tom Lumsden.

We took the opportunity to recognize some of the challenges of the pandemic and how we were coping and servicing the needs of our businesses during this very challenging year. The KDA made so many changes to our operation in 2020, that we become so tech-savvy and even needed to update our technical equipment. We were fortunate enough to still hold an AGM hybrid style!



While 2021 had many challenges we did see some new businesses join our area like Jollibee, Gangnam, Pur and Simple, Forever 21 returned to the mall and an announcement was made that Walmart would be joining our Kingsway Mall in the fall of 2022. We had just over 31 new businesses join us in the area.

We did see a few businesses fall victim to closure in 2021, 4 to be exact and we even had 13 businesses move out of the area for various reasons.



### **KDA Christmas Lunch...turned Holiday Drive-Thru Parade in 2020, turned Traditional Parade in 2021!**

On November 27th the KDA hosted our 1st ever traditional Christmas Parade! The parade was even more successful than we could have imagined. We managed to provide an option to promote shop local, black Friday weekend, and bring some holiday cheer to the entire city.

We would like to thank all the businesses who participated and all those who lined our streets to take in the parade. The KDA is looking forward to hosting an annual holiday parade! This event allowed us to partner with the Kingsway Mall and give away promotional bags with many local business coupons inside and over 500 - \$10.00 gift cards for people to utilize over the holiday season in the Kingsway Mall. The mall merchants reported the mall being busier following the parade than it had been since the pandemic began.





## **NEW IN 2021 BUSINESSES DEVELOPMENT**

While 2021 had many challenges we did see some new businesses join our area like Jollibee, Gangnam, Pur and Simple, Kim Chi, Dollarama, and Forever 21 returned to the mall and an announcement was made that Walmart would be joining our Kingsway Mall in the fall of 2022! These are certainly all signs that although we are working towards recovery that Kingsway is still being seen as a favorable place to invest in your business endeavors.

Further, in 2021, we did see some real estate movement in our industrial area, with the sale of a few buildings and significant investment in refurbishments. There is a brand new building that was approved and started in 2021, a two-story with office and main-floor space for commercial retail at the corner of 114th ave and 119 street. We will continue to look for businesses to join our area in 2022 and look for ways to keep Kingsway top of mind as investors look for business adventures and ideas.



# KDA MEDICAL FACILITIES GALLERY







## 2022 KDA EVENTS AND PROGRAMS

The Kingsway District Association looks forward to working to enhance, market, and develop the landscape of our District for our Members to grow and prosper.

The KDA will continue to be vocal concerning the Blatchford redevelopment to ensure we are part of the process. We will look to work with the City of Edmonton “our partners” to do what is best for Edmonton Kingsway Businesses.

We will look to strengthen our relationships as part of Treaty 6 and develop social and environmental strategies in 2022.

The KDA welcomes feedback and has an open-door policy. Please feel welcome to reach out to us at any time. We look forward to helping build the community in the Kingsway area and supporting your business in 2022!

We are committed to economic recovery and business development and recruitment for the Kingsway area. We are in this together and like many will be happy to see businesses looking towards recovery. We look forward to the end of the pandemic and a return to a more normal way of doing business. For now Congratulations to everyone who was able to pivot their business to survive and to every organization who was able to create partnerships for success through the 2021 year.

