

**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>
Kingsway	<ul style="list-style-type: none"> <li>- 2021 was the thirteenth year that the KDA participated in the “Communities in Bloom Flower Barrel Program” to enhance the beautification of the community</li> <li>- Upgraded their Christmas Barrel program to members at no cost to help promote the festivities of the season and to further beautify the area</li> <li>- The KDA held a “15 to Clean Challenge” to clean up litter and debris in the area</li> <li>- Distributed reusable bags that they utilize for shopping campaigns as part of their waste reduction and commitment to participation in eliminating of single use plastic bags</li> </ul>	<ul style="list-style-type: none"> <li>- Continues to work with the Blatchford redevelopment project to provide insight and planning support for the future of that community</li> <li>- Provided a comprehensive marketing and communication program for members including: electronic advertising, quarterly newsletters, radio advertising, social media and business features</li> <li>- Partners with many local community groups including: Edmonton Public Schools, Boyle Street, RCMP and Royal Alex Hospital Foundation to name a few</li> <li>- Developed a new tourism map to help support tourism in the area and business members</li> <li>- Weekly connector program launched in 2021 to feature new and existing members and to include promotions information to</li> </ul>	<ul style="list-style-type: none"> <li>- The KDA board approved a new Board Promise to help steer the direction of the Association. The Promise reads “To be Edmonton and Western Canada’s Medical, Health, and Wellness Destination”.</li> <li>- Annual Report submitted April 22, 2022</li> <li>- Audited Statements submitted April 22, 2022</li> <li>- Budget and Board list submitted to City Council on Dec. 6, 2021</li> <li>- AGM conducted on Sept. 15, 2021</li> <li>- Quarterly variance reports submitted for Q1, Q2, Q3</li> </ul>

		<p>attract visitors</p> <ul style="list-style-type: none"> <li>- Members were encouraged to join the Making Edmonton Digital program as a partnership between the U of A and the association. Getting members online was viewed as a way to make them more sustainable especially in the face of COVID-19 restrictions</li> <li>- A Homelessness and Crime committee made up of members, Edmonton Police Services, ETS, and social support agencies, helps to uncover ways the association and members can help support the community</li> <li>- The Coffee with a Cop program was in operation again in 2021 though the pandemic limited the amount of times the association was able to connect. This offers members and the community the opportunity to connect one-on-one with the police resources in the area and build relationships between those that protect and those that live in the community</li> <li>- A shop and stay program was developed to help market local businesses to visitors staying in the local hotels. Bags were provided with discounts and coupons to member businesses</li> <li>- Provided a lunch and learn series to provide COVID-19 resource info, virtual info sessions with Edmonton Police Services, and CRA</li> </ul>	
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		<p>and Federal Resource info</p> <ul style="list-style-type: none"> <li>- A "Business After Hours" networking session was created to help connect members and share best practices, tips and advice.</li> <li>- Kingsway Cares backpack program helped to provide school supplies to many students who were unable to afford their own supplies. The materials were supplied by local vendors and distributed to local schools</li> <li>- On November 27, the KDA hosted their first ever traditional Christmas parade with support from member businesses</li> <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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