

**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>
Downtown Business Association	<ul style="list-style-type: none"> <li>- Downtown walkabouts were held to help draw attention from City resources to help with cleanliness, litter and environmental issues.</li> <li>- Increased investment in Downtown Proud, a partnership with Boyle Street Ventures (Hiregood), enabled additional cleanup and litter support services to the downtown area. In 2021, Downtown Proud picked up 996 bags of garbage and 1,102 needles from Downtown streets.</li> <li>- The EDDBA plans, funds, and manages Blooming Boulevards, Downtown’s summer beautification program. May through to September, the association invested in 146 planters and hanging baskets placed on Downtown sidewalks, adding beautification and aiding</li> </ul>	<ul style="list-style-type: none"> <li>- The association has created a firm commitment to build and maintain a diverse team. The Edmonton Downtown Business Association team is committed to being an inclusive and equitable employer, and has an ongoing commitment to increasing the gender and racial diversity of our Board and Committees.</li> <li>- Launched an Edmonton Downtown Brand with the brand promise “Different is Good” The place brand is designed to help drive recovery in the downtown business core.</li> <li>- In order to ensure downtown issues were high on the priority list for a new mayor, a mayoral candidate forum was hosted by the association to hear how the candidates planned to address the key issues.</li> </ul>	<ul style="list-style-type: none"> <li>- The board developed a three year strategic plan for 2021-2023 focusing on the following:               <ul style="list-style-type: none"> <li>- Serving as the leading voice and convening force in downtown recovery</li> <li>- Ensuring the downtown community is active in solutions to systemic social issues</li> <li>- Generating continuous service value to our members</li> <li>- Creating and promoting a remarkable, attractive downtown experience</li> </ul> </li> <li>- Annual Report submitted</li> </ul>

	<p>in cleanliness.</p>	<ul style="list-style-type: none"> <li>- Walkabouts downtown were held at several points during the year to highlight key safety, security and infrastructure issues in the area.</li> <li>- In partnership with the EDBA and other stakeholders from across the Downtown ecosystem, the City of Edmonton developed a Downtown Vibrancy Strategy to support the recovery and resurgence of Downtown.</li> <li>- The association continues to engage on a national level with several associations in an attempt to bring national focus and attention to the Edmonton Downtown and help to attract visitors and investment in vibrancy, placemaking and property development.</li> <li>- Partnered in the Downtown Recovery Task Force, a collective of Downtown community and business leaders working together on important issues affecting Downtown. The Task Force meets monthly and enables key Downtown organizations to consistently share information and updates with each other on matters of economic development, community safety, and arts and culture.</li> <li>- Community Outreach Support continued with the support of the #YEGAmbassador Community Safety Outreach Prototype</li> </ul>	<ul style="list-style-type: none"> <li>- April 30, 2022 Audited Statements submitted April 30, 2022</li> <li>- Budget and Board list submitted to City Council on Dec 6, 2021</li> <li>- AGM conducted on Oct. 14, 2021</li> <li>- Quarterly variance reports submitted for Q1, Q2, Q3</li> </ul>
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		<p>launched in 2020 by the EDBA, North Edge Business Association, Boyle Street Community Services, REACH and the City's Neighbourhood Empowerment Team. The program provides support to people from vulnerable populations with resources and information on services available. Additionally, the YEGAmbassador program provides additional resources to other city services and business members including data gathering.</p> <ul style="list-style-type: none"> <li>- Partnership with Boyle Street Ventures (Hiregood), helped the association provide meaningful employment opportunities and a living wage for their clients and community members who otherwise face barriers to joining the workforce. Through this partnership the association was able to ensure the safety and security of patrons and infrastructure during Root 107 and the Holiday Light Up.</li> <li>- In the fall of 2021, the EBDA and MacEwan University partnered to launch The BIPOC Mentorship Program. This program focused on the experiences of Black, Indigenous, People of Colour (BIPOC) business professionals and students as they navigated their careers. Thirteen post secondary students were paired up with 11</li> </ul>	
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		<p>member businesses in this program.</p> <ul style="list-style-type: none"> <li>- The Association provided funding for the Summer Mobile Washroom Pilot, which saw three porta-potty locations in operation from May to October at several Downtown locations. This aided in maintaining cleanliness in the district and will provide direction around a longer term permanent solution.</li> <li>- Root 107 was a safe, welcoming and inclusive public amenity space for the Downtown community and the surrounding areas during the second challenging spring and summer of COVID-19. From May to September, Root 107 welcomed 10,500 visitors, hosted 231 artists and was a safe outdoor venue for 13 Edmonton festivals.</li> <li>- Downtown Light Up activities on the Square were expanded. In addition to the tree, Churchill Square was activated for three weekends over six weeks with programming partners, including Edmonton Arts Council, The Flying Canoe Festival and the Art Gallery of Alberta, The Works Art + Design Festival, The Citadel Theatre, Edmonton Short Film Festival, Kepler Academy, City of Edmonton, Explore Edmonton, and Boyle Street Community Ventures.</li> <li>- EDBA brought back Downtown Live for a second year, a summer-long</li> </ul>	
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		<p>series of micro-gigs and performances took place primarily on Downtown patios, encouraging people to return to restaurants and bars.</p> <ul style="list-style-type: none"> <li>- In partnership with the City of Edmonton, Explore Edmonton, and the Edmonton Arts Council, the Association launched the six week long Downtown Spark, a COVID recovery initiative aimed at drawing people back Downtown, bringing art to public spaces and supporting job creation. Over six weeks, 48,000 Edmontonians visited the six installations and activations located across the core. Funding for this new festival was through Prairies Economic Development Canada (PrairiesCan) and delivered via the City of Edmonton.</li> <li>- Through the revised Downtown Edmonton Festivals and Small Events Grant, the Association was able to financially support 10 large-scale festivals and 17 smaller events, including AI Fresco on 104, and Black Owned Market Edmonton.</li> <li>- Due to advocacy and support to the City for the Temporary Patio Program, an additional 22 cafes, bars and restaurants were able to operate outdoor spaces in the Downtown core under the new patio rules in 2021.</li> </ul>	
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**Attachment 3**

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