



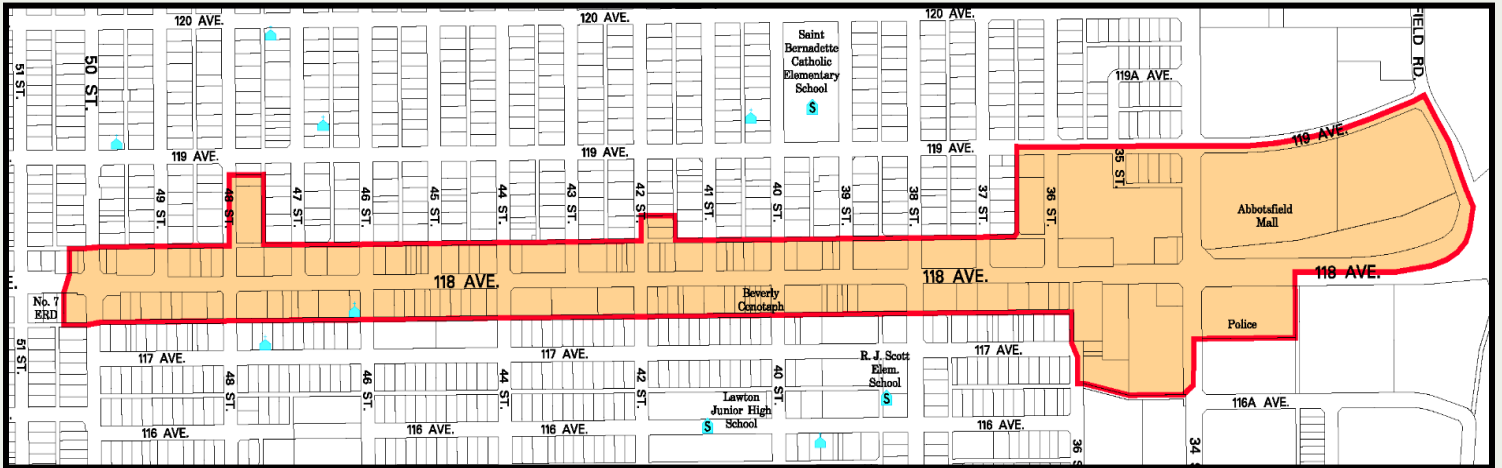
2021 ANNUAL REPORT



**LOCALS KNOW IT:
THERE'S LOTS TO LOVE ABOUT BEVERLY**



ABOUT THE BEVERLY BUSINESS ASSOCIATION



HISTORY

The Beverly Business Association (BBA) was incorporated on September 12, 1995 under the authority of the Municipal Government Act of Alberta and The City of Edmonton Bylaw #11083 and amended by bylaw #13919 representing approximately 140 business members on 118 Avenue between 30 and 51 Street.

Beverly is one of 13 Business Improvement Areas (BIAs) in the City of Edmonton. A Business Improvement Area is formed when a collection of businesses within a specific area formally form a Business Association to promote and improve their district.

MISSION STATEMENT & VALUES

Creating a vibrant, robust business area and community through promotion, initiatives, and partnership.

The Beverly Business Association is focused on the growth, development, and longevity of Beverly and its surrounding area. We are committed to fostering an ongoing working partnership with our businesses, residents, and partners. Through this we are able to create opportunities to grow, enhance, and improve the areas we live and work in.

Building a stronger Beverly, together
#mybeverly

WHAT WE DO

Member Service

Serving our member businesses through providing resources/support, training/mentoring and networking opportunities the Beverly Business Association is committed to the sustainability of our member businesses and our community.

Innovation

Embracing a spirit of innovation creates opportunities for the Beverly Business Association to support local business, uncover development opportunities and supports our goal of making Beverly a destination for businesses, tourism and future development.

Community

At the Beverly Business Association we embrace our social responsibility and welcome opportunities to be active contributors in the surrounding neighborhoods. Through connecting residents and businesses and supporting local initiatives focused on the betterment of our community.

Prosperity

It is one of our priorities to help foster a spirit of prosperity here in the greater Beverly area. Through development, innovation, investment and member service the Beverly Business Association is committed to supporting the long term development and success of the community and business area.

A YEAR OF TRANSITION

In 2021, the Beverly Business Association said goodbye to its Executive Director, Wes Robson, after 5 years of faithful service to the Beverly community. After a transition period, Wes was replaced by Alex Bosker in late 2021. Alex has spent nearly a decade working in the Beverly area's non-profit sector, and brings with him a passion for the growth of the Beverly area and its ongoing story. Actively involved in a number of areas within Olde Towne Beverly, including helping run the Beverly Farmers' Market and the Beverly Community News, Alex is excited about this greater role he gets to play within the Beverly community as the Executive Director of the Beverly Business Association!

10 YEAR PLAN

In 2020-2021, the Board of Directors of the Beverly Business Association undertook the work of developing a new 10 year Strategic Business Plan for the future sustainability of the BIA, broken down into 3 year segments:

Horizon 1

2021-2024

- Partnerships
 - Establish and enhance current and new partnerships with developers and realtors.
 - Seek out new partnership opportunities with local businesses, BIA's, U of A School of Business , STEP, Street Ambassador
- Re-Brand/Re-Launch
 - Complete Beverly Business Association re-brand initiatives
 - Refresh of Welcome Book for new businesses
 - BIA Awareness Campaign
 - Launch of new website
 - Development of Social Media Strategy
- Business Support
 - Review and enhance Business Resource Center on website

Horizon 2

2025-2028

- Partnerships
- Beverly Business Association Marketing Initiative
- Government Relations
 - Work with BIA Council on lobbying City of Edmonton to include non-traditional businesses operating within BIA (i.e. apartment buildings)
- Value Add Programs for member businesses
 - Review, enhance/develop current and new initiatives to provide value add for businesses within BIA.

Horizon 3

2029-2031

- Partnerships
 - Continuation of partnership initiatives with focus on value add to businesses within business association area
- Value Add Programs/Business Support
 - Seeking out new opportunities and partnerships that will provide support and add value to member businesses through various channels (website, social media, and education resources)

Aspirational Targets

2031 and Beyond

- Solidify the Business Association as a sustainable BIA creating long-term value for our membership and stakeholders, while helping to provide a supportable path for local economy.
- Increase business membership from 135 to 175

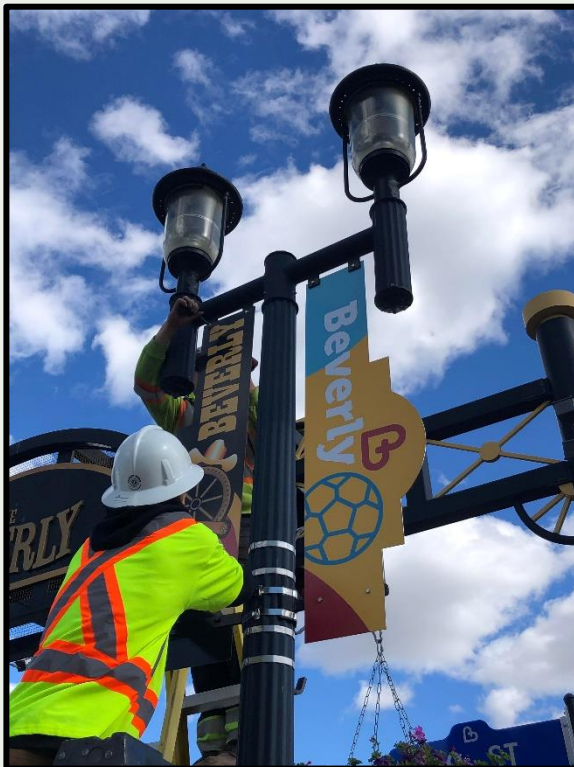
CAERS GRANT

The Beverly Business Association commenced an extensive branding and revitalization project in 2019. The project was undertaken as part of CAERS grant program through the Government of Alberta. \$58,100 was received from the Government of Alberta, with the BBA matching the funds with an additional \$58,100 for a total of \$116,200.

Once the grant was received back in early 2019, a committee was struck of community stakeholders, consisting of local businesses as well as community members who were consulted, such as the Community Leagues, the Beverly Historical Society, Beverly Farmers' Market, and others. One of the key reasons Beverly sought to receive this grant was the desire of the local businesses to improve the local business environment through a new rebrand, website, street pageantry, community events, and a sustainable plan to keep Beverly growing.

Our service providers were *Wild Heart Collective* and *DestroyTheBox*, who consulted to create and execute a vibrant marketing and brand implementation strategy to promote the businesses and neighbourhood of Beverly as a place to live and grow.

The CAERS portion of this project is now *complete*, though the rebranding work is being continued through a second grant, the Edmonton Economic Recovery Grant, totaling another \$37,610, meaning rebranding and revitalization work will continue in 2022.



CAERS GRANT SPECIFICS

CAERS Grant funding was spent in a variety of rebranding areas, all of which served to rebrand the Beverly business district as a vibrant, modern hub that attracts new businesses, new patrons, and showcases Beverly as a place to be within the City of Edmonton. Below is a snapshot of where the CAERS grant funds were allocated:

- Consulting and designing of new Beverly brand
- New Beverly business website (mybeverly.ca) featuring new brand
- Design and production of new street banners featuring new brand
- Design and production of new street address blades
- Branded items, including tent, banners, informational slider banners, A-frame sign, office decals, business cards, member stickers, etc. for BBA use to implement brand
- Branded event items for summer events (temporary tattoos, frisbees)
- Event design and marketing, implementing new brand for all BBA events
- Implementation of Beverly Dining Week
- Integrating new branding in all other areas (weekly newsletter, etc.)
- Social media strategy
- Photography and digital assets

UPCOMING EERG GRANT

As the CAERS Grant has concluded, we now look forward in 2022 to continuing the rebranding work through the Edmonton Economic Recovery Grant (EERG), received from the City of Edmonton. This grant, totaling an additional \$37,610, will be used to complete several branding projects, including the below:

- Completion and installation of large gateway street banners (42 Street and 50 Street) to complete streetscape project
- Utility box wrap project with Beverly Historical Society, utilizing new branding alongside historical images to add beautification to 118 Avenue
- Brand implementation and design for remaining core BBA events as needed
- Branding and marketing plan for prospective future “Beverly Day” event
- Using new branding via New Business Welcome Packages and other distributions that create value adds for member businesses and prospective member businesses
- Other

AROUND THE NEIGHBORHOOD DEVELOPMENTS IN THE BEVERLY BIA

Rundle at Riverview Crossing

Clearly evident to all in Beverly due to the magnitude of the project, the Rundle at Riverview Crossing development is well on its way, and is now beginning to rent future suites at the time of writing. This development on the Riverview Crossing Mall property is a big one for Beverly, as it will add 248 units to the neighborhood.

- 6 stories tall, featuring 248 units
- Lounge, games, community rooms
- 1, 2, and 3 bedroom units ranging from 636 to 1236 square feet
- All 248 units are rental units

For more, visit rundleliving.com

The Beacon

Tucked behind the Travelodge in what was previously a parking lot, The Beacon is nearing completion. This building changed designs a few times before its final iteration, and completion is planned for June of 2022.

- 21 units of supportive housing
- 2, 3, and 4 bedroom units
- All units have their own individual entrances to avoid the apartment feel and encourage streetfront activation
- Project being done by Right at Home

For more, visit sites.google.com/situateinc.ca/beaconheights/home



4402 118 Avenue

This new construction project on 118 Avenue is scheduled for opening between July and September of 2022. Featuring three different units, the space totals 6,149 square feet.

At the time of writing, one unit has been rented to become a future daycare.

- 3 units: 2497 SF / 1826 SF / 1826 SF
- All units have direct storefront access to 118 Avenue
- Managed by Maxwell Polaris Commercial
- Called Elite Arcade Plaza

For more, visit loopnet.ca/Listing/4402-118-Ave-NW-Edmonton-AB/25265695/



For more information on these or any other Beverly projects, please call 780-413-6244 or email director@mybeverly.ca and we would love to keep you in the loop or share retail space availabilities within the Beverly BIA!



2021 BBA EVENTS

2021 was an interesting year for our events, just like 2020, as the ebbs and flows of the COVID-19 pandemic made event planning a “will we or won’t we” situation in which some events were cancelled outright and others were cancelled last second.

- May-October: Beverly Towne Farmers’ Market
 - The market successfully took place with COVID-19 restrictions in place, including masking, hand sanitizer stations, social distancing, and the removal of sampling, live music, seating, etc. Much of this was lifted by the end of the season. The market took place for its second year in the parking lot at Riverview Crossing Mall.
- June: Annual Beverly Golf Tournament
 - The annual golf tournament was delayed until September and then, days before the event, got cancelled due to new COVID-19 restrictions. Golfers were refunded and sponsors had their sponsorships carried to 2022.
- July: Annual Pancake Breakfast
 - The annual pancake breakfast at the Travelodge was cancelled in 2021
- July: Beverly Historical Tours
 - The horse-drawn Beverly carriage tours were cancelled in 2021
- November: Remembrance Day Ceremony
 - As with 2020, the Beverly Memorial Cenotaph Remembrance Day Ceremony was held with the public encouraged to view it virtually. Fencing was used to monitor the number of individuals in the park. The event was a success, though it was much abbreviated due to the pandemic.
- October: Beverly Dining Week
 - Dining week took place with COVID-19 protocols in place. Our member restaurants all offered their specials in person or to-go, as the Restrictions Exemption Program was in place and patrons required proof of vaccination to stay and dine. 9 food establishments took part in the event, and it was a successful event though more small-scale due to the pandemic.



OTHER INITIATIVES

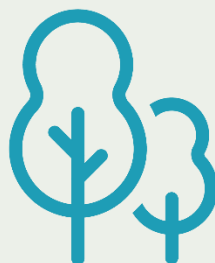
Bloomin' Boulevards

Each year, a core piece of the Beverly Business Association's summer streetfront beautification is the flower basket and barrel Bloomin' Boulevards program. In 2021, we again worked to put up 20 barrels and 20 baskets along 118 Avenue! One resident remarked: "I just want to compliment you on the beautiful flowers. Those are the nicest ones we've ever come across. It is looking really beautiful!"



Beverly Cleanup

Each year, the Beverly Business Association supports a few community partners to put on the Beverly Cleanup event. Lead by Crosspoint Church, volunteers come each year for one Saturday in May and then disperse throughout Beverly to clean the neighborhood! The snow melting can produce some litter surprises, so this event is a big step toward our summer beautification. In 2021 the event ran successfully with bagged lunches instead of a BBQ due to the pandemic.



Coal Car Refresh

Beverly's beloved coal car entrance feature on 118 Avenue at Abbottsfield Road needed a bit of love, so the Beverly Business Association partnered with the Beverly Historical Society to revitalize the sign! Including new stain and new letters, the coal car is now restored to a bright, inviting feature welcoming all to Beverly!



Strategic Partnership and Resource Connection

The Beverly Business Association is proud to partner with numerous agencies and organizations within the greater Beverly area, including the Northeast Division Edmonton Police beat officers, the Edmonton Public Library, the Beverly Heights Community League, the Beacon Heights Community League, the Beverly Historical Society, the Beverly Towne Community Development Society, and numerous other local agencies. The Beverly Business Association is also proud to support community initiatives such as the Beverly Farmers' Market, the Beverly Community News, The Beverly Memorial Cenotaph Committee, and more. These strategic partnerships allow us to advance Beverly forward together, and we acknowledge and thank these partners for the many roles they play in the community and its events.



THANK YOU!

The Beverly Business Association thanks its Board of Directors, its partners, and its members. Thank you to the City of Edmonton and its staff, as well as to Ward Métis City Councillor Ashley Salvador, Edmonton-Beverly-Clareview MLA Deron Bilous, and Edmonton Griesbach MP Blake Desjarlais.

Beverly Business Association
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Mailing Address: PO Box 20202, RPO Beverly, T5W 5E6, Edmonton AB

Executive Director: Alex Bosker

2021 Board of Directors:

- Jeff Nordstrom – Chair
- Dr. Darryl Tkachyk
- Mark Stephenson
- Laurie Reay
- Trevor Ritchie
- Tyler Hawryluk
- Anton Tarnavsky
- Danielle Pilon
- Scott Jerace

2022 Board of Directors:

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- Dr. Darryl Tkachyk
- Mark Stephenson
- Laurie Reay
- Trevor Ritchie
- Tyler Hawryluk
- Rachel Benti
- Carolyn Magnan
- Heather Rowe

Live, work & play in Beverly



EVENTS



SHOP



FOOD



ACTIVITIES