

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.

Business Improvement Area	Environmental Outcomes	Social Outcomes	Governance Outcomes
124th Street	<ul style="list-style-type: none"> - The Summer Beautification program included participation in "Bloomin Boulevards," and installed 54 flower baskets in the area. Two flower planters were installed in Helen Nolan Park and 124 Street members purchased another 25 flower baskets for a total of 81 in the district. This enhanced the beautification of the area. - The Winter Beautification program involved the installation of LED illuminated pots, decorated with evergreens and LED lights. This represented a more efficient energy use option (LEDs) and helped to beautify the area. - In conjunction with All is Bright on 124, the 124 Street Business Association repaired and replaced decorative LED 	<ul style="list-style-type: none"> - Deployment of a marketing strategy continues to focus on social and web-based marketing. Monitoring of the program has indicated that it is a successful and cost effective approach to reaching the target market. A full-time, permanent marketing coordinator was added to the team to help with grant programs and other projects. The marketing strategy adds to the association's ability to attract patrons and businesses to the area. - An events program run over the past year was successful in bringing awareness and people to the BIA, facilitating cross-promotional marketing and branding opportunities, enhancing community relations and partnerships, and strengthening the 124 Street brand as a vibrant 	<ul style="list-style-type: none"> - The Board underwent a board orientation session with City staff to learn more about governance and their roles within the BIA In January 2022 - Annual Report submitted April 26, 2022 - Audited Statements submitted April 26, 2022 - Budget and Board list submitted to City Council on Dec. 6, 2021 - AGM conducted on Oct. 20, 2021 - Quarterly variance reports submitted for Q1, Q2, Q3

	<p>multicoloured light globes in the trees along the 124 Street corridor from Jasper Avenue to 102 Avenue including the High Street area and Helen Nolan Park.</p> <ul style="list-style-type: none"> - A private contractor was retained for the months of April to October 2021 to maintain cleanliness in the BIA by picking up litter, sweeping sidewalks, and reporting any graffiti. Clean-up activities were conducted twice a week within the BIA. In addition, the 124 Street Business Association funded a local community group (26th St. Peters Scouts) to clean up litter in a two-block radius on 124 Street once a week for 16 weeks from May to September. The Scouts and the private contractor collected and removed a total of 45 bags of garbage from 124 Street over the duration of 16 weeks. 	<p>destination and shopping district. Events that the BIA partnered or participated in include:</p> <ul style="list-style-type: none"> - 2 performances by Edmonton Orchestra Symphony on 124 Street (free and accessible to all) (700+ people attended) - All is Bright on 124 (estimated that 12,000+ people participated in this free and accessible event) - Actively engaged with various community stakeholders such as the Westmount Community League, Oliver Community League, and the City of Edmonton on an ongoing basis. This adds connection within the community between patrons and businesses. - Staff and Board members meet regularly with City of Edmonton staff and City Councillor for O-day'min to advocate for the BIA on various issues including city construction projects, streetscape maintenance, parking, zoning, planning, and permitting, all of which add to the vibrancy and safety of the area. - 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 	
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Attachment 3

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