

2016 Annual Report



**Stony Plain Road & Area
Business Association**

BUILDING SOMETHING SPECIAL

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INTRODUCTION

The Stony Plain Road and Area Business Association continues to grow, experience, learn and appreciate the dynamics of the business area and surrounding communities. The membership is a diverse range of approximately 550 businesses ranging anywhere from small family owned businesses to automotive to industrial commercial to big box. What is common amongst all is the enthusiasm for change and the promise of revitalization. Our mission as an Association is to create a dynamic area where people want to shop, businesses want to grow, and residents want to live.

From the 2013 – 2015 Strategic Report three of the four primary objectives continue to be a priority.

- 1. Attract more people to the streets.*
- 2. Encourage quality building projects, mapping and wayfinding signage.*
- 3. Create a brand niche by building a Market District*

ATTRACTING MORE PEOPLE TO THE STREETS

Clean Streets Program

Working with Redemptive Development- a Not For Profit stakeholder in the area, we continue to contract a helper living in the area to clean our streets. This entails all the business areas within the BIA boundary. Their responsibilities include:



- Litter pick up
- Dog feces removal
- Needle pickup
- Report mischief in the area

The BIA equips the clean team with a cart and all necessary supplies to accomplish the tasks.

More Murals

We have added even more murals this past year. They have been applied to locations that have been real targets for graffiti. We are very fortunate for the city grants we receive and the talented artist Agnieszka and Colleen. They have been a great asset to the area.



7-11 163 Street and Stony Plain Road



Chiu Lau Building 153 Street and Stony Plain Road

Graffiti Patrol

We continue to patrol for graffiti and report through the 311 app. The reporting process works really well and the graffiti is usually dealt with on a timely manner. The biggest challenge is the charge for the offense is not harsh enough to discourage repeat offenders. Worst case scenario is a \$250 fine which is minimal compared to the overall cost to repairing damages.

Social Media

We continue to enhance social media presence to promote businesses, events and communications. In total on Twitter we have 1700 followers and Facebook has 800. We are focusing on building our Instagram account and increasing more followers.

New Permanent Planter Program

In the last couple of years we have placed approximately 250 planters throughout the BIA area each summer. Not only was this a large amount of planters but also a large space to cover. The



placement of planters has also been challenging due to access for watering. This year instead of the barrel planters used previous years we strategically place 30 large planters through the BIA. We also introduced a new Permanent Planter Program that over time will prove to be more cost effective.

Summary of Permanent Planter Program:

- First priority for the Permanent Planter Programs is to work with the existing planters previously installed, then carry on to build and add more permanent planters and fill provided planters.
- For businesses with land space in front of the business, we will build the planters, fill with dirt and plant flowers which will be a mixture of perennials and annuals.
- For businesses adjacent to a sidewalk in front, we cannot build permanent planters however if they provide us with a large planter that they will store at the end of the season, we will fill the planter with dirt and flowers.
- Watering – we will help water the plants throughout the summer however we will be utilizing the water from the business where the plants are located. If at all possible we encourage business owners to water their own planters.
- Maintenance – we will ensure the health of the plants throughout the summer by providing fertilizer and weeding as needed.

What this will accomplish is:

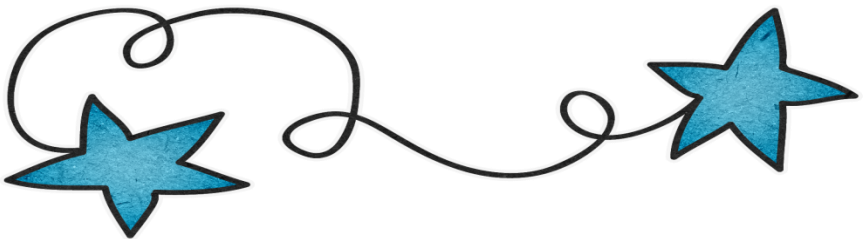
- + An organic and unified approach to beautifying the area.
- + Added value to the property and businesses,
- + Long term cost savings with the use of perennials,
- + Build community pride and relations,
- + Support the Communities in Bloom Program.



A total of 20 permanent planters were building in 2016.

YEG MARKET

2016 was the first year to run the public market every week throughout the summer. Every Friday 4:00 PM till 8:00 PM from May 27 to September 16 every week was a new theme. Being the first year of running a weekly event we were pleased with the participation and attendance. Moving forward the experience has resulted in new ideas and direction for improvements for next year. One of the main goals is to encourage more business participation by highlighting the diversity of business mix in the area. Participation is important and we look forward to hearing from you.



BANNERS



After many months of planning, 160 banners were installed throughout the BIA. The banners identify the boundary of the BIA and its members that support the continuous improvements. It is a statement that exhibits the collaboration between businesses towards building a vibrant business area.

The design was a picture of the artwork in the north side of 152 Plaza.



OTHER NOTABLE EVENTS IN 2016

Stony Plain Road Goes Country in support of CFR.



Bike Racks Created by Jasper Place High School



ANNUAL GENERAL MEETING

Each year the Association hosts an Annual General Meeting (AGM). During the AGM an overview of the previous year, current status, and proposed budget for the following year is presented along with the election of the Board of Directors. The 2016 AGM was held on October 25 and approximately 35 attended. Prior to the AGM an invite was sent by email and mail to all businesses.

2016 BOARD OF DIRECTORS

Greg Downie	Allmake Vacuums Service Ltd.
Salim Keshwani	Arctic Auto Wash
Ken McCoy	Royal LePage
Anthony Ferdinand	ATB
Phyllis Bright	The Flag Shop
Rob Yager	United Way
Diane Kereluk	Executive Director

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