
124 STREET BUSINESS ASSOCIATION

2016 ANNUAL REPORT



TABLE OF CONTENTS

| | |
|---|----|
| I. VISION, MISSION, & PRIORITY AREAS | 3 |
| II. 2016 BOARD OF DIRECTORS, COMMITTEES, & OFFICE STAFF | 4 |
| III. MEMBER RELATIONS | 6 |
| IV. STREETScape & BEAUTIFICATION PROJECTS | 7 |
| V. MARKETING PROGRAM | 12 |
| VI. EVENTS | 13 |
| VII. ONGOING ACTIVITIES | 16 |
| VIII. EXTERNAL COMMITTEES AND MEETINGS | 17 |
| IX. CURRENT INITIATIVES | 18 |

I. VISION, MISSION, & PRIORITY AREAS

VISION

124 Street is Edmonton's premier destination main street shopping district, home to the city's finest local independent restaurants, art galleries, boutiques, and premium services that is characterized by a pedestrian-friendly, low to mid-rise urban form.

MISSION

To create a vibrant and prosperous business community for the 124 Street Business Improvement Area (BIA) members through ongoing business recruitment and retention, streetscape and beautification, advocacy, community partnerships, member support, marketing and promotions, event facilitation, and multimodal transportation strategies and initiatives.

PRIORITY AREAS

- Business Recruitment and Sustainability
- Streetscape and Beautification
- Urban Design and Architecture
- Multimodal Transportation Accessibility
- Parking
- Member Relations
- Marketing and Events

II. 2016 BOARD OF DIRECTORS, COMMITTEES, & OFFICE STAFF

BOARD OF DIRECTORS

Garner Beggs, Duchess Bake Shop

Karen Bishop, Daffodil Gallery

Seble Isaac, Café Tiramisu

Cherie Klassen, The Business Link

Kim Kostiuk, Fine Line Jewellers

Allison MacLean, Carbon Environmental Boutique

Sarah Proudlock, The Tea girl

Terry Synyshyn, mudHoney Salon

EXECUTIVE COMMITTEE

Terry Synyshyn, Chair

Sarah Proudlock, Vice-Chair

Cherie Klassen, Treasurer

Garner Beggs, Secretary

STREETSCAPE COMMITTEE

Kim Kostiuk, Chair

Garner Beggs

Seble Isaac

MARKETING & EVENTS COMMITTEE

Allison MacLean, Chair

Dave Cleary, Wild Birds Unlimited

Marie Olah, Lando Gallery

Sarah Proudlock

OFFICE STAFF

Jeff McLaren, Executive Director

Colleen Shaw, Marketing, Events, and Communications Coordinator

Judy Smith, Office Administrator



III. MEMBER RELATIONS

COMMUNICATION WITH MEMBERS

The 124 Street BIA engages and maintains constant communication with its membership through a variety of means including monthly newsletters, email, website members area, Facebook, Twitter, Annual Open House, Annual General Meeting, business mixers, phone calls, meetings, and in-person visits.

ANNUAL GENERAL MEETING (OCTOBER 19)

The 2016 Annual General Meeting was held on October 19, 2016 where the proposed 2017 Budget and the 2017 Board of Directors nominations were approved by the 124 Street BIA membership. Prior to the event, a reception was held for business members to socialize and network. Approximately 35 persons attended the Annual General Meeting.

ANNUAL OPEN HOUSE (DECEMBER 14)

On December 14, 2016, the 124 Street BIA hosted a scaled down Annual Open House at Daravara Pub (10715 124 Street) for 124 Street business members, property owners, community members, City officials, and local dignitaries. The Open House was an opportunity for the 124 Street BIA to thank its many partners and supporters and to provide an opportunity for socializing and networking. Approximately 30 persons attended the Open House.

IV. STREETScape & BEAUTIFICATION PROJECTS

In 2016, the 124 Street BIA undertook a number of streetscape and beautification initiatives to improve the aesthetics and functionality of 124 Street to enhance the overall experience of patrons to the area.

PARK PROJECT

Since 2010, the 124 Street BIA has been working with the City to redevelop the old trolley turnaround lane located at 12327 - 108 Avenue into a purpose built urban park that can accommodate both passive and active functions for the surrounding community. Specific design elements include level surface grading, stage and performance area, increased seating, additional trees and green space, lighting fixtures, and electrical outlets. Construction of this project commenced in the spring of 2016 and was completed in the fall of 2016. This project was funded by the 124 Street BIA (\$89,255), City of Edmonton, and a Government of Alberta Community Facility Enhancement Program Grant (\$55,000).



SUMMER BEAUTIFICATION PROGRAM

The 124 Street BIA continued to partake in the very successful City of Edmonton “Bloomin’ Boulevards” Program by installing 106 hanging flower baskets (\$22,483) on each corner of 124 Street along the entire BIA (Jasper to 111 Avenue). In addition, the 124 Street businesses purchased four hanging flower baskets and 64 flower barrels (\$12,936) to make a total of 174 flower barrels and hanging baskets purchased by both the BIA and its business members to beautify the BIA.



WINTER BEAUTIFICATION PROGRAM

As part of the 124 Street BIA’s continuing winter beautification program, 41 illuminated pots (white pots that illuminate at night), planted with evergreens and decorated with lights, were installed on 124 Street from Jasper to 111 Avenue (\$9,911).



DECORATIVE LIGHTING

In conjunction with the All is Bright on 124 Festival, the 124 Street BIA installed an additional 24 decorative multi-coloured light globes (16 inches) in the trees within the festival area at the south end of 124 Street (\$5,894). These globes supplement the existing 36 globes installed in the adjacent High Street area in 2015. Not only does this decorative lighting contribute to the experience of the All is Bright on 124 Festival, it also creates warmth and luminescence in the 124 Street area over the long dark winter months. There are currently plans in 2017 to install additional decorative lighting within the 124 Street BIA.

The 124 Street corridor from Jasper to 111 Avenues has 230 trees with electrical outlets for decorative tree lighting (note: there are no electrical outlets for the trees between 107 and 109 Avenues). The 124 Street BIA has been working diligently with the City of Edmonton over recent years to identify power supply, electrical outlets, and materials issues and to make the appropriate repairs and installations as needed. This work was completed in the fall/winter of 2016 with the majority of trees on 124 Street now installed with working decorative lights.



SIDEWALK MAINTENANCE AND REPAIRS

In the summer of 2016, the City of Edmonton completed a sidewalk maintenance project on 124 Street from Jasper to 111 Avenues in which the sidewalks were repaired for safety hazards and problem areas including unlevel grading, patch repairs, and paving stone replacement.

CLEANING AND MAINTENANCE

A private contractor was once again retained for the months of April to October 2016 to maintain cleanliness in the BIA by picking up litter, sweeping sidewalks, maintaining landscaped areas, controlling weeds, removing posters on light poles, and reporting any graffiti (\$2,758). Clean-up activities were conducted twice a week within the BIA which resulted in a comprehensive clean-up of the entire BIA each week. Also, the 124 Street BIA was again a proud participant in the Capital City Clean Up's Business Supporting Community Program. The BIA funded a local community group to clean up litter on 124 Street once a week from May to August (\$600).

FAÇADE IMPROVEMENT PROGRAM

Two City Façade Improvement Program projects were funded and completed in 2016 with numerous other projects in various stages of the process in 2017.

V. MARKETING PROGRAM

In 2012, the 124 Street BIA shifted its marketing strategy from an emphasis on traditional forms of marketing such as radio and print to primarily a social media and web-based marketing strategy. In 2016, the 124 Street BIA continued this marketing strategy that was managed by a Marketing and Events Contractor. Overall, the research and metrics analysis indicates that this marketing strategy is a successful and cost-effective strategy of reaching our target markets.

WEBSITE

The 124 Street website continues to be the primary marketing platform for the 124 Street BIA and a key portal to the respective social media platforms. In 2016, there were 57,639 total visits to the website with 76% of those visits being first-time visits. This is a significant increase (28%) from 2015 where there was a total of 45,190 visits (79% first-time visits).

SOCIAL MEDIA

The social media tools of Facebook, Twitter, and a monthly eNewsletter were first established by the 124 Street BIA in 2011 to promote and market the BIA across a variety of platforms. With a Marketing and Events Contractor to actively monitor and manage these accounts through daily engagement and ongoing promotional campaigns, the BIA has continued to increase its followers and reach. However, with the exception of Instagram, these increases have not been as significant as recent years. Specifically, by the end of 2016, followers for Twitter increased to 13,251 from 11,557 in 2015 (15% increase), Facebook to 12,732 from 11,609 in 2015 (10% increase), Instagram to 2,519 from 1,639 in 2015 (54% increase), and eNewsletter to 1,163 from 1,099 in 2015 (6% increase).

PRINT

The 124 Street BIA continued to maintain a modest print marketing presence in the outlets of Vue Magazine (Golden Fork and Best of Edmonton issues) (\$1,560) and the surrounding community newsletters (Westmount, Oliver, Glenora, North Glenora) (\$2,068).

VI. EVENTS

In 2016, the 124 Street BIA continued its strategy of sponsoring and hosting a number of events within the BIA. In general, these events were very successful in that they brought awareness and people to the BIA, facilitated cross-promotional marketing and branding opportunities, enhanced community relations and partnerships, and strengthened the 124 Street brand as a vibrant district.

OLIVER COMMUNITY FESTIVAL (MAY 28)

For the fifth year, the 124 Street BIA provided \$1,000 in sponsorship to the Oliver Community Festival. The festival is a community event that features local vendors and food trucks, bake sale, rummage sale, live entertainment, church tours, and children's play areas and entertainment. The Oliver Community Festival was a joint collaboration between Robertson-Wesley United Church, Anglican Parish of Christ Church, Oliver Community League, and the 124 Street BIA.

MAKE MUSIC EDMONTON (JUNE 19)

Make Music Edmonton is part of a global live music celebration that started in 1981 and takes place every year on the summer solstice, June 21, in over 100 countries and over 450 cities worldwide. La Fete de la Musique made its way to Edmonton and 124 Street in 2014. The third event in 2016 saw approximately 500 people converge on 124 Street to experience 45 musicians at 10 music venues including two outdoor stages. Make Music Edmonton is spearheaded by Alliance Francaise d'Edmonton in partnership with the 124 Street BIA (\$2,000).



RED SHOE CRAWL ON 124 (SEPTEMBER 10)

For the fifth year, 124 Street hosted the Red Shoe Crawl on September 10, 2016 in support of Ronald McDonald House Northern Alberta. Participants receive passports allowing them to stop at various 124 Street businesses to enjoy an afternoon of local delights from a wide range of vendors offering anything from fresh baked pastries, delicious gourmet cheeses, craft beer samplings, and more. Approximately 150 people attended the event in 2016.



ALL IS BRIGHT ON 124 (NOVEMBER 19)

The 124 Street BIA hosted its fourth annual All is Bright on 124 Festival on November 21, 2016 on 124 Street between Jasper and 102 Avenues. All is Bright on 124 is a free outdoor, culturally unique community event that celebrates the coming of the winter season in Edmonton through light installations, art, live entertainment, and family programming. The primary theme of the event is “light” where a variety of light installations (e.g., art installations, ice sculptures, illuminated pots, programmable string lighting, storefront decorations, tree lights) are utilized to facilitate the celebration of winter, community, and culture in Edmonton. The celebration of “light” culminated with a “Light Up the Night” event at 6:00pm which kicked off an evening fete featuring a variety of local musical artists of programming. Overall, by means of our own internal analysis and feedback, we are generally satisfied with the correlation between the planned goals of the event and the actual outcomes. It is estimated that 5,000 people attended the event over the duration of the day which is consistent with previous events and a slight increase from 2015. The total cost of the event was \$66,229 with revenue coming from the Government of Alberta Community Initiatives Program Grant (\$20,000), sponsorship (\$16,400), Edmonton Art Council (\$10,000), festival income (\$5,900), and the 124 Street BIA (\$13,929).



VII. ONGOING ACTIVITIES

COMMUNITY PARTNERSHIPS

As community relationships are integral to the success of the 124 Street Business Association (Business Revitalization Zone (BIA)), the 124 Street BIA is actively engaged with various community stakeholders such as the Westmount Community League, Oliver Community League, Groat Estates Residential Association, and the City of Edmonton on a regular basis.

ADVOCACY

The 124 Street BIA staff and Board members meet regularly with City of Edmonton staff and Ward 6 Councillor Scott McKeen to advocate for the BIA on various issues including streetscape maintenance, parking, infill developments, and permitting.

BUSINESS RECRUITMENT AND RETENTION

The 124 Street BRZ is continuously engaged in the recruitment of businesses to locate to 124 Street. Specifically, the BRZ maintains an updated vacant space and contact information inventory, responds to numerous inquiries about leasing and real estate opportunities, targets specifically identified businesses to locate to 124 Street, and facilitates communication between potential business proprietors and property owners/managers. Subsequently, this work has helped contribute to 17 new businesses opening within the 124 Street BIA in 2016.

VIII. EXTERNAL COMMITTEES AND MEETINGS

The 124 Street BIA Executive Director, Jeff McLaren, represented the BIA on a couple of external committees including the following:

BIA COUNCIL

The Executive Directors of the 13 BIA's within Edmonton meet approximately every six weeks to discuss mutual issues and concerns regarding BIA's. The members of the BIA Council work together to promote BIA's and to find solutions to continue to support the work of the various BIA's.

IMAGINE JASPER AVENUE PROJECT COMMUNITY, BUSINESS AND RESIDENT COMMITTEE (CBRC)

The Community, Business and Residents Committee (CBRC) is a group of people invited to act as representatives of the community, businesses, residents and stakeholder groups who may have an interest in the streetscape revitalization of Jasper Avenue. The CBRC is intended to act in an advisory role, assisting the Project Team (made up of City staff and consultants) in the development and testing of the Project Vision and design options. The CBRC will be asked to provide background information and 'local knowledge' that the Project Team may not be aware of otherwise. The CBRC may also be asked to provide feedback on public engagement materials and approaches.

IX. CURRENT INITIATIVES

The 124 Street has been spearheading and working on a number of different initiatives over the last few years with the City of Edmonton and other partners that are currently underway.

124 STREET CORRIDOR STUDY

Commencing in 2017, the City of Edmonton, in consultation with the local communities and stakeholders, will begin the process of developing a 124 Street Corridor Study to upgrade the existing outdated plans guiding development in the 124 Street corridor. The 124 Street Corridor Study process will examine city policy, land use, built form, community facilities, transportation, heritage, and urban design in order to develop a vision and policy to guide future development along the 124 Street corridor.

DECORATIVE LIGHT POLE REPLACEMENT

The City of Edmonton is currently replacing the existing decorative light poles (green) that were first installed on 124 Street in 1990 with a new black decorative light pole. This project began in the spring of 2017 on 124 Street between Jasper and 104 Avenues with the next phase being between 104 and 107 Avenues which should tentatively be complete in 2018.

LOGO AND VISUAL IDENTITY GUIDELINES

The 124 Street BIA has begun the process of a visual branding refresh with the procurement of the services of a graphic designer to design a new logo and visual identity guidelines. The tentative timeline for this project to be complete is November 2017.

