

North Edge
Business Improvement Area

ANNUAL REPORT
2016

NORTH EDGE BIA 2016 ANNUAL REPORT – A YEAR OF PROGRESS

The Board of the North Edge Business Association is pleased to share our 2016 accomplishments.

Our 2016 Board members included:

Chair: **Mary Gerrard** of Interscape Design

Vice Chair: **Keith Harcus** of Colours Artistry

Treasurer: **Will Exelby**, of Exelby & Partners

Members at large:

Joe Ammar of River City Events

Jane Thomas of Healing Connections

Austin Tran of Raycom

Clayton McAdam of Capital City Athletics

BOARD VOLUNTEER METRICS

- NEBA board members contributed over 225 hours of volunteer time to the BIA board and its representation. The Board has provided a great service and contribution to this organization. Their time and expertise is greatly appreciated.
- Two board and partners planning sessions were held in 2016 to strategize program options.
- Thoughtfully planned projects and future budget were crafted and funds were put in place to hire additional staff resources to expand our operational capacity.
- Our efforts successfully recruited new business owners onto the board.
- Our 2016 Annual Dinner Meeting had 62 people in attendance, including six municipal staff.
- Strategic considerations affecting our work are as follows:
 - the construction of the Roger's Arena,
 - the pressures resulting from residential and commercial development,
 - transit oriented influences, and
 - the need for a new parking plan for the North Edge area.
- NEBA's Operational plan calls for a robust business destination focus to target our developing tourism area.
- Our Mission and Operational Directives are noted within this document.

PARTNERSHIPS WERE A HIGH NOTE IN 2016! While expanding our partnership base we:

- Successfully partnered with COE Citizen Services and REACH Edmonton to create the YEG Ambassador Program, which started in Q1 2017. The program fosters stronger assists in building community connections between neighbours, community members,

businesses and agencies while promoting increased knowledge of the area and of the services available to the community. We anticipate continued partnership opportunity as the program develops.

- We arranged an office space to open in spring of 2017 to assist our ability to offer service to members and to house the program and our crew.
- NEBA is a partner to our BIA Unit, Neighbourhoods, Capital City Cleanup, and Roger Arena's COE supports, Transportation Parking, and others.

AREA IMPROVEMENTS

- 12 additional flag poles were installed and our flag stock renewed for a total of 21 sites.
- We increased our 2016 participation in the COE event flag program; celebrating Road to RIO, Winter Cities, and CFR.

NEBA ANNUAL FLOWER PROGRAM

- Our flower program sites were doubled to 20 large planters. We designed a new planter shape in partnership with the Metals Class of Harry Ainley High School who built 10 hex shaped planters.

CLEANLINESS

- Facilitated 34 additional refuse containers through COE Sanitation
- Requested a crossing light at 110th street & 107th avenue crosswalk
- Encouraged additional cleanliness of shelters and garbage cans to be provided
- Cleaned the area thoroughly with a heavy-duty spring cleanup of litter, trimming, and followed with warmer weather biweekly litter pickup rounds.
- Sanding of icy sidewalk crosswalks in winter was performed.
- Illegal dumping, back lane dumpster issues, etc. are addressed with an ongoing working relationship with City Bylaw & Enforcement.

NEBA SPECIFIC ISSUES

- Discussion with the Safety Compliance team on process, incidents and workings.
- Member targeted Parking Survey review research and problem solving sessions in Central McDougall & Queen Mary Park.
- Connected with the Tax Department regarding the business concerns about the significant property tax hikes in the North Edge. In particular, there are concerns about the lack of comparable standards of services between core area and suburban commercial areas.
- Advocated multiple times to decrease the excessive LRT crossing bells decibel levels on the corner of 105th street & 107th avenue.
- Due to commercial leasing being such a concern to businesses in the area, NEBA circulated several articles on Commercial Leasing through the newsletter.
- Connected with Alberta Liquor Commission to get clarity on liquor stores operations management vs COE Business Licensing provisions.

ENCOURAGING PRIVATE SECTOR INVESTMENT

- Arranged and supported development / business interests in Community League meetings on Development Permit applications in both Queen Mary Park and Central MacDougall.
- Coached two restaurants and one daycare Development Permit through the Subdivision Appeal Process.
- Assisted businesses with the Development Permit process in multiple cases.
- Encouraged and promoted the use of the Façade Improvement Program to 11 landowners who are presently in varied stages of the completion process.
- Worked with landowners regarding their tenant selection and the future direction of their property development.
- We actively supported the small business window pilot project as it assists businesses with the questions around why the regulations require certain information and how to provide that information.
- NEBA shared leasing information with potential tenants and landowners on multiple occasions. We ensured that applicants understand the zoning implications of the commercial locations chosen.
- In 2016 we pulled all land titles so that we can connect with landowners in our business district.

ADVOCATING FOR NEBA BUSINESS TO CITY GOVERNMENT

NEBA participated and consulted on the following policy areas;

- Main Street Designation / Zoning
- Health Check for BRZ's Indicator discussions
- Pedestrian Wayfinding project workshop
- Open house on the 104 Avenue Corridor Zoning Area Plan
- City of Edmonton's Alcohol Sales Amendment to Section 85 of the Edmonton Zoning Bylaw 12800
- Realizing Housing Potential
- 107 avenue planning study status query
- Queen Mary Park Renewal discussion
- We keep in touch with our area councilor on issues of concern and ideas we wish to implement such as the Columbia Avenue Redevelopment project timing.

BIA COUNCIL REPRESENTATION

The BIA Council provides an excellent venue to network, share ideas and to learn new strategies.

Positions and feedback gathered for COE departments are;

- Proposed Zoning Policy Changes including parking implementation plans for eateries.
- Support to the additional resources to the Community Standards Bylaw (Derelict Properties, vacant lots, support for chronic user fines,).

- Municipal Government Act changes to allow for BIA name changes and landowners to become members.

REVITALIZATION COMMITTEE REPRESENTATION

- In 2016 we participated in the Design sessions work and evaluation for the area including attending two discussions with the Design Team working on the overview of needs for the area.
- We participated in both neighbourhood Community walkabout input sessions hosted by the Design Team.
- We attended meetings, supported event planning and committee strategy development.
- We distributed the “Who do you Call” brochure.

ARENA COMMITTEE

- In addition to discussing arena development plans for security, parking litter, encouraging the promotional strategies for the LRT and Transit, we also used the opportunity to network with city departments and other stakeholders to hear feedback and promote partnerships. We participated in each committee activity and tours.

NORTH EDGE BRAND PROMOTION/COMMUNICATIONS:

- Website updates for members were conducted.
- THE YARDS Magazine advertisement promoted the restaurants in our area.
- We are active on Twitter and Facebook.
- We host a blog on the NEBA website called **CITY SCENE** that hosts all City of Edmonton topics, introduced in the newsletter:

Topics:

Rogers Place Parking Lot rezoning, Join Edmonton Police service, Dial #377 non emergency line, Urban Design Analysis Open House, Mature Neighbourhood Overlay Open House, Farewell to Winter Patio Party, Spring Cleanup is Upon us 2016, Open House Invite – Building Great Neighbourhoods, Rogers Place Arena Construction Update, 2016 Volunteer Opportunity: Revitalization Implementation Steering Committee

- **2016 NEBA NEWSLETTERS** to members informative topics included;

Topics:

On-street parking, Queen Mary Park Design for 112-113th street, between 105 and 106th avenue, Give Winter Gear to our Non-Profits, Business Planning by Abinsi, Commercial Leasing Tips, Bylaw Tips-remove your sidewalk snow, Façade Improvement Projects recognized, On Street Parking Site Checks, Grand Opening, New businesses, Report on the Annual Dinner Meeting Results, Annual Dinner Tickets, NEBA seeks new Board Members, Use A Venue in the North Edge and we will promote it! Monthly Employee Lots – spaces needed, Volunteer Agency Parking Program options, North Edge Restaurant Lists, COE BIA Unit Small Business Open Window Program, Transforming Edmonton – Getting to Rogers Place, BEATS International Drum Festival, North Edge Parking Survey, NEBA Co-op Promotions options, Thursday Nights on the Edge, Alberta Jobs Bank, Share your Promotions – NEBA will promote them! Leasable Space Available, Urban Design Open House, EPS BBQ, Alex Pizza & Donair, Heroes of 107th avenue, Golden Fork Awards (VUE WEEKLY), Collaborative promotion option via Twitter and Facebook for members.

- Member articles in our newsletter / website blog called **NOTES FROM THE EDGE**

Topics:

Bridges for Economic Success for newcomers – Actions for Healthy Communities - Bottom Line Productions: musicals, plays events - Canadian Urban - Dirtbag Café - ABC Emballuxe - Alberta Venture Factory - Knosh Catering - Colours Artists - Salin on Food Truck - David

NORTH EDGE BUSINESS ASSOCIATION MISSION STATEMENT

The North Edge BIA exists to create opportunities, to promote success and engage stakeholders to improve the business vitality of our unique centrally located business district.

STATEMENT OF OPERATIONAL DIRECTIVES

North Edge Business Association shall revitalize and renew the North Edge area by:

- *Aligning the “District by Design” brand to our priorities to build a unique destination for tourists, visitors and our targeted customer bases. Customers coming to our area can expect: unique dining, shopping, cultural activities and a wide selection of area amenities.*
- *Recruiting and expanding our business mix to include services which will benefit from the centrally located area, and which will recognize the opportunities presented by the area’s development as a growing tourism destination.*
- *Supporting infrastructure development of public spaces, including increased walkability and amenities by working with the municipality and area stakeholders.*
- *Increasing transportation and traffic planning management combined with parking management strategies to expand access through the area.*
- *Working directly with landowners, businesses and building management to improve building appearance, window display and cleanliness.*
- *Increasing community safety by partnering with area stakeholders and authorities to address safety issues.*
- *Improving area zoning and the regulatory environment (including Area Re-Development Plan Amendments) to foster quality, well-managed business development.*

NEBA BOUNDARY MAP



2016 AUDIT NOTES

Revenue: page 3

- 2016 actual column/income: We have been carrying a revenue deferred balance as we work to ensure we have partnerships and grants. NEBA has also been awarded grants in last quarter of the year which do not reflect the entire resulting expenditure.

Expenses: page 3

- Programs and projects actual reflects the budgeted 2016 budget figure and any expenses we incurred from finishing prior year projects and any new projects we received a grant for after we submitted the budget. The projects are in alignment with the board's plans.
- Fund balance at the end of the year was decreased to \$107,901 from \$139,108 which is a reduction of our existing reserve fund.

2016 DEFERRED (See table)

- Our deferred dollars in 2016 are from several grants as noted. The grant breakdown is in the table.

The North Edge Business Association
 Deferred Revenue Schedule
 December 31, 2016

Deferred Revenue Amortization -

	4170 - Clean Team	4180 - Business Cluster	4130 - Sculpture Pro	Great Neighborhoods - Marketing Plan	2016 Flower Planting	Flower 2016	NEBA Web	Planter	2017 Clean Team	Total
2013 Grant	20,000.00	7,450.00	20,000.00	-	-	-	-	-	-	93,000.00
2013 expenditures	-	-	-	-	-	-	-	-	-	(20,352.25)
2013 to defer	20,000.00	7,450.00	20,000.00	-	-	-	-	-	-	72,647.75
2014 Grant	-	-	-	-	-	-	-	-	-	-
2014 expenditures	(9,561.25)	(299.95)	-	-	-	-	-	-	-	(14,411.20)
2014 to defer	10,438.75	7,150.05	20,000.00	-	-	-	-	-	-	58,236.55
2015 Grant	-	-	-	14,500.00	11,915.00	-	-	-	-	45,460.00
2015 expenditures	(1,360.16)	-	-	(889.00)	-	-	-	-	-	(33,759.54)
2015 Repayment	(9,078.59)	-	-	-	-	-	-	-	-	(25,829.48)
2015 Reversal of expenditure	-	-	-	-	-	-	-	-	-	8,568.52
2015 to defer	-	7,150.05	20,000.00	13,611.00	11,915.00	-	-	-	-	52,676.05
2016 Grant	10,000.00	-	-	-	-	4,460.00	14,537.50	5,575.00	10,500.00	45,072.50
2016 expenditures	(10,000.00)	(3,122.23)	(20,000.00)	(13,611.00)	(11,915.00)	-	0.00	0.00	-	(58,648.23)
2016 Repayment	-	(4,027.82)	-	-	-	-	-	-	-	(4,027.82)
2016 Reversal of expenditure	-	-	-	-	-	-	-	-	-	-
2016 to defer	-	-	-	-	-	4,460.00	14,537.50	5,575.00	10,500.00	35,072.50

Deferred capital contribution - 20% per year

Patio furniture -	Cost	Amortization
2013	8,568.00	(856.80)
2014	7,711.20	(1,542.24)
2015	6,168.96	(1,233.79)
2016	4,935.17	(987.03)
2017	3,948.13	(789.63)
2018	3,158.51	(631.70)
2019	2,526.81	(505.36)
2020	2,021.44	(404.29)
2021	1,617.16	(323.43)
2022	1,293.72	(258.74)

Total deferred revenue 39,020.63