

2016



Annual Report



**Find something
for all five senses
in Old Strathcona**



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our mission

To Enhance, Promote, and Protect the Old Strathcona Business Community for the common good of our Membership.

our vision

Following our mandate to **Enhance, Promote, and Protect**, our vision is of a diverse and sustainable business community that plays a significant role within the City of Edmonton and its economy. The business community will play an active role in enhancing the overall community wellbeing while fostering an environment conducive to business prosperity.

our promise

We promise that our residents and visitors will have a **life enriching experience** every time they are in Old Strathcona.

board of directors

EDEN TOURANGEAU, PRESIDENT
SOUTH SIDE MEMORIAL CHAPEL

KIM FJORDBOTTEN, VICE PRESIDENT
THE PAINT SPOT

MATT CHAPMAN, TREASURER
PROPERTY OWNER

MARK WILSON, SECRETARY
VIVID PRINT

ROB FERGUSON
SKYSLIMIT INC.

AL GOTHJELPSEN
URBAN SPARQ HOSPITALITY

DARRELL MINTEY
SANCTUARY

NELLA SABO
BACKBEAT ROCK

BRYAN MASON
BRYAN MASON & CO.

SHANE TURGEON
SHADES OF GREY

HONORARY BOARD MEMBERS

WANDA BORNIN
ICE ON WHYTE

ANDREW HALBERSTANDT
EDMONTON PUBLIC LIBRARY

WAYNE ROGERS
CACCL

JILL ROSZELL
**EDMONTON INTERNATIONAL FRINGE
FESTIVAL**

KAREN TABOR
OLD STRATHCONA FOUNDATION

executive summary

In 2016, the Old Strathcona Business Association focused on enhancing and promoting the district, working with developers and community stakeholders on new developments, working with the City on infrastructure and accessibility, as well as an area redevelopment plan.

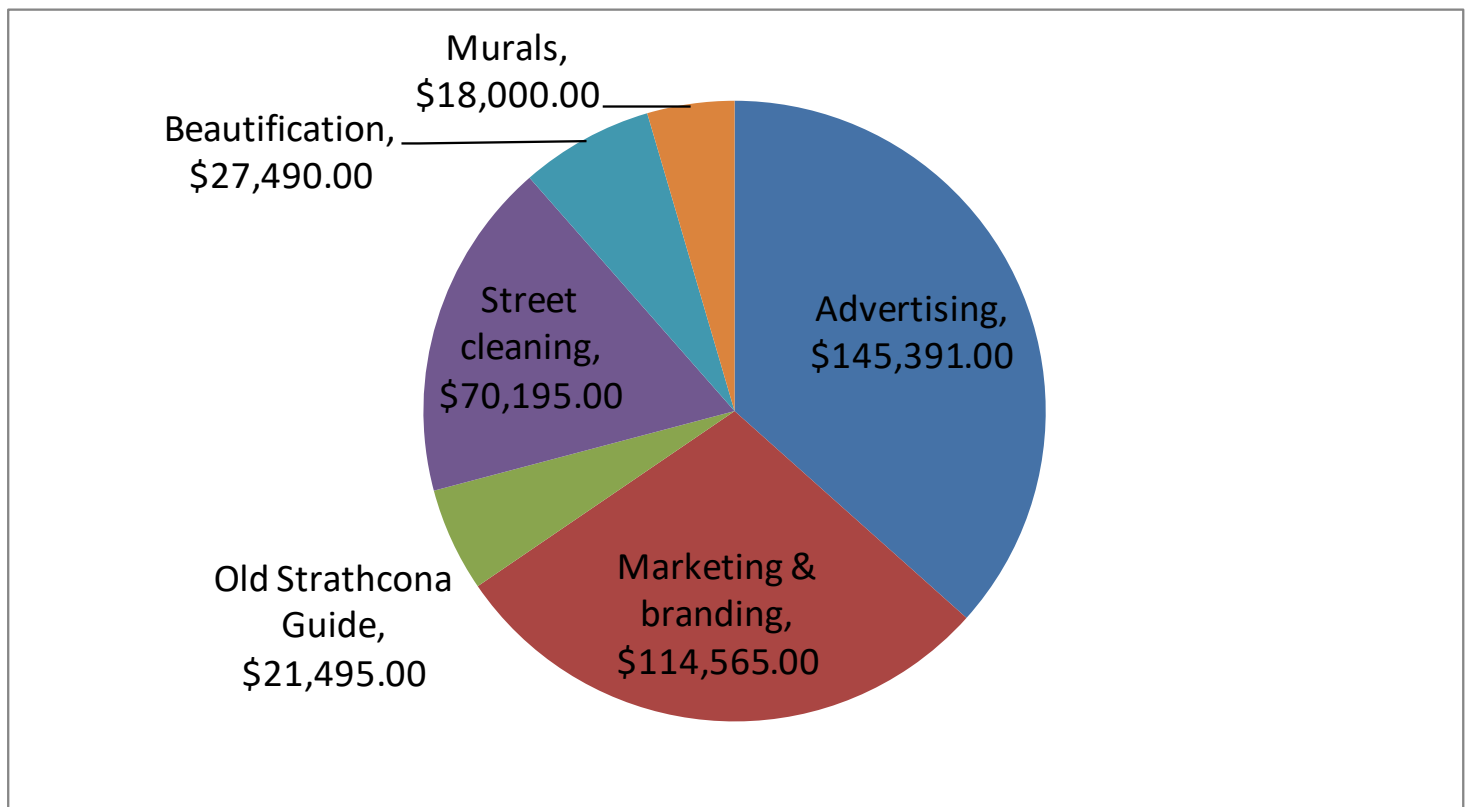
Our promise is to provide residents and visitors a life enriching experience every time they are in Old Strathcona.

We support this by focusing on these key areas:

- Marketing and branding
- Advertising
- Street cleaning
- Beautification

Highlights of key areas of expenditures in 2016

(as per our 2016 Audited Financial Statements)



product development

Art, Beautification & Cleaning (\$115,685)

Flower barrel/basket program (\$27,490)

- Summer flower barrels & winter hanging baskets: added a few more on East Whyte

Street cleaning (\$70,195)

- Street flushing, ashtray program, Old Strathcona Clean

Tree lighting & banners

- City worked to fix all the issues with the tree lights throughout the year. Our banners also needed some attention this year, and many were repaired or replaced.

Murals (\$18,000)

- The Edmonton Arts Council (EAC) provided additional funding to our area in the amount of \$10,000 per year for two years (starting this year). This augmented the budget we allocate to murals with more of a focus on the emerging Mural Alley forming between 101st and 100th streets in the north alley.
- American muralist Cleon Peterson was in Edmonton in June to paint the north side of the building that houses Have Mercy and El Cortez.
- A mural gallery was installed at The Paint Spot. The outdoor gallery features six 8'x8' murals.
- Three new murals installed in East Whyte as part of the Rust Magic Street Mural Festival. The OSBA & EAC sponsored this and we look forward to an ongoing partnership with them.

Alley Closures, etc.

- Initiated discussions between the City and stakeholders to consider alley closure between Famoso and the Army & Navy. This closure would make the alley and sidewalk more safe for our patrons and guests.
- Discussions with all of the landlords and businesses in the block of Whyte Avenue—83 Avenue between 103-104 Streets were had with regards to alley beautification and changes. The overwhelming majority of the attendees were in favour of the project.
- In conjunction with CityLab, the alleyway next to Malt and Mortar was painted, and will be programming it in the future.

Mobility, Accessibility, Transportation and Walkability:

Cycling infrastructure:

- Worked with the City throughout the year to install bike repair stations in the area and were successful in the installation.
- Additional bike parking was also established on 81st ave and 103rd street.

Pedestrian safety and walkability:

- Flashers have been installed at 102 street and Whyte Avenue to increase safe pedestrian crossing on high traffic areas of Whyte Avenue.

Accessibility:

- The City took an inventory of wheelchair accessibility in the area and wants to offer inexpensive options for shop owners to make their establishments more accessible.
- We supported a pilot project with CityLab to provide more accessible storefronts by installing temporary ramps leading into participating businesses. The request for this project came directly from the abilities community as Whyte Ave was identified as the most desirable place to gain better access.

Light Horse Park:

On June 24th one of our area public spaces was officially recognized with a name change. Her Royal Highness, The Countess of Wessex, Princess Sophie visited Edmonton to partake in sod turning and dedication of the new Light Horse Park. When completed, the park will include a new cenotaph and a refreshed green space where the community can participate in Remembrance Day services and also learn of the area's historical connections to the surroundings.



Business & Development Mix:

South Scona Parking Lot

- The lot has been sold with conditions regarding zoning and final cost to the developer. The OSBA will no longer be managing this parking lot as of the end of September 2016.

New development projects

We continue to see new development projects, some that require rezoning and some unique and innovative projects like back-alley retail and residential development. We continued to work with stakeholders to ensure that the best interests of the business community are being considered.

Presbyterian Church/McLash

New drawings have been released showcasing a 16 story building. Representatives from Garneau, Queen Alex, and Strathcona Community Leagues are involved, as well as Shirley Lowe and the OSBA.

South Park/WAM Development

This is a large development with some high towers and walk-up housing on the bottom (along 81st Avenue) and retail and mixed residential along Whyte Avenue. The group held two open houses this summer to solicit feedback for their proposed development.

Wexford/Imperial Oil site

Wexford Group informed us that we should see something starting on the old Imperial Oil site early in the first quarter of 2017. The development will include retail space with three restaurant tenants in one retail space on the main floor.

Provincial Historic District

We met with representatives of Heritage and Culture regarding our provincial historic district and the future outlook and preservation plans. We expressed our concerns over how this area has been administered in the past. They will be looking at things like current building criteria(s) for getting on the "list" and for those being "designated", the economic impact of these actions, and how can we improve processes between them, the City of Edmonton and the OSBA in order to ensure area needs are addressed.

advocacy

City Administration:

Early in the year, the OSBA, 124 Street and Downtown BRZ's submitted a report to Council for additional support. Report was accepted and a budget allocation was made for the next three years, however, it was not in the amount that was requested.

ARP/Plan Whyte:

- Early in the year, findings of the ARP review group that interviewed several stakeholders in the area went to council.
- The City initiated a review of Main Street zoning and overlay for all BRZ's. Council agreed to open the ARP and revisit the plan. Plan Whyte had its first community consultation in June 2016, followed by another in September and a walkabout focusing on the Market Study aspect of the plan, to better understand the local context and current market conditions.

Paths for People:

- This group continues to advocate for safety and new modes of transportation infrastructure in the area. One of the latest projects is a Ciclovía they are proposing for Whyte Ave. The concept, which first began in Bogotá, Colombia, sees city streets closed down and taken over by cyclists for one-day events.

Wayfinding:

- We are moving forward with some general signage and mapping of our area. We have entered into an agreement with Walkabout to provide this interactive service that will link directly from our website. The exciting part about this program is that it can easily be utilized by events in the area as well, bringing those venues and the rest of our businesses even closer for better leveraging.

membership engagement

Marketing Monday series newsletter

A highlight is the new **“Marketing Monday Series”** that provide information and tips from a range of professionals that can enhance and support our business members marketing efforts. This has been well received by our members and other stakeholders throughout Edmonton.

- A total of 55 e-blasts went to members with an average open rate of around 29%

Training opportunities & support for businesses

- The School of Retailing at the Alberta School of Business made a special offer to BRZ’s in the city to work directly with any of our retailers, as well as an opportunity for some pop-up space in the HUB Mall on campus as part of the process.
- Two new events were added to the summer schedule that members were able to take advantage of for minimum/no cost: Old Strathcona Mile and Fringe Shop Hop.
- We maintained and enhanced our previous tools and strategies reported last year such as, the **Welcome Package, Members Update Newsletter**, and the continuously updated **Members’ Only Website** where we house all pertinent information for our members.
 - 23 documents were shared on our members section of the website.
- **Employee Card Program** - that continues to grow as the number of employees increase within our business community.
- **Leveraged Marketing Opportunities:** Members were invited to participate in low cost advertising opportunities for the Whyte Christmas campaign that included ad purchase within the print advertising campaign. Members also highlighted events, sales and job opportunities through old-strathcona.ca, as well as the social media platform, realizing additional exposure and reach.

marketing, communication & events

In 2016, we continued to build on the marketing mix and increased opportunities for our businesses to engage with patrons and drive traffic to their businesses. We continued to sponsor events and festivals in our community to increase tourism and promote what makes Old Strathcona Edmonton's #1 neighbourhood.

2016 Campaigns:

- Spring and Fall Fashion, Back to School, Festivals & Events, and the Holiday Whyte Wishes Campaign.
- **Old Strathcona Guides:** We distributed over 10,000 guides throughout various businesses, visitor centers, hotels, and community events throughout Edmonton and surrounding area.
- **Advertising and Branding:** Strengthening our Old Strathcona Brand we wrapped up a very successful year with Bell Media. In total, we received over 3,000 bonus commercials and a total value of roughly \$241,000 in radio. We saw specific return from the digital partnership with CTV where we took the commercials that were running on tv and also ran them as pre-roll, the commercials that you see before your clip comes on when you watch online. In key months CTV was in the top 5 re-directs to our website increasing our reach and exposure.

2016 Festivals & Events

We continued to support a number of festivals and events that call Old Strathcona home.

- TALES, the Story Telling Festival
- Edmonton Pride Parade & Festival
- NextFest
- Boardwalk Sand on Whyte
- Blues on Whyte
- Rust Magic Street Art Festival
- Edmonton International Fringe Festival
- Partnering with the French Quarter BRZ Fringe Shuttle Service

2016 Website & Social Media

We continue to successfully engage with Edmontonians and tourists visiting our city through our social media profiles on Twitter, Instagram and Facebook.

- **Twitter:** 17% increase in followers
- **Instagram:** 38% increase in followers
- **Facebook:** 11% increase in page likes
- **Oldstrathcona.ca website traffic:** 188,744 sessions

external committees, partnerships, programs & memberships

Old Strathcona Business Association actively participates in and supports a variety of committees and organizations that help enhance the work we do and that add value to our membership.

- Old Strathcona Area Community Council
- Edmonton Tourism Marketing Committee
- Westmount Store Fixtures
- School of Retailing, University of Alberta

OSBA is a member of the following organizations:

- Edmonton Council of BRZs
- International Downtown Association
- Responsible Hospitality Institute
- Edmonton Chamber of Commerce
- South Edmonton Business Association

financial statements

Appendix A: Old Strathcona Business Association Audited Financial Statements 2016

old strathcona business association

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Old Strathcona
Business Association