

**2022
YEAR END
REPORT**

**THE
NORTH
EDGE**

**BUSINESS
ASSOCIATION**



Our Mission statement and Operational Directives are as noted below.

North Edge Business Association Mission Statement

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

North Edge 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 in building a unique destination for tourists, visitors and a targeted customer base. Customers 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 recognize the opportunities presented by the area’s development as a growing tourist 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 to 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 Redevelopment Plan Amendments) to foster quality, well-managed business development.

Creating a Environment for business growth to prosper



Strategy 1

Area Stimulus Activities:

Facade Improvement Developmental Incentive

- \$1.048 million of facade improvement grants were generated in the North Edge area since 2004.
- Complementary investments (painting, repair, cleanup, renewal) by landowners outside of the program has been occurring
- As the Facade Improvement program participation is considered a targeted focus of the North Edge BIA we have been conducting preliminary discussions with area landlords and businesses for future year applications. We continue to share the program deadlines and intake periods via our newsletters.

Online Session - Edmonton Economic Action Plan Grant

- key details on eligibility requirements, application procedures, and attended by 17 participants.

Economic Action Plan Grant for Business Retention & Recruitment

- Visual scans, surveys, business market review and other indicators were reviewed in order to assess immediate and more long term needs of area businesses. Support from the YEG Ambassadors on the analysis tools was critical to this effort. Business stories, vacancy listing and discussion with landlords were part of the work.



Strategy 2 Increased Marketing Efforts

Events / Promotions

- Focus on social media key messaging and branding analysis to fit the growing identity of the area as a centrally located, walkable community with authentic experiences in the urban core.
- Use of Facebook, Instagram and E-newsletter.
- Surveying and analysis. Support via YEG Ambassadors and COE Economic Grant.
- NEBA business features
- Videos for four businesses by YEG Ambassadors

The collage features several key items:

- 107 STREET THE NORTH EDGE** storefront signage.
- Attachment 9** document header.
- The North Edge** social media profile with a bio: "A vibrant, urban business community rooted in the heart of YEG. Home to authentic cuisine, hometown arts, health & fitness, & innovative design and artistry." It includes a tweet about a "COLUMBIA AVE. POP UP" event.
- SAVE WITH CEIP** advertisement for energy-saving renovations, mentioning a webinar.
- Free Digital Workshops for Small Businesses** presented by Digital Main St., featuring a graphic with social media icons.
- You're Invited!!** flyer for a **BLOCK PARTY** on Saturday, September 17th, from 11AM-5PM at 105 Ave & 100 St.
- AMPLIFY** advertisement for digital support for small businesses, featuring a woman on a phone.
- Cybersecurity 101** advertisement for a webinar on how to protect a business in 2022.
- Car Pretty** advertisement featuring a photo of Jurgen, an owner-operator, and text describing the business's location and services.
- November 18, 2022** flyer for **THE NORTH EDGE BUSINESS ASSOCIATION** featuring a woman and a "Take the BIA Survey today!" call to action.
- Annual General Meeting 2022** flyer for the North Edge Business Association, held on October 3rd at 10580 113 St NW.
- the LINGMAN 75 YEARS Thank You** advertisement for a restaurant.
- Celebrating AFRIKA DAY** flyer for an event on Saturday, May 28, from 2-7 PM, featuring live music, vendors, and food trucks.



FREE ENTRY 107 AVE. 15 105 STREET

SAT. MAY 28 | 2 - 7 PM

Celebrating AFRIKA DAY

Come join us in celebrating Africa day this year with fun and family-friendly activities

LIVE MUSIC • VENDORS

SOCCER • FOOD TRUCKS

Ethiopian Coffee Ceremony

Logos for Edmonton, AFRO, Kabesha African Market, and La Commerciale.



November 18, 2022

THE NORTH EDGE BUSINESS ASSOCIATION

Take the **BIA Survey** today!

June 23, 2023, Executive Committee | UPE01570

This week we are excited to feature Jurgen, an owner-operator of *Car Pretty*, previously *Mr Hub Cap*, established themselves in North Edge in 2006, moving from near Commonwealth Stadium. When asked about why they chose to conduct business in North Edge, Jurgen stated that North Edge provides a large industrial space, enclosed parking, and a centralized location at an affordable price.

Jurgen and *Car Pretty* were the first company in the 780 area to use computer generated paint protection programs. They are also a wholesale distributor of graphics and vinyl packages. *Car Pretty* offers paint protection foam, window tint, graphics, and all decal/vinyl work.

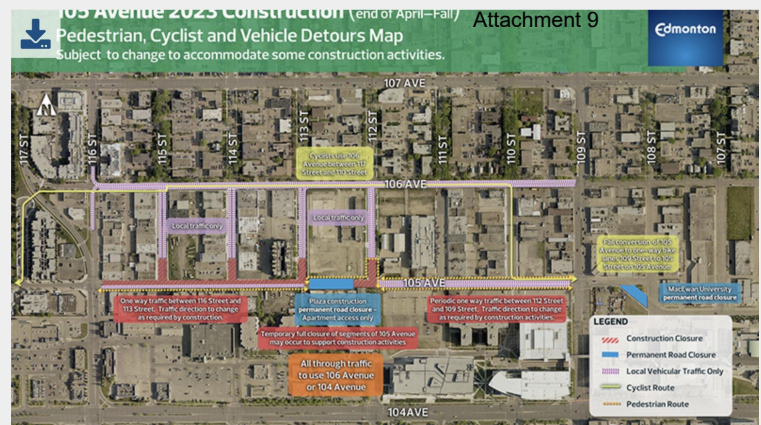
Jurgen is an officer with the Navy Cadet League, and provides decal packages for Hope Mission, Firefighting vehicles, and other Law authority vehicles. Jurgen has become a couth North Edge member that is willing to help others in our community with all of their car protection needs.

Strategy 3 Public Spaces / Walkability Infrastructure Redevelopment

- Participation in Revitalization Committee work and 107 Ave Advisory Committee for the anticipated street renewal projects. We also provide additional beautification options in partnership with Revitalization such as the flower barrels, flags, and significant cleanliness efforts.
- Columbia Avenue re-construction continues on 105th ave and the association has been working hard on ensuring the street can remain business viable, which has been very challenging.
- The lack of public space remains difficult, especially on 107th ave to promote investment and remains a concern when developing a stronger sense of identity in the area.
- Placemaking continues to increase the number of patios in the Queen Mary Park area west of 109th street while east of 109th street continues to struggle with challenges of disorder.
- The larger residential construction property along 106th avenue west of 109th street was completed on 116th street.

BIA Council Representation

- The advocacy work of connecting to various levels of government continued through BIA networks in the Alberta/BC BIA alliance and the International Downtown Association. Notable topics include the funding and policy options to support the local businesses during this critical period with financial support such as grants.
- We continued to access the support of the BIA Unit partners who are assisting the queries from businesses through the Small Business Window, the Storefront Improvement Program and other alignments under the Economic Strategy policy. We welcome and appreciate the support that our BIA received in the Economic Recovery work of our area.
- We also work directly with Infrastructure Unit on all matters related to traffic, parking, infrastructure redevelopment and deeply appreciate the support.



Zoning & Regulatory Environment Work

- 2022 Parking Management work was largely on hold in anticipation for Zoning Bylaw changes.
- During City Plan, District Plan, Zoning Bylaw updates we communicated options for engagement to our membership.
- We continue to support zoning applicants to ensure zoning implications of the commercial locations chosen and refer to departments.

Strategy 4 Graffiti Cleanup Project by YEG Ambassadors

Environmental Scan - Implementation of Strategies

Environmental Scan has been a central project for the YEG Ambassador program as it provides the data analysis allowing issues to be identified such as litter and need for washrooms among other things.

As both public assets and commercial properties were in need of cleaning a joint project was performed at NEBA's request to reduce the negative visual impacts.

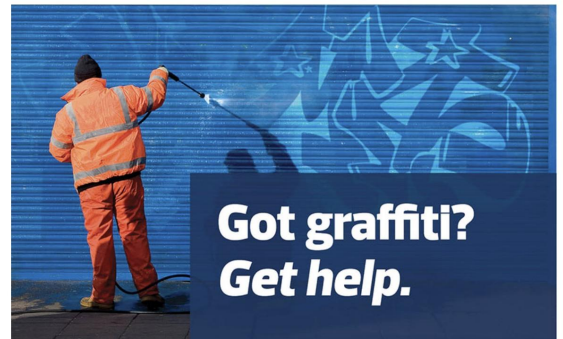
The graffiti locations were identified, affected businesses visited, necessary cleaning consent forms were collected and extra funding was sought for a clean-up campaign. In addition to private properties; EPCOR, and Telus properties were cleaned as well (additional 71) in November 2022.

Through this project in North Edge, the environmental scan initiative demonstrated its potential to better serve the program's mandate to improve the safety and security of the areas and contribute to the prosperity of local businesses.

Ambassadors have fully developed the process of issue identification and resolution, which can be useful information for other BIAs.

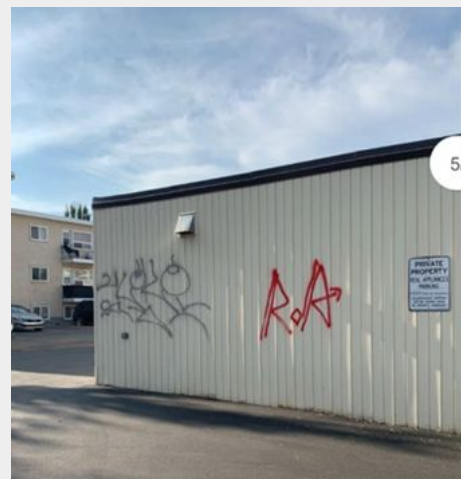
Partners have noted that graffiti is an ongoing concern in other adjacent downtown areas, making this process relevant beyond the North Edge and Chinatown BIAs. Moreover, this practice can be utilized to address other issues on the list, including broken windows, problem properties, and needles, based on the severity of the issues and the alignment of resources.

THE NORTH EDGE BUSINESS ASSOCIATION



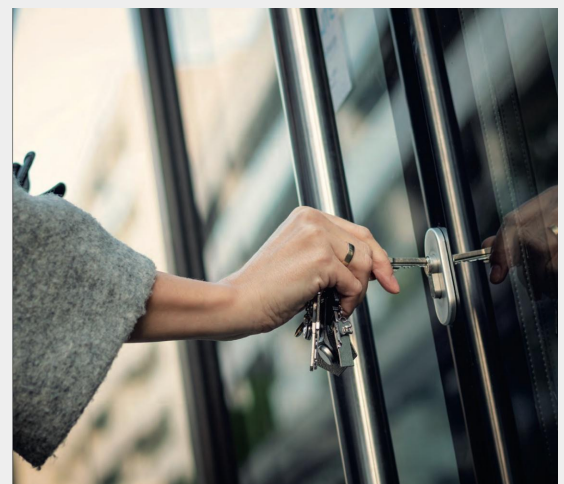
We are organizing a mass cleanup for NEBA area! Please fill out the form for **FREE** Graffiti cleaning. Simply [apply here](#) and we organize everything else. Here is some general information on [reporting and prevention of graffiti vandalism](#). For more information on enforcement on graffiti check out these two links- [MEQ](#) and [EPS](#) link.

* When you fill out "Business Name", please use the format of "NEBA+Business Name" to qualify.



Alignment to Increase Safety

- In 2022, CCCU, the North Edge BIA, #YEG Ambassadors, Neighbourhood Empowerment Team, Edmonton Police Service, Bylaw Enforcement Services, Revitalization, and Neighbourhood Renewal Coordinator worked on several safety projects to increase the perception of safety within the North Edge BIA and empower business members to better manage their safety. The effort focuses on hot zones to lead to a reduction of safety concerns and also provides resource awareness to members to allow businesses to create their own safety policies and now to mitigate safety concerns.
- Resources are shared that explain the linkages of how to access services ie: Who To Call, 311, 24/7 Crisis Diversion. Door to door canvass in our area with businesses affords an unique opportunity to share strategies on the spot.
- NEBA continues to ensure there is deployment on area litter pick-up routines, and snow clearing issues as they arise within our financial restraints. Our ability to keep up to this demand is far less than is needed. Our businesses are also finding their ability to keep up with the disorder and wastes very difficult under these circumstances.
- Under the Capital City Cleanup Grant we conducted 1000 hours of litter removal with a local non profit.



The North Edge Business Association
Financial Statements
December 31, 2022

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INDEPENDENT AUDITORS' REPORT

To the Board of The North Edge Business Association

Opinion

We have audited the financial statements of **The North Edge Business Association** (the Organization), which comprise the statement of financial position as at December 31, 2022, and the results of its operations, changes in its net financial assets and cash flows for the years then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of The North Edge Business Association as at December 31, 2022, the results of its operations, changes in its net financial assets and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations and accounting principles set out in Note 1.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditor's Responsibility for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgement and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than from one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.

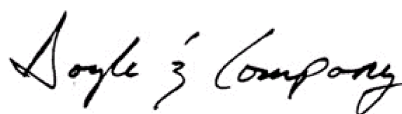
INDEPENDENT AUDITORS' REPORT - continued

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

The engagement partner on the audit resulting in this independent auditor's report is Scott Mockford, CPA, CA



11210 - 107 Avenue NW
Edmonton, Alberta
T5H 0Y1

May 15, 2023

Chartered Professional Accountants

The North Edge Business Association

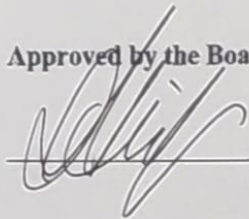
Attachment 9

Statement of Financial Position

As at December 31, 2022

	2022	2021
	\$	\$
Current Assets		
Cash	276,638	279,212
Accounts receivable (Note 2)	66	49,210
Investments (Note 3)	13,737	13,702
Prepaid expenses	323	307
	290,764	342,431
Capital Assets (Note 4)	1,035	1,294
	291,799	343,725
Current Liabilities		
Accounts payable	8,231	3,019
Deposits (Note 5)	30,619	29,300
Deferred contributions (Note 6)	81,393	172,137
	120,243	204,456
Unamortized Capital Contributions (Note 7)	1,035	1,294
	121,278	205,750
Fund Balance		
Unrestricted	170,521	137,975
	291,799	343,725

Approved by the Board:



Director, Board Chair

INGRID SCHIFER

Director

The accompanying notes form part of these financial statements.

Statement of Operations and Change in Fund Balances

For the year ended December 31, 2022

	2022 Budget \$	2022 Actual \$	2021 Actual \$
Revenue			
Levy	117,200	117,200	80,000
Interest income	124	67	38
Grant revenue	14,764	29,500	111,177
Reimbursement grant	-	182,250	243,000
Revenue deferred from previous period	173,930	172,137	84,255
Revenue deferred to subsequent period	-	(81,134)	(172,137)
	306,018	420,020	346,333
Expenses			
Administration			
Advertising	7,000	8,774	11,867
AGM and meetings	2,184	2,271	692
Equipment	-	2,136	-
GST paid on purchases	-	841	656
Insurance	2,926	2,926	3,031
Office	10,624	11,902	11,972
Rent	19,950	19,950	19,950
Supplies	-	5,079	7,785
Telephone and website	-	3,212	2,623
Amortization	-	259	323
Professional fees	-	4,405	5,125
Programs and projects	52,254	50,251	10,454
Wages and employee benefits	211,080	275,468	239,168
	306,018	387,474	313,646
Excess of Revenues over Expenses	-	32,546	32,687
Fund Balance, beginning of year	-	137,975	105,288
Fund Balance, end of year	-	170,521	137,975

Statement of Cash Flows

For the year ended December 31, 2022

	2022	2021
	\$	\$
Operating Activities		
Cash received from levy's	117,200	80,000
Cash received from interest and other income	260,961	306,432
Cash paid to suppliers	(380,701)	(375,206)
	(2,540)	11,226
Investing Activities		
Increase in investments	(34)	(136)
Increase (Decrease) in Cash	(2,574)	11,090
Cash, beginning of year	279,212	268,122
Cash, end of year	276,638	279,212

Notes to the Financial Statements

December 31, 2022

Purpose of the Organization

The North Edge Business Association is a non-profit association. The main purpose of the association is to revitalize and maintain a dynamic commercial area and promote this area as a business or retail destination. Defining and promoting an identity through the business revitalization zone further promotes the vitality and competitiveness of the business area. Beyond beautification and promotion, the association can also facilitate the development or partnerships and relationships among local community groups and institutions. In general, the purpose is to bring people back to these business districts that are usually located in the inner city or the more mature areas of Edmonton. The association is exempt from income taxes under the Income Tax Act.

1. Significant Accounting Policies

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

a) Cash

Cash consists of funds on deposit at a Canadian financial institution.

b) Investments

Investments are recorded at market value.

c) Revenue Recognition

The association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

d) Fund Accounting

The operating fund accounts for the association's program delivery and administrative activities.

e) Financial Instruments

The association's financial instruments consist of cash, accounts receivable, investments and accounts payable. Unless otherwise noted, it is management's opinion that the corporation is not exposed to significant interest or foreign currency risks arising from these financial instruments. The fair value of these financial instruments approximates their carrying values, unless otherwise noted.

Notes to the Financial Statements

December 31, 2022

1. Significant Accounting Policies - continued

(f) Measurement Uncertainty

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Amortization is based on the estimated useful lives of tangible and intangible capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in the revenue and expenses in the years in which they become known. Actual results could differ from those estimates.

2. Accounts Receivable

	2022	2021
	\$	\$
Canada Summer Jobs grant	-	8,904
Economic Recovery Grant	-	40,273
Servus Credit Union interest	66	33
	66	49,210

3. Investments

	2022	2021
	\$	\$
Short Term Investments:		
Guaranteed Investment Certificate	13,727	13,692
Servus Credit Union Rewards	8	8
Servus Credit Union Common Share	2	2
	13,737	13,702

The Guaranteed Investment Certificate has maturity date of January 2023 with an annual interest rate of 0.5000%.

Total interest accrued on the Guaranteed Investment Certificates is \$67 (2021 - \$33)

Notes to the Financial Statements

December 31, 2022

4. Capital Assets

	2022		
	Cost	Accumulated Amortization	Net Book Value
	\$	\$	\$
Patio furniture	8,568	7,533	1,035

	2021		
	Cost	Accumulated Amortization	Net Book Value
	\$	\$	\$
Patio furniture	8,568	7,274	1,294

5. Deposits

	2022	2021
	\$	\$
City of Edmonton - Levy	30,619	29,300

Deposits consist of payments for the first quarter of 2022 received by The North Edge Business Association in the current year.

6. Deferred Contributions

	2022	2021
	\$	\$
City of Edmonton - Grants	69,713	100,460
Reach Edmonton Council for Safe Communities	11,680	71,677
	81,393	172,137

Deferred contributions consists of grant funding from the City of Edmonton and will be recognised as revenue in the year which the related expenses are incurred.

7. Unamortized Capital Contributions

	2022	2021
	\$	\$
Capital grant - City of Edmonton	1,294	1,617
Amount amortized to revenue	(259)	(323)
	1,035	1,294