

# Downtown Business Association 2015 Annual Report and Audited Financial Statements

**Recommendation:**

That the September 13, 2016, Sustainable Development report CR\_3919, be received for information.

**Report Summary**

**The Downtown Business Association has submitted its 2015 Annual Report and Audited Financial Statements for the year ended December 31, 2015.**

**Report**

The Downtown Business Association is required to submit an annual report of the activity of the zone and audited financial statements by Edmonton Downtown Business Revitalization Zone Bylaw 7968. Under the Procedures and Committees Bylaw 12300, the Downtown Business Association reports to City Council through Executive Committee.

Administration has reviewed all documents to ensure conformance with applicable provincial and municipal requirements for the ongoing maintenance of Business Revitalization Zones in Edmonton.

**Policy**

City Policy C462B – Business Revitalization Zone Establishment and Operation

**Metrics, Targets and Outcomes**

The Business Revitalization Zones are partners with the City of Edmonton in City Building. On June 21, 2016, Administration responded to an inquiry on health indicators of the Business Revitalization Zones to Executive Committee.

These health indicators are:

- Business Revitalization Zones are aesthetically pleasing
- Business Revitalization Zones are “destination locations”
- Business Revitalization Zone real estate is in demand
- Business Revitalization Zones are perceived as safe.

These health indicators are long term outcomes that will be used both by Administration and the Business Revitalization Zones to measure the impact of revitalization activities.

Administration is working with the Business Revitalization Zones to establish the baseline for the health indicators. Upon the finalization of the Health Indicators baseline, future targets for the health indicators will be established and reported on annually.

### Attachments

1. Downtown Business Association - 2015 Annual Report and Audited Financial Statements