

THIS REPORT PROVIDES CONTEXT FOR THE WORK WE PLANNED AND ACHIEVED IN 2023.

SPRBA's primary role is coordination and support for our diverse businesses, allowing them to shine as experts in their respective fields, while exploring how we can amplify our collective strengths to create a more robust community.

NAVIGATING TRANSITION:

- Acknowledging that we are in a period of transition is an understatement. We grapple with new realities and the lasting impacts of the pandemic, affecting work-life balances and choices in commerce engagement.
- Additionally, our area faces the consequences of a major infrastructure project on our main street. Construction rates and attitudes often slow down our plans and hopes.

COLLECTIVE EFFORTS AMID CHALLENGES:

- As a collective of businesses, we strive to build better relations and impactful projects. Despite facing larger city issues, we remain committed to making owning and operating a business on SPR easier.
- This year we strategically drove investment in services to our members, making them our top priority, a commitment intersecting with all four of our strategic pillars.

POSITIVE GROWTH & SUSTAINABILITY:

- We manage positive growth strategically and sustainably. Notably, we've witnessed growth in new branded special events.
- These events instill confidence in our district by attracting visitors and fostering positive street activity. Ultimately, this contributes to safety and community well-being.

AWARENESS CAMPAIGNS & COMMUNITY DEVELOPMENT:

- Our campaigns aim to increase awareness and business exposure within the local economy and communities.
- Simultaneously, we focus on supporting economic and community development, creating pathways for a stronger, healthier community of entrepreneurs.

OPERATIONAL VALUES

Identified and developed in a branding exercise in 2020, each of these three operational values can be understood, appreciated, and valued by our membership from the perspectives of both an individual and as a larger collective:

INNOVATION
EXPERIMENTATION

PLURALISM
DIVERSITY
EQUALITY

ETHICS
INTEGRITY
HONESTY



2023 BOARD

Chair

Brandon Schatz, *Variant Edition*

Vice Chair

Rachelle Arvay, *ATB Financial*

Treasurer

Stephanie Hendin, *Anexco Properties*

Directors

Phyllis Bright, *The Flag Shop**

Salim Keshwani, *Arctic Autowash**

Naresh Dhatwalia, *Excel Immigration Services*

Lindsay Elms, *Lori Elms Design Group*

Russ Garritty, *DesignEx Consulting Ltd.*

Tommy Chandra Swamy, *SilverLady Construction*

Frank Macchione, *Funky Petal Flower Shop**

2023 STAFF

Executive Director

Todd Janes

Members & Communications Coordinator

Justin Keats

Marketing & Events Coordinator

Deanna Eng

Summer Internships

Deanna Eng, *Events Assistant**

Chloe Anna, *Shop Local Assistant**

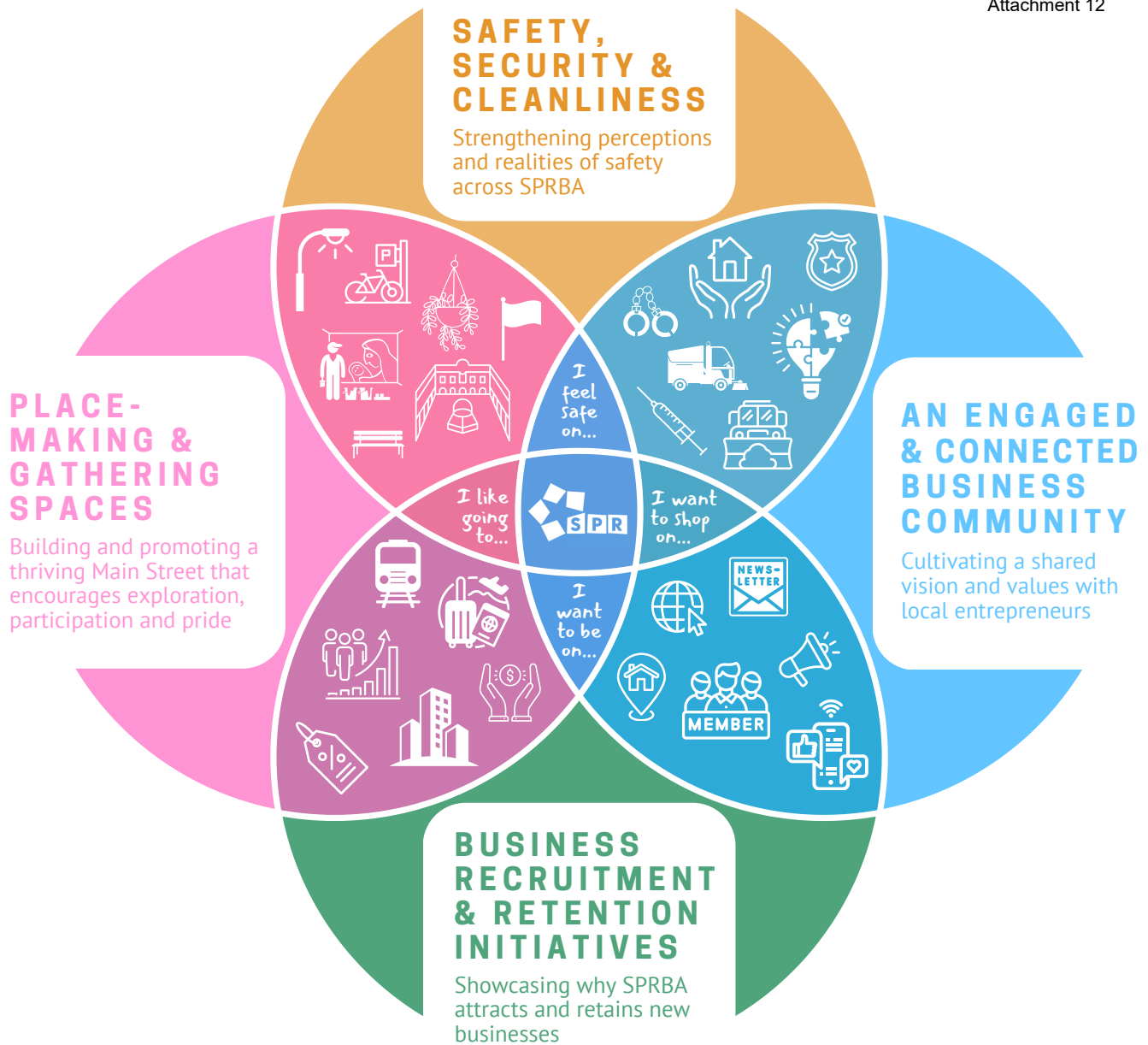
Esteban Chaparro Castillio,

*Special Events Assistant**

Contracts & Partners

Byron Nilsson, *SPANN Design*

Intrinsic Design, *Rally for the Road*



STRATEGIC GOALS: THE FOUR PILLARS OF SPRBA

Our focus centers on four interlocking strategic pillars that guide our forward momentum. They inform how we allocate resources, plan, and budget; all with the goal of creating a thriving Mainstreet within Jasper Place.

Through the coloured lens of each strategy, a broader picture emerges illustrating their symbiotic relationships and impacts to our BIA and beyond.

THE FOLLOWING PAGES PROVIDE A GENERAL OVERVIEW OF **OPERATIONAL ACTIVITIES AND HIGHLIGHTS OF 2023.**

WE APPROACH OUR WORK THROUGH THE LENS OF ASSET-BASED DEVELOPMENT; Attachment 12
LEVERAGING UPON EXISTING STRENGTHS TO BUILD A STRONGER COMMUNITY.

ASSET-BASED APPROACH:

- Understanding our business mix and identifying deficits, we strive to create a **unique identity for our over 540 businesses across 40+ city blocks, intersecting seven neighborhoods.**
- Through placemaking initiatives, including light installations and programming, we create safer spaces for community gatherings and celebrations. Butler Memorial Park is identified as an asset.

SUCCESSFUL EVENTS:

- **Light Up the Park and Summer Outdoor Movie events exceeded expectations.** Both saw three times or more attendance compared to the previous year.

- Families gathered to watch a new release movie, **fostering community connections and memorable experiences.**

COLLABORATION:

- Our partnership with RioCan Common, a major anchor site, transformed an asphalt parking lot into a vibrant space.

INTENTIONAL PLACE-BUILDING:

- **We intentionally build upon our assets to strengthen ties with businesses and communities.**
- Our efforts contribute to place-building in west-central Edmonton.

PLACEMAKING & GATHERING SPACES

EVENTS

In 2020, we took a pause during COVID-19 to evaluate the purpose and execution of our events. In 2023, we saw significant growth in the new events we trialed in 2022.

Our drive-in screening of "The Super Mario Bros. Movie!" was a smashing success! This event has the ability to be unique to SPRBA, reinforcing RioCan Mayfield as both a shopping and community destination, an example of resituating existing sites within SPR into family spaces.

Our exercise and wellness focused event activated Butler Memorial Park, by utilizing its public plaza. 10 local businesses participated, with inclusive demonstrations featuring kick boxing, tai chi, Salsa dancing, and more!



ELECTRICAL BOX ART

In 2023 we installed six electrical box wraps. Our artistic direction requests artists be Black, Indigenous, or other People of Colour, for submissions that reflect the diversity and under-represented imagery of our local neighbourhoods in vibrant hues. **Artists are financially compensated for their artwork.**

FLOWERS

Majority of hanging baskets between 140 Street and 156 Street have been removed due to Valley Line West LRT construction.

2024 baskets will be placed from 156 Street to 166 Street, and 100 Avenue west of 155 Street.



June 19, 2024: Executive Committee | UPE02328



AS ANYONE DRIVING ALONG STONY PLAIN ROAD OR SPENDING TIME HERE CAN QUICKLY SEE, **WE FIND OURSELVES DEEP IN THE MIDST OF CONSTRUCTION.**

Diligently collaborating with both Marigold Infrastructure Partners (MIP) and the City of Edmonton, we strive to provide our members with the most up-to-date information. **Our goal is to support businesses in making informed decisions during these challenging times.**

CHALLENGES:

- The entire pathway for the Valley Line West is now an active construction zone. This limits our ability to adorn the area with flowers, pageantry banners, and lighting.
- This impacts efforts toward placemaking to well over half of the area of our Business Improvement Area (BIA).

VISUAL PROJECTS FOR RESILIENT COMMUNITIES:

- We are excited to create visual projects that enhance the resiliency and diversity of our communities within SPR.

STRATEGIC ADAPTATIONS:

- Despite these challenges, we are doing what we can where we can. Our focus extends west of 156 Street, encompassing side streets and 100 Avenue.
- We've adopted a phased approach. Our journey began with lighting enhancements in Butler Memorial Park, and in 2024, we continue westward along SPR to 170 Street.
- Our plans for flower planters and hanging baskets have been thoughtfully adjusted. Construction necessitated a reduction in their size and quantity, allowing us to shift floral displays to the western part of our district.

LEVERAGING ASSETS AND PARTNERSHIPS:

- We strategically build upon the assets of a renovated Butler Memorial Park. Additionally, our partnerships with property owners enable us to host events, compensating for deficiencies in public spaces.
- Placemaking initiatives contribute to community well-being and safety, complemented by enhanced lighting and litter reduction.

“I WAS DRIVING BY THE BUS TERMINAL AT STONY PLAIN AND 157 STREET IN THE EVENING WEEKS AGO. THAT WHOLE PARK / PEDESTRIAN AREA WAS LIT UP WITH LIGHTS. IT LOOKED SO BEAUTIFUL!!! IT CHANGED THE VIBE OF THAT AREA COMPLETELY. NOW SEEMS LIKE A SAFE, VIBRANT, FRIENDLY SPACE.”



EPS BEAT PATROL

We encourage members to fostering a healthy relationship with the local beat patrol and when to contact them versus 211, 311, or 911.

This 5-month light installation encourages visibility and walkability along SPR. Our holiday-themed opening night involved choral music, light performers, and hot drinks and spicy soups from local businesses!

SAFETY, SECURITY & CLEANLINESS

2023



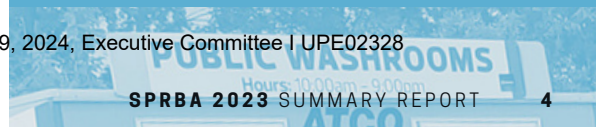
SPRBA LITTER CREW

Our longstanding partnership with Mustard Seed and City of Edmonton has helped produce a cleaner, safer, and better maintained main street; while breaking down stereotypes and empowering individuals in the process.

| | | |
|--------------------------------|--------------|-------------|
| Collected Apr-Dec 2023: | 15 | 311 reports |
| 140 | Needles | 209 |
| 585 | Garbage bags | 1240 |

PATHWAYS TO DIGNITY

Reports of public defecation dropped from the mid-30's to single digits after implementation of a public washroom pilot in 2022 and most of 2023, located at Butler Memorial Park.



THE CREATION OF THE MEMBER SERVICES & COMMUNICATIONS ROLE IS A DIRECT RESPONSE TO THE MULTIPLE CHALLENGES FACING THE SPRBA AREA. **THE RESPONSIBILITIES OF THIS ROLE INTERSECT WITH OUR STRATEGIC PILLARS.**



This role provides increasing attention and support in the forms of information distribution, resource archiving, campaign delivery, local advocacy, and more.

AN ENGAGED & CONNECTED BUSINESS COMMUNITY



YOUNG GIANT BIG BUCKS

This campaign moves into its third year after strong development in 2023. \$3 vouchers are distributed through a connected network of businesses, redeemable at all participating locations with enhanced marketing. Big Bucks allow the average consumer to increase the frequency of their purchases. Big Bucks have a current return rate of 20% in 2023.

Creating a local community currency builds loyalty and enforces the value of developing a stronger local economy.



MEMBERS NEWSLETTER

Our member-facing e-newsletter supports and informs our many businesses. Through this curated communication tool we expand interest towards the SPR area as a place for shopping, entertainment, and all your everyday consumer needs.

In March 2023 we transitioned from a weekly to biweekly format - **open rates increased by approximately 10% (37% to 47%)**. In November 2023 we shifted from MailChimp to MailerLite - **Click rates have doubled, with a click-to-open ratio nearing 10% for 650 subscribers.**



RALLY FOR THE ROAD

This ongoing microsite was funded through support from the City of Edmonton, with SPRBA responsible for on-going content creation and maintaining the site (annual domain, web services, etc.). The majority of the costs of this work are through staff salaries and internships, with some contracted services.

www.rallyfortheroad.com



HOLIDAY GIFT GUIDE 2023

Our first-ever gift guide featured **51 businesses (ads) and listed 121 businesses**. 16,000 copies were distributed via Canada Post to area businesses and residential neighbourhoods.

IN 2023, OUR BUSINESS LICENSES INCREASED, BRINGING OUR BUSINESS MEMBERSHIP TO 546 BY DECEMBER. LOOKING AHEAD, BETWEEN 2024 AND 2036, WE ANTICIPATE OVER 27,000 NEW RESIDENTIAL UNITS, EFFECTIVELY DOUBLING OUR CONSUMER BASE.

SPRBA's strategic location near the Anthony Henday Freeway and Whitemud Drive, along with competitive lease rates, positions SPRBA as a central hub connected to 15 neighborhoods within a five-minute drive.

Showcasing this information is key.

SPANN

The **Stony Plain Area News Network** is a communications and engagement tool, connecting the business community with residential neighborhoods and agencies, to local events and projects, and providing advertising options for businesses and services.

Our quarterly newspaper publication has a circulation of **10,000 printed copies, distributed to area homes and businesses via Canada Post.**

2023 articles saw an increasing focus on member profiles, **emphasizing new and renovated businesses, community projects, and exploring construction fatigue.** We also launched our **first-ever summer Fashion Feature**, showcasing a variety of boutiques.

WE BELONG IN JASPER PLACE

Funded through a one-time grant from Edmonton City Council to build pathways from the City-led Jasper Place Revitalization project, creating vibrancy and capacity building for this geographical area in central west Edmonton. www.welbelonginjasperplace.ca



BUSINESS RECRUITMENT, RETENTION INITIATIVES & COMMUNITY DEVELOPMENT

MEMBERS RELATIONS

- 1) Working with and for our businesses; advocating and educating them around opportunities, regulations, and concerns.
- 2) An Annual General Meeting (AGM) held in October, allowing members to vote on the proposed budget for the upcoming year and elect new or returning members to the Board of Directors.
- 3) Member profiles featured regularly across our media streams - online on our websites and various social media platforms, and in print media via SPANN.
- 4) Availability to meet with all of our members, in person, to better help them navigate regulations, transitions, and unexpected circumstances.



June 19, 2024, Executive Committee #0PE02328

**Stony Plain Road and Area Business
Revitalization Zone
Financial Statements**

December 31, 2023

Stony Plain Road and Area Business Revitalization Zone
Financial Statements
December 31, 2023

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Chartered Professional Accountant

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Independent Auditor's Report

To the Directors of Stony Plain Road and Area Business Revitalization Zone:

Opinion

I have audited the accompanying financial statements of Stony Plain Road and Area Business Revitalization Zone which comprise the statement of financial position as at December 31, 2023 and the statement of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies (collectively referred to as the "financial statements").

In my opinion, the accompanying financial statements present fairly, in all material respects, the financial position of Stony Plain Road and Area Business Revitalization Zone as at December 31, 2023 and its results of its operations, changes in net assets and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO").

Basis for Opinion

I conducted my audit in accordance with Canadian generally accepted auditing standards ("Canadian GAAS"). My responsibilities under those standards are further described in the *Auditor Responsibilities for the Audit of the Financial Statement* section of my report. I am independent of Stony Plain Road and Area Business Revitalization Zone in accordance with the ethical requirements that are relevant to my audit of the financial statements in Canada, and I have fulfilled my other ethical responsibilities in accordance with these requirements. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

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

Management is responsible for the preparation and fair presentation of the financial statements in accordance with ASNPO 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 related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or 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.

Accounting Assurance Tax

Auditor's Responsibilities for the Audit of the Financial Statements

My 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 my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee an audit conducted in accordance with Canadian GAAS 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 GAAS, I exercise professional judgment and maintain professional skepticism throughout the audit. I 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 my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- 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 I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my 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.

I 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 I identify during my audit.



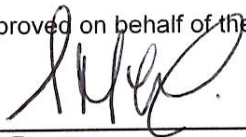
David Ushko Professional Corporation
Chartered Professional Accountant

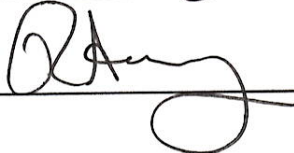
Edmonton, Alberta
April 5, 2024

Stony Plain Road and Area Business Revitalization Zone Statement of Financial Position

| December 31 | 2023 | 2022 |
|--|--------------|--------------|
| Assets | | |
| Current | | |
| General account | \$ 230,118 | \$ 525,790 |
| Savings account | 385,430 | 176,851 |
| Short-term investments (Note 4) | 250,000 | - |
| Accounts receivable (Note 3) | 10,861 | 5,039 |
| | 876,409 | 707,680 |
| Investments (Note 4) | 150,000 | 350,000 |
| | \$ 1,026,409 | \$ 1,057,680 |
| Liabilities | | |
| Current | | |
| Accounts payable and accrued liabilities | \$ 2,903 | \$ 4,070 |
| Deferred revenue (Note 5) | 378,060 | 441,042 |
| | 380,963 | 445,112 |
| Net Assets | | |
| Capital reserve (Note 8) | 166,779 | 166,779 |
| Unrestricted net assets | 478,667 | 445,789 |
| | 645,446 | 612,568 |
| | \$ 1,026,409 | \$ 1,057,680 |

Approved on behalf of the Board:


 _____ Director


 _____ Director

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

Stony Plain Road and Area Business Revitalization Zone
Statement of Changes in Net Assets
For the year ended December 31, 2023

| | Capital Reserve | Unrestricted Net Assets | Total |
|----------------------------------|-----------------|-------------------------|------------|
| Balance, beginning of year | \$ 166,779 | \$ 445,789 | \$ 612,568 |
| Excess of revenues over expenses | - | 32,878 | 32,878 |
| Balance, end of year | \$ 166,779 | \$ 478,667 | \$ 645,446 |

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

Stony Plain Road and Area Business Revitalization Zone Statement of Operations

| For the year ended December 31 | 2023 | 2022 |
|--|-------------------|-------------------|
| Revenue | | |
| Special levy | \$ 270,000 | \$ 262,183 |
| Grants (Note 7) | 103,334 | 56,044 |
| Other income, reimbursements and donations | 4,612 | 6,742 |
| Advertising - SPANN | 4,843 | 2,990 |
| | <u>382,789</u> | <u>327,959</u> |
| Expenses | | |
| Advertising and promotion | 16,391 | 17,902 |
| Community development | 60,437 | - |
| Insurance | 1,355 | 1,290 |
| Meetings | 1,616 | 1,769 |
| Office supplies | 2,424 | 2,570 |
| Professional development | 802 | 262 |
| Professional fees | 3,600 | 4,550 |
| Program costs - flower baskets and street cleaning | 60,225 | 49,851 |
| Program costs - special events | 34,745 | 32,591 |
| Program costs - SPANN | 15,044 | 13,599 |
| Salaries and benefits | 164,512 | 164,221 |
| Rent and storage | 11,361 | 11,247 |
| Telephone and fax | 1,319 | 1,707 |
| | <u>373,831</u> | <u>301,559</u> |
| Income from operations | 8,958 | 26,400 |
| Investment income (Note 4) | 23,920 | 5,134 |
| Excess of revenue over expenses | 32,878 | 31,534 |
| Net assets, beginning of year | 445,789 | 414,255 |
| Net assets, end of year | \$ 478,667 | \$ 445,789 |

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

Stony Plain Road and Area Business Revitalization Zone Statement of Cash Flows

| For the year ended December 31 | 2023 | 2022 |
|--|-------------------|-------------------|
| Cash flows from operating activities | | |
| Cash receipts from special levy and other income | \$ 313,985 | \$ 477,414 |
| Cash paid to suppliers, contractors and employees | <u>(374,998)</u> | <u>(116,856)</u> |
| Cash flows from operating activities | (37,093) | 365,692 |
| Investing activities | | |
| Purchase of investments | <u>(50,000)</u> | <u>(100,000)</u> |
| Increase (decrease) in cash and equivalents during the year | (87,093) | 265,692 |
| Cash and equivalents, beginning of year | <u>702,641</u> | <u>436,949</u> |
| Cash and equivalents, end of year | \$ 615,548 | \$ 702,641 |
| Represented by | | |
| Cash and bank accounts | \$ 230,118 | \$ 525,790 |
| T-Bill savings account (Note 4) | <u>385,430</u> | <u>176,851</u> |
| | \$ 615,548 | \$ 702,641 |

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

1. Nature of Organization

The City of Edmonton Bylaw 14125 established a business revitalization zone located within the area bounded by 140 Street and 170 Street and 100 Avenue and 102 Avenue, centred along Stony Plain Road. The Association was established as a result of the bylaw with the purpose to improve, beautify and maintain the property and to develop, improve and maintain public parking and to promote the zone as a business and shopping district.

The organization was established in November 2005 and currently operates as a Business Improvement Area under the name of Stony Plain Road Business Association.

The Stony Plain Road and Area Business Revitalization Zone is a not-for-profit organization and accordingly, no provision for corporate taxes has been provided for in the financial statements, pursuant to paragraph 149(1)(l) of the Income Tax Act, Canada.

2. Significant Accounting Policies

Basis of Presentation

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies.

(a) Use of Accounting Estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures for the year. These estimates are reviewed periodically and adjustments are made as appropriate in the year they become known.

Significant areas requiring management estimates include accruals for investment income not yet received, accrued liabilities for items where the invoice has not been received and the timing of revenue recognition. These estimates are subject to measurement uncertainty and the effects of changes in these estimates in future periods could be significant. Actual results could differ from those estimates and approximations. The financial statements have, in managements opinion, been prepared within reasonable limits of materiality and within the framework of the accounting policies summarized above.

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

2. Significant Accounting Policies (continued)

(b) Financial Instruments and Financial Risk Management

Financial instruments are recorded at fair value on initial recognition. Equity instruments that are quoted in an active market are subsequently recorded at fair value. Changes in fair value are recognized in excess of revenue over expenses. All other financial instruments are subsequently measured at amortized cost.

Financial instruments measured at amortized cost include cash, accounts receivable, investments, accounts payable and accrued liabilities.

Financial assets such as marketable securities, if any, are measured at fair market value.

Impairment

Financial assets measured at cost or amortized cost are tested for impairment when there are indicators of impairment. The amount of any writedown required is recognized in excess of revenue over expenses. When the extent of impairment of a previously written down asset decreases and the decrease can be related to an event occurring after the impairment loss was recognized, the previously recognized impairment loss is reversed in the statement of operations in the period the reversal occurs.

Transaction costs

The Association recognizes transaction costs, if any, in the period incurred. However, financial instruments that will not be subsequently measured at fair value are adjusted by the transaction costs that are directly attributable to their origination, issuance or assumption.

Risks and concentrations

The Association is exposed to various risks through its financial instruments without being exposed to concentrations of risk

Credit risk - This is the risk that one party to a financial instrument will cause a financial loss for the other party for failing to discharge an obligation. The Association's main credit risks relate to accounts receivable. The association provides credit to its members and clients in the normal course of operations. However, its Accounts Receivable are primarily from government bodies and related funders.

Market Risk - This is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk is comprised of three types of risk: currency risk, interest rate risk and price risk. The Association is mainly exposed to price risk. It invests mainly in high quality, conservative, bank issued investment products denominated in Canadian dollars.

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

2. Significant Accounting Policies (continued)

(c) Capital Reserves and Unrestricted Net Assets

The Capital Reserve is internally restricted funds that are earmarked for future programs and projects in accordance with the bylaws.

Unrestricted net assets represent the cumulative excess of special levies and interest income over expenditures.

(d) Capital assets

Capital assets are expensed in the year they are acquired. In the current fiscal year, \$1,057 is included in expenses for computer and office equipment purchases.

(e) Revenue Recognition

Levy revenue is recognized when due in accordance with the special levy program established by the City of Edmonton.

Grant revenue is recorded upon receipt. Any grants or funding specifically for expenses not yet incurred are deferred. Deferred revenue represents funding received for programs and projects with periods extending beyond the current year end. These revenues will be recognized in future periods when the related expenditures occur.

Other unrestricted receipts and contributions are recognized as revenue when received.

(f) Contributed Materials and Services

Contributed materials and services are recognized in the financial statements when a fair value can be reasonably determined and when these materials and services are used in the normal course of the Association's operation and would otherwise have been purchased.

Volunteers contribute a significant amount of hours per year to assist the Association in carrying out its activities. Due to the difficulty of determining the fair value of these services, the financial value of contributed services are not generally recognized in the financial statements.

(g) Cash and Equivalents

The Association's policy is to disclose bank balances as cash and equivalents, including investments in T-Bill savings account and any short term investments which have a maturity of 90 days or less.

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

3. Accounts Receivable

| | 2023 | 2022 |
|-------------------------------|-----------|----------|
| Goods and Services Tax Rebate | \$ 7,478 | \$ 5,039 |
| Other receivables | 3,383 | - |
| | \$ 10,861 | \$ 5,039 |

4. Investments and Investment Income

| | 2023 | 2022 |
|--|------------|------------|
| Guaranteed Investment Certificates (GIC) | \$ 400,000 | \$ 350,000 |
| Less: maturing in upcoming year | (250,000) | - |
| | \$ 150,000 | \$ 350,000 |

GICs have interest rates of 4.90% to 5.32%, maturing in January 2024 to May 2025. Interest on the T-Bill savings account is paid monthly based on the bank's current rate.

5. Deferred Revenue

| | Deferred December 31, 2022 | Funding Received | Funding Utilised | Deferred December 31, 2023 |
|-----------------------------|-------------------------------|---------------------|---------------------|-------------------------------|
| Deferred Levy | \$ 67,500 | \$ 67,500 | \$ (67,500) | \$ 67,500 |
| Jasper Place Revitalization | 273,600 | - | (62,544) | 211,056 |
| Community Safety Grant | 63,504 | - | - | 63,504 |
| Mural Grant | 19,000 | - | - | 19,000 |
| Community Light Grant | 17,000 | - | - | 17,000 |
| Litter Reduction Grant | 438 | - | (438) | - |
| | \$ 441,042 | \$ 67,500 | \$ (130,482) | \$ 378,060 |

The above government grant funding has been received for activities and events which did not occur in the year.

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

6. Capital Management

The Association's objectives in managing capital are to safeguard the entity's ability to continue as a going concern so that it can continue to provide services to revitalise the community and to ensure expenditures are matched to the appropriate level of services that are provided.

The Association manages capital by ensuring it is able to meet its current liabilities with current assets and readily cashable investments.

| | 2023 | 2022 |
|---|-------------------|-------------------|
| Current assets and cashable investments | \$ 615,548 | \$ 702,641 |
| Less: current liabilities | <u>(380,963)</u> | <u>(445,112)</u> |
| | <u>\$ 234,585</u> | <u>\$ 257,529</u> |

The Association continues to meet its capital management objectives and as of December 31, 2023, management has concluded that there are no material uncertainties that cast significant doubt on the its ability to continue as a going concern and it has sufficient liquid resources to meet its current obligations.

7. Grant Revenue

| | 2023 | 2022 |
|--------------------------------|-------------------|------------------|
| Jasper Place Development Grant | \$ 62,544 | \$ - |
| Store Front Cinemas | - | 10,000 |
| Litter Reduction Grant | 25,438 | 24,562 |
| Employment Grant | <u>15,352</u> | <u>21,482</u> |
| | <u>\$ 103,334</u> | <u>\$ 56,044</u> |

8. Capital Reserve

In providing clarity to the Capital Reserve and the in line with the intent of the Capital Reserve policy that the funds be earmarked for future programs and projects in accordance with the bylaws, the Board of Directors have designated \$100,000 of the reserve towards post LRT branding and the remaining \$66,779 to be designated toward complimentary programming.

Stony Plain Road and Area Business Revitalization Zone Notes to Financial Statements

December 31, 2023

9. Commitment and credit terms

The Association has a commitment for an operating lease for office premises with minimum annual lease payments as follows:

| | | |
|------|----|--------|
| 2024 | \$ | 8,120 |
| 2025 | | 8,120 |
| 2026 | | 8,120 |
| 2027 | | 8,120 |
| | | 8,120 |
| | \$ | 32,480 |

The Association has a credit card to be used for approved expenses. The balance outstanding is included in accounts payable, is unsecured and the total credit available is \$10,000. The Association generally pays the entire statement balance when due, if so no interest is charged.

10. Economic Dependence

The Association is economically dependant on the City of Edmonton, as it provides over 94% of its revenue (2022 - 91%). The Association would likely be unable to continue operations to the extent that it currently does, without this funding and is therefore economically dependent on the City of Edmonton.
