

**2023
YEAR END
REPORT**

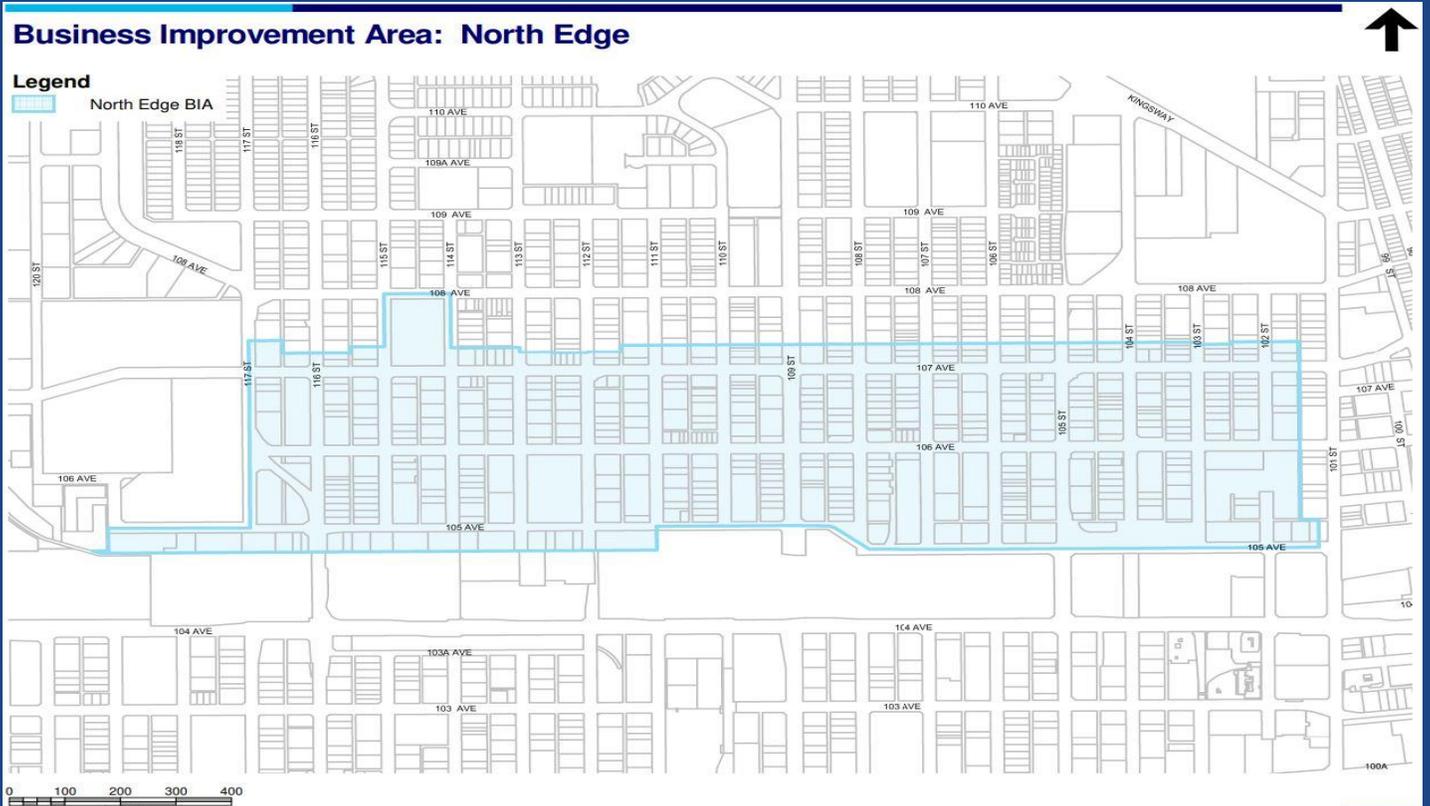
**THE
NORTH
EDGE
BUSINESS
ASSOCIATION**



THE NORTH EDGE BUSINESS ASSOCIATION

2023 Annual Report

The North Edge Business Association is located in the North Edge Business Improvement Area which is located on the north edge of downtown, stretching from the municipal cemetery in the west, to Chinatown in the east, between 105 avenue in the south and 107 avenue in the north.



The North Edge Business Association seeks to facilitate private and public investment into the area, connecting businesses with each other, helping members access municipal services and programs, and advocating for solutions the barriers to growth and success that our business community faces. To accomplish this, the Association works closely with the City of Edmonton Council and administration and considers it its most important partner.

Board of Directors

Ingrid Schiff, Chair
 Aga Kwasnik, Vice Chair
 Will Exelby, Treasurer
 Nunu Deslagne
 Hailey Tomlinson
 Adam Kolacz
 Chet Matthews
 Joshua Vera
 Kirsta Franke

Member Business

Schiff and the City
 Wildheart Food Collective
 Exelby & Co
 Habesha African Market
 Unity Square
 Lucid Tattoo
 Rock Jungle
 Elevate Cannabis
 Wild Heart Collective

Staff

Laurene Viarobo, Executive Director
 Kieran Moran, Project Manager

Creating a Environment for Businesses to Prosper

Mission Statement

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

North Edge Operational Directives

The 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.



Strategy 1: Area Stimulus Activities

Growing investment by businesses and landlords is key to the development of the North Edge BIA into a destination shopping district. Strong relationships with current members allows the Association to encourage them to invest in their physical infrastructure by promoting the City of Edmonton's successful Façade Improvement and Development Incentive grants.

Facade Improvement Program & Private Investment

As the Façade 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.

- \$1.4 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 have been increasing, especially in the west portion of the BIA which is seeing a changeover in the types of businesses operating there.
- The Association regularly consults with businesses and property owners about area trends and opportunities to help guide the sort of development the area needs to grow.
- Opportunities for business funding and one-on-one support are regularly shared in the Association's newsletter.

Attachment 9



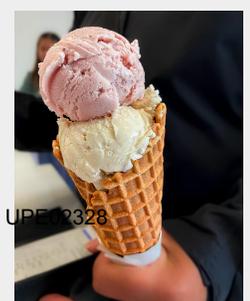
June 19, 2024, Executive Committee | UPE02328

Strategy 2: Promoting and Marketing our Businesses

The North Edge Business Association has a core function of promoting and marketing the businesses located in it to residents and visitors to the area. To this end, the Association undertook several campaigns this past year, with a 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.

Events / Promotions

- Promotion of new businesses and various useful information through Facebook, Instagram and the North Edge newsletter (bi-weekly).
- A Mega Mixer was organized to help BIA businesses to meet each other and drive more B2B activity. More than one 100 people attended the event.
- The [Food Fiesta](#) Dining Week event ran from June to July, promoting the restaurants and cafes in the North Edge with the assistance of the YEG Ambassadors. Nine businesses participated in the promotion.



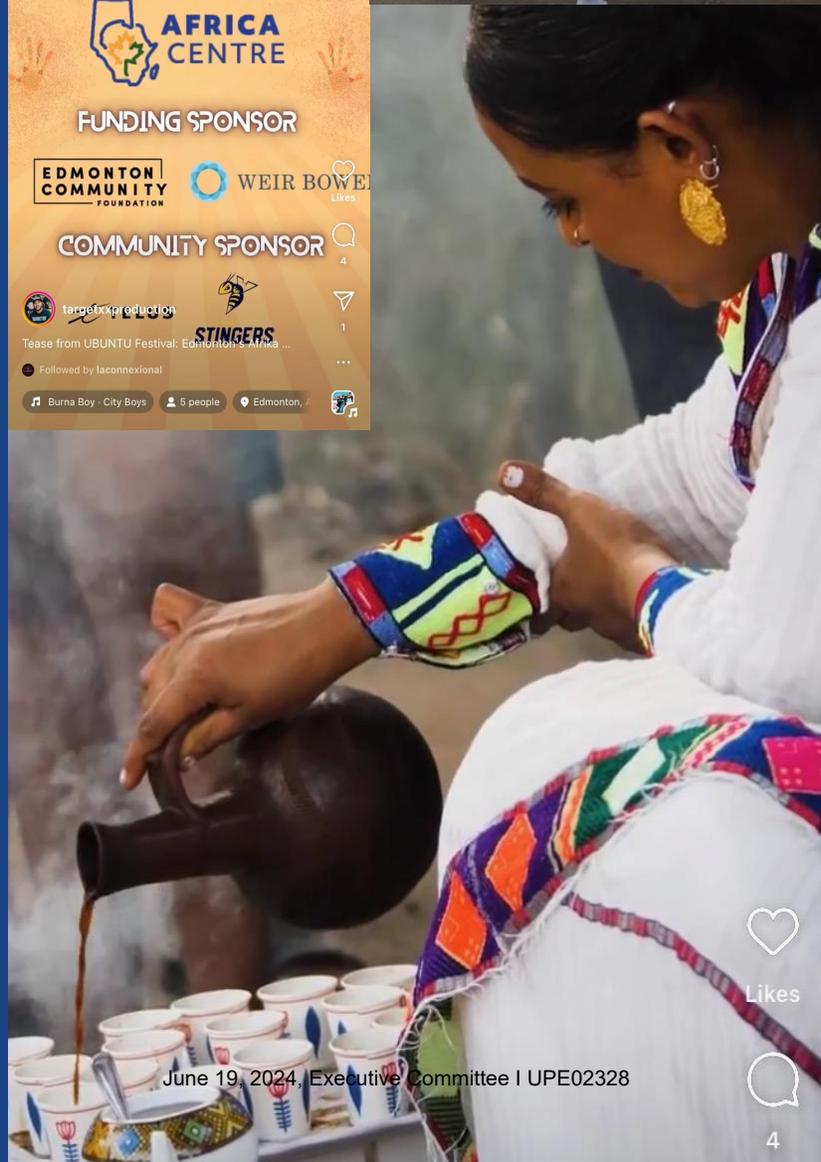
June 19, 2024, Executive Committee | UPE 2328

Strategy 3: Supporting Community Events

The North Edge BIA is an area of rich cultural traditions and diverse people. The Association works to celebrate that diversity, helping to organize and support events taking place in the BIA.

Events

- **Afrika Days- Ubuntu Festival** is an event celebrating the rich culture of African peoples, many of which are represented in the BIA. This year saw a large turnout and an increase in the number of participating businesses, signalling a recovery from a pandemic lull in events in the area.
- This year the Association co-hosted a 1st time **Halloween** celebration for community families in collaboration with the YEG Ambassadors.



Strategy 4: Engaging with Business Members

The Association work diligently to stay connected to the diverse businesses located within the BIA.

- The Annual General Meeting this fall was well attended, after a concerted effort was made to canvass each business in the BIA for attendance, taking the opportunity to update the Association's business inventory with new members and keep contact information current.
- During our AGM and in conversations with members throughout the year, safety was identified as a concern for the members and a hot topic this past year. While the Association has long worked closely with the Edmonton Police Service, staying in contact with the BEATS officers who patrol part of the Eastern section of the BIA and promoting and attending their engagement efforts as well as the NET; the severity of some of the violent crime experienced by members prompted letters to be written to the Mayor, Council Member and EPS Chief of Police expressing our concerns. Calls were made for additional officers on the street, more funding for businesses hit hard by crime to harden their premises and put safety plans in place.
- The North Edge Business Association also distributes a regular newsletter, promoting members and providing them with essential information about relevant services and programs.
- Understanding that not all business owners and employees have ready access to email or a computer, the Association also runs an invite-only WhatsApp group to share information with members as well



Photo Credits: Photography in this report provided by Connor Hagan, Kieran Moran, Dennis Nowek, Laurene Viarobo, #YEGAmbassdor Program

Strategy 5 Public Spaces & Walkability Infrastructure

- Support from the BIA included: participation in Revitalization and 107 Ave Advisory Committee(s). This included preliminary branding work for the association; beautification options: flower planters, flags, and cleanliness work, gathering input from businesses and stakeholders to be shared.
- Participation within Columbia Avenue reconstruction through communications, problem solving and addressing parking issues.
- Placemaking continues to increase the number of patios in the Queen Mary Park area west of 109th 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.

Attachment 9



112 STREET ALONG 105 AVENUE LOOKING WEST



June 19, 2024, Executive Committee, NPE02328

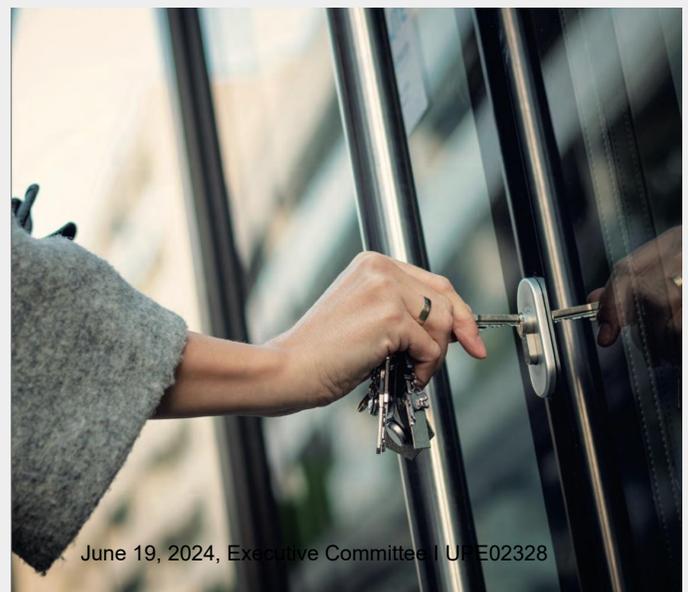
Strategy 6: Safety and Cleanliness

- 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.
- 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 BIA's.
- 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 businesses are also finding their ability to keep up with the disorder and waste very difficult under these circumstances.
- This past year, thanks to a grant from Capital City Clean Up (CCCU), the North Edge Business Association, through the Kulan Youth Services, located in the North Edge, hired several local workers to pick up garbage, collect needles, and work to keep the main avenues as clean as possible to create a pleasant pedestrian experience and encourage a higher degree of stewardship in the area.



This past year, the group:

- Collected over 250 bags of garbage
- Safely disposed of more than 25 needles
- Swept debris and gravel along 107 and 105 avenues ahead of City street sweeping
- 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.



June 19, 2024, Executive Committee | UJ E02328

The North Edge Business Association
Financial Statements
December 31, 2023

CONTENTS

	<u>Page</u>
INDEPENDENT AUDITORS' REPORT	1 - 2
FINANCIAL STATEMENTS	
Statement of Financial Position	3
Statement of Operations and Change in Fund Balances	4
Statement of Cash Flows	5
Notes to the Financial Statements	6 - 9

Edward Cheung, CPA, CA*
Scott T. Mockford, CPA, CA*
Allen Lee, CPA, CMA*
Jason Bondarevich, CPA, CA*
*Operates as a Professional Corporation

11210 – 107 Avenue N.W.
Edmonton, Alberta T5H 0Y1
Tel (780) 452-2300, Fax (780) 452-2335

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, 2023, 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, 2023, 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.

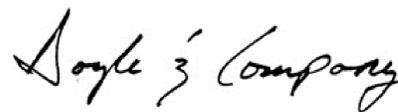
INDEPENDENT AUDITORS' REPORT - continued

- 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.



April XX, 2024
11210 - 107 Avenue NW
Edmonton, Alberta T5H 0Y1

Chartered Professional Accountants

The North Edge Business Association

Attachment 9

Statement of Financial Position**As at December 31, 2023**

	2023	2022
	\$	\$
Current Assets		
Cash	641,706	276,638
Accounts receivable (Note 2)	33,877	66
Investments (Note 3)	13,805	13,737
Prepaid expenses	323	323
	689,711	290,764
Tangible Capital Assets (Note 4)	828	1,035
	690,539	291,799
Current Liabilities		
Accounts payable and accrued liabilities	12,869	9,550
Deposits (Note 5)	32,613	29,300
Deferred contributions (Note 7)	442,509	81,393
	487,991	120,243
Unamortized Capital Contributions (Note 8)	828	1,035
	488,819	121,278
Fund Balance		
Unrestricted	201,720	170,521
	690,539	291,799

Approved by the Board:

DocuSigned by:

Ingrid Schifer

28A05260A3194BA...

Director, Board Chair

DocuSigned by:

Chet Matthews

0BD7B1B55DF6418...

Director

The accompanying notes form part of these financial statements.

June 19, 2024, Executive Committee | UPE02338

3.

The North Edge Business Association

Attachment 9

Statement of Operations and Change in Fund Balances

For the year ended December 31, 2023

	2023 Budget \$	2023 Actual \$	2022 Actual \$
Revenue			
Levy	122,474	122,474	117,200
Interest income	-	188	67
Grant revenue	362,200	352,901	29,500
Reimbursement grant	-	410,000	182,250
Other revenue	-	16,634	-
Revenue deferred from previous period	38,336	81,134	172,137
Revenue deferred to subsequent period	-	(442,043)	(81,134)
	523,010	541,288	420,020
Expenses			
Administration			
Advertising	12,000	12,183	8,774
AGM and meetings	6,000	6,294	2,271
GST paid on purchases	-	-	841
Insurance	2,900	2,909	2,926
Office	-	42	13,707
Rent	-	20,366	19,950
Supplies	-	-	5,079
Telephone and website	2,910	5,300	3,212
Amortization	-	207	259
Professional fees	22,000	10,363	4,736
Programs and projects	394,200	76,326	50,251
Wages and employee benefits	83,000	376,099	275,468
	523,010	510,089	387,474
Excess of Revenues over Expenses	-	31,199	32,546
Fund Balance, beginning of year	-	170,521	137,975
Fund Balance, end of year	-	201,720	170,521

The accompanying notes form part of these financial statements.

June 19, 2024, Executive Committee | UPE02328

The North Edge Business Association

Attachment 9

Statement of Cash Flows**For the year ended December 31, 2023**

	2023	2022
	\$	\$
Operating Activities		
Cash received from levy's	122,474	117,200
Cash received from interest and other income	745,912	260,961
Cash paid to suppliers	(503,249)	(380,701)
	365,137	(2,540)
Investing Activities		
Increase in investments	(69)	(34)
Increase (Decrease) in Cash	365,068	(2,574)
Cash, beginning of year	276,638	279,212
Cash, end of year	641,706	276,638

The accompanying notes form part of these financial statements.

June 19, 2024, Executive Committee | UPE02338

Notes to the Financial Statements**December 31, 2023**

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.

The North Edge Business Association

Notes to the Financial Statements

December 31, 2023

1. Significant Accounting Policies - continued

f) Tangible Capital Assets

Tangible capital assets are recorded at cost, which includes all amounts that are directly attributable to acquisition, construction, development or betterment of the asset. The cost, less residual value, of the tangible capital assets is on a declining balance basis using the following rate:

	Rate
Machinery and equipment	20%

One-half of the annual amortization is charged in the year of acquisition and in the year of disposal.

g) Unamortized Capital Contributions

Unamortized capital contributions represents all donations and grants received and spent for a specific capital purchase. Revenue is recognized and brought into revenue at the same rate as the assets are being amortized.

(h) Deferred Revenues

Deferred revenues represent government transfers, donations, and other amounts which have been collected, but for which the related services have yet to be performed or agreement stipulations have not been met. These amounts will be recognized as revenues when revenue recognition criteria have been met.

i) 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

	2023	2022
	\$	\$
Canada Summer Jobs grant	1,115	-
City of Edmonton	32,577	-
Servus Credit Union interest	185	66
	33,877	66

3. Investments

	2023	2022
	\$	\$
Short Term Investments:		
Guaranteed Investment Certificate	13,795	13,727
Servus Credit Union Rewards	8	8
Servus Credit Union Common Share	2	2
	13,805	13,737

The Guaranteed Investment Certificate has maturity date of January 2024 with an annual interest rate of 1.4%.

Total interest accrued on the Guaranteed Investment Certificates is \$185 (2022 - \$66)

4. Tangible Capital Assets

	2023		
	Cost	Accumulated Amortization	Net Book Value
	\$	\$	\$
Patio furniture	8,568	7,740	828

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

5. Deposits

	2023	2022
	\$	\$
City of Edmonton - Levy	32,613	29,300

Deposits consist of levy payments for the first quarter of 2024, received in 2023.

6. Accounts Payable

	2023	2022
	\$	\$
Trade payable	5,295	-
Wages payable	7,576	-
	12,871	-

The North Edge Business Association

Attachment 9

Notes to the Financial Statements

December 31, 2023

7. Deferred Contributions

	2023	2023		
	Opening	Received	Recognized	Closing
	\$	\$	\$	\$
City of Edmonton - Grants	69,714	410,000	(315,694)	164,020
Reach Edmonton Council	11,679	354,901	(88,091)	278,489
	81,393	764,901	(403,785)	442,509

Deferred contribution is comprised of the funds noted above, the use of which, together with any earnings thereon, is restricted by agreement. These funds are recognized as revenue in the period they are used for the purpose specified. Unexpended funds related to the above grants are supported by cash deposits held exclusively for these projects.

8. Unamortized Capital Contributions

	2023	2022
	\$	\$
Capital grant - City of Edmonton	1,035	1,294
Amount amortized to revenue	(207)	(259)
	828	1,035

9. COMPARATIVE FIGURES

Certain comparative figures have been restated to conform with current year's presentation.