

THE NORTH EDGE BUSINESS ASSOCIATION



North Edge Business Improvement Association 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.

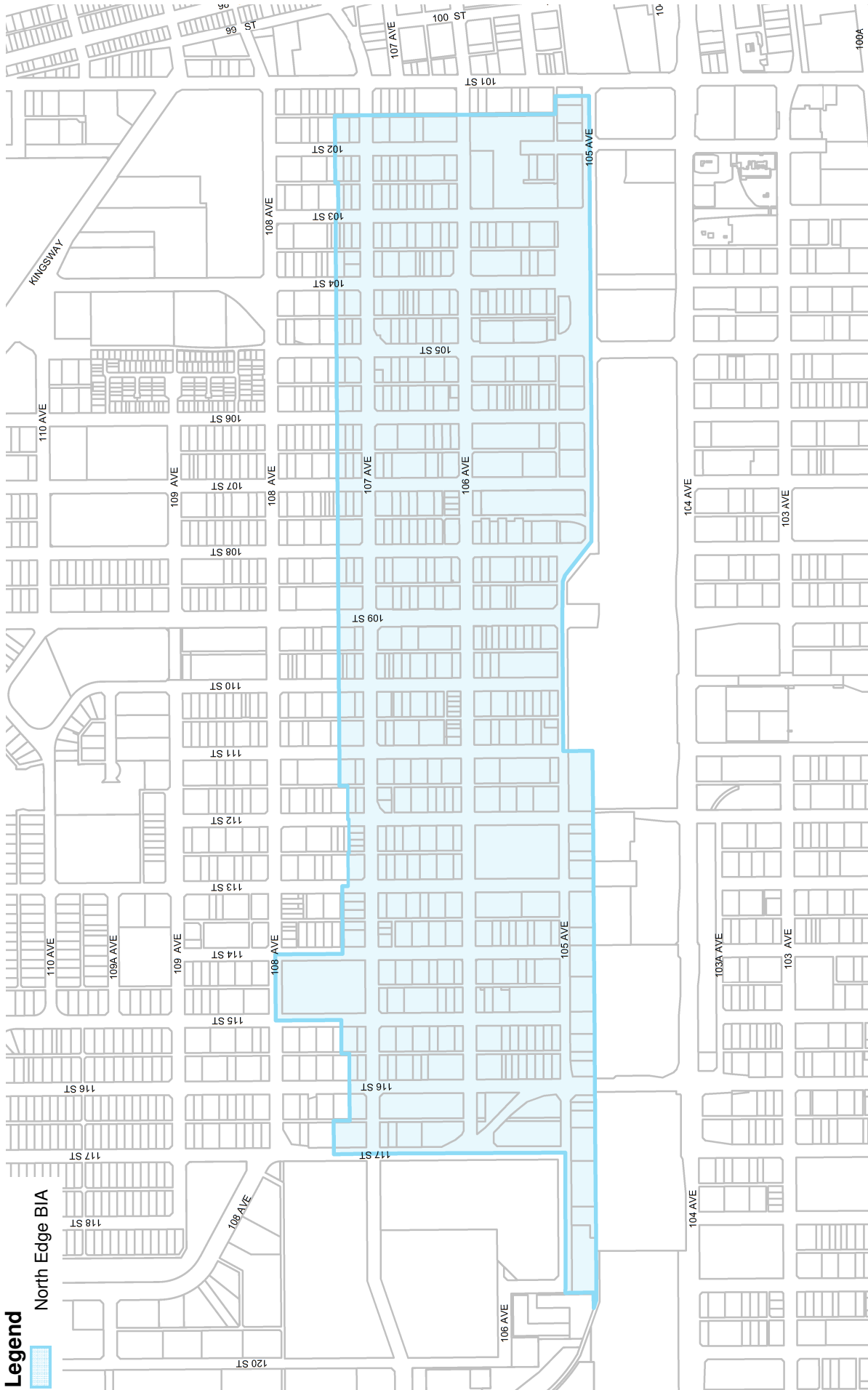
Strategic Direction (2026)

The 2026 budget reflects North Edge BIA's commitment to stability, activation, and adaptive growth. Key investments focus on cultural visibility, cleanliness, safety, and capacity building for future initiatives. In alignment with our new branding and cultural strategy, these initiatives support both business vitality and placemaking across the district.

2026 NEBA Budget Notes

- **BIA Levy:** The 2026 levy be increased 2% to \$150,265.00 to reflect increased costs. This decision reflects the Board's commitment to balancing fiscal responsibility with economic pressures faced by local businesses.
- **Carryover Funds:** A carryover of approximately while taking the remaining costs from prior year carryover of \$58,585 will be used to address the remaining 2026 budget.
- **Capital City Cleanup Grant:** An anticipated \$25,000 from the City's annual Capital City Cleanup Grant will continue to support contracted street cleaning activities.
- **External Funding (Revitalization):** Several key 2026 projects are being fully funded through the City's Revitalization Program, reducing reliance on levy funds and maximizing impact.
- **Design Branding \$32000** - flower planters and watering costs
- **Placemaking & Design \$187,863**
 - 107/106 Ave Park Development - animation of the park
 - 109th street west pageantry, hangers and flags
 - mural installation - 3 sites
 - banner and flag development campaign
- **Cleanliness & Maintenance \$28,000**
 - CCCU nonprofit for regular cleaning, repair of flags poles etc.
- **Promotion and Member Advocacy Engagement \$24,000**
 - Marketing Committee - area campaign,, member mixers, Annual Meeting development of promotional tools that enhance the profile of the area and its vitality.
- **NEBA Operations \$149,850**
 - Personnel, administration, Insurance, phone, website, internet, office supplies, audit,admin support, contingency, program for development. Advocacy, safety and project management for marketing, pageantry development and member services

Business Improvement Area: North Edge



Legend
 North Edge BIA

Map compiled by: Geospatial Services, Urban Form and Corporate Strategic Development
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