

EDMONTON  
KINGSWAY



**2019  
ANNUAL REPORT**





*It starts right here!*



Kingsway District Association  
11810 Kingsway  
Edmonton, AB T5G 0X5  
[www.edmontonkingsway.com](http://www.edmontonkingsway.com)



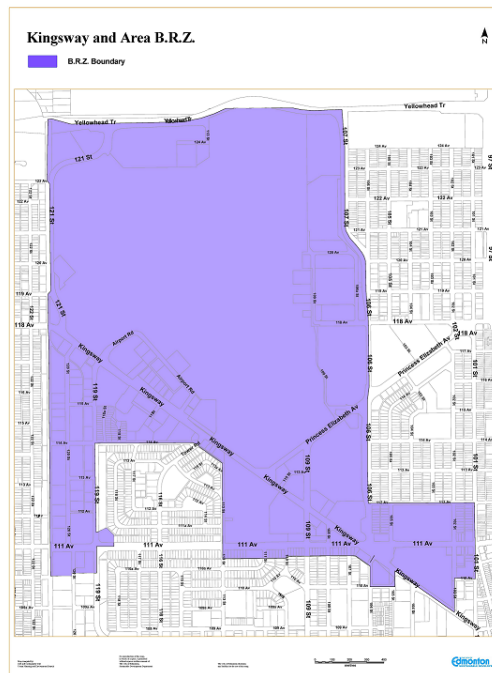


IT STARTS RIGHT HERE!

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# EDMONTON KINGSWAY DISTRICT





## MISSION STATEMENT

To be Western Canada's Health and Wellness Destination.

## GOALS

In 2013 we focused on Kingsway District being a Medical, Health and Wellness Destination for Western Canada

We will continue to:

- Work on Enhancement Projects for Edmonton Kingsway
- We will use marketing and partnerships to grow development

## ASSOCIATION LEGAL PROFILE

The Edmonton Kingsway Revitalization Zone (BRZ) was established by a City of Edmonton Bylaw on November 10, 1987. The name changed to Business Improvement Area (BIA) in December of 2016.

The Association represents and serves those assessed for business tax located within the geographical boundaries stated below. The City's official Kingsway Business Association Bylaw #8621 (as amended).

- Kingsway starting at 101 Street continuing Northwest and ending at the North and Southbound railway tracks, including those properties fronting both the South and North side of that portion of Kingsway
- The North and Southbound railway tracks starting at Kingsway Avenue continuing North and ending at the Yellowhead Trail, including those properties fronting the East side of this portion of the railway tracks
- Yellowhead Trail starting at the North – Southbound railway tracks and continuing East ending at 107 Street including those properties fronting the South side of that portion of the Yellowhead Trail
- 107 Street starting at the Yellowhead Trail and continuing South to 120 Avenue where it branches into 106 Street, continuing South on 106 Street and ending at Kingsway Avenue, including those properties fronting the West side of those portions of 106 Street and 107 Street

The members of the Board of Directors are appointed by City Council. Board members represent large and small businesses within the BIA.



## 2019/20 BOARD OF DIRECTORS

**SCOTT WHITLOW  
(CHAIR)**  
Kingsway Business Centre



**JOSEPH GEBRAN**  
McDonalds



**SCOTT MATTULI**  
Daytona Homes



**SHAWN FRENCH**  
R.C.M.P. K Division



**BOB LAMOUREUX**  
EnviroTech Aviation Inc.



**AL HENRY**  
View Office Technology



**MICHAEL SHANDRO**  
Best Western Plus  
City Centre Inn



**CORRY VAN DEN  
BRINK**  
Kingsway Mall



**GORGE TRENCEVSKI**  
B Street Bar



**BRANDON  
DURSTLING**  
Royal Alexandra Hospital



### KDA STAFF



**ELLIE SASSEVILLE**  
Executive Director



**COLLEEN BULL**  
Executive Assistant



**ALICE FUNK**  
MARKETING COORDINATOR

## EXECUTIVE DIRECTORS MESSAGE

### 2019 – Executive Directors Message



As 2019 comes to a close I turn to a time of reflection of our past year.

What I am most proud of is how we were able to achieve all the goals that we set for ourselves as the administration team for the Kingsway District Association. I am grateful for the level of participation of the Board of Directors that we have and I am grateful for their guidance and continued support of initiatives brought forward by ourselves, members and the general public.

Being a Board Member of the Kingsway District Association is a lot of work and comes with a very busy schedule. I also want to recognize the City of Edmonton sustainable development department specifically, who has been an integral part of assisting our association. We are lucky to have such strong advocacy in the city of Edmonton. I would also like to point out we have seen continued support from our City Councilor Bev Esslinger who we have been able to count on for so much support and assistance. We look forward to working with her again in 2020.

2019, was filled with excitement, as many new projects in our area started to come on board like the Norwood Expansion Project, The Yellowhead Freeway conversion announcement and the continued work on the Blatchford Development, and the first homes under construction. Kingsway is poised to see significant change and investment again in 2020 and we are looking forward to being a part of it.

2019 was not without challenges around economy, crime and homelessness and the effects on business. We will continue to look for ways to support the businesses through these challenges. While we are expecting some new businesses in early 2020 to help fill some of the gaps in our district. We will continue to target new businesses to consider Kingsway as choice location. We are committed to working with landlords to help fill their vacant spaces and support the area as a shopping destination in our city.

Ellie Sasseville

Executive Director



## BLATCHFORD UPDATES AND PROGRESS 2014-2019



The Blatchford Redevelopment is in full swing as construction and builder selection has turned to actual buildings going in! This year, we saw the installation of roads, walkways and curbs in Stage One. The district energy centre was completed in late summer on the site and our focus has turned to the builders putting in homes and selling the residential lots.

Blatchford will have a mix of custom designed streets, sidewalks and boulevards to create a safe and comfortable experience for residents and visitors. Also included in the first stage of development is a linear park with community gardens, a playground, fruit orchard, plaza, event area, and much more!

The chance for Edmontonians to call Blatchford home is getting closer every day! The Blatchford builder selection process reached its next milestone and the developers are now constructing homes and in the process of selling the lots to potential residents.





## **ENERGIZING KDA**

In 2019 we continued to see excellent member engagement and participation in all our activities. We will continue to survey and make member needs our priority.

### **C O M M U N I C A T I O N   &   M A R K E T I N G   P L A N S**

In 2017 we re created our communication plan to look for new ways to engage our membership and to create a buzz around the level of tourism Kingsway receives.

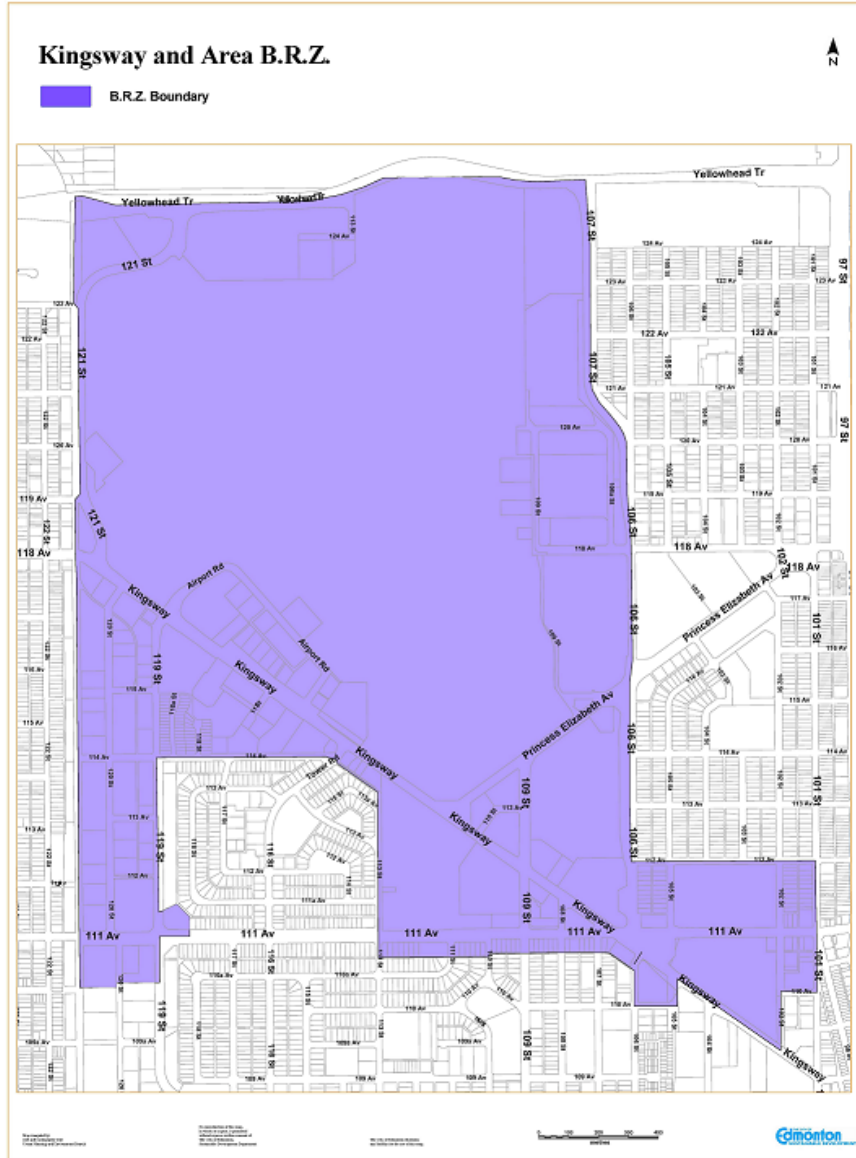
We have already completed several of the marketing initiatives in the plan. The plan was designed to take us through 2019, and now we begin to refocus on new plans for 2020 and the four years beyond that. During 2017, we started collecting statistical information from members to help set the priorities for communications and marketing beyond 2019

- Advertising directory produced and 15,000 copies distributed
- Quarterly newsletter—featuring members - ongoing
- Weekly Connector (web based news updates)
- A new members only section on our website —completed , revamped 2017
- Created a Kingsway Statistics Centre for Members—2018 completed
- Committed to attending Northern Canada Trade Shows in Yellowknife

### **I N F O R M A T I O N   S H A R I N G**

The KDA has seen direct benefits from sharing information with other groups and organizations. We partner with groups interested in a healthy community. Some of the organizations we align with are;

Edmonton Public Schools	Edmonton Prospects
City of Edmonton	Hope Mission
Boyle Street	Edmonton BIA's
Food Bank	Edmonton Oil Kings/Oilers
Santa's Anonymous	Edmonton Eskimos
Valour Place	NAIT
McDougall House	Aviation Museum
Royal Alex Hospital Foundations	RCMP
Glenrose Rehabilitation Hospital Foundation	Great Neighborhoods
Edmonton Police Service	Kids Up Front
Prostate Cancer Canada	Reach Edmonton





## MOVING FORWARD

The Board moved to work on enhancing our own community profile

- The Board approved the recommended Board Promise—“To be Edmonton and Western Canada’s Medical, Health and Wellness Destination” .
- The Board worked to be more visible and expand our online reach
- The Board worked to include more community partners
- The KDA will work with all its members, local organizations and groups to better serve the new brand, the message and to promote Edmonton Kingsway as a destination for tourism and business.

The KDA continues to promote the use of our Trade Marking tag line “It Starts Right Here”! This is now used in many Kingsway area ads and by members.

The KDA has moved along very quickly with our new mandate and our renewed commitments to members. The new look and new direction is complete and has seen us moving forward. I am very excited to see all the projects we committed to being completed on time and on budget.

We are confident we are meeting the needs of our members as we have seen the level of support continue to grow from members, partners and other organizations. We will work to continue to create opportunities in our district.

We continue to produce and distributed our own Directory with over 15,000 copies throughout Alberta! New in 2018 is the improved size to make it more user friendly! This guide is also available in all the area hotels. The guide in 2019 was widely requested outside our area.



The Kingsway Tourism Map went out in 2019! This map was designed in house to support tourism and visitors here for medical appointments. The map includes a welcome message, and new in 2019 it contains coupons to several businesses in our district, the 2020 version will continue to have the coupons!



## PROMOTING EDMONTON KINGSWAY

“Edmonton Kingsway” is the term that we use when marketing the businesses within the Kingsway District Association. The KDA focus in 2019 was to continue to improve Member Services and Communication. With a section for more personal member sharing on our website. We have also begun a more active role in business recruitment to the area.



### SOCIAL MEDIA

Since launching KDA Social Media in 2012, our Facebook and Twitter followers have steadily increased. We send daily tweets featuring lunch specials at our restaurants and events in the area. We will continue to work in 2020 to connect all our members to each other. We reached 1,800 followers in 2019



### QR CODE

Edmonton Kingsway has a QR Code that we place on all our ads and business cards. Quick access to our website is available by scanning this code.

## WEBSITE – EDMONTONKINGSWAY.COM

Our website has been a great asset to our organization. The website was launched as mobile friendly in 2012. All our members are listed on our website along with a listing of events, and pertinent information. In 2017 our website was redesigned yet again to meet with the needs. This was a significant investment. We are committed to continue to invest in this technology. In 2019, we have seen an increase in traffic to our website. We are using analytics to track and are selling ad space on our site. In addition, in 2019 we recently completed the Members Only section and provided log in information to all our members, traffic is increasing daily.

In 2019 the Kingsway District Association advertised and promoted the Edmonton Kingsway area through;

- Edmonton Visitors Guide
- Yellowhead It! Magazine and website (circulation 175,000)
- Country City Guide
- Tradeshows in Ft. McMurray
- Produced our own KDA Newsletter and started selling e-blast ads
- T8N Magazine
- Yellowknife, through the Chamber of Commerce

We continue to target Northern Alberta, the NWT and beyond as our target markets.





## TRADESHOWS!

### TRADESHOWS

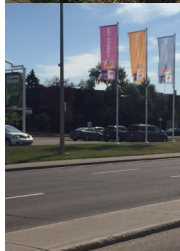
In the Spring of 2019 we represented Edmonton Kingsway at the Fort McMurray Trade Show, and for the first time in 2018 we attended the Yellowknife Spring Trade Show . We had made a commitment for three years and therefore we went back in 2019 and will go in the spring of 2020!

Thank you to the Kingsway Mall, Edmonton Inn , Chateau Louis Hotel, Chateau Nova, The Best Western Plus and the Aviation Museum for assisting us with prizes. Further a special thanks to the city of Edmonton for their participation and support!



## EDMONTON KINGSWAY ENHANCEMENTS - BEAUTIFICATION

### FLOWER BARRELS ON KING- SWAY



2019 was the eleventh year that the Kingsway District Association participated in the “Communities in Bloom Flower Barrel Program.” The KDA placed the colorful flower barrels in strategic locations, to enhance the experience of people coming into the Edmonton Kingsway Area, whether they drove on our streets, rode the bus or walked on our sidewalks the response from the local communities was very positive. Most felt that the flowers were welcoming, friendly and gave the atmosphere of a place well cared for. Each year this program expands as more businesses become involved and purchase barrels for their own locations. In 2018, we funded adding the hanging baskets along Kingsway and will complete the rest in 2020.

The KDA also did a Christmas Barrel program, but in 2019 we opted to have them as well as our winter lights. This campaign was very well received and we will continue to look for ways to enhance it moving forward.

### FLAGS ON KINGSWAY

Kingsway flew its flags proudly in 2019. The KDA continues to have the largest display of independent flags in Edmonton. We Invested in upgrading the last of the flag pole hardware in 2019. We also started renting them out as a way to support some not for profit agencies in our area.

### CLEAN-UP - KINGSWAY

The Kingsway District Association continues to have our members participate in our summer 15 minute to clean challenge! Everyone who participates is rewarded with a great barbeque that is prepared by our partners, the Edmonton Police Service and the RCMP Members!

## 2019 ENHANCEMENTS

### MEMBER ENHANCEMENTS DEVELOPMENT FACADE'S AND GROWTH

In 2019 we saw change as we saw the Norwood expansion project plans get under way and we will look to see NAIT get zoning changes in place and begin the process for an expansion to the campus. We will continue to work to attract new development and target businesses that fit with in our brand and support continued growth. It is important to recognize these successes, as the economy has been in a down turn, however in Kingsway we are enjoying continued growth and development . In 2017 Kingsway became home to almost 30 new businesses. In 2018 we saw the Petroleum club purchased by Daytona homes and the old building was removed. We are excited to see what the new development will look like and how it will benefit our area in the future.

Further in 2019, the KDA did look to take on a new Mural project to support a more child friendly area while creating some esthetically pleasing art for the Royal Alex Campus site and Kingsway area. Watch for more details on this project in the summer of 2020. Some of the sketch ideas are below!





## ASSOCIATION ADVOCATES

### **KDA MEMBERS DEAL WITH HOMELESSNESS AND CRIME**

In 2019, we expanded this group and did some training on Loss Prevention for Loss prevention officers in many of our retail businesses with a focus on Liquor Stores and mall merchants.

Also in 2019 we invited local area groups who work with crime and homelessness to join our committee. This included the community leagues and the newly formed NODD squad, we are hopeful that as we continue to find like minded groups to work with us, we will be able to foster more change and initiatives that support businesses. Businesses do continue to struggle with the effects of homelessness and crime on their businesses.

The committee has grown to about 25 to 30 business representatives as well as members of EPS, Edmonton Transit Security and many social agencies. We will look for new programming in 2020 to support businesses and we will be looking to expand our loss prevention training with EPS and Members.

### **EPS Lead Community Town Hall Meeting**

In fall of 2019 we were very grateful to have hosted a local Town Hall style meeting with SPS Chief Dale McFee as well as Councillor Esslinger that saw over 75 people participate and hear the new chiefs vision and partnership strategies. We were grateful for EPS having allocated resources to have a Beat Patrol start in late 2019 and we are hopeful as we see the great changes this has helped to promote that it will remain for 2020!







## ADVOCATES AND PARTNERS

### LOCAL COMMUNITY LEAGUES

Our relationships with the four surrounding communities are very important to the KDA. The surrounding communities include: Prince Charles, Prince Rupert, Spruce Avenue and Westwood. Our goal is to share information and learn what is happening in their neighborhoods, be a liaison between them and the businesses, as well as listen to concerns that they may have and to support them in initiatives when we are able. Each of the community Leagues have a special area on our website and can be found at [www.edmontonkingsway.com](http://www.edmontonkingsway.com) (about page). We will continue to promote the community League's events on our website, and find ways to support their efforts.

### BLATCHFORD DEVELOPMENT STAKEHOLDER COMMITTEE

The KDA attended the Edmonton Blatchford development Stakeholder Committee meetings. It was important that the KDA remain informed and be part of any process that will affect the businesses in Kingsway. The KDA will continue to work with Blatchford and has dedicated an area of our office and our web site to promotional materials for Blatchford. We believe we are a strong voice for Kingsway Business including the business potential for Blatchford. We will work to ensure the residential component of Blatchford will support the business case/design.

### PARTNERSHIPS

#### Coffee with a Cop

In 2018 we began our Coffee With a Cop program in partnership with EPS and our Local McDonald's to bring our community members, business and police officers to share ideas and look for solutions to assist each other as community partners, this program continues to grow and will be sticking around in 2020!

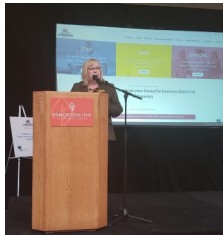




## 2019 EVENTS & PROGRAMS

### **MULTI-BUSINESS ASSOCIATION AFTER BUSINESS MIXER – MAY, 2019**

The KDA partnered with the West Edmonton Business Association and the Edmonton Business Association to host an event for all our members. The event was held at the Edmonton Inn and Conference Centre with the theme “Business Crime and Cyber Security”. Over 500 business professionals attended the event and 50 businesses displayed the services their business offered. This well attended networking event was a great success thanks to our partners and sponsors. The 2019 Edition was on May 9, 2019! The topic was Cyber Crime and Business Security it was one widely requested by our members. This edition featured members of EPS as well as the RCMP as they educated businesses on how to better protect themselves. The 2020 show will focus on human services medical and health!



## 2019 EVENTS & PROGRAMS CONT'

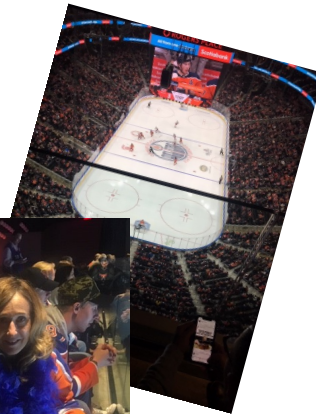
### LUNCH AND LEARN SERIES

- Retail Round Up
- Cyber Security
- EPS Town Hall style meeting

### BUSINESS AFTER HOURS NETWORKING FOR NEW MEMBERS



### EDMONTON OILERS NETWORKING EVENT





## ASSOCIATION DAY'S 2019

### EDMONTON OIL KINGS! 4TH ANNUAL BUSINESS MEETS HOCKEY ASSOCIATION DAY

The winter saw us host a Business meets Hockey event with the Edmonton Oil Kings. We had 90 business members participate!



### EDMONTON PROSPECTS - 3RD ANNUAL BUSINESS MEETS BASEBALL ASSOCIATION DAY

On June 27th, 2018 the Kingsway District Association held our Annual Edmonton Prospects Association Day Business meets Baseball, the event was another success! Thank you to the over 80 members who joined us in watching the amazing game. The Ball game was a great event this year and was well attended by KDA members as well as Members of two other BIA's. Our own Scott Whitlow had the pleasure of throwing out the first pitch!

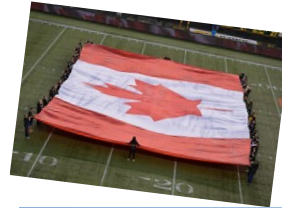




## ASSOCIATION DAY'S-CONT.

### EDMONTON ESKIMOS BUSINESS MEETS FOOTBALL ASSOCIATION DAY

The 2019 edition of the Edmonton Eskimos Appreciation Day was also a huge success. We were joined by over 75 members , EPS Police Chief Dale McFee and Northwest Division Superintendent Trent Forsberg as well as Councillor Esslinger





## AGM 2019

### **ANNUAL GENERAL MEETING SEPTEMBER 15, 2019**

On September 15th, 121 members of the Kingsway District Association gathered at the Edmonton Inn on Kingsway for the 31st Annual General Meeting.

Scott Whitlow, KDA Chair, welcomed the attendees and chaired the meeting. He gave an overview of the previous year, as well as a quick overview of what had been happening in 2018/19. Mr. Whitlow spoke of all the great programs, and support we have completed. Our Auditor was also on hand to provide a presentation on our year end financials. The treasurer Corry Van Den Brink presented the 2020 Budget for approval from our membership. Finally, the meeting concluded with the acceptance of the nominations for the 2019/2020 Board of Directors. All director nominations were accepted and officially appointed by City Council in early December 2019. Also during our AGM, we received an update on the Blatchford Development from Executive Director, Tom Lumsden. We also took the opportunity to recognize some outstanding partners, The Edmonton Inn, EPS's Ray Wilson, Councillor Bev Esslinger and McDonalds Kingsway.



## 2019 EVENTS & PROGRAMS CONT.

### KDA CHRISTMAS LUNCH, SUPPORTING CHARITIES DECEMBER OF 2019

On December 13th the KDA hosted our 6th Annual Christmas Luncheon. The silent auction and the donations at the door were raised for The Edmonton Food Bank and the Alberta Aviation Museum!

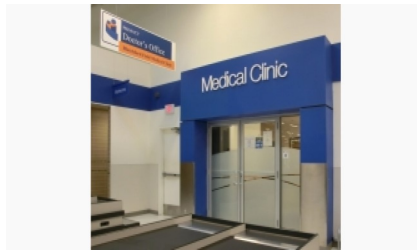
We would like to thank all the businesses who donated an item to the silent auction.

The KDA would also like to thank our record number of 160 guests for attending our event, our membership helped us raise just over \$5000!





# KDA MEDICAL FACILITIES GALLERY





# KDA PHOTO GALLERY 2019



## **2020 KDA EVENTS AND PROGRAMS**

The Kingsway District Association looks forward to working to enhance, market and develop the landscape of our District for our Members to grow and prosper.

The KDA will continue to be vocal with respect to the Blatchford redevelopment to ensure we are part of the process. We will look to work with the City of Edmonton “our partners” to do what is best for Edmonton Kingsway Businesses.

The KDA welcomes feedback and has an open door policy. Please feel welcome to reach out to us at anytime. We look forward to helping build the community in the Kingsway area and supporting your business in 2020!