

# Alberta Avenue Business Association 2019 Annual Report and Audited Financial Statements

## Recommendation

That the November 9, 2020, Urban Form and Corporate Strategic Development report CR\_7993, be received for information.

## Executive Summary

The Alberta Avenue Business Association has submitted its 2019 Annual Report and Audited Financial Statements for the year ending December 31, 2019.

## Report

The Alberta Avenue Business Association is required to submit an annual report of its activities and audited financial statements pursuant to the Edmonton Alberta Avenue Business Improvement Area Bylaw 11084. Administration has reviewed all documents to ensure conformance with applicable provincial and municipal requirements for the ongoing maintenance of Business Improvement Areas in Edmonton.

Though this report covers activities undertaken in 2019, it is important to note that Administration continues to work in partnership with Business Improvement Areas through the City's COVID-19 response, relaunch and recovery phases in 2020. Business Improvement Areas have demonstrated ongoing support for member businesses and the local economy in 2020.

## Corporate Outcomes and Performance Management

**Corporate Outcome(s):** Edmonton has a globally competitive and entrepreneurial business climate.

Outcome(s)	Measure(s)	Result(s)	Target(s)
Businesses are thriving	New businesses are opening	23 new business licenses (Jan 2019 - Dec 2019)	Maintain or increase
	Business owners report that they are experiencing growth	69.4% (Jan 2019 - Dec 2019)	Maintain or increase

	or stability in success		
Business Improvement Areas are aesthetically pleasing	Patrons report that the area is aesthetically pleasing	22.0% (Jan 2019 - Dec 2019)	Maintain or increase
Business Improvement Areas are preferred destinations	Patrons report that the area is a destination location	65.5% (Jan 2019 - Dec 2019)	Maintain or increase
	Businesses report that they are satisfied with the mix of existing businesses in the area	55.1% (Jan 2019 - Dec 2019)	Maintain or increase
Real estate is in demand	Retail storefront vacancy rate	14.94% (August 2019)	Maintain or decrease
	Assessed property value	Average commercial assessment value of \$1,257,508 (Jan 2019 - Dec 2019)	Maintain or increase
	Number and value of commercial final building permits	26 major building permits with a cumulative value of \$1,194,298 (Jan 2019 - Dec 2019)	Maintain or increase
Business Improvement Areas are perceived as safe	Business owners and patrons who perceive the area as safe	27.0% (patrons) 55.1% (businesses) (Jan 2019 - Dec 2019)	Maintain or increase

**Attachments**

1. Alberta Avenue Business Association - 2019 Annual Report
2. Alberta Avenue Business Association - 2019 Audited Financial Statements

**Others Reviewing this Report**

- M. Persson, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- G. Cebryk, Deputy City Manager, City Operations
- R. Smyth, Deputy City Manager, Citizen Services
- B. Andriachuk, City Solicitor