

# Annual Report to City of Edmonton

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**THE  
NORTH  
EDGE**  
BUSINESS  
ASSOCIATION

## North Edge Business Association 2019 Annual Report

### North Edge Business Association Mission Statement

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

### North Edge Statement of Operational Directives

North Edge Business Association shall revitalize and renew the North Edge area by:

- Aligning the “District by Design” brand to our priorities to build a unique destination for tourists, visitors and our targeted customer bases. Customers coming to our area 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 through 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

### 2019 Successful Annual Dinner – Member Targeted Engagement:

The 2019 AGM was held at Two Sergeants Brewery located on 11817 105 Ave NW. The event was hosted by Ingrid Schifer, the current president of the North Edge BIA. The event and space allowed various business members to promote the products and services they offered using physical and visual mediums and allowed the North Edge BIA to present itself and the projects conducted by the #YEG Ambassadors through various methods (promo boards, printed maps, table top boards, etc.)

The 2019 AGM saw a positive increase of the diversity of the attendees. The AGM also allowed members to actively engage with the re-marketing & branding efforts of the North Edge BIA through a presentation by Ingrid Schifer, followed by an interactive mapping activity.

The board appointments for the 2019 year went successfully, with an increase of board members by 1. Board members' backgrounds range from finance, event management, development, branding, interior design, health, grocer / cafe / coffee roaster, and manufacturer.

The event ended with tours of the brewery followed by dinner and desert catered by The Art of Cake.

### North Edge Business to City Government – Advocacy / Land Use

NEBA participated and consulted with members on the following operational areas;

- Area Placemaking - Park redevelopment - Discussions on how to set up a committee for the development of the park between 107/108th street and 106th avenue. Presently the project is put on hold due to Covid19.
- Operational; The BIA continues to monitor and deploy on area litter pick-up routines, siting flag poles, parking problems and snow clearing issues as they arise.
- Construction of area investments and sharing information with members and landowners is an ongoing process.
- Land Use Planning; North Edge focuses on getting input area pending changes in in Transit oriented influences; LRT, bike lane installation, transit service alignment, City Plan, and land use changes to include micro-brewery and distilleries and changes to area business targeted issues the Licensing bylaw and the Parking Zoning / Plans.
- We were very active with members on the direction of Columbia Avenue with the current business mix along 105<sup>th</sup> avenue and how it affects the operations of the businesses.
- We continue to participate in the 'Urban Wellness – Recover' projects as needed, the 'Injection Sites Community Advocacy' committee. We worked with CCCU in discussions around public defecation and hot topics such as needles. Data about the impacts of the sites; their locations, potential hot spots. Reports from AHS, EPS, and the sites themselves were discussed.
- 'Façade Improvement Program' and the Refresh option are important to area landowners and we support their applications and maintain a presence on the committee.
- As many of our businesses are new to the regulations in Alberta for permitting and zoning we actively support the small business window pilot project as it assists businesses with the questions around why the regulations require certain information and how to provide that information.

- We continue to work our landowner network, leasing contacts to fill spaces and share leasing information with potential tenants.
- We support zoning applicants to ensure zoning implications of the commercial locations chosen and refer to departments as needed.
- We continue to support and assist development/business interests in both Queen Mary Park and Central MacDougall
- We attended the City of Edmonton Council meeting in support of The Public application for funding for the North Edge location.
- We maintain an active cooperative relationship with the BIA Unit.
- The BIA works closely with our Transportation Liaison to address the coordination required within various construction projects such as Renewal, 106th Avenue, Parking changes and the connection with various transportation related plans.

### BIA Council Representation

In 2019 we represented members on multiple issues; parking bylaw improvements, licensing bylaw and issues around safety. Our participation in the BIA Council as it provides an excellent venue to network, share ideas and to learn new strategies.

### Revitalization Committee Representation

- Revitalization strategy work is an important component of support to the committee; we engage in strategic plan work, project work as defined in the revitalization plan for the area. Primarily the North Edge supports the community economic development work such as area development related matters, participation in Renewal and Revitalization capital planning.
- We were fortunate to receive supportive project grants for our Flower Planter Renewal, Mural projects, Clean Team, flower programs, and promotional programs which increased our reach in providing those services to the business district.

### YEG Ambassadors Strategy - connection and engagement throughout our business community:

#### 2019 work included

##### Environmental Scan -

- In 2019 (Project Year 3) the #YEG Ambassador program continued to expand its success on environmental scanning with over 1800 entries of data analyzed from May 2019 to July 2020, with a further refined methodology in North Edge, Chinatown and Quarters. Through findings from analyzed data, #YEG Ambassadors developed strategies with support from City of Edmonton, CCCU, Revitalization and Recover project; resulting in

increased by-law activity, graffiti removal kits, resource delivery, engaging activities/events (Dine on Us / Light the Edge contest) and communication with at-need businesses.

## Relationship Building

- Further focus on relationship building with nonprofits (through event preparation and support such as Action Discovery Walk with AC4H), BIAs, member businesses (with events such as Dine on Us for North Edge Restaurant & Cafes) and community leagues (promotion of and attending community league events) resulted in a wider diversity of attendees at the North Edge 2019 AGM.

## 2020 included

### Stakeholder Collaboration

- In 2020 (Project Year 4) a continuation of 2019 Ambassadors team allowed for further development in relationships formed with stakeholders in the area the #YEG Ambassadors are active in.
- To further the economic development of the North Edge, the Ambassadors began work in 2020 on a Business Recruitment and Retention (BRR) strategy for the North Edge Business Association. The BRR serves as a strategic plan for curating a specific business mix for the Business Improvement Area (BIA), with the goal of generating more business activity in the area.
- The BRR strategizes exploration of opportunities for existing and future businesses to expand as well providing direction for the Business Association. The makeup of the business mix is informed by an analysis of the current state of the business mix and ultimately an assessment of the competitive position of the BIA relative to other BIAs in Edmonton

### Business Mitigation

- Other notable work in 2020 includes the development of the COVID-19 Guide, a centralized resource directory supporting community members and business members alike in locating and summarizing the support provided by all levels of Government.
- Developing a WhatsApp Communication Strategy to maintain quick and reliable communication with members, especially those not online, compiling a visual list of Restaurants and Cafes that offer delivery and/or take-out options, and supporting a new North Edge project called YEG Pivots, a platform which brings together local businesses and helps them promote their services and allows them to share the ways they have had to adapt due to COVID-19 to a wide audience through the use of Zoom, Facebook and YouTube.
- <https://www.thenorthedge.ca/yeg-pivots-article>

- <https://www.youtube.com/channel/UC4vyglfiLz1Ep4VHnRxsCHO>

#### YEG Ambassadors Resource Connection topics included:

311, 24/7 Crisis Intervention, 211, Graffiti Removal, Winter Resources, Coffee with the Cops, Needle Pickup, Who to Call, COVID-19 guide and supports, Litter Clean-Up Kits, Restaurant & Cafe Directory List, etc. In addition to attending local activities and volunteering with nonprofits within working neighborhoods allowing further engagement with the community, vulnerable population, businesses, and event attendees.

#### YEG Ambassadors Alignment to City Objectives:

CCCU, Recover - Washroom Project, Revitalization, Capital City Cleanup, 311 Feedback, etc.

#### YEG Ambassadors Relationship Expansion:

Groups #YEG Ambassadors actively work with: Ethno-cultural NPs, Agencies, Nonprofits (Boyle Street, Action for Healthy Communities, Chinese Youth Association, Chinese Benevolent Association, Mustard Seed, Bissell Centre, iHuman, Hope Mission), MacEwan University, University of Alberta, City of Edmonton, Local Business Owners, BIAs (Alberta Avenue, Beverly, Old Strathcona, Stony Plain, BIA Council)

#### Yeg Ambassadors Area Communications:

Communication projects include: Valentines with Ambassadors, an engaging event on the corner of 105 Ave and 105 St, which involved handing out CCCU and various other resources while offering hot chocolate, candy and custom designed valentine day cards to the MacEwan student body and community.; Month of Murals, a month dedicated to promoting murals and the businesses therein from various BIA areas.; Foodie Friday, a year long promotion of Restaurant and Cafes in the North Edge and Chinatown BIAs through social media every Friday.; YEG Pivots, an online show hosted by the North Edge BIA president in which 3 local businesses are invited every second week to share the ways they have had to adapt their business during COVID-19.; Continued social media communication every month through Facebook, Instagram & Twitter. Posts related to events, resources, current news, community and more.

Audit Notes: A deferred schedule is provided, along with the 2019 North Edge BIA Audit.

## North Edge Media Record - Jan 2019 - July 2020

Jan 2019 Media:

Newsletter: None; Social Media: public washroom survey, BIZNET promotion, casual interactive poll on the super bowl;

Feb 2019 Media:

Newsletter: "North Edge February Newsletter" - info on North Edge historical project, highlighting events and services; Social media: post on promoting events for local businesses, re-tweet Capital City Athletics post;

Mar 2019 Media:

Newsletter: None; Social Media: promoting Zuhur Restaurant and MingShine Co., post on 'Drunken Lake' history, promoting EndPovertyYEG social enterprise event, casual post about events;

Apr 2019 Media:

Newsletter: "URGENT: Proposed Waste Service Changes" - notice to businesses to take a survey on waste service changes, "Interested in opening a Microbrewery?" - promoting an event held by the Downtown BIA on how to set up a microbrewery; Social Media: various posts about potholes and calling 311, promoting #ShopLocal, promoting social and local procurement, a couple posts on potholes and one of the blackhole;

May 2019 Media:

None;

June 2019 Media:

Newsletter: "URGENT: Columbia Avenue Public Information Meeting" - Inviting business members to attend meeting on Columbia Avenue; Social Media: promoted Action Discovery Walk, promoted Coffee with the Cops, promoted GET WILD an event hosted by the community

league, posted on-site pictures of the Action Discovery Walk event, promoting clean-up kits, promoted Beans Around the World, casual post about Canada Day; promoted new INFINITI condo on 105 Ave, promoted event of 105 Ave plaza, promoted big bin event, promoted 109 St walkability;

July 2019 Media:

Newsletter: "July Newsletter" - Promoted various events, "Zoning Bylaw Changes" - Info on public engagement session on zoning changes, A direct email about storefront improvement program and development incentive program, "106th Ave Arterial Road Upgrade" - Info on construction at 106 Ave; Social Media: Info on shared pathways, Coffee with the Cops, Africanival, Community BBQ event, Ice District effect on Boyle Street, promotion of local business, block party events, mural promotion;

Aug 2019 Media:

Newsletter: "Coffee with the Cops", "Agent Status" - Info on how to protect your business with support from EPS, "Graffiti Management" - How to keep your business free of Graffiti, "Looking good in the Neighborhood" - Info on participating in the Looking Good contest, "Who to Call" - A list of numbers for businesses to call if they need support, "One-on-One business support" - A city resources for businesses in support of Development Permits and Zoning applications; Social Media: Local business promotion, Coffee with the Cops, Community league events, Foodie Friday posts;

Sep 2019 Media:

Newsletter: "Business Surveys" - Informing businesses of City of Edmonton's annual research of shopper, resident and business perception of North Edge BIA, "Habesha African Market Block Party" - Promoting local business event, "Update on Storefront Improvement Grant" - Informing business owners of new changes with the storefront improvement grant, "Coffee with the Cops" - promoting of local business event, "Safe Consumption Sites" - Survey and feedback for businesses on safe consumption sites, "Open Data Presentation" - promoting City of Edmonton's open data portal, "2019 North Edge Annual General Meeting" - Info and invitation to the 2019 AGM; Social media:

Mid-Autumn Lantern Festival promotion, Habesha Block Party promotion, Foodie Friday, Ethiopian New Years, Coffee with the Cops, casual posts, local community event promotions, artist promotion, future farmers market promotion;

Oct 2019 Media:

Newsletter: "North Edge Annual General Meeting" - Reminders to register for 2019 AGM, "Coffee with the Cops" - promotion of local event, "Business Surveys - Last Chance" - Reminder to complete economic indicator survey, "311" - information and promotion of 311 resource; Social Media: Foodie Friday, Coffee with the Cops, promoting local businesses, Thanksgiving posts, local community events (Halloween), promoting Storefront Improvement Program, farmers market promotion, mural promotion;

Nov 2019 Media:

Newsletter: "Coffee with the Cops" - reminder of event, "Ready for Winter?" - Resources and reminder for snow removal; Social Media: Foodie Friday, community events, mural promotion, snowfall and snow removal reminders, Coffee with the Cops, promotion of Metis Week, local business promotions (new facade for Common Sense Gallery), casual posts, "Stuff a Bus" donation promotion, Remembrance Day, Diversity Magazine Awards promotion;

Dec 2019 Media:

Newsletter: "Light the Edge Contest" - promotion of North Edge event and info on how to register, "Coffee with the Cops" - reminder of event, "Storefront Improvement Program" - reminder that the program is taking applications, "Habesha Market Christmas Event" - promotion of local business event; Social Media: Habesha market christmas event, Foodie Friday, promotion of local business, casual posts, Coffee with the Cops;

Jan 2020 Media:

Newsletter: "Light the Edge Winners" - announcing winners of the Light the Edge contest; Social Media: Happy new years post, Foodie Friday, Coffee with the Cops, Info on how to stay safe in cold weather, casual posts, local business promotion, mural promotion, promotion Lunar New Year;

Feb 2020 Media:

Newsletter: "Valentines Day" - promoting an event with the #YEG Ambassadors on Valentines day, "Dine on Us" - promoting a North Edge foodie event; Social Media: promoting fundraising event by homeward trust, promoting Black History Month, Foodie Friday, Dine on Us promotion, Valentine's Day promotion;

March 2020 Media:

Newsletter: "March 1st Newsletter" - promoting dialogue with the chief event (multiple newsletters) / dine on us (multiple newsletters) / foodie friday / local businesses, "Storefront Grant Update" - update on facade improvement program, "WhatsApp Group" - Invitation to join North Edge WhatsApp group, "State of Emergency" - informing businesses of Alberta state of emergency, "Delivery Services" - requesting businesses to inform North Edge of delivery services they offer, "Federal Government Needs Suppliers" - informing businesses of an opportunity with Government of Canada for supplies, "Business Impact Survey" - requesting businesses to relay how COVID-19 is affecting their business, "Delivery & My Alberta ID" - informing business owners of resource to receive help for their business from Government of Alberta; Social Media: casual posts, how to help struggling businesses, Foodie Friday, Coffee with the Cops, promoting COVID-19 resources sourced by #YEG Ambassadors, welcoming Bike Edmonton to the area;

April 2020 Media:

Newsletter: "Restrictions on gatherings & businesses" - informing businesses of restrictions placed by the Government of Alberta & Canada due to COVID-19, "COVID-19 Supports Guide" - distributing a supports guide developed by #YEG Ambassadors which compiled all the resources available to businesses from all levels of government, "Canada Emergency Business Account" - information on the program, "Business Impact Survey" - reminder to complete COVID-19 Impact on Your Business survey, "Restaurants - Delivery & Pick-up" - a list of restaurants and cafe's offering delivery and pick-up services, "Insurance Notice" - a reminder of how Insurance could help businesses during COVID-19, "Policing during COVID-19" - an invitation to attend an online meeting with Alberta Health Services and EPS on how policing works during COVID-19, "Canada Emergency Wage Subsidy" - reminder that the CEWS applications are open; Social Media: various posts on COVID-19 resources, promoting masks and hygiene, casual posts;

May 2020 Media:



Newsletter: "Workplace Guidance" - information from Government of Alberta on relaunch strategy, "YEG Pivots" (multiple newsletters) - info on YEG Pivots, "REACH Resource Page" - promoting REACH extensive resource page, "COVID-19 Support from City of Edmonton" - information on how City of Edmonton is supporting people & businesses during COVID-19, "Covid-19 Questions Seminar" - reminder to register for online event with AHS on COVID-19, "North Edge Mingle" - invitation to join North Edge online for mingle event; Social Media: YEG Pivots info (multiple), COVID-19 resources and guides, community events, Victoria Day post, Eid Mubark post;

June 2020 Media:

Newsletter: "YEG Pivots" (multiple newsletters) - info on YEG Pivots, "Business News" - news about various business supports / event promotion (Biz Connect) / sidewalk expansion for businesses, "North Edge Commercial Area Construction" - update on construction happening within the North Edge area, "Programs, Grants News" - info on City of Edmonton Business Grant streams, "Provincial Grant" - info on Enterprise Launch Grant provided by Government of Alberta; Social Media: YEG Pivots, CERB info, mask resource info, #supportlocal promotion, community events;

July 2020 Media:

Newsletter: "YEG Pivots" (multiple newsletters) - info on YEG Pivots; Social Media: Month of Mural posts (every day except weekends), YEG Pivots, SNAP Gallery YEG Pivots episode, Small Business Grant information, BOM YEG promotion;

The North Edge Business Association  
Deferred Revenue Schedule  
December 31, 2019

Deferred Revenue Amortization -

City of Edmonton Grants

	Refurbishment	Merchandizing	Restaurant Promo	Mural 2019	Flowers 2019	Total
<b>Opening Balance (2018 Deferred)</b>	<b>2,065.75</b>	<b>1,250.00</b>	<b>3,600.00</b>	<b>5,500.00</b>	<b>5,500.00</b>	<b>17,915.75</b>
2019 Expenditures	(2,065.75)	(315.00)	(263.78)	-	(5,500.00)	(8,144.53)
2019 Repayment	-	-	-	-	-	-
<b>2020 to defer</b>	<b>-</b>	<b>935.00</b>	<b>3,336.22</b>	<b>5,500.00</b>	<b>-</b>	<b>9,771.22</b>

	Cleans 2019	Communications and Marketing Assessment	Perennial Flower Beds 2019	Flowers 2020	Vacant Space Pilot	1st Quarter Levy	Total
<b>2019 Grants</b>	<b>8,000.00</b>	<b>20,660.00</b>	<b>5,500.00</b>	<b>5,700.00</b>	<b>1,500.00</b>	<b>29,291.50</b>	<b>70,651.50</b>
2019 Expenditures	(5,177.48)	-	-	-	-	-	(5,177.48)
2019 Repayment	-	-	-	-	-	-	-
<b>2020 to defer</b>	<b>2,822.52</b>	<b>20,660.00</b>	<b>5,500.00</b>	<b>5,700.00</b>	<b>1,500.00</b>	<b>29,291.50</b>	<b>65,474.02</b>

2018 & 2019 Total 75,245.24

Deferred capital contribution - 20% per year

Patio furniture -	Op. Cost	Amortization
2013	8,568.00	(856.80)
2014	7,711.20	(1,542.24)
2015	6,168.96	(1,233.79)
2016	4,935.17	(987.03)
2017	3,948.13	(789.63)
2018	3,158.51	(631.70)
2019	2,526.81	(505.36)
2020	2,021.44	(404.29)
2021	1,617.16	(323.43)
2022	1,293.72	(258.74)

REACH Deferred Revenue 45,482.00

**Total deferred revenue (F/S) 122,748.68**

# NEBA Boundary Map

