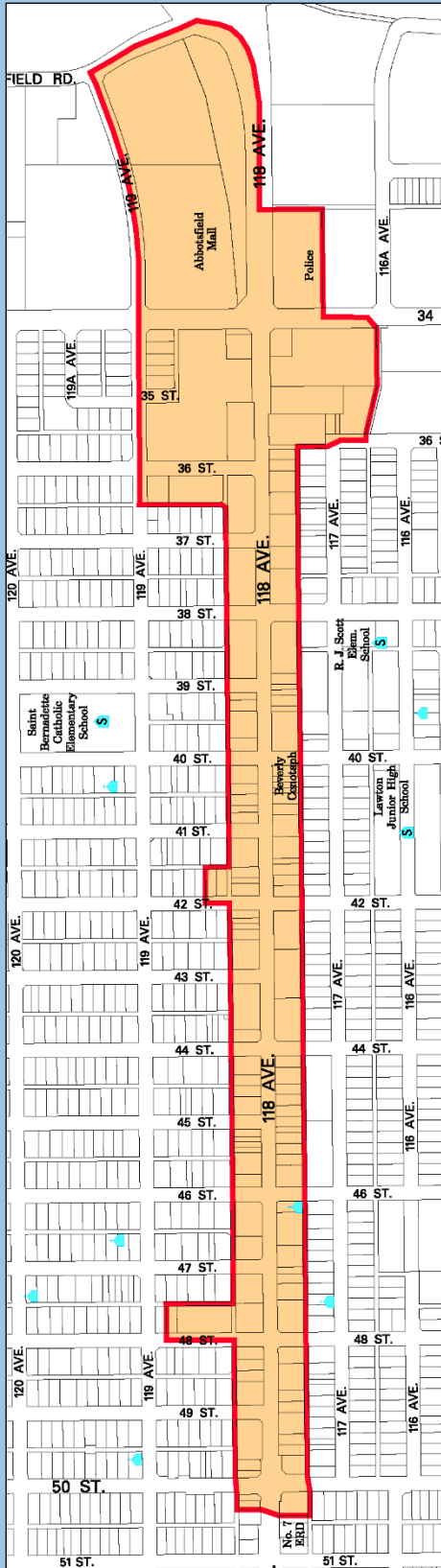




Beverly Business Association 2019 Annual Report



History

The Beverly Business Association (BBA) was incorporated on September 12, 1995 under the authority of the Municipal Government Act of Alberta and The City of Edmonton Bylaw #11083 and amended by bylaw #13919 representing approximately 130 business members on 118th Avenue between 30th and 51st Street.

Mission Statement

To revitalize the Olde Towne Beverly business district, featuring its small town atmosphere and historic roots, marketed to strengthen existing businesses and attract new businesses, shoppers and tourists.

Safe Streets

- Partner with Edmonton Police Service to ensure that the number of beat officers is maintained or increased to ensure police visibility on the Avenue.
- Work with civic and provincial government departments and business/property owners to minimize negative and unsafe activity.
- Negotiate the replacement of highway lighting with commercial and pedestrian lighting, as well as lighting on trees along 118th Avenue from 32 – 38 Streets with road rehabilitation, similar to 38 St - 50 St.
- Encourage businesses to maintain a safe, clean and inviting storefront.
- Encourage Community neighborhood patrols by having accurate information available regarding establishments and operations.

Goals and Objectives

The Board of Directors of the Beverly Business Association has established a three year plan which includes the following goals and action plans to guide its activities during 2019

1. Business Development:

Encourage strong local support, attract new customers and desirable businesses.

- a. Market the Beverly business district as a destination for shoppers and tourists by establishing a business district 'Brand' and communicating it to all potential customers via web site and social media; subject to funding from the City of Edmonton and businesses.
- b. Communicate our goals, objectives and business 'wish list' to Real Estate Agents and property owners.
- c. Promote the Façade Improvement Program
- d. Improve the profile of Olde Towne Beverly with additional highway signage

- e. Sponsor or host 7 special events in 2019 to celebrate community and draw potential shoppers to the business district:
 1. Farmers' Market
 2. Pancake Breakfast
 3. Cenotaph Rededication
 4. Horse Drawn Carriage Tours
 5. Golf Tournament
 6. Second annual of Olde Towne Beverly – "Dining Week"
 7. Remembrance Day Services
 8. Other special events as the need arises
- f. Enhance the profile of the land use committee to ensure appropriate zoning is maintained and desirable businesses are attracted.

2. Beautification:



In 2019 the Beverly Business Association initiated its own Litter Squad Fundraiser for the 26th St. Peters Scouts

26th St. Peters Scouts collected litter for a total of **16 weeks** in the Beverly BIA. This is now an annual litter reduction program to help keep the city clean, safe and attractive during the summer months. A total of **42 bags of Litter** were collected.



Edmonton Youth Attendance Centre- Community Programs

Edmonton Youth Attendance Centre partnered with the Beverly Business Association on a successful monthly litter removal program which saw the removal of **48 garbage bags of litter** from the main street of the Beverly BIA in 2019. This is the second time the BBA has used the free services of the Edmonton Youth Attendance Centre, and we cannot thank them enough for coming to Beverly to tidy up the streets.

2019 initiatives to beautify the business district.

- a. Completion of welcoming entrance feature sidewalk on 50 St.
- b. Develop the park at 50 St. & 115 Ave. to accommodate business district signage.
- c. Beautify the Avenue with flower planters and beds.
- d. Coordinate annual clean-up campaigns and continuous graffiti removal.
- e. Encourage businesses to maintain a clean storefront / monitor and report noncompliance.
- f. Encourage businesses to plant flower beds and barrels.
- g. Plan for trees, tree lighting and rest areas in any future revitalization projects.
- h. Enhance the streetscape with the addition of 25 hanging flower baskets

3. Support and Communication:

Provide assistance and communication with businesses and the community

- a. Provide welcome packages to all new businesses.
- b. Continually update members through mailchimp.
- c. Provide assistance to businesses as needed.
- d. Communicate Business Association activities to both businesses and customers through the Community Newspaper.
- e. Participate in community initiatives, meetings and events.
- f. Encourage business members and community partners to participate in BIA meetings & activities.

Business Association Visibility & Accessibility:

g. Maintain a storefront business office

- h. Provide advice and direction to new and existing businesses.
- i. Provide availability of meeting space for businesses and sponsored sub-committees.
- j. Provide access to use of office equipment (copying, scanning, e-mail, etc.) for members
- k. Provide access for customer inquiries and complaints.



The Beverly Business Association held nine board meetings and one AGM during 2019.



Dr. Tkachyk,



F. Rajabali,



L. Reay,



M. Stephenson,



J. Nordstrom,



T. Ritchie

Beverly Business Association 2019 board of Directors

Dr. Darryl Tkachyk - Tkachyk Dentistry

Chair / Director

Trevor Ritchie - Boston Pizza

Vice Chair / Director

Laurie Reay - The Medicine Shoppe

Secretary / Director

Fayaz Rajabaly - Shoppers Drug Mart

Director

Jeff Nordstrom – Servus Credit Union

Treasurer / Director

Mark Stephenson - Apollo Propane

Director

Community Partners

Colleen McCoullough, Beacon Heights Community League

Colleen Fidler, Beverly Towne Community Development Society

Hon. Deron Bilous, MLA Edmonton-Beverly-Clareview

Margo Till-Rodgers, Edmonton Public Library

Tony Caterina, Councillor Ward 7

Mark Vanvelzen, Beat Officer, E. P. S.

Liam Watson, Beat Officer, E. P. S.

Dan Tames, Beat Officer, E.P.S.

Kristy Berryman / Anna Vesula, Neighborhood Recreation Coordinator (NRC)

Colleen Fecteau, ACT/Rundle Park



Beverly Business Association golf banquet



K-Days annual Pancake Breakfast

Beverly Business Association - 2019 Events

We market the area with special events, thereby drawing residents from local and nearby communities to the business district. We are able to show that we offer a clean, inviting and safe shopping district.

“The Friendliest Market”



Olde Towne Beverly Farmers Market May 14 – October 1

Our Alberta Agriculture approved farmers market attracts people from across Edmonton and surrounding areas. They come for the “**farm fresh, make it, bake it, grow it, the farm fresh products**”. While traveling to our market destination, they can frequent the unique shops, restaurants and services in our neighborhood. During a typical market year, an excess of **20,000** visitors attend our market from May to September. Congratulations to Market Manager **Cornel Rusnak** and staff on another great summer at the Market.

“Beverly Dining Week 2019”

DINING WEEK MAP

BUSINESSES WITH DINING WEEK DEALS AND SPECIAL MENUS

1. Uncle Ed's Restaurant 4824 118 Avenue	4. Mumbai Dakar Restaurant 4322 118 Avenue	6. Widynowski's Sausage House 4204 118 Avenue	8. Galen on 118th 3914 118 Avenue
2. Mundare Sausage House 4824 118 Avenue	5. Swiss 2Go 4306 118 Avenue	7. Chicken For You 3945 118 Avenue	9. Olde Beverly Café 3908 118 Avenue
3. Pappas Restaurant 4702 118 Avenue			10. Boston Pizza 3303 118 Avenue

OTHER BEVERLY HOSPITALITY BUSINESSES

A&W 4205 118 Avenue	Dairy Queen 3416 118 Avenue	KFC Taco Bell 3349 118 Avenue	Pizza Hut 11740 34 Street	Tim Hortons 3518 118 Avenue
A Yah Mi Deh Restaurant 4435 118 Avenue	Donair Lover 3731 118 Avenue	Million Thal Restaurant 4109 118 Avenue	Take 5 11801 48 Street	Tyson's Games Room 3414 118 Avenue
Bulsha Samosa Hut 11719 46 Street	Jay Bee's 3633 118 Avenue	Pizza 73 5003 118 Avenue		

Re-discover the charm of “Olde Towne Beverly”

Olde Town Beverly Dining Week 2019 took place From October 17 to 25, featuring all of Beverly's culinary gems. From curry to pastries and coffee, we had it covered!



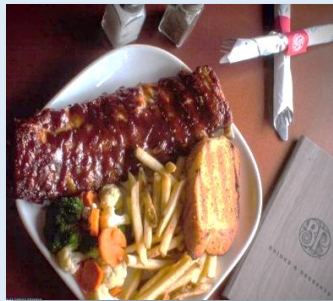
Uncle Ed's



Mumbai Dakar



Olde Beverly Café



Boston Pizza Beverly



Widynowski's Sausage



Swiss2go Restaurant



Pappas Family Restaurant



Galen on 118th Pilipino



Chicken for U Korean

A massive **THANK YOU** to all the great restaurants, patrons and supporters of the event!

Dining Week would not have been possible without all of you!

21th Annual Golf Day & Business Mixer – June 14

Thanks all around to the many people who helped make the 21st annual Beverly Business Association golf tournament and business mixer a success! High fives to all **82 participants** who teed up on a beautiful sunny day, and made our event a superb outing. Once again, thank you to Paulina's catering for supplying a truly scrumptious BBQ for all the hungry golfers. We are deeply appreciative to our committee and all the wonderful volunteers for the overall success of this event.



Edmonton Historic Week Horse Drawn Carriage Tours of Beverly

The Historical Society of Beverly presented their 2019 guided carriage rides of greater Beverly, July 2, 3 & 4. The Patrons were treated to a colorful history lesson of Beverly by original immigrants or their descendants. The popular event is always a favorite in Beverly. Thank you to the Historical Society!



Annual K-Days Pancake Breakfast

On **July 24th**, the Beverly Business Association held its annual K-Days pancake breakfast and served over **700 people** scrumptious pancakes, sausages and donuts. Despite a very rainy and thunderous night, the morning turned out great for all.

A special thanks to all the wonderful volunteers for once again converging onto the Travelodge Edmonton East parking lot and helping to set up and serve all the patrons. Thanks again to the **Travelodge Edmonton East** for the use of their parking lot and **Yang Ming Restaurant** for the use of their kitchen



We are very appreciative to **JB's Restaurant** for mixing up the pancake batter for the event. Another great selection of silent auction items was served up by the **Beverly Historical Society** for the crowd to bid on. Thank you to everyone at the **Historical Society!**



2019 Beverly Cenotaph Remembrance Ceremony



The **2019 Beverly Remembrance Church Service, Parade and Cenotaph Ceremony** was attended by hundreds of people, with over **35** organizations laying ceremonial wreaths. **The Beverly Remembrance Ceremony is one of the best attended outdoor Remembrance events. As always, we thank EPS for handling security and road closures and the dedicated Cenotaph Remembrance Committee for their dedication to making this a very special day to remember.**



Report on 2019 Activities



Beverly Page Park Ribbon Cutting – Sept 21

A special thanks to the Historical Society, for their work and input on organizing a special ribbon cutting ceremony officially recognizing this site as the offices of the Beverly Page Weekly Newspaper.

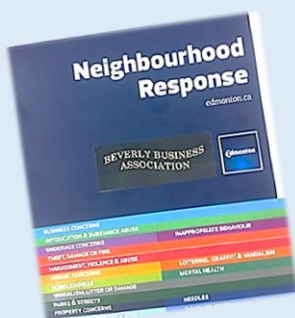


N.E. (EPS) Beverly Beats

The Business Association works with the business owners and (EPS) North East to be proactive and protect the BIA from graffiti vandalism. We hand out graffiti kits to businesses and encourage immediate removal of any graffiti from private property. In 2019 we continued to experience minimal graffiti tagging. The Beverly beats are always ready and willing to volunteer at our events and provide outstanding community support.

We work closely with the Beverly beats, they attend our meetings keeping us up to date on their crime reduction initiatives and provide the latest statistics. When issues arise, EPS always responds as quickly as possible and do outstanding work. However we believe there should be strong police presence in Beverly at all times. In the past, EPS had a community office in Beverly and we would like to see that office presence resurrected along with more officers on duty.

Crime & Safety and the “At Risk Community”



2019 saw another relatively quiet year for street issues, and we credit the N.E. Beverly Beats for their outstanding work. In an effort to better educate our members, we've provided businesses with **Neighborhood Response flip books**. We are promoting the **24/7 Crisis Diversion team** to all of our business and property owners as a means to provide immediate help to high needs individuals, and for them to be directed to appropriate services.

Brand Building Projects

Beverly Entrance Feature



Completion of Project – July 2019

We are grateful for the opportunity to establish a welcoming entrance feature at 50 street and 118 Ave, and thank **Tanjin Rahman**, Project Coordinator Integrated Infrastructure Services, Open Space Planning and Design for her assistance in getting this project design underway, and thank you to **Gurdeep Sekhon**, Project Manager, Open Space Infrastructure Delivery, Integrated Infrastructure Services | Building Great Neighbourhoods and Open Spaces. Construction was completed in July, 2019. This will further the Beverly business district as a destination for shoppers and tourists by enhancing the business district 'Brand'



Utility Box wrap and Branding Project

In 2019, we undertook a project to wrap historical image's on the utility boxes on 118 Ave as part of the overall rebranding of the Beverly area. There is the potential to wrap 14 boxes. This serves two purposes, one to serve as a picture history of some Beverly structures that once existed, and two, to serve as an anti-graffiti initiative. We hope to complete this project in 2020

Beverly Business Association Branding and Revitalization – 2019/2020

Beverly Business Association commenced an extensive branding and revitalization project in 2019. The project was undertaken as part CARES grant program through the Government of Alberta. The service provider is *Wild Heart Collective* and *Destroy the Box who are Consulting* to create and execute a vibrant marketing and brand implementation strategy to promote the businesses and neighbourhood of Beverly as a place to live and grow.

This will include an accessible web and branding strategy, as well as an events marketing strategy. The detailed schedule of work, timelines and a phased approach for the proposal are as follows;

1. Begin work June 2019
2. Work to finish approx. October 2020
3. Timelines could shift depending on efficiencies or changing needs of project.
4. Grant Received \$58,100 and BBA to match at \$58,100

Economic Development

Completion of Brownfield Development / Royal Center Beverly



In 2019, construction finished on **Royal Center Beverly** located at 38 Street and 118 Ave. This is the first development for Beverly in many years and eliminated a Brownfield site. There are variety of new businesses open. We are delighted to see new development and how the new main street overlay works to enhance our streetscape.

New Development for 4412 – 118 Ave



In late 2019, construction began on the vacant lot at **4412 – 118 Ave**. The owner will construct a 2 bay commercial building as a “design build” to be sold as one piece or individually. We’re very pleased to see new construction and are actively recruiting businesses to purchase or lease.

New Brownfield Development for 4402 – 118 Ave

This property is being developed into a 3 bay commercial property with 8 parking spots available in the rear. This is a former remediated brownfield purchased in 2019 and is slated for completion in late 2020.



Major Brownfield site at 4802-118 Ave – Actively placed on the market December 2019



The property is offered for sale at a market price. The property will be sold on an “as is, where is” basis. The purchaser has the opportunity to apply for the City of Edmonton’s Brownfield remediation grant.

Riverview Crossing - Update



Renovation and rebranding to the exterior/interior began in **2018**. Principal milestones have been met, with key improvements completed in **2019**. Several new businesses have moved in and opened in 2019. The revitalization has been very positive.

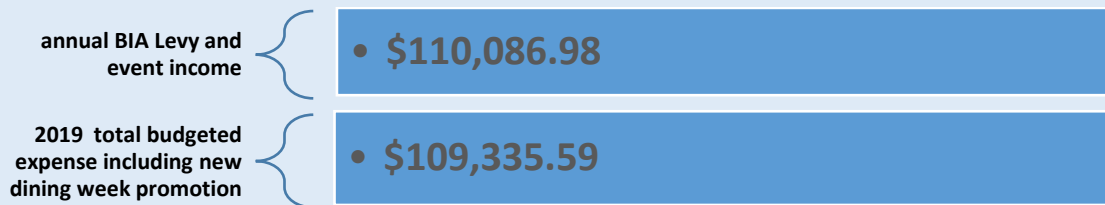


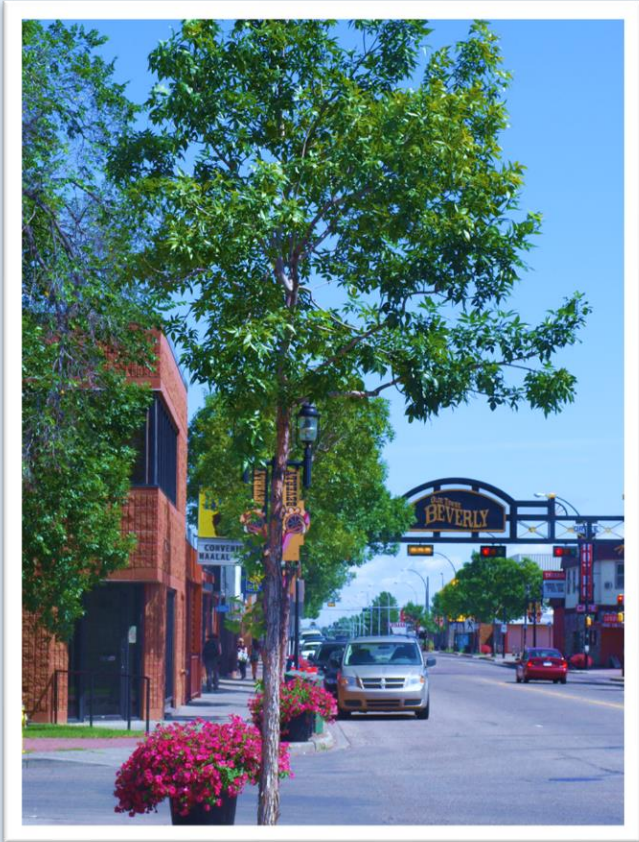
In late **2018**, mall ownership successfully rezoned the east side of site from **CA8** to **RA8**. (Location is indicated in the diagram) The Medium Rise Apartment Zone would allow for residential apartment buildings up to approximately six stories tall. Construction is slated to begin in spring of **2020**.



Edmonton Public Library - Abbottsfield - Penny McKee is relocating from their location at 3410 118 Ave to inside the Shopping Centre, in early 2020. Area residents together with the Business Association are delighted with the work to date and the owners remain confident that over the next several years, the ongoing improvements to **Riverview Crossing** will grow the Centre into the “hub” of the community.

A quick look at spending on Programs & Projects





In Closing

We are thankful the work of our volunteer Executive, the support from our partners and members of the Business Improvement Area. We thank Ward 7 Councilor Tony Caterina, and Rocco Caterina for their assistance and support during 2019. We express our gratitude to Northlands, the Mayor and City Council, City Administration, Honorable Deron Bilous MLA and Member of Parliament, Kerry Diotte for their support.

Wes Robson - Director
Dr. Darryl Tkachyk – 2019 Board Chair

Beverly Business Association
 beverlybia.ca



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