



Chinatown and Area Business Association
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CHINATOWN AND AREA BUSINESS ASSOCIATION

2019 ANNUAL REPORT

Wen Wang
Executive Director
Chinatown and Area Business Association

Mission Statement

Our mission as the Chinatown and Area Business Association is to create, promote and maintain an attractive, vibrant, and prosperous business district; that reflects the unique multicultural identity of Chinatown and McCauley community.

Chinatown Annual Report – 2019

2019 scope

1. Lunar New Year

Chinatown BIA hosted the Lunar New Year Celebration on February 9th, 2019. A few hundreds of participants attended the activity, in addition to Premier Notley, MLA Brian Mason, MLA David Shepherd, Mayor Don Iveson, Councillor Scott McKeen, MLA Kerry Diotte, Member of Parliament, Chief of Police - Dale McFee. The event was welcomed by the residents and businesses. It was a good opportunity to show Edmonton's multi-culture heritage, let people reflect on Chinese contribution to the city's evolution, showcase a vibrant Chinese community, and promote Edmonton's economy. To enhance the attendance, Chinatown and Area BIA posted the event onto the association's website and other social media, such as Facebook, Tweeter, Instagram, and WeChat. The promotion focused on not only the Lunar New Year celebration, but also the City of Edmonton as a whole

2. Moonlight Carnival

Chinatown BIA proudly organized the fourth annual Moonlight Carnival on August 25, 2019. The event featured carefully curated performances, lantern making and our popular Mooncake masterclass.

3. Marketing Campaign

Together with McCauley Revitalization, Chinatown BIA promoted both Chinatown and McCauley local businesses. In total, 1,500 copies of Chinatown Booklet and 10,000 Chinatown restaurant foldouts were printed. Some copies have been distributed in the Downtown and the balance will be dispensed once the COVID-19 abates.

4. Street Cleanup

Chinatown BIA negotiated a litter control agreement with the Mustard Seed, in which we paid \$2500. The service covered second half year 2019.

5. Rust Magic Mural

Graffiti was a persistent vandalism in Chinatown. Under the City of Edmonton's support, we had Lucky 97 Supermarket southern wall painted. The mural is a kind of landmark of Chinatown since.

6. Chinatown Walk

To have an in-person experience what Chinatown is, we did a Chinatown walk with Tim Cartmell, ward 9 councillor on April 3rd, 2019. The activity exposed the councillor the reality of our community.

7. Facade Improvement Program

FIP is a good initiative to rejuvenate our businesses. To expediate the process, Chinatown and Area Business Association donated \$1,000 to NAIT to fund the students' design. After a series of competition, one student won the bursaries. We also witnessed their work and believe it will benefit our store front improvement project soon.

8. Annual General Meeting

According to the bylaw, Chinatown BIA hosted Annual General Meeting on October 15, 2019. The members reviewed 2018 audited financial statement, 2020 budget forecast. The new board members were also elected concurrently.

2020 plan and priorities

The Chinatown and Area Business Association board has identified two priorities, to step up the security, and to minimize the social disorder.

1. Security and social disorder

We believe the good security is a key to the businesses. To this end, we are hiring a security guard to patrol the area. Without enough fund, Chinatown BIA is partnering with CTC (Chinatown Transformation Collaborative Society) to fund the program. At the same time, we are applying for the Edmonton Economic Recovery Grant to partially cover the cost.

2. Business relaunch and recovery

The businesses are relaunching and recovering subsequently. To support our businesses, we are sharing all kind of information relevant to help survive. The board believe other than economy cycle, we really can make a secure and clean business environment for both our members and our patrons. In the long run, we will revamp the website and take advantage of all kinds of social media to promote Chinatown and Area Business Association. To that end, we have applied for about \$1700 for the next year's website design.

Board of Director 2019

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2. Ed Lam 林競新
Ed Lam Chartered Accountant, Suite 200, 10708 - 97 Street
PH: 780-993-3030
3. Ming Huang / 黃明越
Ming Acupuncture Clinic, #138, 9700 - 105 Avenue
PH: 780-760-0880
4. Mei Yu Huang / 黃美玉
Mei's Massage Centre 10543 - 97 Street,
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5. Frankie Lee / 李鴻德 I
Venture Global Corporation 304, Burton Road
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6. Bryan Hoang / 黃湖
Mildly Chinese Herbal Ltd 10551 - 98 Street
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7. Henry Ma
H2 Healing Hands Unit 211, 9700 - 105 Avenue
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8. Amanda Chow
Reborn Beauty Station Unit 209 9700 - 105 Avenue
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9. Chung Tek Lieu
IHealth & Beauty Inc. 10717 - 98 Street
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10. Lin Wei Yao
Hung Lung BBQ House, 9715 - 106 Avenue
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11. Mark Havin
Tim Hortons 10110 Kingsway Avenue
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12. Richard Liukko
Freecloud Glotex Enterprises Inc. 10764 - 101 Street
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13. Van Vuong
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14. Ben Lui
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