



THE  
**CROSSROADS**  
BUSINESS IMPROVEMENT ASSOCIATION

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## 2019 Annual Report

[WWW.THECROSSROADSBIA.COM](http://WWW.THECROSSROADSBIA.COM)

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12304 118 Ave., Edmonton, AB

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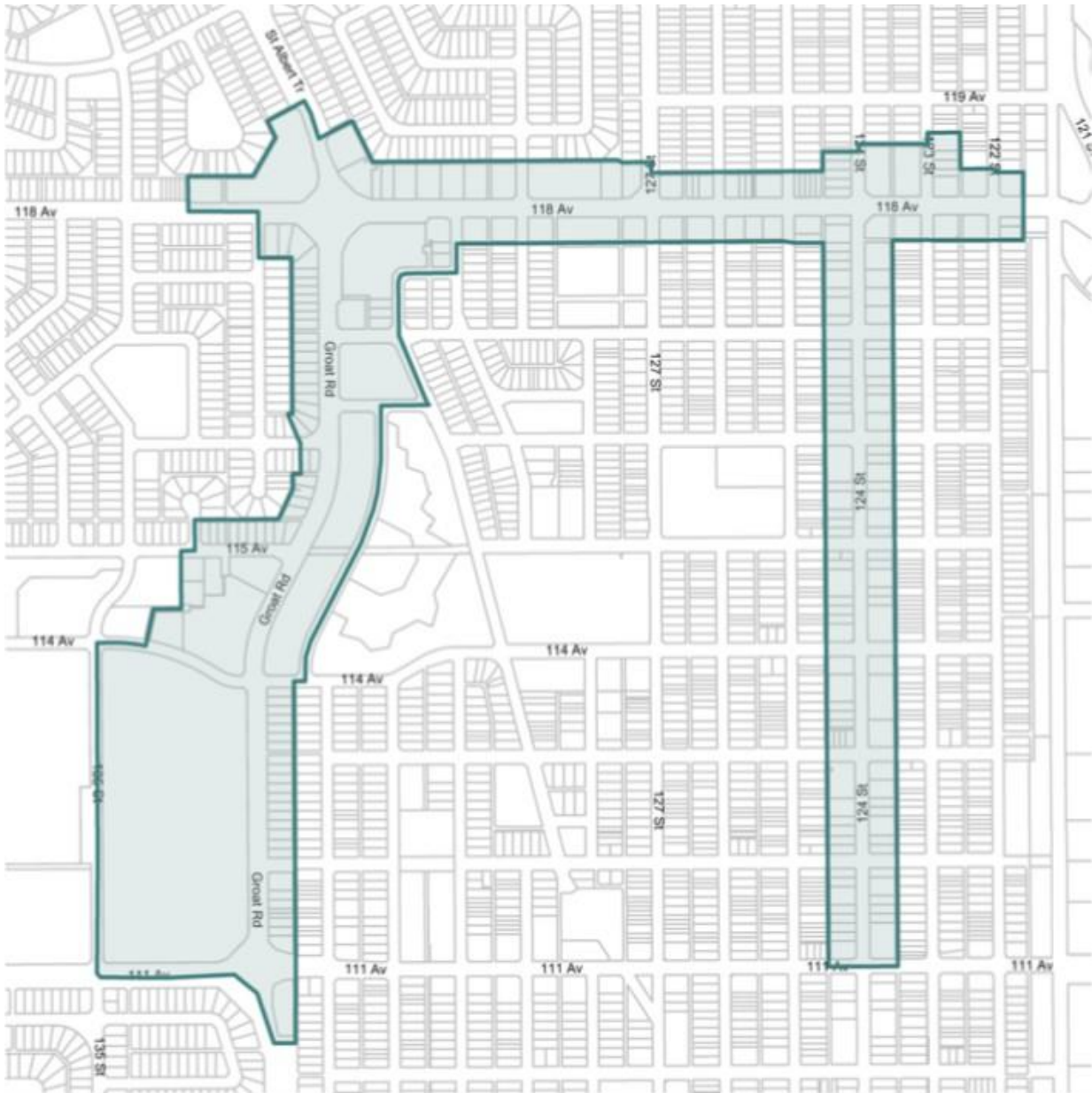
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## Current Map



Proudly serving Dovercourt, Inglewood, North Glenora, Prince Charles, Prince Rupert, Queen Mary Park, Sherbrooke, Westmount and Woodcroft areas.

## Edmonton's Original Gathering Place for Local Merchants



The Crossroads BIA is working to promote and celebrate our area's rich history to attract local residents, the greater Edmonton community and tourists.

We are doing this by:

- Ensuring our streets are clean
- Making our area attractive and desirable to walk
- Working to make our neighbourhoods safe
- Celebrating our rich and long history as an area of trade and commerce
- Creating connections between schools, businesses and not-for-profit organization in our area.
- Keeping our community connected through communication and events.
- Marketing our area as a welcoming place to visit, shop and connect on our website and social media
- Acting as a liaison between our businesses and the City of Edmonton

## Vision, Mission, Values

### Mission

To connect and support all members as they innovatively collaborate and deliver engaging and fresh experiences.

### Vision

The area is a hub of activity attracting and connecting people and surrounding communities to eclectic and independent businesses and services.

### Values

- Affordability
- Cleanliness
- Collaboration
- Inclusivity
- Independence
- Pride
- Safety
- Vibrancy



## Board of Directors / Staff



Tamer Abdou

***President***

Inglewood Pharmacy  
11802-124 St.



Marc Tellier

***Treasurer***

Tirecraft  
12208-118 Ave.



Mark Teekah

***Director***

Discovery Cafe  
Westmount Mall



Paul Boucher

***Director***

Loanstar Jewellery &  
Loans  
12205-118 Ave.

*Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." --Andrew Carnegie*

## Acting President's Message



2019 was a busy year for The Crossroads BIA. With the goal of rebranding action set in motion. The association does struggle with engagement and has gone through some leadership changes that have made things tough. The goal moving forward in 2020 will be to have a strategic plan.

Several new initiatives were started, or are on-going. The 2019 focus on more permanent beautification investments such as year-round clean-up, painting rusted light-poles and being a part of the proposed community revitalization will help us attract new business to the area.

While 2019 was tough and full of change it was full of excitement and opportunities to see growth in the Westmount Mall with a market and holiday campaign. We will continue to work towards opportunities for marketing and beautification that will attract business. I would also like to encourage business owners to consider getting involved in the BIA as we need your input to help drive our area to new heights.

Sincerely;

Marc Tellier

President, The Crossroads BIA



## Projects & Events

### Westmount Shopping Centre



Westmount Shopping Centre is a hub of activity now!

We brought Santa back in 2018 and this experienced even further growth in 2019 with the edition of mall decorations!



Every Friday is a shopping and entertainment day for the whole family. The Market has continued to grow inside the mall. In 2019 we also ran a Holiday Market with great success.





## Beautification

### Window Washing



Our window washing program remains in place and is well received.

With the Capital City Clean-up Project no longer an option, The Crossroads BIA hired a local not-for-profit organization for garbage clean-up, year-round. Each week they pick up 14 bags of garbage, on average. This is making a big difference.

## Flower Pots



Beautification and summer plants were out in full force during the summer of 2019!

The BIA will be looking to grow this program in 2020!

Watch for our Light Pole Painting in 2020! This is part of our area renewal!



## Crossroads Business Growth

The Crossroads BIA, while we face challenges and struggles we still see growth. In 2019 we welcomed the Benjamin Moore Paint Store at 12225 118 Avenue and they have been a nice addition to our area. This is a business that is helping us to attract customers to the area and the building has been transformed from its former restaurant look! The plan for 2020 and 2021 will be a “Back to Business Basics” we will be looking at ways to get back to our roots with the membership and partnering with other BIA’s and EPS and even community leagues to achieve our goals. We look forward to working with our members and city partners in 2020.

## Community Connections, Communication & Public Relations

### Schools



**Prince Charles**  
SCHOOL



**Dovercourt**  
School  
德华公立学校



**Inglewood**  
School



**WESTMOUNT**  
JUNIOR HIGH SCHOOL



**Westglen**  
School



The BIA is committed to maintaining relationships with all the schools in our nine surrounding communities!



## Member Businesses

We make regular visits and phone calls to our member businesses to take the pulse of their business!

## Tradeshows & Networking



We participated in the Kingsway Business Association's tradeshow and are also now members of the Edmonton Chamber of Commerce and have attended several of their events.

## National & International Connections



The Crossroads BIA is a member of the International Downtown Association and has access to Business Improvement Area information from all over North America.

## Moving Forward

BIA's play an important role in the city to help stimulate the economy and support the community. We are happy to be part of the growth of the City of Edmonton and contribute to a safer, happier, and more prosperous place to live, work and play.



*Thank You for*

*Attending our*

*Annual General Meeting!*



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