

2015 Annual Report



Stony Plain Road & Area
Business Association

BUILDING SOMETHING SPECIAL

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INTRODUCTION

The Stony Plain Road and Area Business Association continues to grow, experience, learn and appreciate the dynamics of the business area and surrounding communities. The membership is a diverse range of approximately 550 businesses ranging anywhere from small family owned businesses to automotive to industrial commercial to big box. What is common amongst all is the enthusiasm for change and the promise of revitalization. Our mission as an Association is to create a dynamic area where people want to shop, businesses want to grow, and residents want to live.

From the 2013 – 2015 Strategic Report three of the four primary objectives continue to be a priority.

- 1. Attract more people to the streets.*
- 2. Encourage quality building projects, mapping and wayfinding signage.*
- 3. Create a brand niche by building a Market District*

ATTRACTING MORE PEOPLE TO THE STREETS

Clean Streets Program

Working with Redemptive Development- a Not For Profit stakeholder in the area, we continue to contract a helper living in the area to clean our streets. This entails all the business areas within the BRZ boundary.

Their responsibilities include:

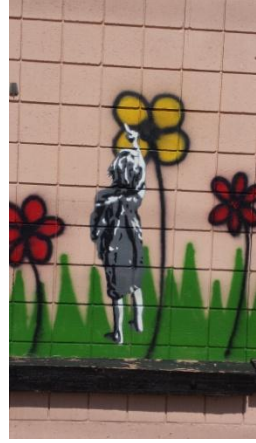
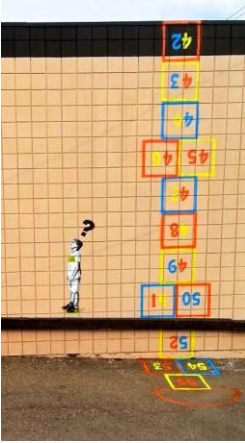
- Litter pick up
- Dog feces removal
- Needle pickup
- Report mischief in the area



The BRZ equips the clean team with a cart and all necessary supplies to accomplish the tasks.

Art in the Alley

Working with local students from MacEwan University new life has been added to the back alleys from 155 Street to 152 Street. The project was a simulation of Banksy Art with the theme being children.



Graffiti Patrol

In spring and mid-summer each year a graffiti run is scheduled to spot and report all graffiti. In 2015, 63 locations were reported and ESP apprehended six offenders.



Social Media

We continue to enhance social media presence to promote businesses, events and communications. A pamphlet was sent to all the members explaining social media and encouraging use. This year we changed the website platform for easier updates. We continue to grow our follower base and keep members up to date on current issues and events.



Understanding The Businesses & Their Customers

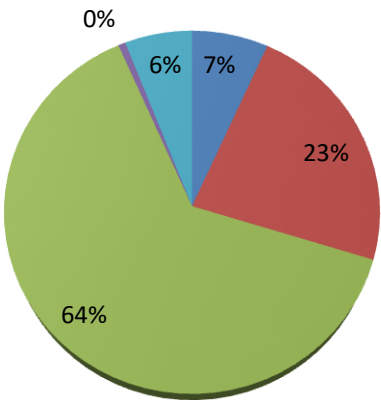
The beginning of 2015 we had a team of School of Retail U of A students collect data from the business members. The results from the survey will be used to help the BRZ understand the members, their customers and the challenges businesses face. The report also resulted in an up to date database. The following is a snapshot of some of the information gathered.

Total number of full-time positions employed: 2472

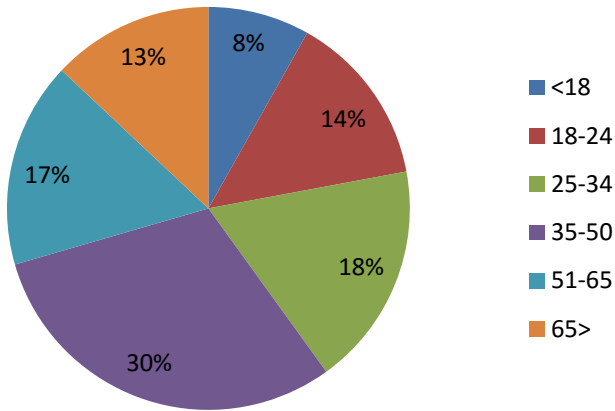
Total number of part-time positions employed: 1478

Businesses Surveyed

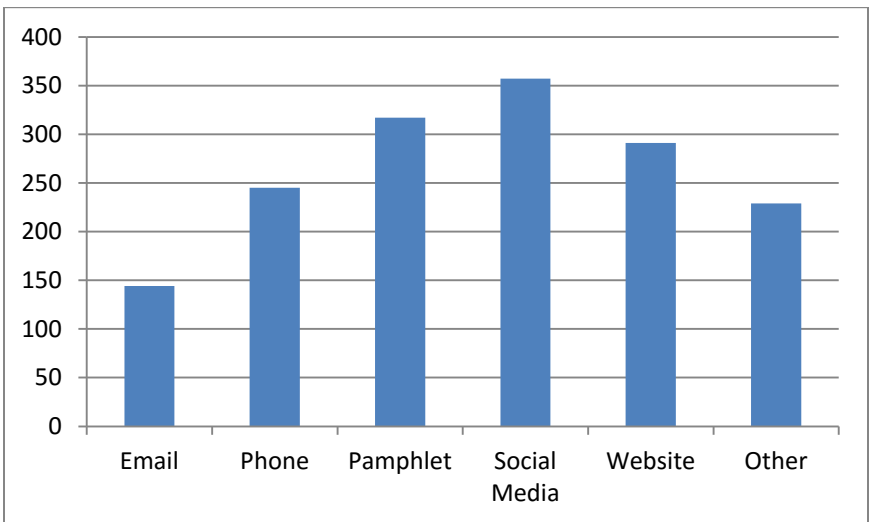
■ Vacant ■ No response ■ Verified ■ Building is non-existent ■ New



Customer Demographics



Customer Communication



ENCOURAGING QUALITY BUILDING PROJECTS, MAPPING AND WAYFINDING SIGNAGE

New Facades

- 15212 Stony Plain Road
- 15220 Stony Plain Road
- 15230 Stony Plain Road
- 15902 100A Avenue NW

Proposed New Major Development

- 14525 Stony Plain Road
- 10145 156 Street NW
- 10050 156 Street NW

CREATING A NICHE

The past couple of years the BRZ have been working on a vision to create a new brand for the area. Through the Revitalization Strategy, The City of Edmonton provided two matching grants which were used to research and define the potential of the business area and provide a direction for a new brand image. The methodology used was to engage Roger Brooks of Destination Development Inc. to help with the process. Roger visited the business area in January 2012 and provided valuable insight on how to achieve an attractive and appealing area through various recommendations. Roger strongly suggested that the change be focused one block at a time. Following his visit a workshop was attended by the Board of Directors at Roger's office in Seattle to grind down the options for a brand. The result was a consensus that the Stony Plain Road and Area could become the market district of Edmonton. The next step was to then involve Aaron Zaretsky of Public Market Development for his expert opinion on whether the market district idea was feasible for the area. Aaron provided a detailed report that outlined all the positives attributes of the area that supported the vision and highly recommended moving forward to creating a public market district for Edmonton. The block

selected was 152 -153 Street Stony Plain Road (152 Block) with the criteria for picking the first block being based on a combination of concentrated commitment from the landlords and business members.

How do we build a Market District ?

- **YEG Back Alley Market**



In 2015 we held the market in the new 152 Street North and South Plaza's. There was an exceptional turnout of approximately 2000. The market plan for 2016 is to host a themed market every Friday.



- **Website and Facebook**

Our vision is to keep the Public Market District a separate entity from the BRZ. Even though it feeds into the overall goals and objectives, the intent is to branch the market off as a separate society. This then allows the partnership between the BRZ and the Public Market to focus on their unique goals while the same time promoting each other's strengths.

- **Working with Partners**

This vision would not be obtainable without the support of many stakeholders, community members, affiliated associations, elected officials and the very much appreciated support from the City of Edmonton. Telling our story whenever we can, building confidence in the vision and never giving up is our approach.

- **Find the right year round location**

To create a public market district we need a market anchor that draws people year round. The location should be a minimum of 10,000 square feet. A couple of locations have been identified however no firm agreement has been established.

- **Promote the smaller vendor concept to existing landlords.**

This not only creates opportunity for unique products and services but also gives artisans and new ventures an opportunity to test their products and services before making large financial investments.

Benefits to all members:

- Creates a destination and positive brand.
- Brings more consumer traffic.
- Attracts business opportunity.
- Increase economic development through work opportunity.
- Promotes growth in the surrounding communities.
- Unites the surrounding neighbourhoods and businesses.

OTHER NOTABLE EVENTS IN 2015

Float in Parade



We entered a float in the K-Days parade for the first time providing great exposure for the BRZ.

Communities in Bloom



The area from 150 Street to 156 Street Stony Plain Road was one of the areas showcased by The City of Edmonton in their applications for Communities in Bloom.

YEG Market Goes Country



Working with Edmonton Tourism and Edmonton Economic Development Corp we hosted a BBQ in the North Plaza promoting the CFR Rodeo in November. We had country entertainment, food trucks and free horse drawn wagon rides sponsored by EEDC

WHAT'S HAPPENING IN 2016?

YEG Market runs every Friday May 27 – Sept 16.

New Pole Banners throughout the BRZ area.

Permanent Planter Pilot Project – building planters on private property.

Vacant Property Lease at 15306 Stony Plain Road.



ANNUAL GENERAL MEETING

Each year the Association hosts an Annual General Meeting (AGM). During the AGM an overview of the previous year, current status, and proposed budget for the following year is presented along with the election of the Board of Directors. The AGM in 2015 was held on October 27 and approximately 35 attended. Prior to the AGM an invite was sent out to all businesses.

2015 BOARD OF DIRECTORS

Dan Allan	Alberta Print Shop
Greg Downie	Allmake Vacuums Service Ltd.
Salim Keshwani	Arctic Auto Wash
Ken McCoy	Royal LePage
Joseph Tappenden	Just for Fun
Anthony Ferdinand	ATB
Diane Kereluk	Executive Director

CONTACT US

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APPENDICES

Revitalization in Jasper Place

Jasper Place Revitalization Strategy:
Britannia-Youngstown, Canora,
Glenwood, West Jasper Place



Building a Great City One Great Neighbourhood at a Time

Neighbourhood Revitalization is a process, directed by the community and supported by the City, to identify strengths, issues, challenges and the potential of a particular area. People, businesses, and organizations in the area determine their own goals and action plans to build on strengths and improve quality of life. These initiatives involve core neighbourhoods and business collaborations focusing on:

Safe streets and spaces

A thriving local economy

Beautification and cleanliness

Community Connections

Environmental well-being (e.g. walkability; pride; greening; sense of community)



Jasper Place Revitalization Strategy

The overarching goals of the strategy are building, connecting and feeling safe in the community. The key initiatives to achieve these transitional projects include:

To support Public Spaces improvements and place making activities to enhance programming, walkability, economic vitality and operations of the spaces

Transforming the urban aesthetics through beautification, greening and replacing blank walls and spaces with murals or art pieces as well as animating places with visual or performing arts

To promote and facilitate collaborative programs that create clean, safe and reduce crime in the community and business areas

To facilitate sustaining connecting initiatives, programs and events as well as create program or event networking structures/teams to add value and long term opportunities to continue these activities in the future

2015 Outcomes and Highlights

Butler Memorial Park Redevelopment and Revitalization

The Butler Memorial Park (BMP) repurposing has been supported in various planning and engagement documents related to the Jasper Place Revitalization Strategy approved by City Council in 2009.

The repurposing and improvements of BMP are congruent with the goals of the strategy of safety, connecting and building the community. The strategy work to date outlines two streams of work that would benefit the site and long term renewal of the area. The first stream of the work would be the “*Redevelopment of the park site*” and the second stream of work the “*Programming and Operations of the site to increase ongoing safety, utilization and events on site*”.

These two streams of work can be facilitated congruently so that once the development of the site is constructed, then a programming and operations network is in place to improve the utilization, ongoing site safety and special events on site.

Both streams of work, once completed, would be in alignment with the “*SPR Market District*” vision and launch in 2014.

Building our Community through Neighbourhood Hubs

Hubs promote livability, attract people by all modes of transportation and promote a feeling of safety, connect people, promotes celebrations and are built and designed as a pedestrian village:

Centered around an educational location such as the Britannia School Cluster Project

Neighbourhood plaza such the 152 Street Urban Plazas

Public Market or Farmers Market

Neighbourhood Facility or Park such as MacEwan University

Repurposing or Butler Memorial Park Redevelopment

Transit Oriented and Pedestrian Friendly Community Station
A place that attracts people and provides community relevant information or virtual incubator of ideas

Community or neighbourhood hubs are developed through community engagement utilizing a planning, revitalization process or innovation ecosystem. It creates a municipal or local strategic direction for an area through collaborative partnerships with the municipality, local not for profit or business organizations, government institutions and local residents. Through this integrative and sustainable process innovative program and service partnerships are developed to drive continuous improvements for more livable neighbourhoods.

MacEwan Repurposing

As a result of MacEwan University's plan to consolidate all their arts programs at their main downtown campus by the Fall of 2017, the City of Edmonton formally agreed to purchase MacEwan West after community consultation. The vision is to repurpose the building into an inter-cultural and interagency hub for non-profit arts, recreation, learning and wellness organizations. It will also support community rental opportunities.

Stony Plain Road Streetscape/Parkettes Programming and Operations Network

The Network

In the planning and construction of the streetscapes/parkettes in 2013-14, it was recommended by City Council that the administration and the BRZ work in conjunction with local stakeholders to begin to plan the programming and operations of the parkettes and other streetscape public open spaces. The network is working to provide opportunities for input and coordination of programs and events that would animate the streets and open space areas along Stony Plain Road and Alleyways.

Since 2014, key stakeholders and city staff have been meeting to create a long-term structure and committee reference guide to begin the development of a programming plan including information on the maintenance and operations of the site. Representatives from the BRZ, Jasper Place Health and Wellness Centre, United Way, Edmonton Police Services, Community Social Worker, Community Recreation Coordinator attended. The meetings were chaired by Neighbourhood Revitalization (JPR Senior Project Manager). The group strives towards the values of: Diversity of ideas; Work towards understanding each perspective to make good decisions; Take time to understand the problems or issues and invest most of our time on the opportunities and solutions; Benefits of Parks and Open Spaces to add value to the Revitalization; and Understanding, aligning and collaborating to move forward on the current approved strategies or plans in relation to programming and operation of the open spaces.

Outcomes

Advising and collaborating on the implementation of the Short-term Plans

Advising and collaborating on the creation of the strategies to forward the long-term vision

Art Development and Mural Program Overview

Art is not only uplifting; it is also a way to celebrate history, culture and nature. That's why the Jasper Place Revitalization mural project is so important and moving ahead thanks to the efforts of passionate people and partners in the community. The tradition of art and murals includes pieces such as Wop May, Our Natural Home, the Apache Seed Mural site; History of Jasper Place and JP Rustlers Hockey Team, "The Musicians" Sculpture and the Gallery in the Alley.

Continuing this tradition, the Jasper Place Revitalization is working with community and business partners to beauty the area through art works that display history, culture, the future public market and natural environments for visitors to the Jasper Place

Area.

In addition, the ongoing Marquette project and gallery in the alley, will provide art concepts for the alleyways, in front of businesses or other locations on buildings. There are 4 new projects underway.

To goal to create a more connected community and “Bring Art Development to the Streets along Stony Plain Road” as well as promoting legacy art development to revitalize the area and especially Stony Plain Road from 149 - 170 Streets.

Wayfinding Project

Walk Edmonton is working on the development of a comprehensive wayfinding system of maps, digital applications and signs for central areas of the city to support people who travel on foot, by bicycle or by transit. This pedestrian-focused, map-based system recognizes the importance of walking as the linking mode for all other transportation and its critical role in city life and business. The current focus areas for pedestrian wayfinding include Central Edmonton, Old Strathcona, **Stony Plain Road** as well as local area maps for LRT stations and transit centres. It will also include central Edmonton connections to the River Valley Parks system.

Connecting our Community

The JPR Strategy action plan and grants support existing and new opportunities to connect through community events/celebrations and to improve neighbourhood connections. The action plan supports the BRZ and Community Group initiatives to assist in marketing, grants coordination and administration for special events as well as promotions to animate the business and community areas adjacent to the business zone creating a more pedestrian friendly and vibrant area.

Building and Supporting Safe, Sustainable and Quality Programs and Events in Jasper Place:

Green and Clean Program Support

In partnership with the Jasper Place Wellness Centre a Green and Clean Day was hosted on May 30, 2015. The team worked with the Jasper Place and Stony Plain Road partners to green, clean and wipe out graffiti. They partnered with Capital City Clean Up, the BRZ, JPR, West Community Building, Canora Place and local businesses to green and clean the area.

The greening initiatives focused on the outcomes of: Feeling Safe in our Community; Keeping the area Clean; Greening; Supporting local businesses to improve the area; Social development and connecting with residents in the area.

Leadership Development Program:

A big part of the work within the Jasper Place area is to provide youth an opportunity to both participate and lead fun and safe activities in a way they can be provided both good mentorship and role models. We call this opportunity for Grade 6/Jr/Senior High Students “*The Leaders In Training Experience*” as it gives them the edge on both learning new skills, but also being mentored by a confident youth adult day camp leader that will provide future skills to apply to work and school.

Kids On Track began offering this program in 1998 and expanded the programs because of a recognized need for affordable summer activities for children in the Revitalization area. The program helps to provide safe, supervised and engaging activities for children as well as leadership opportunities for youth while out of school.

Neighbourhood Revitalization “Spruce It Up” Program

The Neighbourhood Revitalization team is working to beautify and green the revitalization main street and neighbourhoods with the Spruce It Up and Big Dig initiatives.

Goals

Beautify the main streets with spruce trees in strategic and visual locations in the winter months and especially for the Christmas Season Green the revitalization neighbourhoods by planting the spruce trees in the spring season in partnership with the Roots for Trees program

Public Market Event Plan - Youth Adventure Play Area

The interaction of a family and youth area at the Markets was very successful. The Outcome was to plan a Family focussed children and youth Area that has numerous opportunities to be active, creative and fun environment that allows participants and families to interact in an intriguing play zone within the Public Market Events. This included the introduction of play zones such as Sport Activity Play; Youth Challenge Play; Creative Play; Artistic and Face Painting Extraordinary; Green Acres Animal Farm Area; Medieval Times or Renaissance of Drama Adventure and Plasma Fun Cars.

Neighbourhood Collaboration on Safety

A project to create a safe, pedestrian friendly shopping and community area along Stony Plain Road and surrounding community areas. The project team meets to discuss safety, programming, business promotions, graffiti and clean up programs, operations in the area as well as crime prevention activities.

The major partners on the project team include local not for profits, business representatives, Edmonton Police Services and local community building City of Edmonton, Neighbourhood Services staff:

Safe Parks and Streets - Improving safety, lighting and programs

Green and Clean Initiative - Create greening initiatives, visual art, community clean up

Art and Animation Initiative - Local partners initiate visual art and other performing artists

Partner with Canora Park Watch - Creating community through People, Parks and Programs

Partner with the Martial Arts Groups - Visual presence of martial arts programs in the area

Partner with Community Standards - Enforcement and Capital City Clean Up

Support BRZ Safety Initiatives - Banners, Decorative Lighting and Clean Streets

Support Food4Good Programs - Strategic Plan, Food Security Promotions and Events

Building Something Great in Jasper Place!

2015 AUDITED FINANCIAL STATEMENTS



INDEPENDENT AUDITORS' REPORT

To the Directors of

STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE

We have audited the accompanying financial statements of **Stony Plain Road and Area Business Revitalization Zone**, which comprise the statement of financial position as at December 31, 2015 and the statements of operations, statement of fine arts gala reserve, changes in net assets and cash flows for the year then ended and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain both audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of **Stony Plain Road and Area Business Revitalization Zone** as at December 31, 2015, its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles for Private Sector Not-for-Profit Organizations.

Edmonton, Alberta
April 5, 2016

CHARTERED ACCOUNTANTS

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STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE

STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2015

	2015	2014
ASSETS		
CURRENT		
Cash	\$ 95,280	\$ 50,933
Accounts receivable (Note 4)	21,989	12,761
	<u>117,269</u>	<u>63,694</u>
INVESTMENTS (Note 3)	<u>214,580</u>	<u>213,750</u>
	<u>\$ 331,849</u>	<u>\$ 277,444</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 5,657	\$ 3,847
NET ASSETS		
UNRESTRICTED NET ASSETS	159,413	103,534
CAPITAL RESERVE	166,779	166,779
FINE ARTS GALA RESERVE	-	3,284
	<u>326,192</u>	<u>273,597</u>
	<u>\$ 331,849</u>	<u>\$ 277,444</u>

STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE

STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2015

	2015	2014
REVENUE		
Special levy	\$ 208,923	\$ 150,000
Grants	53,100	42,225
Other income and donations	6,150	3,024
	<u>268,173</u>	<u>195,249</u>
EXPENSES		
Advertising and promotion	1,764	9,727
Consultant fees	-	74,400
Forums	2,240	2,982
Insurance	969	923
Meetings	1,520	1,600
Newsletter	-	6,375
Office supplies and equipment	1,953	1,743
Professional development	5,564	3,919
Professional fees	2,600	2,550
Program costs - flower baskets	35,822	38,170
Program costs - special events	36,684	10,742
Program costs - street cleaning	11,543	6,218
Salaries & benefits	90,151	10,918
Rent and storage	19,503	18,168
Utilities and telephone	2,610	2,505
Website development	240	1,152
	<u>213,163</u>	<u>192,092</u>
INCOME FROM OPERATIONS	55,010	3,157
INTEREST INCOME	869	1,311
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	<u>\$ 55,879</u>	<u>\$ 4,468</u>