

The background of the cover features a low-angle photograph of a building's exterior with a curved metal structure. A large banner is visible on the right, with a yellow section containing the text 'STONY PLAIN ROAD AND AREA' and a red section with a crest. A blue vertical section on the right of the banner has the word 'WELCOME' written vertically in white capital letters. The sky is bright blue with some clouds.

# 2019 Annual Report

Stony Plain Road & Area BIA



# INTRODUCTION



Stony Plain Road & Area Business Association continues to evolve, experience and appreciate the dynamics of the business area and surrounding communities. The membership is a diverse range of approximately 550 businesses ranging 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.

In June 2019, our Executive Director for the past 13 years resigned from our organization. Diane Kereluk was a central figure and worked tirelessly to build a better place along Stony Plain Road for businesses and the area will benefit from her drive and passion for years to come. In September, the Board hired Todd Janes as the new Executive Director who brings a different energy and collaborative approach to building communities. His playfulness creates spaces for multiple points of entry into the work that we will be embarking on over the next five years. His vast experience in voluntary and artistic sector embraces asset-based community development.

Within the first month of Todd's arrival to the BIA, it became clear that some of the events and projects that Stony Plain Road & Area BIA were doing were not moving the area forward and that some activities were counter to supporting and uniting businesses along the Stony Plain Road corridor. At his recommendation we paused further events and began a process of starting from a new direction. Ultimately, we believe all the work that is done by the Business Improvement Area should be driven through the lens of economic development. We need to rally and create an appropriate brand for Stony Plain Road & Area that is clear, and can convey where we are, and where we're going - moving us from a service and commercial area with a commuter arterial, to a modern Main Street that not only retains current access, but adds walkability and multiple modes of transportation - allowing for greater, positive human scale interactions that will help inform and feed local economies along with the support from surrounding neighbourhoods. The transformation partially fuelled by the West Valley Line LRT investment will spark a positive population growth of over 30,000 in the next 15 years and will significantly influence what businesses are in our area and how they operate.

# 2019 PRIORITIES:



**BEAUTIFICATION**



**MARKETING &  
PROMOTION**



**SAFER & MORE  
CONNECTED  
NEIGHBOURHOODS**



# BEAUTIFICATION



There are many reasons to maintain a clean and attractive business area, including:

- Create spaces for positive human interactions and enhance pedestrian traffic;
- Create welcoming environments for new businesses and expansions to our area for developers;
- Promote a greater sense of pride within SPR for businesses and patrons;
- Build public safety with better lighting, positive food traffic and interactions; and
- Enhance everyday quality of life for everyone

## **Decorative Lighting**

On all of the new light poles we have installed decorative lighting that represents our logo. We have also budgeted to continue the program when new light poles are installed from 158 Street to 170 Street and Stony Plain Road. In 2019, this project has been delayed due to construction pauses and delays in installing the new light poles. Completion of this project is dependant on this capital project being completed by City Operations and their third party contractors.

## **Hanging & Permanent Planters**

We have continued with a sizable investment of flowers with hanging planters throughout the business area primarily in the East quadrant of SPR and then larger barrels in the West segment of our corridor. There are a total of 126 flower arrangements placed throughout our BIA. A full review of the flower program will begin in Fall 2020 looking toward a more sustainable and member-involved program that provides consistency throughout the entire 30 plus blocks of our BIA. We also continue to support the Permanent Planter program that adds curb appeal to the more industrial and car-focused area of our district.

## **Tree Lighting**

Tree lights have now been installed and replaced where there is available electricity. By brightening up the streets at night we also improve safety. With the construction of Valley Line West LRT we are excited about enhanced street scaping and the potential of fruit bearing trees and shrubs to be developed with City Forestry and Transportation in the coming years.

## **Clean Streets & Graffiti Free**

We continuously monitor and report graffiti in addition to adding murals to deter taggers. Street cleaners are also contracted to keep the streets free of litter. All businesses are encouraged to keep their storefront clean. And we have worked more closely with Capital City Clean-Up and EPS regarding graffiti and tags. We have contracted individuals and agencies with litter cleaning on our streets and gutters and with Capital City Clean-Up and their volunteer squads in our surrounding neighbourhoods.



# MARKETING & PROMOTION



Throughout the year, various efforts are made to promote the business area, which include hosting events, signage, networking, supporting community projects and keeping open communications with surrounding community members and leagues.

## **Taste of Stony Plain Road**

The Taste of Stony Plain Road event returned this year with a new venue at The Orange Hub. This event promotes the food establishments in the area. It not only brings awareness to the many great restaurants but also brings people back to the area. The event also provided opportunities to taste different restaurants and food merchants all in one location on one night.

## **Permanent Portable Signage**

We were assigned two permanent locations for portable signs on City property. The locations are 102 Avenue & 149 Street and 153 Street & 100 Avenue. While these portable signs were useful in promoting various events and highlighting the business area we ran into issues with the City of Edmonton and after much dialogue the BIA decided to remove these signs and focus on our communication on different vehicles starting in 2020. As our BIA moves from more of a transportation/commuter corridor to a Mainstreet creating human scale interactions, our communications and marketing strategies will reposition.

## **YEG Market**

The concept of a weekly market bringing people to the street is a lofty idea and certainly a popular concept throughout Edmonton. The Market required a significant amount of resources in a very competitive environment; after three plus years of incubating the concept of a Market District, a decision was made to suspend the YEG Market. As the Stony Plain Road & Area BIA develops new projects and programs, these events must align with our branding strategy and support businesses that have chosen to operate within our boundaries. As a direct impact to economic development our efforts must primarily be to support and promote businesses within our area, first and foremost. The Market may not have been viewed as supporting our members directly, as it was mostly comprised of home-based businesses and local producers. We are developing strategies for 2020 that will build pride and connectivity with businesses and will create opportunities for an enhanced street economy and positive human interactions through Stony Plain Road & Area.

## **Storefront Cinema Nights**

Stony Plain Road's very own film festival returned for a second year after a decade-long absence. Situated on Stony Plain Road and 152 Street, we took advantage of the designed gathering spaces in the Pakette. Short films were projected onto storefronts along with the added attraction of vocal and instrumental programming by singers and songwriters. There was free popcorn, and hot chocolate, horse drawn wagon rides and fire pits that provided natural gathering and sharing spaces. A diverse array of socioeconomic groups were able to share the warmth of the fires and talk with each other. This event had great potential to re-pivot in several ways that could enhance and encourage free, accessible, artistic interactions while place building and underscoring Edmonton as a Walkable City and a Winter City and related strategie building upon the corridors and nodes of Stony Plain Road & Area over the next few years.

# SAFER & MORE CONNECTED NEIGHBOURHOODS



In the last quarter of 2019, we decidedly began different approaches to community engagement and activation with an outlook to build and maintain vibrant Main Streets . To encourage greater commercial activity, places must be inviting, welcoming and offer different point of entry to everyone. Working with our strategic approaches to residents, agencies, businesses, potential visitors and new potential businesses. Our approach is that by working together, it becomes easier and better as we all need a hand up from time to time.

## **Working with EPS**

We hosted a safety meeting and brought various presenters to share, advice and awareness on how to address the issues in the area. The invite was open to all business and community members. Communicating regularly with EPS West Division leadership and beat cops, and linking them with concerns and potential issues is crucial. Through this communication, EPS can be seen as an important resource to build community and less reactive after damage or crime has happened. We also believe that this relationship building empowers individual business owners and creates environments where we can come together to make things better.

## **Community Involvement**

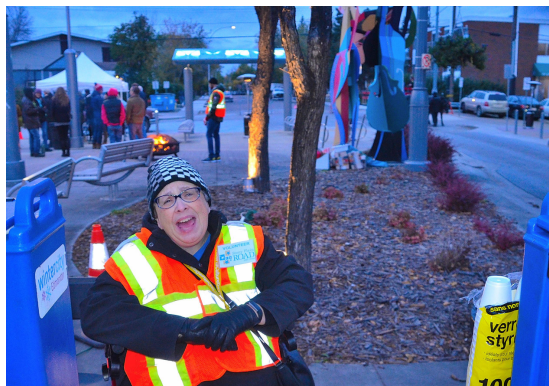
In the later part of 2019, concerted actions were made to reach out and to work with community leagues, social service agencies and cultural groups through actions and efforts. The goal was to build a mutual sense of respect and slowly gain trust in how we all care for our communities. That respect and understanding is important in developing alliances. A reactivated leadership involving the Jasper Place Revitalization Stakeholders Group, calling meetings between nonprofits and the BIA to better understand our impacts, struggles, collective works, outreach and collaboration with the community leagues of Canora, Britannia/Youngstown, Glenwood, and West Jasper Place/Sherwood are ongoing with plans to share events, communications and hopefully build community capacity.

We are an active member of the Orange Hub Tenant Group and we have co-chaired this group with the City of Edmonton. There is considerable work to do to activate the Orange Hub as a community hub and to honour the investment of the City's West End communities.

## **Derelict Buildings**

A fair amount of effort is put into improving the conditions of vacant buildings in the area. The process is slow and time consuming, however, derelict buildings are always on the radar and every attempt is being made to create change. This year, a number of our vacant buildings became the property of the City of Edmonton. After some stumbles, we are happy with the working relationship with the City and are excited for a future once the Valley Line West LRT is completed and new buildings will emerge with unique and diverse businesses along this transit-oriented development.







# 2019 BOARD OF DIRECTORS

A deep appreciation to all the Board Directors who volunteered their time, energy, and expertise to building a stronger BIA over the last year. A special acknowledgement to Ken McCoy and his years of volunteer work as our Treasurer, and to Lee Porta and Dan Mason.

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<b>Chair</b>	Salim Keshwani	Arctic Car Wash
<b>Vice Chair</b>	Jey Arul	AJ Capital Inc.
<b>Treasurer</b>	Ken McCoy*	Royal LePage
	Phyllis Bright	The Flag Shop
	Nils Skalin	ATB Financial
	Douglas Lim	A Mortgage Alliance
	Dan Mason*	Mason & Company (Non-Voting)
	Brandon Schatz	Variant Edition
	Lee Porta*	The Dance Theatre Performing Arts Centre
	Marian Switzer	The Gilded Rabbit

\*Denotes Directors departing at end of term

**A huge THANKS to all of our 2019 event  
volunteers and supporters!**



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Please see the attached Stony Plain Road & Area Revitalization Zone: Financial Statements (For the year ended December 31, 2019)