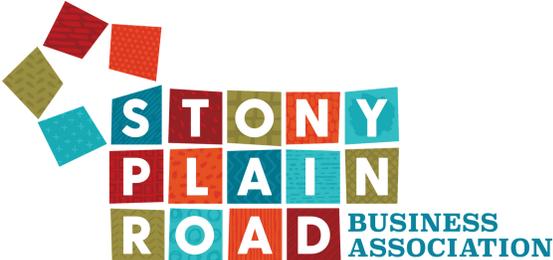




# 2020 Annual Report

Stony Plain Road Business Association



# INTRODUCTION



2020 started out with a solid plan and resources ready to move our organization forward with gusto and then, the effect of a global pandemic redirected our efforts in doing what we could to keep people from getting infected and to keep businesses afloat.

This year, your BIA concentrated on the following priorities

- Community outreach and Partnerships
- COVID - 19 supports
- Marketing and Promotions
- New branding and
- Beautification and cleanliness.

We also welcomed a second staff member in 2020 with the hiring of Megan Lala as our full time Communications Coordinator. The addition of this position signifies the vitality of both our strategic advancements of building a recognizable brand and strategies for Stony Plain Road with internal communications towards our members. This position helps cultivate a stronger connected environment that supports and empowers our members with real connections, honest communications and information and a purposeful outlook to work directly for our business area. We also believe in investing in building a stronger brand for the new Stony Plain Road and to focus upon having people choose our BIA and for business owners to truly consider SPR as a strong option to set up a new business or another location. With great lease rates, accessible routes to transit, drive, roll or walk we are an ideal location for your stop for most everything you need. Plus there is lot's of free, available, close-by parking - Drive to SPR, not just through it.

We saw some new investments within our BIA with the completion of the upgraded Jasper Place Transit Centre and a renovated Butler Memorial Park that is brighter and more accessible for the many residents that live in our area in multiple family units. As we prepare for the significant investment of the Valley Line West LRT and the over 35,000 new transit-oriented housing developments that will develop over the next 10-15 years our area will change dramatically.

Covid-19 has taught us many things including what is truly important: the resilience of communities, that compassion and kindness can carry us when we have little else, and that we all have a strong role in curating the type of neighbourhood we want. These lessons are vital to building back better and we are so proud of our business members for being thoughtful, compassionate and authentic.

**Join with us in experiencing the realness of Stony Plain Road.**

# COMMUNITY OUTREACH & PARTNERSHIPS



This year we worked to build better relationships with our members and with our surrounding neighbourhoods that intersect with SPR. Over the next five years we will be dealing with significant construction as the Valley Line West LRT is built. We will be creating strong bonds and enhancing familiarity and loyalty with our surrounding communities is vital. As supporting local, walkability, and a 15 minute radius community grows in importance so is habit-forming behaviours. This is enhanced through our first year of SPANN - a localized community newspaper distributed to over 9,300 homes through the area of Jasper Place which includes the communities of Canora, Britannia-Youngstown, Glenwood, West Jasper Place and Sherwood.

It is paramount that as our business area evolves, our businesses grow a higher sense of community connection with fellow businesses. We have started to develop this in 2020 and we want to create better relationships between businesses and a heightened sense of community and connectivity. This will be supported through our Business Recruitment and Retention strategies which we started developing this year and will help us grow and enhance our relationships over years to come.

Utilizing our brand strategy we have started planning place making activities and programs that will attract businesses and customers to our business area. These activities will start to support community activations of connectedness and shared approaches to building sustainable safety, security ownership and responsibilities for businesses, residents, agencies and guests to our BIA. More accommodations for pedestrians also means greater positive economic interactions and that is a bottom line that everyone can support.

The Stony Plain Road Business Association has been working to establish a stronger and more collaborative working relationship with social agencies within our BIA that support our vulnerable populations. These connections include supporting a community garden in St. Anne Park in the Summer of 2020 with Food4Good and other City of Edmonton pop-up gardens. 2020 also brought a newly renovated Jasper Place Transit Centre and an updated Butler Memorial Park. These two renovations were great gifts to the surrounding neighbourhoods as they are spaces where the community can enjoy with better-lit green spaces that are accessible.

With savings from meeting costs and project cost efficiencies, we were able to make a cash charitable donation to Jasper Place Wellness in December for the holidays.

# COVID-19 PIVOT



## COVID-19 Supports

In 2020 our resilience was certainly tested as the early reports of a new flu like virus was being shared almost as quickly as the stories. By March, we were in a global pandemic and continuing throughout 2020, we began to learn more about COVID-19. People and governments all over the world took a variety of approaches and diverse measures and restrictions to reduce the spread of this pandemic and to keep people safe. Unfortunately, we are still struggling with the pandemic and we have lost far too many people all over the world and our thoughts and sympathies are with anyone suffering loss, This virus has limited our abilities to gather and console each other and to grieve our losses.

For businesses within western civilizations the economic impact has been shocking and very negative as supply chains and distributions have been stopped and adversely affected. Within Alberta, we have worked with governments to convey measures and have also advocated to governments about the impacts and needs of businesses, the devastating impacts to close business and restrict services to keep people safe. We have responded and worked hard to ensure that we communicate effectively and regularly with our members. We've created a bi-weekly COVID-19 update news that we collected, verified, vetted and distributed the latest measures, restrictions and opportunities for support to our membership. We focused marketing and business profiles, we created up-to-date information about what businesses were doing and are still doing to support safe opportunities to continue business and keep staff and customers as safe as possible. We promoted business features to support our businesses and create opportunities and engaging content for customers to be safe and aware. We also partnered with other organizations to build capacity for businesses to pivot during this trying time. Organizations like The Business Link and the University of Alberta, School of Retail (Digital Mainstreet) assisted businesses to enhance their digital footprint and to create new opportunities

Throughout this pandemic we have also lost businesses, many of which that were long-time members and mainstay stores along SPR. We recognize and honour their loss. We also have welcomed a number of new businesses to SPR this year and we also cherish their innovation and entrepreneurial spirit to open during a global pandemic.

# MARKETING & PROMOTION



Throughout the year, various efforts are made to promote the business area, which include a variety of social media campaigns and online marketing. Due to the nature of the COVID-19 pandemic, most events were unable to be held so marketing was heavily focused on online and text platforms through advertising and contests.

## **Secrets of Stony Plain Road: Scavenger Challenge**

Over the summer, the Stony Plain Road BA enlisted the skills of our Shop Local Marketing Assistant, Jane Anderson, to create a shop local campaign that would encourage Edmontonians to interact and visit businesses, even during a pandemic. After some brainstorming, the Secrets of Stony Plain Road: Scavenger Challenge was born. The campaign was conducted via Facebook and Instagram and promoted the different and unique businesses that the Road has to offer. The goal of the campaign was to reach audiences that we don't typically connect with under normal circumstances.

## **Shop SPR Social Media Campaign**

On October 9, 2020 the Business Association ran an online campaign for two weeks to promote shopping locally. A series of 9 "Shop SPR" images were created and then promoted on Facebook and Instagram to community members in the area in an effort to get people thinking about shopping at local retailers and restaurants as Black Friday approached. This campaign reached 1900 community members by the time it had run its course.

## **Give the Gift that Gives Twice**

In the December issue of our community newspaper, SPANN, an ad was created in partnership with a few select businesses in the area. The idea behind this ad was to encourage readers to shop local during the holidays. By giving a gift from a local store or restaurant, a person would also be giving back to their community by shopping local! The businesses that participated in this campaign were: The Olive Nook, Blue Jar Antique Mall, The Gilded Rabbit, Cafe Rista, Neo Juicery, Variant Edition, Cafe Neo, Jasmine Nails & Lash Bar, Ben's Meats & Deli. This advertisement was also used on social media and in the monthly newsletter.

## **Social Media Contests**

At various points in the year, the Stony Plain Road Business Association also conducted 3 social media contests focused on encouraging participants to shop within the BA. The first contest focused on retail businesses, the second focused on restaurants and the third focused on professional services. The contests were conducted on Twitter, Facebook and Instagram and participants were eligible by listing their favourite business in the Business Association and tagging a friend. Winners won a \$50 to their favourite SPR business.



**CHALLENGE THREE**  
**SECRETS OF**  
**STONY PLAIN ROAD**  
*Scavenger Challenge*

See Post Description for Challenge Question and Giveaway



SHOP SPR



**CHALLENGE FOUR**  
**SECRETS OF**  
**STONY PLAIN ROAD**  
*Scavenger Challenge*

See Post Description for Challenge Question and Giveaway



SHOP SPR



**CHALLENGE SIX**  
**SECRETS OF**  
**STONY PLAIN ROAD**  
*Scavenger Challenge*

See Post Description for Challenge Question and Giveaway

**Give the Gifts That Give Twice...**  
 To your loved ones, AND to your community!

Discover something special for everyone on your list from the 30 blocks of one-of-a-kind, locally owned businesses and services – over 500 storefronts waiting to be explored! Shop in your own backyard and feel good knowing you're helping local shops survive and thrive.

- To: The Cottagecore Maven: **Blue Jar** (Antiques Mall, bluejarantiquemall.ca)
- To: The Choosy Carnivore: **BEN'S MEATS** (meats, bensmeats.com)
- To: The Tasteful Gourmand: **The Olive Nook** (theolivenook.ca)
- To: The Inspiring Art Lover: **GILDED RABBIT** (thegildedrabbit.ca)
- To: Fave Coffee Conversationalist: **CafeRista** (caferista.ca)
- To: The Health Purist: **NEO JUICERY** (neojuicery.com)
- To: The Glamourpuss: **Jasmine, Nails & Cash Bar** (jasminenailslashbar.ca)
- To: The Discerning Reader: **VARIANT EDITION** (variantedmonton.com)
- To: L'italiano sofisticato: **CAFÉ NEO** (cafeneoeyeg.com)

★ Skip the Mall Crowds ★ Ample Free Parking ★ Ask About Curbside Pickup or Delivery ★

Stony Plain Road BIA  
 Stony Plain Road from 140 St. to 170 St.  
 f t i /stonyplainroad

# NEW BRAND



This year we hunkered down and spent time focusing on building capacity and working on foundational work for our BIA. It was very apparent that we had to build back better and create Stony Plain Road as a viable mainstreet and destination and there was considerable amount of work to be done. Comparing our business area to other BIAS within Edmonton and Alberta we knew we needed a brand with a feeling and an energy that honestly represented who we are, our aspirations of where we wanted to go and what we dream of for Stony Plain Road. The Board and staff of Stony Plain Road contracted the professional services of Intrinsic Design and Paradom Communications who have a proven track record of branding and communications and have worked together with other BIAS to re-brand and lead makeovers. These professionals took us through a series of exercises and sessions that explored our core values, our history, our challenges and our opportunities to develop a brand and strategy that was practical and relevant to our organization and our members.

Out of this process developed some very practical strategies and applications to empower our organization to be confident, clearer in what and how we did things, and to be more strategic in promoting and advocating for our business members and the area. We have modified our name and created a new logo and branding strategy and we apply this to tools like a new web platform, better integrated social media strategies and a stronger identity of our area. Moving forward we are rebranded as Stony Plain Road Business Association and are often referred to those that love and fear us as SPR. We also wanted to understand and honour our history as a separate community from Edmonton. We are an area that has been and continues to be an area for commercial activity, that has been known for taking risks that meet the needs and desires of consumers and entrepreneurs, and that supports innovation and smart risk-taking in business and in trends. We are a connected community with pride and plurality and a strong commitment to community, and with an understanding and knowing that when we work together for each other we all benefit. The Stony Plain Road Business Association values profits and we deeply understand that profit alone is not enough and that a socially conscious understanding of things and compassion help build community and loyalty. These earlier thoughts and values have been tested over the past year and have also been reinforced through the loyalty and direct actions of customers to support local and to shop local. We are all in this together and for each other.

A constant attitude that permeated throughout our brand is the realness of our businesses and our experiences along and within SPR. With over 500 very diverse business and services we have had for over a hundred years as an area, we are still a community today! As we look to the future of Edmonton with such significant plans and strategies and as The City Plan and regional plans are now more than ever working with our communities within the vision of 15 minute districts within a city of over two million in the future our brand and our actions matter. We want to be strategic and authentic with our brand and our plans over the near future and beyond will support these actions and empower our businesses because they will know that they have a business association that is working for and with them to build a better, more connected and involved community.

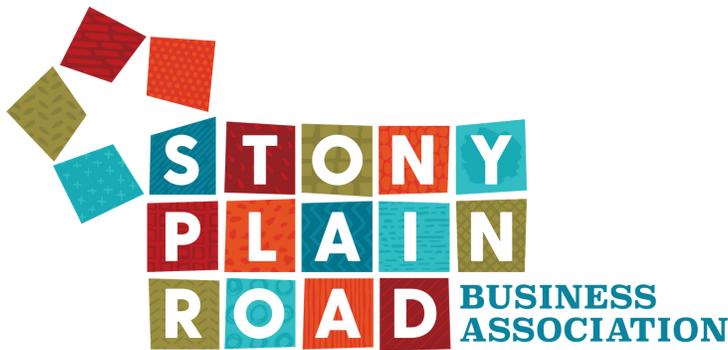
# NEW BRAND



## Old Logo:



## New Logos:





# 2020 BOARD OF DIRECTORS

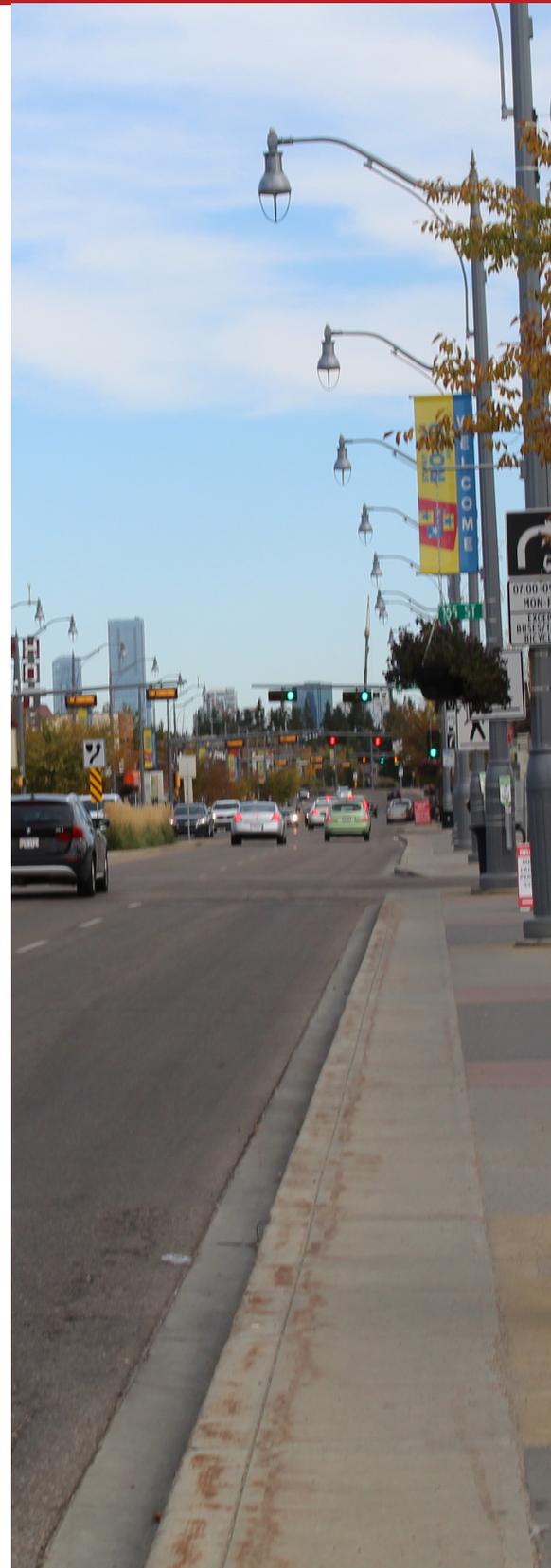
A deep appreciation to all the Board Directors who volunteered their time, energy, and expertise to building a stronger Business Association over the last year.

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<b>Chair</b>	Jey Arul*	AJ Capital Inc.
<b>Vice Chair</b>	Brandon Schatz	Variant Edition
<b>Treasurer</b>	Stephanie Hendin	Anexco Properties Ltd.
<b>Past Chair/ Interim Chair</b>	Salim Keshwani	Arctic Carwash
<b>Directors</b>	Nils Skalin*	ATB Financial
	Douglas Lim	A Mortgage Alliance
	Phyllis Bright	Flag Shop
	Jerry Aulenbach	Royal LePage Noralta
	Marian Switzer	The Gilded Rabbit

\*Denotes Directors departing at end of term

**A huge THANKS to all of our 2020 volunteers and supporters!**



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**Twitter:**

@StonyPlainRoad

Please see the attached Stony Plain  
Road Business Association  
Revitalization Zone: Financial  
Statements (For the year ended  
December 31, 2020)