



2021 AGM & Annual Report

Stony Plain Road Business Association



2021 AGM AGENDA



Stony Plain Road Business Association 2021 Annual General Meeting Agenda

October 19, 2021

7:00PM - 8:30 PM

1. Call To Order - *Brandon Schatz, Board Chair*
2. Welcome and Meeting Structure, Etiquette - *Brandon Schatz, Chair*
3. Adoption of Agenda

Motion: To accept the Stony Plain Road Business Association 2021 Annual General Meeting Agenda as presented and/or amended.

4. Adoption of the SPR Business Association Annual General Meeting Minutes

Motion: To approve the Stony Plain Road Business Association 2020 AGM minutes of 06 October 2020 as presented or amended.

5. 2022 Proposed Budget - *Stephanie Hendin, Board Treasurer*

Motion: To approve the 2022 SPR Business Association proposed budget as presented.

6. Motion to Appoint Auditors for 2021 Financial year - *Stephanie Hendin, Board Treasurer*

Motion: To appoint SVS Group to Audit the 2021 financial records of the Stony Plain Road & Area Business Association.

7. Board election - *Brandon Schatz, Chair*

Motion: To approve the 2022 SPR Business Association Board of Directors' slate as presented.

8. Year In Review - *Todd Janes, Executive Director*

9. Speaking Circle - *Brandon Schatz, Chair*

A time to ask questions or offer comments regarding the work of SPR Business Association.

8. Adjournment

Guest Speaker: Brad Baumle, Marigold Infrastructure Partners

2020 AGM MEETING MINUTES



Stony Plain Road & Area Business Association

Annual General Meeting Minutes

Tuesday, October 6, 2020

7:00 PM - 8:30PM

Virtual Meeting - Google Meets

Attending: Phyllis Bright, Yan Chi, Jonathan Cruz, Bretton Hammond, Stephanie Hedin, Todd Janes, Salim Keshwani, Suzanna LaGrange, Megan Lala, Douglas Lim, Brandon Schatz, Marian Switzer, Mark Wilbert, and Jack Vohra.

Guests: Paula Kirman, Charles Gordon, James Robinson, Susan May, Andrew Knack,

Regrets: Kareema Batal, Tricia Barnes, and Jerry Aulenbach.

1. Salim Keshwani call the meeting to order at 7:01 p.m and welcomes everyone to the AGM which is occurring over Google Meets.
2. **MOTION: Phyllis Bright moves to accept the Agenda as presented. Seconded by Brandon Schatz. Motion Passes.**
3. **MOTION: Brandon Schatz moves to accepts the Minutes of 10 October 2019 AGM, seconded by Stephanie Hedin. Motion Passes.**
4. Chair's Report – Salim spoke about the effects and difficulties of businesses during COVID-19 and thanked Todd and the team for their work in supporting our business members during this time. He talked about the past year including work regarding the upcoming LRT project and the hiring of Todd as our new ED. He spoke of his concerns of the challenges of homelessness and construction for our area, sidewalk and lighting in our west area of the BIA and his desire to work with our heritage and the positivity of arts to illuminate the BIA.
5. Executive Director's Report – Todd spoke of the challenges over the past year and he gratitude to Board and staff to create opportunities for our businesses and hope to emerge from this pandemic with projects to support local communities and businesses and the need for greater placemaking and creativity with our new brand and successes in the past year.
6. Budget 2020 – Stephanie presented the proposed budget for 2020 that was approved in September by the Board and highlighted changes and positive growth to the budget.
MOTION: Phyllis Bright moved to adopt the draft 2020 Budget , seconded by Salim Keshwani. Motion passes unanimously.
7. **MOTION: Phyllis Bright moves to appoint SVS as the financial auditor for the 2020 Financial year, Brandon Schatz seconds. Motion passes.**
8. Salim introduces Susan May of Intrinsic Design to present about our new Brand development. Susan provided presentation on our new visual identity and brand and answered questions about the process and outcomes. Salim thanked Susan for her work.
9. Salim presented the slate for the Board f Directors for 2021. He thanked Jerry Aulenbach and Marian Switzer who were stepping down and Jey Arul who left the Board a few months prior.
MOTION: Salim Keshwani moved to accept the Board of Directors slate as presented, Phyllis Bright seconded. Motion passes.
10. Salim adjourns the meeting at 8:22 p.m.

BOARD CHAIR'S MESSAGE



It has been a very interesting year.

As time marches on, that phrase seems to reoccur as the world continues to shift. While 2020 brought us the full weight of COVID-19 and the long-running effects thereof, 2021 saw the world pivot to living in a somewhat "post-normal" world.

Tasked with continuing our mandate as a "business improvement area" in these post-normal times, the Stony Plain Road BIA set about finding solid ground from which to build upon this year. Though we've been in existence for over 15 years, COVID restrictions and the upcoming LRT construction provided us this the opportunity to take a deep look into this eclectic area and rediscover what makes this area unique, in order to present that vision outward in a succinct manner.

To that end, we completely updated and modernized our online presence, including our website and social media communications. We also came up with a focused approach to our "brand" and started planning to build around that. Identifying the area and the businesses and people within it as a "community" and not "commodities" is central to this building, and is reflected in the initiatives that you saw publicly, and others that continue to be worked on privately.

During this year, we've been increasing our efforts to reach out to businesses and offer them resources to utilize. We've put on COVID safe events like the new Artwalk and "SPR Goes to the Dogs" events, as well as the returning Storefront Cinema Nights. Combined with other BIAs in the area, we successfully lobbied the City of Edmonton to cover this year's BIA levies - all in an effort to enhance this area for the businesses within, and the people surrounding.

Looking toward 2022, we plan on continuing these efforts - working on resource solutions during the LRT construction, and building more reasons for folks to come to and experience the Stony Plain Road area in a positive way. We appreciate all of the support and input you have given us this year, and we look forward to bringing even more to this area going forward.

Thank you.

-Brandon Schatz, co-owner of Variant Edition Graphic Novels, Chair of the Stony Plain Road BIA

EXECUTIVE DIRECTOR'S MESSAGE



This past year was challenging for everyone and certainly, there were difficult times for our businesses. Our businesses embraced pivoting their business models in response to the ever-changing regulations and economic conditions. I am immensely proud to work for the businesses of the Stony Plain Road Business Association. Our businesses did what they could to protect their livelihoods and to keep their staff and customers safe and supported. During the past year if you were not convinced in the power of collective actions and advocacy you will now be supportive of BIAs and the work we do on behalf of all businesses in our mainstreet area. We vetted and disseminated accurate and timely information to help our members navigate these unprecedented times.

At the end of 2019 we paused events to work on our messaging and branding to better understand what and who our BIA was. It was also to do everything we could do with our limited resources to make the best and most strategic investment in member's levy funds to build and attract business and positive activity to our area and to look at the longer game. People talk about the potential of SPR and I believe in it and want others to visit it, walk it, dine in it and believe in it. If you believe in local economic development than you believe in BIAs. A vital component of our work now and moving forward is about building and stewarding healthy relationships between our association and our members and our interactions with our surrounding communities and partners. Building healthy relations between our business owners, property developers and communities will ensure that we are working together towards supporting great environments for people and places. I would like to thank the Board of Directors and our staff for their work supporting the SPR business community through a difficult and uncertain year. I want to thank the City of Edmonton and their staff and every business that partnered with us on campaigns, events, and helping us to tell our stories.

I believe our future with SPR is bright and there is light at the end of this tunnel. We are better equipped than ever with stronger branding and resources to support and champion the collective actions our members to build back better from this pandemic and the challenges that face us over the next five years as we navigated through neighborhood renewal and a considerable infrastructure upgrade and investment in our west-central area. I am excited to face these challenges head on and approach these obstacles with positive and innovative solutions to ensure that people will come to see Stony Plain Road as a destination, a gathering space, and a space of commerce, not just a space to drive through.

Todd Janes, Executive Director

2021 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.

Batal, Kareema

Co-Owner, Neo Juicery and Neo Cafe

Bright, Phyllis

Owner, The Flag Shop

Hammond, Bretton *

Director of Development, Redemptive Development

Hendin, Stephanie (Treasurer)

Manager, Anexco Properties Ltd.

Keshwani, Salim (Past Chair)

Owner, Arctic Car Wash

LaGrange, Suzanne

Branch Manager, ATB Financial

Lim, Douglas

Owner, Mortgage Alliance Lending Advisors

Schatz, Brandon (Chair)

Owner, Variant Edition

Wilbert, Mark *

Partner, Coldwell Banker

*Denotes Directors departing at end of term



SLATE FOR THE 2022 STONY PLAIN ROAD BUSINESS ASSOCIATION BOARD OF DIRECTORS

Batal, Kareema (Vice Chair)

Co-Owner, Neo Juicery and Neo Cafe

Bright, Phyllis

Owner, The Flag Shop

Claffey, Stacey (NEW)

Regional Director, Operations, RioCan
Edmonton

Hendin, Stephanie (Treasurer)

Manager, Anexco Properties Ltd.

Keshwani, Salim

Owner, Arctic Car Wash

LaGrange, Suzanne

Branch Manager, ATB Financial

Lim, Douglas

Owner, Mortgage Alliance Lending Advisors

Schatz, Brandon (Chair)

Owner, Variant Edition



SLATE FOR THE 2022 STONY PLAIN ROAD BUSINESS ASSOCIATION BOARD OF DIRECTORS



Kareema Batal : Kareema Batal is a Food Scientist and entrepreneur, co-owner of Neo Juicery and Cafe Neo in Jasper Place. Kareema is passionate about creating opportunities in local markets for food businesses to thrive and contribute positively to the community. Kareema's philosophy is "local-first" and she uses that lens in both her business approach and community development. Kareema co-founded the Sustainable Food Initiative, a student non-profit at the University of Alberta in 2011; was elected to the Board of Growing Food Security in Alberta (now Alberta Food Matters) in 2016 and now sits on the Appeal Tribunal for the Agriculture Products Marketing Council since 2017 through appointment by the Minister of Agriculture.



Phyllis Bright: Phyllis and her husband bought The Flag Shop in 1994, and she became involved in the Jasper Place Gateway Foundation. They were all volunteers, but had a great time planning events for the area. Phyllis took some time off from volunteer work, and in the interim, the SPR BIA came into being. Phyllis was happy to become re-involved a few years ago. The last while has been challenging, but to celebrate 30 years of being on Stony Plain Road, they transitioned into the Flag Shop Alberta and will supply all of Alberta with flags, banners, and flagpoles. The love of Phyllis' life, other than her family, is her 3-legged rescue dog from Taiwan, Hibo. That's why she's still working at 69, but she's also working because she loves to work, she loves flags, and she loves SPR. In November, the Flag Shop will be moving into a new space just a couple of blocks away. It was a challenge to find a space in SPR, but there was no question of leaving the area.

SLATE FOR THE 2022 STONY PLAIN ROAD BUSINESS ASSOCIATION BOARD OF DIRECTORS



Stacey Claffey: Stacey Claffey is passionate about the City of Edmonton and building strong community partnerships. Stacey is a Regional Director, Operations at RioCan REIT. In this role, she is responsible for advancing tenant engagement, operational policy and process integration for the Edmonton Region. With over 15 years' experience in the commercial and retail real estate industry, she is a licensed Associate with RECA with certification in Property Management, has attained the Certified Retail Real Estate Professional (CRRP) comprehensive certification and is a Fitwel Ambassador. Stacey also sits as current Board member with BOMA Edmonton.



Stephanie Hendin: Stephanie and her family have been a part of the SPR area since 1959 when the first Davis Automotive store opened and the area was known as Jasper Place. As a commercial property owner in the 167th street area, Stephanie is hoping for continued improvements and positive action, that will assist in enabling the many and varied SPR businesses to enjoy successful operations.

SLATE FOR THE 2022 STONY PLAIN ROAD BUSINESS ASSOCIATION BOARD OF DIRECTORS



Salim Keshwani: Salim Keshwani owns and operates Arctic Autowash on Stony Plain Road. He built this 11 years ago. Salim is a Professional Engineer specializing in Project Management. His vision is to see Stony Plain Road become a thriving community of Business supported by the four communities surrounding the road as well as a go to place to find well-run Independent Business that cater to various needs of the community. He would like to see more boutique style business come to the road and make this area attractive and walkable. He is also very keen to bring more permanent artwork to the road which reflects the history of Jasper Place.



Suzanne LaGrange: Branch Manager of ATB Glenora since July 2020, previously managed Alberta Avenue Branch where she held a position as Treasurer for AABA for the previous 2 years. Suzanne has over 20 years experience in banking having spent 18 years with TD Canada Trust. She has been a volunteer in many organizations over the years, with her church, Big Brother's and Sisters, her children's schools and with the Edmonton Food Bank to name a few. She was raised in Edmonton and is passionate about supporting our community and province. Suzanne is a mom of 3, 2 girls, 12 & 14 and a son, 9. She keeps busy with her kids in sports, loves to travel and be active with her dog Tobi. Suzanne is looking forward to growing and supporting the Stony Plain Road And Area BIA.

SLATE FOR THE 2022 STONY PLAIN ROAD BUSINESS ASSOCIATION BOARD OF DIRECTORS



Douglas Lim: Douglas Lim brings a unique skill set when it comes to contributing ideas to Stony Plain Road and Area BIA. Doug owns and operates a Mortgage Brokerage Firm - Mortgage Alliance Lending Advisors where his continuous search to improve the well being of his network & business partners remains a top priority. In addition to his focus in operating a successful mortgage brokerage, Doug has served the community through various Non Profit Organizations such as the Lions Club International, Malaysia Singapore Association and Edmonton Chinese Garden Society. The diverse exposure has given him the proficiency in contributing ideas and precedence in helping to improve the status of our community.



Brandon Schatz: Brandon Schatz is the co-owner of Variant Edition Graphic Novels + Comics, which won the 2019 Joe Shuster Award for Most Outstanding Comics Retailer in Canada. We moved the business to the Stony Plain Road area in 2016, identifying the area as one with huge potential, especially with the LRT soon to come through. Brandon believes that the best way to create lasting, meaningful change in this world, it's to build connections and points of strength within your community and be part of smaller changes that build up and out.

STONY PLAIN ROAD & AREA BUSINESS ASSOCIATION STAFF & CONTRACT WORKERS



Todd Janes
Executive Director



Megan Lala
Communications Coordinator



James Wilson
Recruitment Specialist

STONY PLAIN ROAD & AREA BUSINESS ASSOCIATION STAFF & CONTRACT WORKERS



Kyle Tibayan
Special Event Coordinator



Cole Gerritsen
Marketing Assistant



Byron Nilsson
SPANN Graphic Designer

2022 BUDGET



	Budget 2020	Budget 2021	Budget 2022	
REVENUE				
Levy	\$ 262,183.00	\$ 262,183.00	\$ 262,183.00	
Interest	\$ 1,200.00	\$ 2,100.00	\$ 2,900.00	
JP Revitalization Grant	\$ 11,000.00	\$ 5,000.00	\$ 27,000.00	
Grants	\$ 5,500.00	\$ 24,300.00	\$ 49,300.00	
Earned Revenue	\$ 500.00	\$ 4,200.00	\$ 9,400.00	
Transfer from Reserves	\$ -	\$ 30,000.00	\$ 30,000.00	
Total Revenue	\$ 280,383.00	\$ 327,783.00	\$ 380,783.00	
EXPENSES				
Wages & Salaries	\$ 125,000.00	\$ 134,000.00	\$ 141,000.00	
Employee Expenses & Benefits	\$ 8,267.00	\$ 13,500.00	\$ 16,000.00	
Meetings & AGM	\$ 4,350.00	\$ 3,200.00	\$ 3,300.00	
Office Supplies	\$ 5,100.00	\$ 2,700.00	\$ 3,000.00	
Telephone & Internet	\$ 3,100.00	\$ 2,050.00	\$ 1,950.00	
Rent	\$ 12,963.00	\$ 12,483.00	\$ 12,636.00	
Insurance	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	
Professional Fees	\$ 7,000.00	\$ 3,500.00	\$ 4,000.00	
Professional Development	\$ 4,000.00	\$ 3,500.00	\$ 3,200.00	
Advertising & Marketing	\$ 22,000.00	\$ 18,000.00	\$ 24,000.00	
Communications	\$ 20,000.00	\$ 20,000.00	\$ 6,000.00	
Web Site	\$ 5,000.00	\$ 3,600.00	\$ -	
Flowers	\$ 34,000.00	\$ 32,000.00	\$ 34,000.00	
Sidewalk Cleaning	\$ 9,000.00	\$ 8,000.00	\$ 12,497.00	
Placemaking		\$ 50,050.00	\$ 47,000.00	
Special Projects	\$ 19,403.00	\$ 20,000.00	\$ 50,000.00	
Events & Campaigns	\$ -	\$ -	\$ 21,000.00	
Total Expenses	\$ 280,383.00	\$ 327,783.00	\$ 380,783.00	

COMMUNITY OUTREACH & PARTNERSHIPS



SPANN (Stony Plain Road & Area News Network)

2021 was our second year of publishing our community newspaper - SPANN is a print and online publication that caters to the neighbourhoods of West Jasper/Sherwood, Britannia Youngstown, Canora, Glenwood and Grovenor and the businesses within our BIA. The newspaper features articles from the surrounding community leagues, businesses, community members and more! From business profiles, restaurant reviews and West Valley Line LRT updates, to photos submitted by community members, SPANN is a fantastic representation of West Edmonton.

This year, the Stony Plain Road Business Association took on editing for the paper in-house with our Communications Coordinator taking on the role. This effort is supported in part by financial support from the City of Edmonton Neighbourhoods and the former Jasper Place Revitalization Matching Funds grant. We see SPANN as a great community-based and driven communications vehicle for the larger central-west region commonly referred to as Jasper Place; which is also the name of the district in the City of Edmonton District Plan as an offshoot of the City Plan and is important as we build to 15 minute communities and creating SPR as a vibrant and essential Mainstreet in the years to come. We also envision SPANN to be important to penetrating local communities with Shop Local campaigns and creating loyalty as we move through significant construction and infrastructure investments over the next number of years.

In the past year we have done significant work in building relationships with businesses and partnering with them on events, campaigns and shared promotions. As we build support and continue to challenge old notions of SPR partnerships are vital as we work to address current perceptions and realities of safety and communities and be aspirational as we welcome new businesses and services to this business district. We need to model positive actions and activities and show the uniqueness and diversity of SPR with authenticity and transparency. We acknowledge the willingness and excitement of businesses to walk with us as we build stronger and new relationships in our BIA. Building trust and respect is best accomplished through doing the work and following through on your words and we strive to continue doing this.

COMMUNITY OUTREACH & PARTNERSHIPS CON'T



We have also continued to build upon our relationships with the charities and NPOs located within our community that serve families and individuals here. In 2020 we made a decision to make a donation to Jasper Place Wellness Centre that does great work supporting people in poverty and helping them live better lives. We have worked with JPWC on several initiatives including a pop-up community garden in St Anne Park and food security. We are open to partnerships that help improve and develop our community because we all prosper with we collaborate to raise up people who are struggling. This approach reflects our organizational values and builds connections which positively impacts issues of safety and security.

We are working with the tenants of the Orange Hub (our office home) with the 20 plus businesses and organizations that make our collective community better and are helping to build a community hub rather than a fortress within our community. We have also taken the lead within Jasper Place to take an opportunity to ease the negative impacts of the departure of Revitalization resources from the City of Edmonton to form a community-lead collective to explore systematic issues and leverage these funds and resources to collective community actions in our community with a steering committee called Jasper Place Development Community Development. And we have worked collaboratively with the Edmonton BIA Council and the Alberta BIA Alliance to advocate and leverage better resources and supports for our members during COVID-19; including the waiving of BIA tax levies for 2021.



Maple, the 10 week old pup, poses with one of the Stony Plain Road Business Association's red dog bowls for the SPR: Gone to the Dogs event. Photo by Megan Lutz

we gamified established walking paths in the surrounding areas of SPR. A map was created of these paths and throughout them were signposts that were staked to the ground that displayed a brief explanation of the project and a QR code. QR codes are unique symbols that when scanned with ones' smartphone camera, redirects them to a specific webpage. In this case, the QR code that was on the signs redirected people to a page on the SPR Business Association website. On this webpage, a coupon that listed 4 different businesses and their deals was shown. To restrict the abuse of these discounts and encourage the continuous scanning of the QR codes, the coupon on the site was swapped out for a different combination of discounts every 4 days. In total 10 businesses chose to participate in this way. Another way that businesses got involved was by contributing to the grand prize. Entry into the draw for the grand prize was done through the submission of pictures by people to our social media accounts. Coffee bags, flower arrangements, fishing lessons, and a variety of vouchers/gift cards were all a part of this prize and it surely displayed the bounty of goods and services that SPR has to offer. Drawing for the winner of the grand prize took place after the conclusion of the event. A large part of achieving success with this sort of project is enlisting the help of the community itself. Through the efforts and connections of the staff at SPR Business Association, we were able to take some quality pictures of dogs at locations that were part of the event. Special thanks to our dog models Forester, Hudson, Hue, Hibo, and Maple. Also, for the participating businesses



The committee members pictured are (L-R): Christina Hardie, Rob Houle (Circle Keeper), Roxanne Totobon, Lynda Minoson, Rosella Shashihwa, Lillian Crier, Terri Suttles (Circle Keeper), Theresa Stradner, Edna Ulla, Beatrice Moran. Committee members not pictured are Daphne Anish, Clarice Anderson, Carol Badger, Lenora Makaka, Emily Riddle, Marilyn Laine, Nichole Wessell Traverser and Jodi Calahoo-Stonehouse. Photo Credit: City of Edmonton

New Ward Names Celebrate the Indigenous History of Edmonton and Area

Mary-Ann Thurber To make this happen, a group of would highlight the history of the trading people, the Nakota lega

BUSINESS SUPPORTS & ADVOCACY



There were a number of things we did this year to support businesses and advocate for them. With the province opening, closing, and changing business restrictions so frequently, many businesses and people wanting to support these businesses ended up confused as to what was happening. We wanted to ensure a sense of clarity when it came to our businesses.

COVID-19 Business Updates

From the months of December 2020 to March 2021, the Stony Plain Road Business Association shared graphics on social media that highlighted individual business members. The graphics included, the business, address, contact info, social media & website, their current hours, and their COVID-19 restrictions. By sharing this information, people were able to learn about SPR businesses, when they could visit them with ever-changing restrictions, and how to contact them.

Business Profiles & Photos

Similar to the Business Updates, in 2021, we continued with our Business Profiles and photo sharing on social media of various businesses. Business profiles include an interview with the business highlighting unique features and products. We also visited a number of businesses this year to take photos of the interiors of shops and products to share online.

Consumer Survey

This summer, our Marketing Assistant conducted a Consumer Survey that was sent out via social media and promoted to Edmontonians. The purpose of the survey was to get a key demographic for the Stony Plain Road area so we can better market and cater to our audience. Those who completed the survey were entered to win a prize that included products from various SPR businesses. The survey garnered roughly 150 responses and the data was then analyzed by our Marketing Assistant.

BUSINESS SUPPORTS & ADVOCACY CON'T



SURVEY RESULTS CONSUMER SURVEY 2021



93.5% of 108 Respondents Say They Support Local Businesses

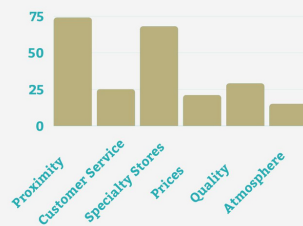
- 78.7% of respondents prefer local operations over large-scale chains
- 96.3% visited Stony Plain Road, 92.6% have visited in the past 2 years
- 51.9% of visitors visit one store then leave, 25% walk around, 23.1% drive

Respondents Associated Stony Plain Road With These Words:



Top Three Reasons to Visit Stony Plain Road:

1. Location and proximity (68.5%)
2. Specialty stores/ uniqueness (63%)
3. Quality service or product (26.9%)



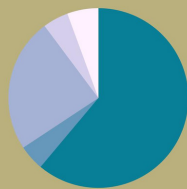
According to our data, 12pm to 5pm is the preferred time to shop!

Our respondents love shopping during the day with friends and family.



The most visited businesses on Stony Plain Road are:

- Retail (61.1%)
- Eats/Drinks (24.1%)
- Health and Wellness (4.6%)
- Professional services (4.6%)
- Haven't entered a business on Stony Plain Road (5.6%)



The information provided from this survey is being carefully analyzed and will serve as a tool to help us make future improvements to Stony Plain Road!

THANK YOU FOR SUPPORTING OUR STONY PLAIN ROAD BUSINESSES!



SHOP LOCAL, SHOP SPR

Laptop Guru

#100, 10023 168 STREET
PH: 780.655.3113

OPEN:
10AM - 8PM (MON-FRI)
10AM - 6PM (SAT)
CLOSED: (SUN)

COVID-19 POLICIES IN EFFECT.
SPECIALIZES IN APPLE PRODUCTS.



**SPR'S
FATHER'S DAY
GIFT GUIDE!**

2021



SHOP LOCAL, SHOP SPR

Thank you for taking the time to shop and support local this holiday season!



MARKETING, EVENTS & PROMOTION



In 2020, we at the Stony Plain Road Business Association, like everyone, were learning to adapt to the COVID-19 pandemic. Most of our marketing, events and promotions were online-based. This year, we were able to finally hold in-person events that followed pandemic protocols in addition to online-based promotions. We focused on encouraging community members and consumers to physically visit locations along Stony Plain Road.

SPR: Gone to the Dogs

SPR:Gone to the Dogs took place from August 16, 2021 to September 16, 2021. It encouraged Edmontonians to walk their dogs along outlined walking routes in the BIA, and scan QR codes that gave various discounts to businesses in the BIA. Part of marketing for this event included photoshoots with dogs in prime locations along Stony Plain Road with branded SPR dog bowls. There was an online social media contest that people could enter by posting photos and tagging friends on a SPR post on social media. This event was also promoted via social media. The goal of this event was to increase walkability along Stony Plain Road.

SPR: Emerge

The SPR: Emerge event took place from September 16, 2021 to September 26, 2021. This event highlighted local artists who submitted their art to be displayed in six various storefronts along Stony Plain Road. The art was printed on vinyl and displayed in windows of the locations as well as on easels in a storefront of West Block Glenora. Square One Coffee offered a BOGO deal during this event. SPR: Emerge was marketed as a COVID-19 Safe Art Walk that encouraged art lovers to walk the area and discover SPR.

Storefront Cinema

Initially set to happen in April of 2021, Storefront Cinema was postponed until October 2021 due to the province of Alberta's COVID-19 restrictions. The event ended up taking place from October 7, 2021 to October 12, 2021. The 2021 Storefront Cinema encouraged social distancing, with 3 locations and 2 different film programs. The films were supplied by the Film & Video Arts Society of Alberta for the Got a Minute! Film Festival. This event was promoted through social media and was met with excitement by those who had attended the event in previous years.

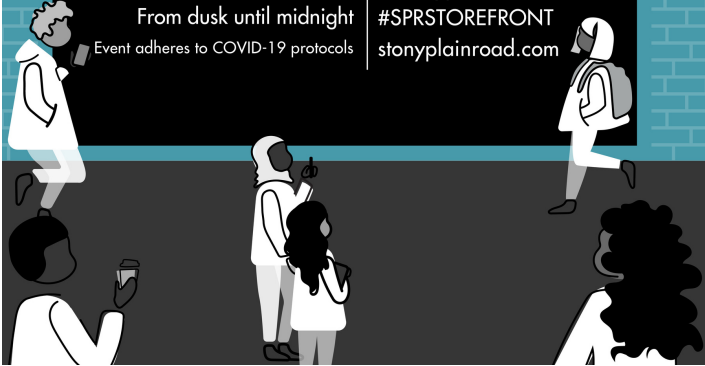
Storefront Light-Up

Storefront Light-Up was an initiative that was targeted toward members of the Stony Plain Road Business Association and took place from November 2020 to February of 2021. The promotion offered members a \$100 reimbursement for lights if they took a photo of their decorated storefronts and sent it into the Business Association.

STOREFRONT CINEMA

From dusk until midnight
Event adheres to COVID-19 protocols

@Stonyplainroad
#SPRSTOREFRONT
stonyplainroad.com



SPR: GONE TO THE DOGS

AN EVENT FOR THE PUPS
AUGUST 19 - SEPTEMBER 16, 2021

#SPRDOGS

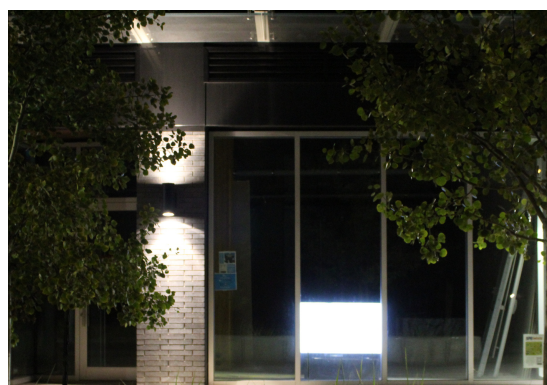
@STONYPLAINROAD



SPREMERGE



STONY PLAIN ROAD STOREFRONT FESTIVE LIGHT- UP CONTEST



GUEST SPEAKER: BRAD BAUMLE



Brad Baumle, Construction Manager Marigold Infrastructure Partners

Brad Baumle, P.Eng., M.Eng. has a B.Sc. in Civil Engineering and a Masters in Construction Engineering and Management, both from the University of Alberta. Brad has over 20 years of mega project infrastructure experience, including light rail transit, bridge and highway construction throughout Alberta. He currently holds the position of Construction Manager with Marigold Infrastructure Partners and is presently managing the planning and construction of the \$1.6 B Edmonton Valley Line West. Brad has deep roots in the Edmonton community and has lived in Alberta all his life.

Valley Line West LRT Contacts:

City of Edmonton: 780 496 4874 or projects@edmonton.ca

Marigold Management: 780 412 2183 or public@marigoldinfra.ca





CONTACT

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Instagram:

@StonyPlainRoad

Twitter:

@StonyPlainRoad

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