

SPRBA 2022 AGM

**STONY PLAIN ROAD
BUSINESS ASSOCIATION
ANNUAL GENERAL MEETING
& REPORT, 2022**



2022 SPRBA AGM AGENDA

13 OCTOBER 2022, 7-8PM, @ ORANGE HUB

1. Call To Order Brandon Schatz, Board Chair
2. Welcome and Meeting Structure, Etiquette Brandon Schatz, Chair
3. Greetings from MLA Sarah Hoffman, MLA Edmonton Glenora
4. Adoption of Agenda

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

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

Motion: To approve the Stony Plain Road Business Association 2020 AGM minutes of 19 October 2020 as presented or amended.

6. Financial Statements of the Stony Plain Road Business Association for the year ending 31 December 2021. Stephanie Hendin, Board Treasurer
7. Motion to Appoint Auditors for 2022 Financial year Stephanie Hendin, Board Treasurer

Motion: To appoint SVS Group to Audit the 2022 financial records of the Stony Plain Road & Area Business Association.

8. 2023 Proposed Budget
Stephanie Hendin, Board Treasurer and Todd Janes, Executive Director

Motion: To approve the 2023 SPR Business Association proposed budget as presented.

9. Board election Brandon Schatz, Chair

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

10. Year In Review Todd Janes, Executive Director

11. . Speaking Circle Brandon Schatz, Chair

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

12. Adjournment

Motion: To Adjourn the 2022 Annual General Meeting of the Stony Plain Road Business Association.

**GUESTS ARE INVITED TO NETWORK
& CONNECT @ OUR MINI INFO-FAIR**

2021 SPRBA AGM MINUTES

19 OCTOBER 2021, VIA GOOGLE MEETS

Attending: Phyllis Bright, Stephanie Hedin, Todd Janes, Salim Keshwani, Suzanna LaGrange, Megan Lala, Brandon Schatz, Mark Wilbert, Daniele Letourneau, Leslie Halpert, Jonathan Cruz, Frank Nafisil, Andrew Nguyen, Stacey Claffey, Danica Leblanc, and Tom Nguyen

Guests: Charles Gordon, James Robinson, Andrew Knack, Thomas Mansfield, Jennifer Sheehan, Brad Baume, and Quinn Nicholson

Regrets: Kareema Batal, Bretton Hammond, Douglas Lim, Jerry Close, Kathleen Gagnon, Eveline Garneau, Linda Manning, Alanna Staver

1. Brandon Schatz calls the meeting to order at 7:05 p.m. and welcomes everyone to the AGM which is occurring over Google Meets. Brandon introduces the current Board and welcomes guest.

2. MOTION: Phyllis Bright moves to accept the Agenda as presented. Seconded by Suzanne LeGrange. Motion Passes.

3. MOTION: Phyllis Bright moves to accept the Minutes of 06 October 2020 AGM, seconded by Mark Wilbert. Motion Passes.

4. 2021 Draft Budget

Stephanie Hedin presents the budget as circulated and explains the revenue and expenditures. There is some discussion and clarity around revenues and expenses. After discussion Stephanie asks for a motion.

MOTION: Moved by Mark Wilbert to adopt the 2021 proposed Budget for Stony Plain Road Business Association, seconded by Suzanne LaGrange. Motion Passes.

5. MOTION: To appoint SVS Group to Audit the 2021 financial records of the Stony Plain Road & Area Business Association and provide a final report. Moved by Stephanie Hedin and seconded by Salim Keshwani. Motion passes.

6. Board Election

Brandon Schatz speaks about the Board slate and thanks departing directors: Mark Wilbert and Bretton Hammond for their contributions over the past year.

MOTION: Phyllis Bright moves to accept the 2022 Board slate as presented, seconded by Leslie Halpert. Motion passes.

7. Year in Review

Todd Janes spoke about the past year and alluded to some initiatives which will continue next year.

8. Adjournment

Brandon Schatz thanks everyone for attending and asked for a motion to adjourn and move into our guest speaker.

MOTION: Mark Wilbert moved to Adjourn AGM. Motion passes.

9. Brandon Schatz introduces Brad Baumie and Jennifer Sheenan from Marigold Infrastructure which has been awarded the contract to build the Valley Line West LRT. Brad and Jennifer took the group through a presentation regarding the process to date and what to expect over the coming years and answered questions regarding the project.

10. The presentation adjourns at 8:29 p.m.

BOARD CHAIR

BRANDON SCHATZ

2022 was a year of transition. While COVID-19 lingers, the world is re-emerging - and the same goes for the Stony Plain Road Business Association. We spent the last few years operating in the background - rebuilding our website and online presence while identifying and focusing on ideas and identities that define our area. With the idea that our area and the businesses within are a "community" and not a "commodity", we started to build and retool programs for the area.

This year saw a few hyper-local events like "Let's Get Physical" and "Chalk it Up for Inclusivity". We hosted an events-and-movie night with "A World of Imagination". We also made concentrated efforts to utilize our social media to showcase the wide variety of businesses in our area, and had outreach programs running and offered resources to help businesses thrive through LRT construction.

2022 is the result of a lot of hard work from the board and our staff, taking steps to construct a community with a focus and drive. You saw the first steps of what's to

come as the area gets re-imagined. We also know that these steps come with great uncertainty as the path forward contains some unavoidable hardships. We aim to be sturdy - to offer resources and guidance as we all move forward.

We appreciate all the support and input you have all given us this year, and we look forward to bringing even more to this area going forward.

Thank you.

EXECUTIVE DIRECTOR

TODD JANES

This last year has provided us some opportunities to strategically reposition our resources to better support businesses and make running a business along SPR easier and profitable. Earlier in 2022 we did some staff reorganizing to ensure as we all attempt to come out of the pandemic we are supported with programs, communications, and campaigns to effectively market our area as a great place to own and operate a business. The lessons from the pandemic vary but much of the literature supports a great docs on innovation and meaningful interactions with customers and clients. This resulted in a better articulation of what we do and who we do it for. I sometimes say that we need to walk and chew gum at the same time and while this is a scrappy metaphor it offers clarity that we need to be responsive to our current environments and also be willing to plan forward and dream. It also situated our branding around the diversity of businesses, services, and experiences to the authentic mixtures of our relatively large business improvement area spanning over 30 city blocks, intersecting seven neighborhoods and over 500 businesses.

Over the last year we experimented with different campaigns, special events, marketing and community outreach and direct services to members. This work afforded us some chances to try out new strategies, gain benchmarks and standards from which to grow, and flirt with new opportunities. From supporting walkability, to engaging with artists and visuals to brighten up vacant storefronts, to our first Holiday Shopping Guide we raised the awareness of local businesses and challenged customers to explore and support us. This summer we focused on place making and hyper-localized events that connected businesses in a few blocks around an event that varied from chalk drawing, to active movement to a huge outdoor movie screening with performers in a pre-show on the coldest day of a hot summer (imaging the chances). We want to create events that support our branding and also are intentional, memorable, and create family-friendly events in open and safer sites. We partnered with numerous community groups and agencies including The Mustard Seed who this year took a greater role in litter services and supporting our area. We are keenly aware of security and safety issues and see the correlations between larger societal issues like houselessness and addictions and obstacles to individuals and work collectively with the Edmonton BIA Council to advocate for meaningful changes to address these problems. Advocating for area-specific resources to our communities are vital to building a better area. Issues addressed by our two EPS Beats teams and supports like fully staffed public washrooms and access to drinking water and supports actually make a difference.

We continued engaging with strategies to profile SPR as an intensional mainstreet with a wide array of shops and services through SPANN - a community-based newspaper with a circulation of 10,000 that places our businesses within our communities and directly into shoppers homes with a blend of information, history, stories, and conversations. Economic development is about community development and one thrives more with the other. We also amped up our efforts around shop Local strategies this fall with the re-introduction of the Young Giant. A mascot used in the 1960s by the Jasper Place Chamber of Commerce and re-merging with some of the same values of back then and situating the Jasper Place District as a great place to live, work, shop and gather. In many ways these notions are essential for a main street district which we aspire to be for central west Edmonton with a nod to the past and a wink to our collective futures. With this introduction of Giant bucks customers can save up to 30% in an area marketing campaign with no risk to our businesses. It elevates our products and services to consumers while giving them solid savings and never diminishes the hard work and products of our member businesses.

West Valley Line is finally happening, well, construction to build this low-floor LRT is underway and for the next three years we will be navigating detours, closed streets, and a curvy streetscape and it will be medium term pain or significant long term gains. We are working with the City of Edmonton and Marigold Infrastructure Partners to ensure that communications are accurate, timely, and responsive to prepare as far in advance as possible so that you are well informed to make the decisions that are best for your business. We are working on strategies to ensure that shoppers know we are always open for business, even during construction.

We are doing work to ensure you can focus your time on making your business the best it can be. This takes some great people and I want to thank our Board for their support over the past year and also their pushback, at times. I also want to thank the work of our staff over the past year and their willingness to work with me and their ability to visit that business again, to reach out to businesses and to continue to check in. I feel we are making progress by being present and responsive to their needs and concerns - forward and together.

THANK YOU!

TO OUR OUTGOING BOARD OF 2022

A sincere thank you to our previous volunteer board of local business leaders for their hard work, time, and dedication in representing the needs of our BIA:

Chair: Brandon Schatz, *Variant Edition*
Treasurer: Stephanie Hendin, *Anexco Properties*
Directors: Rachelle Arvay, *ATB Financial*
 Phyllis Bright, *The Flag Shop*
 Stacey Claffey, *RioCan REIT*
 Salim Keshwani, *Arctic Autowash*
 Douglas Lim, *Mortgage Alliance Lending Advisors*

PROPOSED BOARD OF DIRECTORS 2023

WELCOMING NEW FACES

Our 2023 slate sees our board grow from seven to ten members!



VICE CHAIR

RACHELLE ARVAY
 BRANCH MANAGER, ATB GLENORA

Working for ATB for over 15 years has allowed her to be on Business and Advisory boards in many communities. It is a tremendous gift to be a part of different organizations where every person has a voice in determining the future. She keeps busy with her kids, travel, and caring for rescue animals. She looks forward to helping grow the SPR area by tackling new and old obstacles in creative ways.



TREASURER

STEPHANIE HENDIN, ANEXCO PROPERTIES

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.



CHAIR

BRANDON SCHATZ, VARIANT EDITION

Co-owner of Variant Edition Graphic Novels + Comics, which won the 2019 Joe Shuster Award for Most Outstanding Comics Retailer in Canada. The business moved to the SPR area in 2016, identifying it as having huge potential with the upcoming LRT. He believes the best way to create lasting change in this world is to build connections and points of strength within your community, and be part of smaller changes that build up and out.



DIRECTOR

PHYLLIS BRIGHT, FLAG SHOP ALBERTA

Phyllis and her husband purchased what is now known as Flag Shop Alberta in 1994, and volunteered at the Jasper Place Gateway Foundation. When the SPRBIA came into being, Phyllis was happy to become involved. In 2022 she is celebrating 32 years of business. The love of Phyllis' life, other than family, is her 3-legged rescue dog from Taiwan, Hibo. At 70 years she loves to work, she loves flags, and she loves SPR.



DIRECTOR
NARESH DHATWALIA,
EXCEL IMMIGRATION SERVICES

Company Director working as a RCIC (Regulated Canadian Immigration Consultant) since 2009, helping many families and foreign workers reunite with loved ones. I also run a construction company, Smart Home Builders. I own Jasper Place Square, a commercial building at 158 St. & 100 Ave. I've been involved in commercial and residential construction in Jasper Place for the several years.



DIRECTOR
LINDSAY ELMS, LORI ELMS DESIGN GROUP

Born and raised in Edmonton and a volunteer and participant community programs and events for most of her life, Lindsey continues to fall in love with this beautiful city. After studying interior design at NAIT Lindsay joined Lori Elms Design Group to pursue her career and love of all things design. When she isn't working Lindsay can be found at a dog park with her pup 'Lemon', at a Farmers Market, or skiing in the winter. Lindsay believes in the power of community and is thrilled to be part of the SPR board.



DIRECTOR
RUSS GARRITTY,
DESIGNEX CONSULTING LTD.

Russ and his wife moved to the area in September 2005. They like the area as it has easy access and enjoy its friendly vibe. Neighbourhood safety is also a priority for him. He has volunteered in coaching youth sports, and supports the Hope Mission. His passions are house design, motorbikes, and trying new BBQ recipes. His vision is to see more unique business move into the area.



DIRECTOR
FRANK MACCHIONE,
FUNKY PETAL FLOWER SHOP

Operations Manager at Funky Petals Flower Shop for over two years and works for the Government of Alberta. He has experience in both private and public sectors including legal, banking, retail, and government. Frank understands the power of social media and uses various platforms. He has various credentials, including in Administration/Law Clerk Diploma, Human Resources Management, Dispute Resolution, Applied Human Service Administration, and Leadership.



DIRECTOR
SALIM KESHWANI, ARCTIC AUTOWASH

Salim is a Professional Engineer specializing in Project Management. His vision is to see SPR become a thriving business community supported by neighbouring communities; a go-to place to find well-run independent businesses catering to local needs. He'd like to see more boutiques; attractive and walkable via murals and place making initiatives.



DIRECTOR
TOMMY CHANDRA SWAMY

Owner of Silverlady Construction Ltd and has 28 years of experience in business. He has lived in Jasper Place since migrating to Canada in 1992. For over 8 years he was a taxi driver before getting into the construction business. Ran as an independent in the 2003 federal election. He has solid knowledge and experiences within the area and is familiar with the communities and has observed lots of improvements over the years. Currently he is the president of Canadian Fiji Council and has previous board experience in other organizations.

2022 STAFF



EXECUTIVE DIRECTOR
TODD JANES



**COMMUNICATIONS COORDINATOR,
SPANN EDITOR**
JUSTIN KEATS



MEMBERS' ENGAGEMENT
DUKE NGUYEN



COMMUNICATIONS COORDINATOR*
MEGAN LALA

2022 INTERNS & CONTRACTS



MEMBERS ENGAGEMENT ASSISTANT*
ABRAHAM FAWAZ



SPECIAL EVENTS ASSISTANT*
SARA SEREDA, SUMMER STUDENT



SHOP LOCAL ASSISTANT*
SAMIRA KABBANI, SUMMER STUDENT



MARKETING ASSISTANT*
HABTOM GHILE, SUMMER STUDENT



SPANN GRAPHIC DESIGNER
BYRON NILSSON

* LEFT IN 2022

STRENGTHENING PERCEPTIONS AND REALITIES OF SAFETY

MUSTARD SEED "SPR LITTER CREW"

The SPR Litter Crew routinely sweeps our BIA and picks up litter. This has led to a noticeable improvement across the area, and helps set and uphold standards of cleanliness. Our partnership with Mustard Seed and the City has helped produce a cleaner, safer, and better maintained main street.



THE LITTER CREW READY TO WORK
MAGIC ALONG STONY PLAIN ROAD

TEMPORARY WASHROOMS

Our advocacy for washroom access has resulted in temporary washrooms at Jasper Place Transit Center. This has led to a significant decrease of calls concerning this issue, while providing a basic need that all can access.



WORKING IN COLLABORATION WITH SOCIAL AGENCIES

Community building and economic development go hand in hand and we have worked to build a more trusting relationship with our social service and community-based organizations. We believe that community organizations are working for a better society and community and when work on these shared values and outcomes. Our active tenancy within the Orange Hub and with community-based local organizations puts our collective focus on our local communities. Like Shop Local we believe in supporting local in partnerships and campaigns. These agencies allow for local social issues to be addressed and that carries upwards to issues of safety, security, cleanliness and dignity for all. In 2021 our charity of Choice was Jasper Place Wellness Centre.

LOCALIZED EVENTS & CAMPAIGNS

STOREFRONT CINEMA (OCT 2021)

A week long collaborative event with local creatives at FAVA and businesses as a community building project, particularly needed during the COVID-19 pandemic.



HOLIDAY SHOP CAMPAIGN (WINTER 2021)

A five-week campaign including various shopping "personas" and featuring local businesses that compliment them. Included social media marketing for participants and various prize giveaways.



CHALK IT UP FOR INCLUSIVITY (JUNE 2022)

An event featuring chalk art, geared towards families and advocating for diversity and inclusivity within the SPRBA, promoting local shopping by offering discounts and promotions in a localised area.



LOCALIZED EVENTS & CAMPAIGNS

LET'S GET PHYISICAL! (AUG 2022)

Promoting physical wellness and community through fun interactive physical activities and local shopping. Activities could be enjoyed by the entire family, and included breakdancing, fitness demos, and more!



WORLD OF IMAGINATION (AUG 2022)

An entertainment extravaganza at RioCan Mayfield featuring local performers, Rapid Fire Theatre, and a screening of DreamWork "The Bad Guys" - A highly successful event worth repeating!



BUILDING A THRIVING MAINSTREET

Embracing City Plan as a road map for building a stronger, more connected and environmental city. BIA main streets (SPR) are significant places that support a vision of a "15 minute city", in which basic needs, services, and shops can be readily accessed in this time.

The vision of a thriving Mainstreet holds true to the history of the community of Jasper Place with a contemporary lens, it situates SPR as the area of commerce and gathering in a growing neighbourhood with multiple modern transportation options, wider sidewalks and spaces to shop, visit, meet up with friends and colleagues. A fresh new approach to gathering spaces for the fast growing population of west-central Edmonton supported by our surrounding communities.



BEAUTIFICATION

SPR enhanced our district in 2022 through the addition of planted flowers and greenery at various locations across the BIA. Look for our new logo on banners along Stony Plain Road in the near future!



PLACEMAKING

The completion of the Jasper Place Transit Center in 2020 and Butler Memorial Park's improvements in 2021 provides a glimpse of the future. The Valley Line West LRT will act as a catalyst for more change.

Our future focus on placemaking will emphasize west of 156 Street and while there is limited public spaces will work to support opportunities for urban place management including Butler Memorial Park.

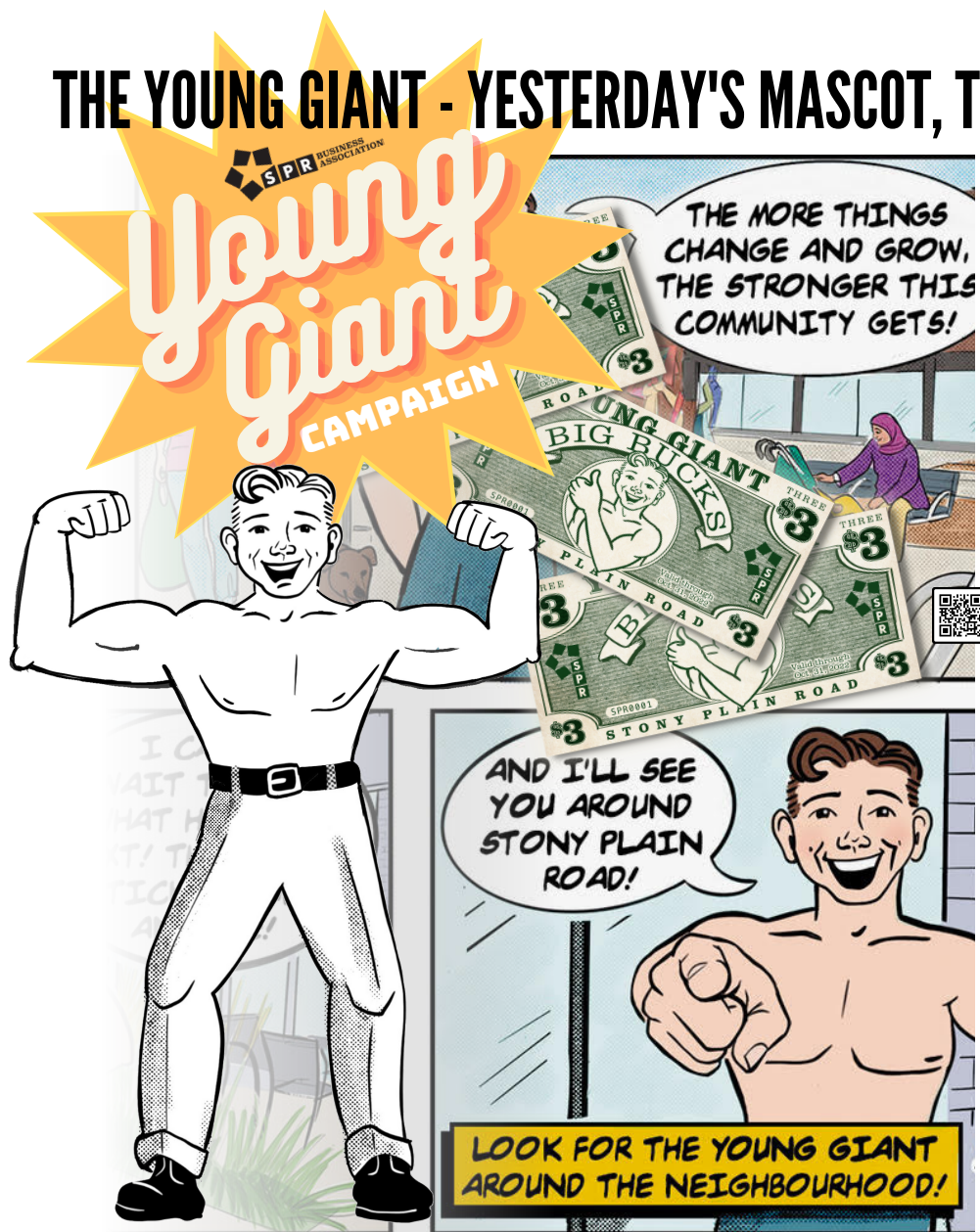
TRANSIT ORIENTED FUTURE

While accessibility problems are an unfortunate reality at this current stage of LRT construction, the vision for transit-orientated development is a net boon to the area in the long term. The addition of this new transportation network arguably represents a change to the area as significant as when the Town of Jasper Place became a part of Edmonton in 1964.



EST. 25,000 NEW RESIDENTS TO LIVE WITHIN SPR TRANSIT-ORIENTATED DEVELOPMENT

THE YOUNG GIANT - YESTERDAY'S MASCOT, TODAY!



LOCAL AREA MARKETING

Our 530+ businesses intersect six distinct communities. Localized marketing is a distinct method in connecting these residential areas with the "Mainstreet" businesses of Stony Plain Road. Presenting our story and area as an engaged and unified business community requires consistent themed messaging.

RECOGNIZABLE AND RELEVANT

The "Young Giant" was a term used for Canada in the 1960's during its rapid industrial and urban expansion. This larger than life mascot promoted the Town of Jasper Places' late night and weekend shopping as attractions, and to emphasize the town as a vibrant place to live and start a family. Reviving the Young Giant provides a relevant link to the past while personifying the SPR area with a recognizable figure. The Young Giant is resilient, strong, adaptable, and friendly!

BIG BUCKS - SHARED LOCAL CURRENCY

The Young Giant's Big Bucks are a community currency that networks businesses across the SPRBA in a unified campaign. One \$3 Big Buck can be used per \$10 spent, and is fully reimbursed to vendors! While offering residents the opportunity to save, Big Bucks are another way in which business owners can actively offer their customers savings, with no impact on their bottom lines.

**THE YOUNG GIANT CAMPAIGN ENTERS
PHASE 2: NOV 1 - JANUARY 31, 2023**

CONNECTING LOCAL COMMUNITIES WITH OUR BUSINESSES AND SERVICES

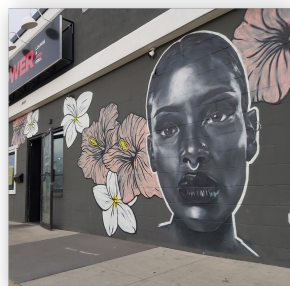
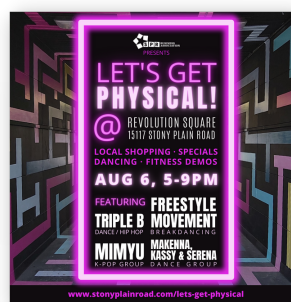
STONY PLAIN ROAD AND AREA NEWS NETWORK

Nearing the end of its third volume, SPANN has been a vehicle to connect communities with local happenings, the SPRBA, and our business members. Local history and services are regularly featured via articles by the Jasper Place History Project and the Jasper Place Wellness Centre.

We are refining the objectives of SPANN to focus upon our strategic objectives to cultivate a community of businesses and entrepreneurs with shared values to build a thriving and connected mainstreet within the Jasper Place district. Fostering a healthy and connected community of business owners builds our community profiles and connections with our neighbourhoods. It situates our businesses into our community as active and connected community members. This area marketing also supports local businesses and enhances the attractiveness of recruiting new businesses into our area because an active business mix is essential to attract critical masses of customers and clients. New initiatives such as regular business features and article contributions, issue themes, and new forms of advertising are being explored.



SPANN IS DELIVERED TO OVER 9500 HOMES IN OUR AREA BOUNDARIES



DIVERSE SOCIAL MEDIA REPRESENTATION

With the end of COVID-19 restrictions, we've stepped up our social media presence to continue reaching our members and local residents. We post local images, happenings, and have taken effort to feature local business members on our various platforms.

EVENTS & ADVERTISING

Our in-person events and campaigns are featured across various social media platforms, accompanied by paid advertising to ensure a broader reach to individuals who live within several kilometers of the area.

BUSINESS FEATURES

Our members have the benefit of being featured on our social media streams- In both customised tailored posts and the boosting of existing content. These features are a complimentary benefit to members, and sets the stage for a conversation about social media presence and best practices. Businesses are encouraged to reach out to us if they want to expand their digital reach.

STONY PLAIN ROAD IN PICTURES

Seeing is believing! Visual representations of the BIA help set both tone and dialogue about the numerous happenings in the area. Streetscapes, murals, people and groups - All of it inspires a sense of place.

SUPPORTING OUR MEMBERS AND ADVOCATING FOR THE AREA



HIGHLIGHTING SPRBA'S CENTRAL LOCATION

- Quick access from freeways: Whitemud, Yellowhead, and Henday
- Available free parking
- Competitive lease rates for all sizes of businesses
- Solid business mix of services, food & beverage, professional, medical and retail

MEMBERS SERVICES

- Building connections within the business community via in-person check-ins and providing recommendations
- Encouraging businesses, property owners, and various stakeholders to participate in area marketing opportunities
- Suggest best practices and tools for business owners

MARKETING THE AREA

- Sending monthly e-newsletter with informative resources regarding events, programs, grants from the city, exciting workshops and other learning opportunities
- Posting business features and content on social media to promote SPR as a destination

BENEFICIAL INFLUENCE

- Retaining and bringing customers into the area
- Enhancing public image to attract potential customers
- Establishing customer loyalty to our businesses and area in general

2022

2023

REVENUE

BIA Levy	\$262,183.00
Grants	\$49,300.00
JP Revitalization Grants	\$27,000.00
Interest	\$2,900.00
Earned Revenue	\$9,400.00
Sponsorship/Partnerships	-
Transfers From Reserves	\$30,000.00
<u>Total Revenues</u>	\$380,783.00

NOTES

\$ 270,000.00	2.98% increase. Consumer price index for 2022 is 7.59%
\$42,500.00	Employment + Litter
\$12,000.00	Carry over
\$3,050.00	
\$9,500.00	Advertising, cost recovery, JPCD Admin costs
\$2,500.00	
\$84,500.00	Pulled from accumulated surplus during COVID
\$424,050.00	<u>Total Revenues</u>

EXPENSES

Wages & Salaries	\$141,000.00
Temporary Staff	-
Employee Expenses & Benefits	\$16,000.00
Meetings & AGM	\$3,300.00
Office Supplies & Equipment	\$4,950.00
Rent	\$12,636.00
Insurance	\$1,200.00
Professional Fees	\$4,000.00
Professional Development	\$3,200.00
Advertising & Marketing	\$24,000.00
SPANN	-
Communications	\$6,000.00
Flowers	\$34,000.00
Sidewalk Cleaning & Litter	\$12,497.00
Placemaking	\$47,000.00
Special Projects	\$50,000.00
Events & Campaigns	\$21,000.00
<u>Total Expenses</u>	\$380,783.00

\$149,000.00	FT ED, 0.7 Communications, & 0.6 Members Services
\$24,000.00	two summer staff 15,000, one intern 9,000
\$20,000.00	Employee Deductions, benefits
\$3,200.00	In Person AGM + Mid-year event
\$5,000.00	Telephone, Internet, office supplies
\$14,500.00	rent, storage, parking, property tax
\$1,800.00	
\$4,800.00	Audit + contingency fees
\$3,400.00	Board Development, Staff PD
\$32,000.00	portion of Shop Local, BRR & Open during construction
\$15,000.00	SPANN - printing, postage, design x4 issues
\$6,300.00	Web services, design, email, and annual licenses
\$32,000.00	Summer flowers Winter decorations
\$26,550.00	Late April - October
\$41,500.00	Murals, west side banners, tree lighting
\$15,000.00	TBD
\$30,000.00	two summer events, one Fall event and one winter event
\$ 424,050.00	<u>Total Expenses</u>

OVERVIEW

This draft budget offers greater clarification and directions that support our 530 + members. SPRBA (Stony Plain Road Business Association) has emerged from the past two year as a more focused organization supporting our member businesses; presenting area marketing; creating events and promotions that align with our strategic priorities and enforce our branding as an eclectic, diverse and authentic emerging Mainstreet within central- west Edmonton.

This budget situates moderate growth within our resources to better service and advocate our BIA that spans over 30 city blocks and intersects six neighborhoods.

- We are increasing our BIA levy for the first time in three years with an increase of 2.98%. [An increase of \$7,817 or \$14.75 per business]

- We will be supplementing our budget by utilizing some accumulated surpluses/savings from 2020 and 2021.

- We have forecasted a larger contingency budget, as we expect that plans will be adjusted throughout the year, so we have some flexibility.

- In spring 2022 we re-assessed our staffing needs and hired two 24 hour/week staff in Communications and Members' Services to better address the needs and aspirations of our 500+ members. This re-allocation includes dedicated supports to enhanced marketing and services to our businesses experiencing over three years of major infrastructure disruption.

- We plan to hire summer students and interns throughout the year, which will largely be offset through grants.

- Emerging post-Covid-19 and with major infrastructure construction (Valley Line West LRT) resources are allocated to campaigns of shop local land information to businesses & customers regarding impacts with enhanced communications, advocacy, and results-orientated problem solving.

MINIMUM AND MAXIMUM LEVY AMOUNTS:

The minimum levy amount (\$150) remains unchanged for 2023 and the maximum levy amount increases from (\$2,500 to \$3,500) for 2023.

STAFFING

One full-time and two part-time position (0.65 FTE) Permanent. Internships, Co-Op placements, and Summer Staffing positions dependent on funding and projects.

RECURRING EXPENSES

Human resources, administration costs, rent, promotions, and beautification.

EXPENDITURES	2022 BUDGET	CHANGE	2023 BUDGET	% CHANGE
Administration	29,286	3,414	32,700	11.65%
Personnel	157,000	36,000	193,000	22.93%
Programs & Projects	167,000	31,350	198,350	18.77%
TOTAL	380,783	43,267	424,050	11.36%
INCOME				
Special Business Levy	262,183	7,817	270,000	2.98%
Grants	59,300	(13,200)	42,500	(22.26%)
Earned Revenues	29,300	(2,250)	27,050	(7.68%)
Transfer from Savings	30,000	54,500	84,500	181.67%
TOTAL	380,783	43,267	424,050	11.36%


STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE


STATEMENT OF FINANCIAL POSITION

AS AT DECEMBER 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash	\$ 264,573	\$ 302,894
Accounts receivable (Note 3)	17,694	6,291
Prepaid expenses	-	955
	<u>282,267</u>	<u>310,140</u>
INVESTMENTS (Note 4)	<u>422,376</u>	<u>318,794</u>
	<u>\$ 704,643</u>	<u>\$ 628,934</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 1,617	\$ 4,631
Deferred revenue (Note 5)	104,993	92,288
	<u>106,610</u>	<u>96,919</u>
NET ASSETS		
UNRESTRICTED NET ASSETS	<u>431,254</u>	<u>365,236</u>
CAPITAL RESERVE (Note 11)	<u>166,779</u>	<u>166,779</u>
	<u>598,033</u>	<u>532,015</u>
	<u>\$ 704,643</u>	<u>\$ 628,934</u>

APPROVED ON BEHALF OF THE BOARD:

 Director

 Director

STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED DECEMBER 31, 2021

	2021	2020
Unrestricted Net Assets		
\$ 365,236	\$ 166,779	\$ 532,015
Capital Reserve		
66,018	-	66,018
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	<u>66,018</u>	<u>128,817</u>
NET ASSETS, end of year	<u>\$ 431,254</u>	<u>\$ 532,015</u>

NET ASSETS, beginning of year

EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR

NET ASSETS, end of year

STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED DECEMBER 31, 2021

	2021	2020
REVENUE		
Special levy	\$ 262,183	\$ 262,183
Grants (Note 10)	27,671	49,248
Other income, reimbursements and donations	-	5,956
Advertising - SPANN	2,797	3,202
	<u>292,651</u>	<u>320,589</u>
EXPENSES		
Advertising and promotion	22,703	27,279
Consultant fees	700	1,639
Equipment purchases	-	1,050
Insurance	1,289	1,069
Meetings	1,163	415
Office supplies	2,208	1,072
Professional development	886	725
Professional fees	3,200	2,850
Program costs - flower baskets and street cleaning	34,906	34,029
Program costs - special events	8,795	100
Salaries and benefits	142,038	109,285
Rent and storage	11,898	11,453
Telephone	1,594	1,435
Website	1,105	-
	<u>232,485</u>	<u>192,401</u>
INCOME FROM OPERATIONS	<u>60,166</u>	<u>128,188</u>
INTEREST INCOME	<u>5,852</u>	<u>629</u>
EXCESS OF REVENUE OVER EXPENSES FOR THE YEAR	<u>\$ 66,018</u>	<u>\$ 128,817</u>

STONY PLAIN ROAD AND AREA BUSINESS REVITALIZATION ZONE

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED DECEMBER 31, 2021

	2021	2020
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts from special levy and other income	\$ 293,905	\$ 315,066
Cash paid to suppliers and contractors	(234,496)	(190,361)
Interest received	5,852	629
	<u>65,261</u>	<u>125,334</u>
CASH FLOWS FROM INVESTING ACTIVITY		
Purchase of investments	(50,000)	(200,000)
INCREASE (DECREASE) IN CASH DURING THE YEAR	<u>15,261</u>	<u>(74,666)</u>
CASH, beginning of year	<u>421,688</u>	<u>496,354</u>
CASH, end of year	<u>\$ 436,949</u>	<u>\$ 421,688</u>
REPRESENTED BY		
Cash	\$ 264,573	\$ 302,894
T-Bill savings account (Note 4)	172,376	118,794
	<u>\$ 436,949</u>	<u>\$ 421,688</u>