

2024

SPRBA ANNUAL REPORT

Stony Plain Road Business
Association

The Orange Hub
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Edmonton, Alberta
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MESSAGE FROM OUR BOARD CHAIR

“Alone, we can do so little; together, we can do so much.” - Helen Keller

I am so grateful for this community and how we come together in times of trial and work to build a better place. This past year we spent time as a board creating a strong framework for the BIA. We spent time reviewing the bylaws and guidelines to ensure they are up to date as well as spent time connecting with business owners. We had our first Special General Meeting in May. It was a great opportunity to hear from our business owners, and I am looking forward to many of these events. I have appreciated seeing the board out at events and really wanting to improve Stony Plain Road.

Over the year we saw some really great events with the Light Up Event, Drive In Movie Night and Music In the Park. We saw initiatives such as Big Bucks, Dining Week, and the upcoming Holiday Gift Guide promoting and supporting the businesses in the area. Finally, we saw wonderful murals and colourful wraps on electric boxes bringing vibrancy to the area.

This year I saw a lot of hard work and dedication from the board and the staff, taking the necessary steps to continue building a strong community. Together we can build Stony Plain Road to be a destination spot in Edmonton and I am very honored to be a part of it.

We appreciate all the support and input you have shared with us this year. As a board we are very excited for this upcoming year.

Thank you.

Rachelle Arvay
Branch Manager, ATB Glenora

MESSAGE FROM OUR EXECUTIVE DIRECTOR

This year marks my fifth year as executive director and the sixth AGM—my first AGM was within my first two weeks of employment. AGMs are solid measures of progress and perspective.

In 2024, we focused on placemaking and community connections. It was important to make strong moves, create physical manifestations that show our district matters, and strengthen bonds within businesses and residents, ensuring that economic and community development are intertwined. Enhancing our collective sense of belonging positively impacts our community's well-being, safety, and connectedness. Feeling you belong helps you care and be active.

We strive to be champions of Jasper Place, our BIA:

- New initiatives like Music In the Park and our first SPR Dining Week had successful first years, creating opportunities to connect in a growing district.
- We added nine new electrical box wraps by local emerging and established BIPOC artists, created and installed three large murals
- We held our third successful Outdoor Movie Night at RioCan Mayfield.
- We facilitated eleven area community groups to build a greater sense of belonging in west central Edmonton with We Belong In Jasper Place and expanded community engagements with businesses and residents.
- We produced a community-area newspaper for the fourth year, with a circulation of 10,000 delivered to homes and businesses.
- We will soon unveil new decorative light poles in the west part of our district during our third Light Up the Park on 15 November at Butler Memorial Park with music, warm beverages, and lights. These activities create spaces of pride to connect, celebrate, and linger while growing community. We increased resources to keep our area clean, safe, and attractive through investments in flowers, litter crews, and marketing campaigns.

These programming and placemaking activities also create spaces of pride and spaces to connect, celebrate, and linger longer while actively and intentionally growing community. We also increased resources to keep our area clean, safe and attractive through investments in flowers, our litter crews and marketing campaigns.

We did these important projects and many others through strategic partnerships while advocating and advancing the concerns and issues of our businesses emerging from COVID 19, global supply issues, and one of the largest major infrastructure projects in our City's history with a small staff and dedicated board of directors. We became smarter and stronger advocates for our business members and our district with a limited budget and sassy gusto.

I want to thank our board and brave staff and I encourage you to come belong with us and be even stronger champions for a stronger Jasper Place Mainstreet.

Todd Janes

Executive Director, Stony Plain Road Business Association

2024 SPRBA AGM AGENDA

2024 Annual General Meeting

Tuesday, 15 October 2024, 6:30 – 8:30 p.m.

Guests: City of Edmonton and Marigold Infrastructure Partners

AGENDA

1. Call To Order Rachelle Arvay, Board Chair

2. Welcome and Meeting Structure, Etiquette Rachelle Arvay, Chair

3. Adoption of Agenda

Motion: To accept the Stony Plain Road Business Association 2024 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 2023 AGM minutes from 05 October as presented or amended.

5. Financial Statements of the Stony Plain Road Business Association for the year ending 31 December 2023. Stephanie Hendin, Board Treasurer

Motion: To accept the Financial Statements for the year ending 31 December 2023

6. Motion to Appoint Auditors for 2024 Financial Year Stephanie Hendin, Board Treasurer

Motion: To appoint David Ushko Professional Corporation to Audit the 2024 financial records of the Stony Plain Road & Area Business Association.

7. 2025 Proposed Budget Stephanie Hendin, Board Treasurer and Todd Janes, Executive Director

Motion: To approve the 2025 SPR Business Association proposed budget as presented

8. Board Election Rachelle Arvay, Chair

Motion: To approve the 2025 SPR Business Association Board of Directors' slate as presented.

9. Year In Review Todd Janes, Executive Director

10. Adjournment

Motion: To Adjourn the 2024 Annual General Meeting of the Stony Plain Road Business Association.

Note: Members have the ability to ask questions or offer comments regarding the work and direction of SPRBA during each agenda item.

We also want to ensure that this discussion is on topic and within a respectful and knowledge-seeking curiosity.

The Chair holds the ability to keep the meeting moving forward ensuring individuals have opportunities to engage in dialogue, and if needed will keep the assembly on time and within civility.

2023 SPRBA AGM MINUTES

2023 Annual General Meeting

Thursday, 05 October 2023, 7:00 – 8:30 p.m.

The King of Tarts, 10051 - 152 Street, Edmonton AB

Attendance: Tommy Chandra-Swamy (Silverlady Construction), Stephanie Hedin (Anexco Properties), Lindsay Elms (Lori Elms Design), Rachelle Arvay (ATB Financial), Brandon Schatz and Danical Leblanc (Variant Edition), Jasbir Gill and MP Gill (Dairy Queen), Denis Lapierre (The Learning Centre Literacy Association), Nicola Lapp (Twin Flower Studio), Daniel Letourneau (Ocean Odyssey Inland), Kareema Batal (Neo Juicery), Susan Yedagro (Capital Second Hand), Brian Delman (Cigar and Tobacco Express), Dana Rata and Keegan Janes (Westend Exchange), Jason Lauritsen (Westlawn Funeral Home and Cemetery), Jeff Funston (The King of Tarts)

Guests: Councillor Andrew Knack (CoE), Charles Gordon and Tania Gonzalez (CoE), Justin Keats, Deanna Eng, and Todd Janes (SPRBA), Brad Baumie and Lindley Kotyk (MIP), Jennifer Villeneuve (reVerb Communications)

Regrets: Russ Garritty (DesignEx Consulting), Simon Taylor (Cafe Rista), Wade Wilson (reVerb Communications), and Naresh Dhatwalia (Excel Immigration Services). Hifa Maleki (El Corazon), Trevor Zilm (The Flag Shop), Kim Armstrong (The Learning Centre Literacy Association), Ahmad Hijazi (Cedar Sweets Restaurant and Catering) and Leanne (Cashbox).

1. Welcome

Todd Janes, Executive Director welcomed everyone to the AGM and thanked King of Tarts for hosting the meeting this year and introduced Brandon Schatz, Chair.

2. Call To Order

Brandon Schatz, Chair called the AGM to order at 7:07 p.m. Brandon talked about meeting structure and etiquette.

3. Adoption of Agenda

Motion: To accept the Stony Plain Road Business Association 2023 Annual General Meeting Agenda as presented. Moved by Rachelle Arvay and seconded by Lindsay Elms. **MOTION PASSES.**

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

Motion: To approve the Stony Plain Road Business Association 2022 AGM minutes from 05 October 2023 as presented. Moved by Rachelle Arvay and seconded by Danielle Leblanc. **MOTION PASSES.**

5. Financial Statements of the Stony Plain Road Business Association for the year ending 31 December 2022.

Stephanie Hendin, Board Treasurer presented the Financial Statements of the past year audited by SVS Group, an accounting firm that was acquired by MNP LLP and will now be operating under this name.

6. Motion to Appoint Auditors for 2023 Financial year

Stephanie gave an overview of the process and noted that SVS Group has been doing our annual audit for over five years.

Motion: To appoint MNP LLP to Audit the 2023 financial records of the Stony Plain Road & Area Business Association. Moved by Susan Yedagro and seconded by Jason Lauritsen. **MOTION PASSES.**

2023 SPRBA AGM MINUTES

2023 Annual General Meeting

Thursday, 05 October 2023, 7:00 – 8:30 p.m.

The King of Tarts, 10051 - 152 Street, Edmonton AB

7. 2024 Proposed Budget

Stephanie Hendin, Board Treasurer presented the proposed budget for 2024 which has been approved by the Board of Directors 02 October 2023.

Motion: To approve of the 2024 SPR Business Association proposed budget as presented. Moved by Jason Lauritsen and seconded by Tommy Swamy. **MOTION PASSES.**

8. Board of Directors Slate

Brandon Schatz, Chair introduced the board slate for 2024 and notes to members to review their bios in the package. Brandon thanks Rachelle for her work on the nominations and thanks the 2023 Board of Directors including those who departed over the last year.

Motion: To approve the 2023 SPR Business Association Board of Directors' slate as presented. Moved by Kareema Batal and seconded by Daniel Letourneau. **MOTION PASSES.**

9. Commentary

Todd Janes, Executive Director offered a brief commentary and introduced Councillor Andrew Knack to provide updates to the membership. Todd then introduced Brad Baumie and Lindley Koytk (MIP), Jennifer Villeneuve (reVerb Communications), Tania Gonzalez (CoE) to answer some questions and have a respectful dialogue regarding progress with Valley Line West progress.

10. Adjournment

Motion: To Adjourn the 2023 Annual General Meeting of the Stony Plain Road Business Association. **MOTION PASSES.**



A poster for Stony Plain Road Dining Week 2024. The top half features a circular logo with a fork and knife, and the text "STONY PLAIN ROAD DINING WEEK 2024". Below the logo, it says "OCTOBER 3 - 12" and "Discover the local flavours of Stony Plain Road!". The bottom half has a dark background with the text "BROWSE OUR DINING WEEK GUIDE:" and a "Chance to win \$250 gift card!" graphic. A QR code is also present. At the bottom, it says "Ask your server for more details." and "stonyplainroad.com/dining-week-2024 Follow us: @stonyplainroad".



A poster for Music In the Park. The top half features a tree with musical notes and the text "Music In the Park!". Below the tree, it says "EVERY Wednesday 5 - 7 PM" and "Butler Memorial Park". The address "15715 Stony Plain Rd" is listed, followed by "FREE performances from local musicians!". The bottom half has a section titled "Dates:" with a list of dates: "June 26", "July 3, 10, 17, 24, 31", and "August 7 and 14". It also includes a QR code and the text "Scan for musicians and details", "Socials: @StonyPlainRoad", and "Website: stonyplainroad.com/music-in-the-park-2024".

BOARD & STAFF

SPRBA is governed by a volunteer board of local business and property owners in and around the Stony Plain Road area.

BOARD OF DIRECTORS 2023/2024

Chair	Rachelle Arvay, <i>ATB Financial</i>
Vice Chair	Kareema Batal, <i>Neo Juicery</i>
Treasurer	Stephanie Hendin, <i>Anexco Properties Ltd.</i>
Directors	Naresh Dhatwalia, <i>Excel Immigration Services*</i> Lindsay Elms, <i>Lori Elms Design Group</i> Russ Garritty, <i>DesignEx Consulting Ltd.</i> Tommy Chandra Swamy, <i>SilverLady Construction*</i> Daniel Letourneau, <i>Ocean Odyssey Inland</i> Brandon Schatz, <i>Variant Edition*</i>

PROPOSED BOARD OF DIRECTORS 2024/2025

Chair	Rachelle Arvay, <i>ATB Financial</i>
Vice Chair	Kareema Batal, <i>Neo Juicery</i>
Treasurer	Stephanie Hendin, <i>Anexco Properties Ltd.</i>
Directors	Lindsay Elms, <i>Lori Elms Design Group</i> Russ Garritty, <i>DesignEx Consulting Ltd.</i> Daniel Letourneau, <i>Ocean Odyssey Inland</i> Andrea Wingrave, <i>Thrive Acupuncture</i> Holley Kofluk, <i>Grin Dental Hygiene Centre</i> Darcy Holden, <i>Holden Entrepreneur Services Ltd.</i>

2024 STAFF

Todd Janes	<i>Executive Director</i>
Justin Keats	<i>Members & Communications Coordinator</i>
Jacklyn Rocha	<i>Marketing Coordinator</i>
Deanna Eng	<i>Marketing & Events Coordinator*</i>

Interns & Contract Staff

Xander Pickering, *Content Creator**
Zainab Abdullahi, *Special Events Coordinator**
Byron Nilsson, *SPANN Designer*

** Denotes left in 2024*

BOARD BIOS

CURRENT EXECUTIVE & DIRECTORS

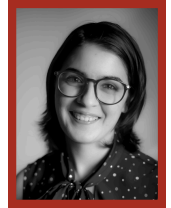
RACHELLE ARVAY - CHAIR

Branch Manager at ATB Financial Glenora, she has worked for ATB for over 15 years, equipping 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 truly has a voice in determining the future. She keeps busy with her kids, travel, and takes care of rescued animals. She looks forward to helping grow the SPR area by tackling new and old obstacles in creative ways.



KAREEMA BATAL - VICE CHAIR

With a B.Sc. in Nutrition and Food Science and a M.Sc. in Human Ecology, Kareema aspires to be a leader in the industry through Neo Juicery. A mentor, she has provided guidance to other businesses through the Alberta Agriculture and Food Council (AFC), as an adjudicator on the Marketing of Agriculture Products Appeal Tribunal, and through lectures at the Peter Lougheed Leadership College. Her commitment to socially-led, human-centered business development is rooted in her desire to see business done better in our community.



STEPHANIE HENDIN - TREASURER

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, she hopes for continued improvements and positive actions, enabling the many businesses along SPR businesses to enjoy success.



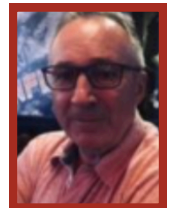
LINDSAY ELMS - DIRECTOR

Born and raised in YEG, Lindsay maintains her love for this beautiful city through volunteerism and participating in community programs and events. Loving all things design, she studied in interior design at NAIT before joining Lori Elms Design Group in 2008. Lindsay believes that community growth, like all good design, begins with an idea and call to action. She has confidence in the power of community and is thrilled to be part of the SPR board.



RUSS GARRITTY - DIRECTOR

Owner of DesignEx Consulting Ltd, Russ and his wife moved to the area in 2005., enjoying the area for it's easy access and 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. He envisions more unique business moving into the area.



CURRENT EXECUTIVE & DIRECTORS (cont.)

DANIEL LETOURNEAU - DIRECTOR

A Red Seal chef by trade, Daniel connected with long-time West Edmonton denizen, Patricia Batten, in early 2016. He helped develop Ocean Odyssey Inland's in-house fish and seafood products, before taking on a managerial role in 2018. Passionate about business development, Daniel helped modernize many of Ocean Odyssey's sales and marketing processes. Still a chef at heart, he loves to cook, garden, and share food with loved ones. He enjoys fishing, hiking, and walking his Irish Setter, Snickers.



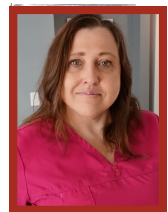
PROPOSED NEW DIRECTORS

ANDREA WINGRAVE - THRIVE ACUPUNCTURE

With a degree in Engineering and over 16 years of experience as a Doctor of Acupuncture, Andrea is the founder of Thrive Acupuncture. Her dedication to community outreach through affordable group-style acupuncture reflects her commitment to making complementary healthcare accessible to all. Andrea believes that a strong sense of community is the foundation for achieving greater goals and hopes to cultivate that as a member of the SPR board. In her down-time, Andrea loves being active in nature and doing crafty things.

**HOLLEY KOFLUK - GRIN DENTAL HYGIENE CENTRE**

Holley is a UofA trained Registered Dental Hygienist of 20 years who opened her clinic on SPR in July of 2022. She created GRIN with an aim to increase access to preventive and periodontal dental care to those who are uninsured or underinsured. Holley has found many great connections in those living in the area and feels that the SPR area has a real neighbourly feel. She believes that getting out and connecting people who share like-minded goals and listening to community members ideas and challenges are the best ways to drive positive change. When not being an entrepreneur, she enjoys golf, travel and constant learning; she is currently working on expanding her French and Spanish language skills!

**DARCY HOLDEN - HOLDEN ENTREPRENEUR SERVICES**

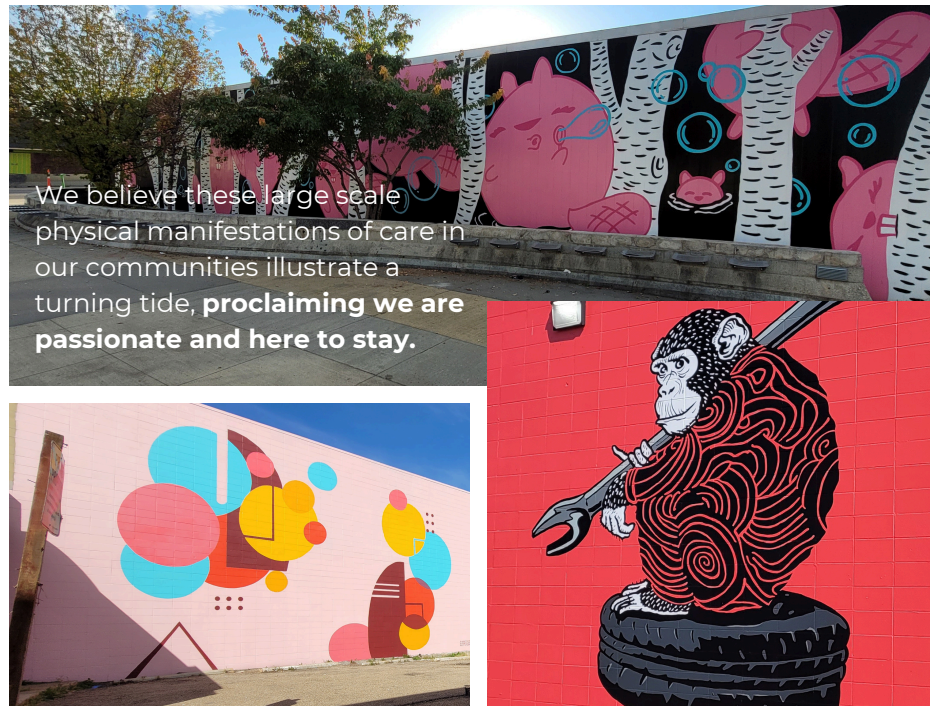
Darcy is a seasoned professional with a 35-year career in commercial finance and banking, having worked with renowned institutions like ATB, John Deere Credit, GE Capital, and Canadian Western Bank, as well as various private firms. A graduate of the University of Lethbridge (1989), Darcy earned his CGA designation in 2003. Darcy is also a decorated athlete, winning gold and bronze at the 2010 World Masters Judo Championship. In 2020, Darcy launched Holden Entrepreneur Services, following the renovation and rezoning of the office at 15615 100A Ave.



YEAR IN REVIEW:

● GATHERING SPACES AND SECURITY

In 2024 we launched an ambitious plan to create four new larger scale murals throughout our BIA. We worked with design firm **Vignettes** to create and install **three large scale (building size) murals on prominent walls** within our district that are **vibrant, bright and Instagramable**. Located at 163 Street (west facing), 152 Street (east facing), and on the east side of 153 Street, these are the first stage of placemaking murals in partnerships with building owners, businesses and SPRBA.



Along with a **50% increase** in electrical box art wraps in our area, we are inserting **diversity and representation of local histories** whilst partnering with artists to spruce up our district. All artists and collaborators received fair compensation for the use of their imagery, and are active partners in this process.

We know that increasing representation also increases a greater sense of belonging and pride in our physical environments, which in itself increases a sense of **curiosity, walkability, and awareness of place**. This contributes to a heightened sense of **familiarity, community, and thus safety** - Emphasising our role in economic community development that contributes to **greater consumer confidence and traffic** in the area.



YEAR IN REVIEW:

● EVENTS, CLEANLINESS, & COMMUNITY WELLBEING

In 2024 we debuted our **Music In the Park series** (8 Wednesdays this summer between 5pm and 7pm) featuring low amplified live music by performances in Butler Memorial Park. The park is a strong community asset and we have strategically programmed positive, human-scale activities on a weekly basis. A reason to come to SPR/Jasper Place to experience quality musical acts with family and friends, and then stay around for dinner.

This event also underscores our BIA as a place for everyone; creating positive interactions between residents, businesses and visitors. We plan for safe, family-friendly events featuring low-barrier activities, such as our still-growing **FREE Drive-In Movie** event held in RioCan Common in late August.

Our third major event, **Light Up the Park**, activates Butler Memorial with seasonal lighting and festivities to strengthen engagement with our member businesses and the local communities and champion our BIA as an entity that works to create safer spaces and markets the area as desirable to live, work, and play.



Our partnership between **The Mustard Seed** has again offered pathways to dignity, economic stability, and cleaner streets and sidewalks. In 2024 we increased our investment in the litter crew and increased to **four days a week of litter reduction** to address hot spot areas in our BIA and to hold firm on litter, debris, and the remnants of increasing issues from social disorder, houselessness, and years of systematic racism. The issues are complex and west Edmonton has been under-resourced and we need additional support.

*I would like to thank our social services agencies and partners for their work and the support of government partners. - **Todd Janes***

YEAR IN REVIEW:

HEALTHY & CONNECTED COMMUNITIES

2024 saw significant growth in rebuilding our connections within the 11 communities that surrounding and interact with Stony Plain Road.

We Belong In Jasper Place (www.webelonginjasperplace.ca) funded **eleven** unique community initiatives that sought to enhance a sense of place and increase feelings of belonging within our connected communities. We supported seniors winter walking groups; Saturday afternoon jazz concerts; combated social isolation for individuals with food insecurities; helped community leagues better connect with their neighbours and map their assets; supported difficult conversations within communities around sexual diversity, religious faith, and gender; supported musical concerts for youth during Black History month; amplified diversity within the Jasper Place History Project; created space for an outdoor winter movie festival; provided barrier-free access for children to learn about dance and respect for their bodies and others; and helped create a new festival called *Jasper Place Arts Festival*.

All of this was done with an investment of **less than \$50K** into our greater community. By investing in people and creativity, we help facilitate stronger communities that in turn invest in our economies.



CONNECTING BUSINESSES WITH CONSUMERS

RALLY FOR THE ROAD

Due to construction delays and route changes, we partnered with The City of Edmonton to develop a microsite, www.rallyfortheroad.com. It provides information on construction, wayfinding, parking, access routes, and major events along Stony Plain Road. The City funded the development and construction of the site, while SPRBA provides most of the content and maintenance, strengthening engagement and supporting local commerce. We recently integrated events into the site to direct web visitors here when browsing online.

SPANN

SPANN, the Stony Plain (Road) and Area News Network, is a community communication and engagement tool that connects surrounding residential neighborhoods with local businesses, agencies, events, and projects. It also serves as an advertising platform for member businesses. Our quarterly publication is distributed by Canada Post to nearly 10,000 residential mailboxes within our BIA's boundaries and regularly features local perspectives from member businesses and community groups. In 2024, SPANN was reduced to three issues (spring, summer, fall/winter), returning to four in 2025.

YOUNG GIANT BIG BUCKS

Our **community currency program**, designed to boost customer loyalty and sales for participating businesses, continued into 2024. Merchants distribute and accept \$3 vouchers as cash, encouraging customers to spend them on return visits at their own or other participating locations. We have seen an increase in the number of businesses joining and developing our community currency program. Merchants who capitalized on Big Bucks have reported increases in average dollar sales, units per transaction, and returning customer frequency. Additionally, redeemed Big Bucks are reimbursed in full by SPRBA, ensuring no financial impact to participating businesses—a win-win for all!

HOLIDAY GIFT GUIDE

The second iteration of our Holiday Gift Guide arrives in 2024 with **expanded distribution and up to 33.3% more pages!** This marketing tool presents Stony Plain Road in a fresh perspective while building local brand recognition of our area's businesses and services, encouraging people to explore SPR and shop locally this holiday season. By focusing on our main street, we create an authentic conversation that builds consumer familiarity and excitement with our local businesses, discouraging visits to online retailers and local mega-malls.



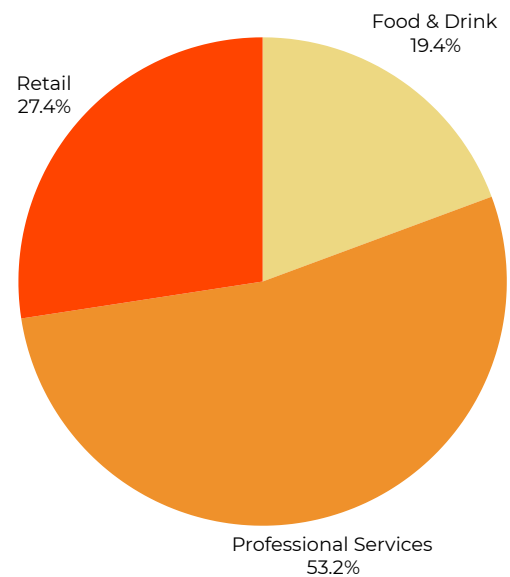
BUSINESS SERVICES: RECRUITMENT & RETENTION

EVENTS, CLEANLINESS, AND COMMUNITY WELLBEING

Our marketing campaigns have positioned Stony Plain Road as a district that is authentic and unique. In many ways, Jasper Place is its' own 15 minute community, with a wide array of businesses and services for central west Edmonton. **In 2024, we saw 54 new businesses join our BIA**, with another 8 existing purchased by new owners with minimal changes to operations.

Even with the obstacles of LRT construction, businesses see Stony Plain Road as a **good investment** for new businesses and opportunities for second and third locations. With affordable lease rates and available parking, close proximity to Anthony Henday and Whitemud Drive, and access to a variety of disposable neighbouring incomes, **our BIA provides expansive possibilities for first-time brick and mortar businesses within a still-accessible and rapidly developing district.**

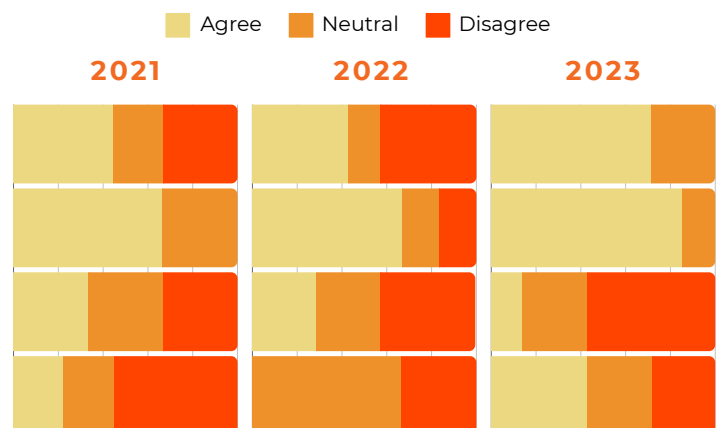
62 Total New Businesses 2024* (8 Under New Ownership)



**Totals based on data received from city, and do not include home-based businesses in area*

BUSINESS SURVEY (CITY OF EDMONTON)

- Businesses report that they identify with the surrounding neighbourhoods and community
- Businesses report they are satisfied with the mix of existing businesses in the area
- Businesses report they are succeeding (i.e. stable, growing or in decline)
- Businesses report the area is safe



PROPOSED BUDGET 2024


REVENUE	BUDGET 2025	BUDGET 2024	NOTES
BIA Levy	\$270,000.00	\$270,000.00	No Levy increase proposed
Grants	\$44,000.00	\$42,000.00	Litter grant and employment grants
JP Revitalization/ JPCD	\$86,000.00	\$136,000.00	JPCD funds
Interest	\$11,000.00	\$7,500.00	
Earned Revenue	\$14,050.00	\$9,000.00	Advertising & JPCD Admin costs,
Sponsorship/Partnerships	\$4,200.00	\$2,700.00	Events partnerships
Transfers From Reserves	\$132,000.00	\$99,000.00	Pulled from accumulated surplus
TOTAL REVENUES	\$561,250.00	\$566,200.00	
EXPENSES			
Wages & Salaries	\$203,000.00	\$168,000.00	FT ED, Members Services, Marketing
Temporary Staff	\$25,000.00	\$25,000.00	Two summer staff and one interns
Employee Expenses & Benefits	\$23,000.00	\$20,000.00	Employee Deductions, benefits
Meetings & AGM	\$4,000.00	\$3,750.00	SAGM, AGM, Public Meetings
Office Supplies & Equipment	\$5,000.00	\$5,000.00	Telephone, Internet, office supplies
Rent	\$16,700.00	\$16,000.00	property tax, combined storage/office space, parking
Insurance	\$3,000.00	\$2,100.00	
Professional Fees	\$4,200.00	\$4,000.00	Audit + contingency fees
Professional Development	\$5,000.00	\$3,300.00	Board Development, Staff PD, strategic planning
Advertising & Marketing	\$32,000.00	\$31,500.00	Young Giant, BRR, Rally for the Road, seasonal campaigns
SPANN	\$16,000.00	\$15,500.00	SPANN - printing, postage, design X4 issues
Communications	\$5,050.00	\$5,050.00	Web services, design, email, and annual licenses
Flowers	\$26,000.00	\$27,000.00	Summer flowers & Beds
Cleaning & Litter	\$30,000.00	\$28,000.00	Late April - November
Placemaking	\$45,300.00	\$46,000.00	Murals, electric boxes, crosswalks
Special Projects	\$86,000.00	\$136,000.00	JPCD
Events	\$32,000.00	\$30,000.00	MItP, Movie Event, Light Up, and smaller events
TOTAL EXPENSES	\$561,250.00	\$566,200.00	

BUDGET 2023 YEAR END

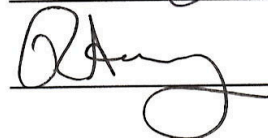
Stony Plain Road and Area Business Revitalization Zone Statement of Financial Position

December 31	2023	2022
Assets		
Current		
General account	\$ 230,118	\$ 525,790
Savings account	385,430	176,851
Short-term investments (Note 4)	250,000	-
Accounts receivable (Note 3)	10,861	5,039
	<u>876,409</u>	<u>707,680</u>
Investments (Note 4)	<u>150,000</u>	<u>350,000</u>
	<u>\$ 1,026,409</u>	<u>\$ 1,057,680</u>
Liabilities		
Current		
Accounts payable and accrued liabilities	\$ 2,903	\$ 4,070
Deferred revenue (Note 5)	<u>378,060</u>	<u>441,042</u>
	<u>380,963</u>	<u>445,112</u>
Net Assets		
Capital reserve (Note 8)	166,779	166,779
Unrestricted net assets	<u>478,667</u>	<u>445,789</u>
	<u>645,446</u>	<u>612,568</u>
	<u>\$ 1,026,409</u>	<u>\$ 1,057,680</u>

Approved on behalf of the Board:



Director



Director

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

BUDGET 2023 YEAR END

Stony Plain Road and Area Business Revitalization Zone Statement of Cash Flows

For the year ended December 31	2023	2022
Cash flows from operating activities		
Cash receipts from special levy and other income	\$ 313,985	\$ 477,414
Cash paid to suppliers, contractors and employees	(374,998)	(116,856)
Cash flows from operating activities	(37,093)	365,692
Investing activities		
Purchase of investments	(50,000)	(100,000)
Increase (decrease) in cash and equivalents during the year	(87,093)	265,692
Cash and equivalents, beginning of year	702,641	436,949
Cash and equivalents, end of year	\$ 615,548	\$ 702,641
Represented by		
Cash and bank accounts	\$ 230,118	\$ 525,790
T-Bill savings account (Note 4)	385,430	176,851
	\$ 615,548	\$ 702,641

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

BUDGET 2023 YEAR END

Stony Plain Road and Area Business Revitalization Zone Statement of Operations

For the year ended December 31	2023	2022
Revenue		
Special levy	\$ 270,000	\$ 262,183
Grants (Note 7)	103,334	56,044
Other income, reimbursements and donations	4,612	6,742
Advertising - SPANN	4,843	2,990
	382,789	327,959
Expenses		
Advertising and promotion	16,391	17,902
Community development	60,437	-
Insurance	1,355	1,290
Meetings	1,616	1,769
Office supplies	2,424	2,570
Professional development	802	262
Professional fees	3,600	4,550
Program costs - flower baskets and street cleaning	60,225	49,851
Program costs - special events	34,745	32,591
Program costs - SPANN	15,044	13,599
Salaries and benefits	164,512	164,221
Rent and storage	11,361	11,247
Telephone and fax	1,319	1,707
	373,831	301,559
Income from operations	8,958	26,400
Investment income (Note 4)	23,920	5,134
Excess of revenue over expenses	32,878	31,534
Net assets, beginning of year	445,789	414,255
Net assets, end of year	\$ 478,667	\$ 445,789

The accompanying summary of significant accounting policies and notes are an integral part of these financial statements

