



STONY PLAIN ROAD BUSINESS ASSOCIATION

2024 marked visible progress on Valley Line West construction, with sidewalk improvements along Stony Plain Road (156–150 St.), showcasing future LRT elements. Collaboration with the City and Marigold Infrastructure Partners reinforced a shared vision for a safe, functional transit system.



Challenges included catastrophic damage to Revolution Square, displacing 14 businesses, with some closing permanently. **Increased social disorder and homelessness further underscored the need for trauma-informed solutions to support the district's stability.**



Significant investments in placemaking enriched the west half of our BIA, including murals, wrapped electrical boxes, and decorative lighting (157–170 St.). We strengthened bonds with businesses, organizations, police, and residents while advancing human-scale projects in Jasper Place.



Highlights included our first SPR Dining Week, Rally for the Road, the Holiday Gift Guide, and a monthly consumer newsletter—boosting local businesses and west-end engagement.

In governance, we welcomed four new board members and bid farewell to four departing directors. **In 2025, strategic planning will define progress metrics to strengthen business support and reinforce Stony Plain Road as a vibrant main street.**

**Todd Janes,
Executive Director**



OUR ELECTED BOARD IS
COMPRISED OF LOCAL BUSINESS
& COMMERCIAL PROPERTY
OWNERS; WHO SEE VALUE IN
WORKING TOGETHER
TO IMPROVE OUR
COLLECTIVE BIA.



2024 BOARD

Chair

Rachelle Arvay, *ATB Financial*

Vice Chair

Kareema Batal, *Neo Juicery*

Treasurer

Stephanie Hendin,
Anexco Properties

Directors

Lindsay Elms,
Lori Elms Design Group
Tommy Chandra Swamy,*
Silverlady Construction Ltd.
Russ Garitty,*
DesignEx Consulting Ltd

Directors (cont.)

Nicola Lapp,*
TwinFlower Studio
Daniel Letourneau,
Ocean Odyssey Inland
Brandon Schatz,*
Variant Edition

Joining in 2025:

Darcy Holden,
Holden Entrepreneur Services
Holley Kofluk,
Grin Dental Hygiene Centre
Andrea Wingrave,
Thrive Acupuncture
Sinmiloluwa Ogunniran,
Honorary Director

2024 STAFF

Executive Director

Todd Janes

Members &

Communications Coordinator

Justin Keats

Marketing & Events Coordinator

Deanna Eng* / Jacklyn Rocha*

Summer Internships

Alexander Pickering
Zainab Abdullahi

Contracts & Partners

Byron Nilsson*, *SPANN Design*

* Denotes role ended in 2024

OPERATIONAL VALUES & STRATEGIC PILLARS

OPERATIONAL VALUES

Identified and developed in a 2020 branding exercise, these values can be understood and appreciated by our membership from the perspectives of both an individual and as collective:

1

INNOVATION
EXPERIMENTATION

2

PLURALISM
DIVERSITY
EQUALITY

3

ETHICS
INTEGRITY
HONESTY

STRATEGIC PILLARS

Four interlocking strategic pillars guide our forward momentum. They inform how we allocate resources, plan, and budget; all with the goal of creating a thriving Mainstreet within Jasper Place. Viewing each strategy as a lens a broader picture emerges illustrating their symbiotic relationships and shared impacts to our BIA and beyond.



PLACEMAKING & GATHERING SPACES

“WHAT IS MOST ATTRACTIVE, WHAT ATTRACTS PEOPLE TO STOP AND LINGER AND LOOK, WILL INVARIABLY BE OTHER PEOPLE. **ACTIVITY IN HUMAN LIFE IS THE GREATEST ATTRACTION IN CITIES.**”

- JAN GEHL



PUBLIC EVENTS

Our BIA fosters inclusivity and safety through vibrant programming. **Our third annual Summer Movie Night at RioCan Mayfield drew 600 attendees,** featuring a newly released film and lively pre-show activities.

Music In the Park, a summer cinq à sept concert series, revitalized Butler Memorial Park, with Funk The Matriarchy headlining the final week. Over 70% of distributed \$5 food coupons were redeemed, boosting local engagement.

Winter's **Light Up The Park, in its third year, welcomed 250 attendees with entertainment, refreshments, and launched our second annual Holiday Gift Guide,** in partnership with Jasper Place Arts Society and local businesses.

JASPER PLACE ARTS FESTIVAL

Through community efforts with We Belong In Jasper Place, **a \$5,000 grant helped launch the Jasper Place Arts Society's inaugural festival at Butler Memorial Park.**

Despite rain, artists and participants energized the space, showcasing the power of community programming. **We also sponsored their volunteer program and eagerly anticipate the 2025 festival.**

UTILITY BOX WRAPS

Nine newly wrapped electrical boxes, showcasing work by eight racialized and mixed-origin artists, were installed in west BIA. A launch event and walking tour celebrated the project, supported by the City of Edmonton. Though paused, we remain hopeful for its return, along with decorative crosswalks, as economic conditions improve.

MURALS

To uplift the community amid construction, **we partnered with Vignettes to create three murals, led by artist Vhinny Le, at Vacuum Central, TireCraft, and West End Exchange.** These artworks deterred graffiti, transformed spaces, and received overwhelmingly positive public feedback. **More mural projects are planned for 2025.**

SAFETY, CLEANLINESS & COMMUNITY WELLBEING

Maintaining city assets and private properties remains critical to accessibility, especially with ongoing construction detours and road closures. A multifaceted approach is needed to address evolving community needs and ensure long-term stability.

Edmonton's rapid growth has outpaced infrastructure, necessitating trauma-informed, people-centered solutions. Our BIA prioritizes inclusive spaces and strategic interventions that support business operations along Stony Plain Road.



THE MUSTARD SEED & SPR LITTER TEAM

Through a social enterprise model, our partnership with The Mustard Seed provides supervised day labor for litter clean-up in west Edmonton. This initiative strengthens community ties, fosters business connections, and promotes shared responsibility, creating a cleaner, safer district.

SPR BEAT PATROL & NEIGHBOURHOOD EMPOWERMENT TEAM

In 2024, we operated without a NET member and relied on two BEATS teams –one for Stony Plain Road, the other shared with 124 Street. Their visible presence and de-escalation efforts strengthened community ties and crime prevention.

The West Division of EPS remains a valuable local asset, but a third BEATS team is needed to provide consistent coverage.



PUBLIC WASHROOMS

For three years, Butler Memorial Park's mobile washroom, staffed 10 hours daily, has provided dignity and reduced public sanitation issues. With nearby transit hubs, we advocate for permanent, year-round facilities beyond the May–October window.



BUILDING COMMON GROUND WITH LOCAL AGENCIES

The Orange Hub hosts over 15 helping agencies, including Yellowhead Tribal College and Red Road Healing Society. In 2024, we strengthened ties with Boyle Street Community Services and The Mustard Seed, supporting their work with vulnerable populations despite limited resources.

AN ENGAGED & CONNECTED BUSINESS COMMUNITY



MEMBER RELATIONS

This area has grown over the past two years with a dedicated full time staff person to inform, support, and connect with our members to engage and enhance agency while navigating bureaucracy and structures with government and agencies.

MEMBERS NEWSLETTER

Our most constant method of member engagement, our bi-weekly newsletter provides regular updates, enabling our organization to be in contact with members a minimum of twice a month. We have refined our newsletter over 2024 into a curated stream of relevant information, grant resources, workshop opportunities, and local community events and connectors.

\$3 BIG BUCKS

Our marketing campaign incentivized local shopping with \$3 vouchers, rewarding customers who spent \$10+ at participating stores. The program encouraged cross-business engagement via social media, wayfinding maps, and a webpage.

Voucher management proved resource-intensive, and businesses faced occasional confusion. The program is paused after 2024 to explore alternatives.

STONY PLAIN ROAD DINING WEEK

Our inaugural Dining Week featured 18 local restaurants offering special menu rates over ten days. Diners entered a \$250 gift card draw by submitting receipts via QR posters, helping measure economic impact.

New participants included Earls, Owsmos Shawarma, The Lobster Mobsters, and Panini's Italian Cucina—solidifying Stony Plain Road as a dining destination.

The campaign also highlighted challenges in engaging corporate marketing teams, prompting refined canvassing strategies for future outreach

HOLIDAY GIFT GUIDE

The second edition launched in 2024, showcasing 52 businesses (13% growth) and paid 12 advertisers (140% increase). Circulation was expanded to 15,000, but delayed due to the Canada Post labour disruption. We quickly adapted, releasing a digital version via social media and websites.

Blending traditional and digital marketing, the guide promotes authentic, local shopping—resonating with consumers and businesses alike.

AN ENGAGED & CONNECTED NEIGHBOURHOOD

Spanning 30+ city blocks with over 550 businesses, Stony Plain Road intersects eight neighborhoods and connects over ten more within a ten-block radius. As Jasper Place’s centerpiece, we focus on marketing and community-building –driving awareness and inspiring people to shop, connect, and explore.



RALLY FOR THE ROAD

With City of Edmonton support, **Rally for the Road centralizes LRT updates, events, and business profiles for SPRBA.** Partnered with MIP and the City, it aids navigation and provides vetted business insights during infrastructure investment.

THE RETAIL READER

Our consumer e-newsletter takes a personal, localized approach to place-building, curating insights on unique destinations, events, and exclusive deals along Stony Plain Road.

WE BELONG IN JASPER PLACE

Through an asset-based approach, **We Belong In Jasper Place fostered strategic partnerships and citizen-led community work, funding 21 projects over two years.**

As SPRBA’s leadership concludes, **its success highlights how small grants drive local progress while exposing systemic deficits in west Edmonton.**

The Jasper Place Arts Society continues expanding networks and programming, supported by Lindsay Humer and Tilia Consulting.

LOCAL PARTNERSHIPS

In 2024, we helped **Grovenor, Crestwood, and Summit Place residents celebrate the MacKinnon Footbridge opening,** strengthening the bonds of local SPR communities.

STONY PLAIN ROAD AREA NEWS NETWORK

SPANN connects local businesses with neighborhoods and events through a quarterly publication distributed via Canada Post, offering advertising opportunities.

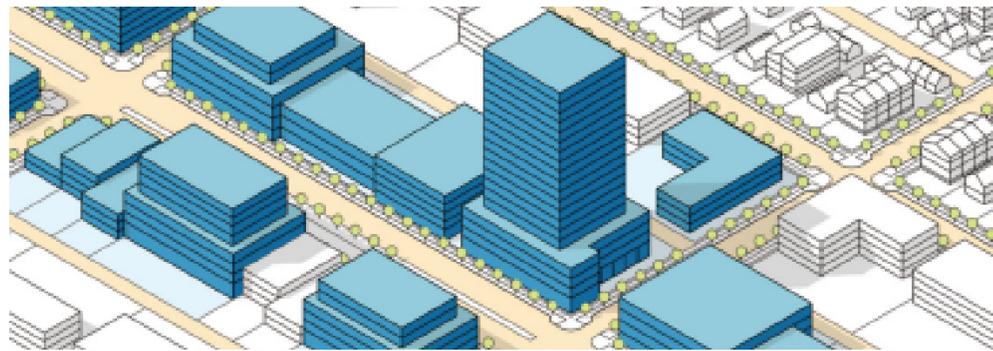
The Jasper Place History Project preserves local heritage through SPANN’s archive of articles and interviews.

In 2024, SPANN reduced to three issues to prioritize our Holiday Gift Guide, but returns to four in 2025.

BUSINESS RECRUITMENT & RETENTION

Independent businesses across Edmonton face mounting challenges—from graffiti and biohazardous waste to rising homelessness and direct economic losses. Years of delayed construction, reduced traffic, and inflation have eroded Stony Plain Road’s vitality.

Despite other BIAs receiving city funding, our request for modest support was denied. **As we transition to post-construction recovery, we urge innovative solutions to help businesses capitalize on the West Valley Line’s completion and drive future growth.**



PRIORITY GROWTH AREA REZONING

Edmonton’s new Zoning Bylaw and Valley Line West **transit nodes will drive transformative growth across our BIA, with 25,000+ residential units projected near Stony Plain Road**—doubling our consumer base.

As a key corridor in the City Plan, **SPRBA fosters main street growth, emphasizing the need for more green spaces and civic areas.** While acquiring The Orange Hub is progress, aging infrastructure presents challenges.

With proximity to transit, competitive lease rates, and vibrant communities, **Stony Plain Road is primed for rapid investment returns.** We remain committed to fostering expansion and long-term economic development.

CLOSURES VS NEW BUSINESSES

Despite Revolution Square’s damage and economic hurdles, **area business resilience fuels transformation.** The former Jasper Place Hotel and vacant storefronts highlight struggles, yet RioCan Common and West Block maintain near full occupancy.

Over five years, 100 new businesses have launched, supported by residential and commercial developments. **With 550+ businesses, our BIA remains a prime destination for emerging enterprises.** Infill and moderate-density housing continue attracting young families and empty-nesters, driving efforts to expand retail and food experiences.

VALLEY LINE WEST CONSTRUCTION

After 44 months of slow progress, 2024 finally saw momentum in Valley Line West construction, with MIP and its sub-contractors accelerating work along SPR (149–156 Street). **We remain hopeful that planned intersection improvements in 2025 will further expedite completion.**

While delays have strained trust in project management, **we continue advocating for support in this historically resilient commercial district**—where hope persists despite adversity.

2024 BUDGET SUMMARY

RECOGNIZING THE CHALLENGES FACED, **WE HAVE BALANCED STRATEGIC GROWTH WITH FRUGALITY, OPTING NOT TO INCREASE BIA LEVIES FOR 2024 AND 2025.** INSTEAD, WE'VE LEVERAGED AN ACCUMULATED SURPLUS, BUILT DURING COVID-19...

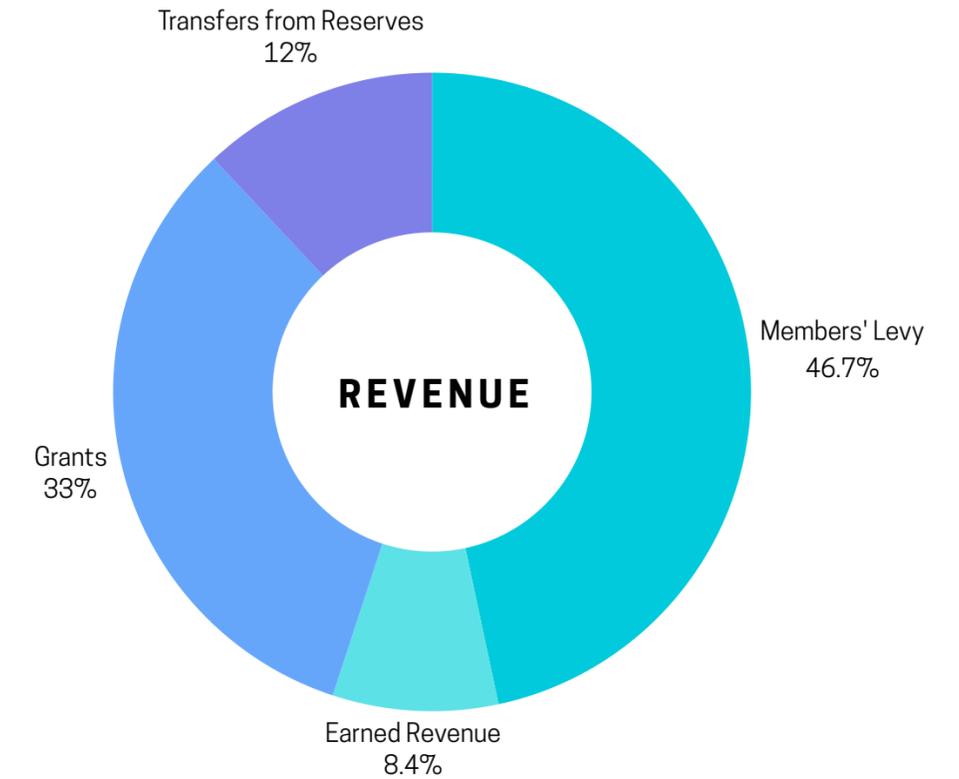
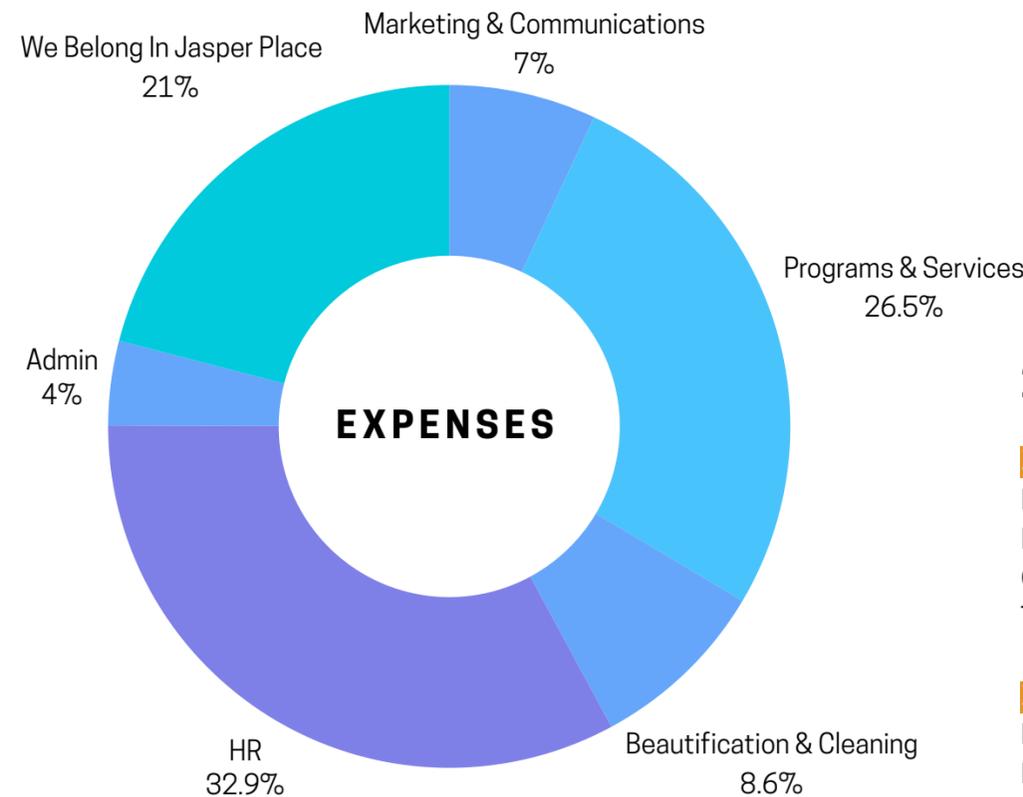
Over three years, Stony Plain Road businesses have innovated to deliver authentic, customer-focused experiences. **Led by owner-operated small businesses, our Board remains committed to reducing barriers within the BIA.**

Balancing growth with frugality, we've avoided levy increases for 2024 and 2025, instead leveraging COVID-era surplus funds— allocating \$70,000 in 2024 and budgeting \$130,000 for 2025—to reinvest in member programs and services.

Our organization continues evolving to support businesses and establish Stony Plain Road as a vibrant Main Street. We uphold high standards to align decisions with BIA values.

In 2024, we maintain key events— Music in the Park, Winter Light Up, SPR Dining Week, Holiday Gift Guide, SPANN, Rally for the Road content, and governance meetings. **We're also exploring workshops for frontline workers, a pilot outreach support program, and enhanced networking opportunities.**

In 2025, the Board will develop a new strategic plan and review programs to strengthen BIA initiatives.



2024 REVENUES AND EXPENSES

2024 TOTAL REVENUE	\$578,533.00
Members' levy	\$270,000.00
Earned revenue	\$48,402.00
Grants	\$190,679.00
Transfers from reserves	\$69,452.00
2024 TOTAL EXPENSES	\$578,533.00
Marketing & Communications	\$40,588.00
Programs & Services	\$153,658.00
Beautification & Cleaning	\$49,582.00
Human Resources	\$190,047.00
We Belong In Jasper Place	\$120,301.00
Administrative Costs	\$24,357.00

A NEW PROPOSED STRATEGIC PLAN

In early 2025 our organization conducted several strategic planning sessions, with the goal of identifying the strengths and potential in the area today, as well as the challenges that business owners are currently facing.

This Strategic Plan is the result; an ambitious guide for the SPR Business Association's work over the next several years, grounded in the realities currently faced by businesses in this area, as well as reaching to forward-looking aspirations, working to position Stony Plain Road businesses to seize the opportunities that will emerge in the coming years.

Through this process, the Stony Plain Road Business Association has renewed their Vision, Mission, and Values, and developed new Strategic Pillars to provide a structure and lens for the organization's projects and evaluative criteria for new pieces of work that may present themselves.

VISION

We are a hub that fosters connection and optimism within the Stony Plain Road and Area business community to make our corridor a unique and attractive destination.

OPERATIONAL VALUES

- 1) We help cultivate connections, build relationships, and foster innovative approaches to attract and retain businesses.
- 2) We promote initiatives that respect the dignity and wellbeing of businesses, visitors, and residents.
- 3) We steward members' trust and resources effectively and responsibly, and are transparent about our progress and processes.
- 4) We champion the vibrant and diverse business community of the SPR area, collaboratively delivering programs and services that create remarkable experiences for businesses, visitors, and residents.



MISSION

We support the prosperity of the SPR area by championing local businesses, strengthening the reputation of the area, and building mutually beneficial connections.



STRATEGIC PILLARS & ACTIONS

The actions under each pillar were identified by the Board of the SPR Business Association during planning sessions as potential aspirations. These actions are not wholly representative of the current work of the organization but reflect the focus of discussions and new interest by the Board and staff during the planning sessions.

While some of the actions outlined here are clear and easy to advance, some of these actions will require further examination and lift from the staff team to understand the implications, resource requirements, and risks that might be attached to their pursuit. Going forward, the Board can review the actions outlined in this section and make strategic decisions about what they would like to direct the staff team to explore, with the understanding that the Board will need to make definitive decisions through a formal vote to issue direction to the staff team.



