

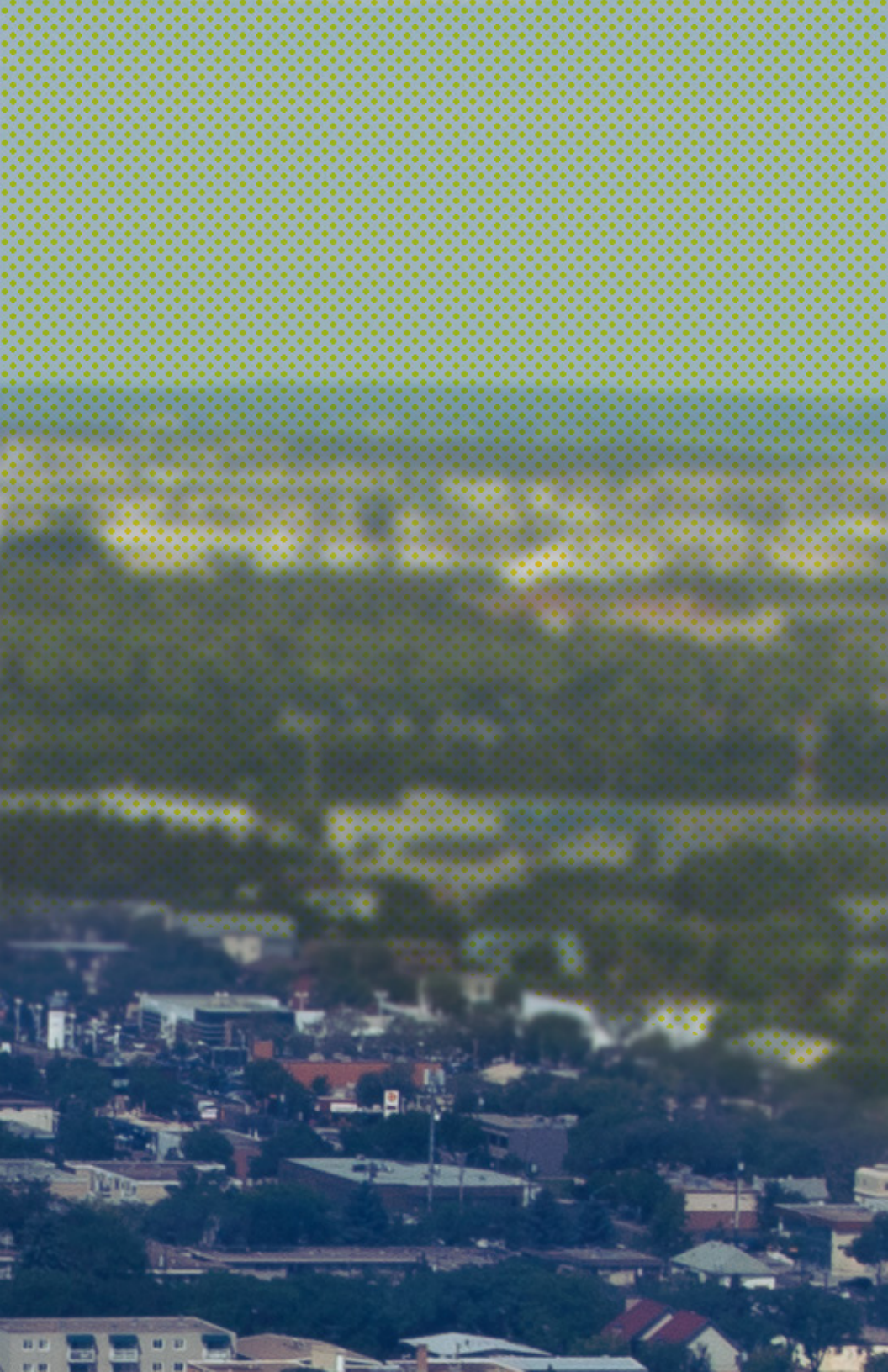


--- THE NORTH EDGE

**BUSINESS
ASSOCIATION**

WELCOME

BIA HANDBOOK



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WELCOME TO THE ASSOCIATION

Dear Business Owner/Operator,

Congratulations on the opening or relocation of your business to the North Edge District. We want to warmly welcome you to this diverse district and extend well wishes and hope that you will find great success here.

By opening a business in this area, you are now a member of the North Edge Business Association as well as the North Edge Business Improvement Area (BIA), established by City Council through bylaw. A BIA is a non-profit association that works to improve and steward a dynamic commercial area and promote the area as a commercial destination. The BIA acquires funding through a levy on members automatically collected by the city. There are no additional membership fees.

Part of the benefits of belonging to this business district is the sense of community you will quickly feel among fellow businesses and our association office. If you require any assistance with anything at all please contact our office at 780.288.0139 and we would be happy to assist you. We look forward to being your partner in business!

To learn more about the North Edge BIA and how we service your business needs please use this handbook and visit our website thenorth-edge.ca.

Sincerely,

Laurene Viarobo, Executive Director
North Edge Business Association
District by Design

MEET YOUR BOARD MEMBERS

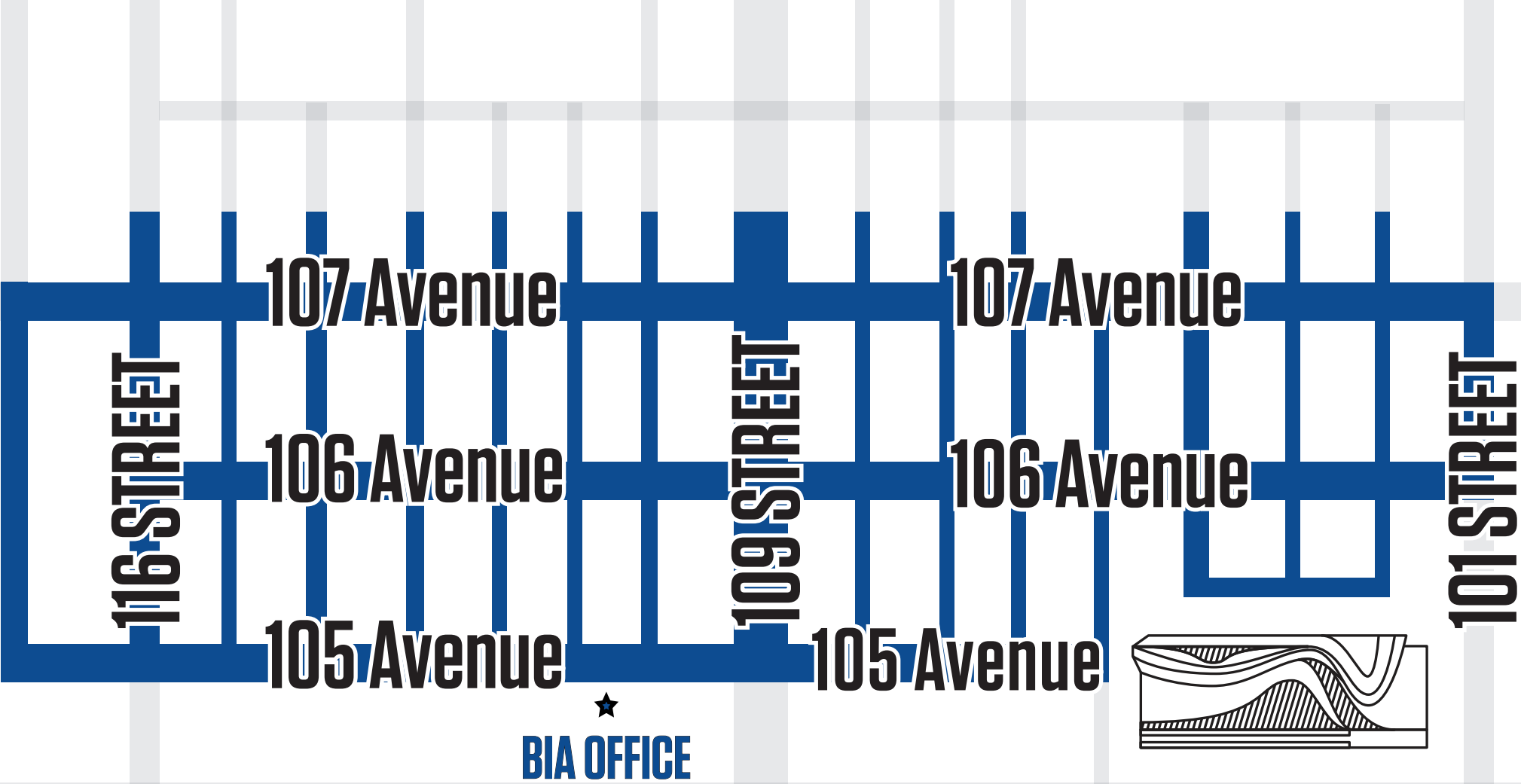
Ingrid Schifer Schif And The City	Will Exelby Exelby & Partners Ltd.	Wilson Huang Wescan Embroidery & Printing
Mary Gerrard Interscape Interior Design	Sheldon Fall MPM Project Management	George Vashishta T4 Tax
Anton Morgulis 76 Group	Aga Kwasnik Wigger Draperies	Liban Weid Grocery Store
Kirsta Franke The Public Alberta's Food Incubation Hub	Sammy Berhane Habesha African Market	

STAFF

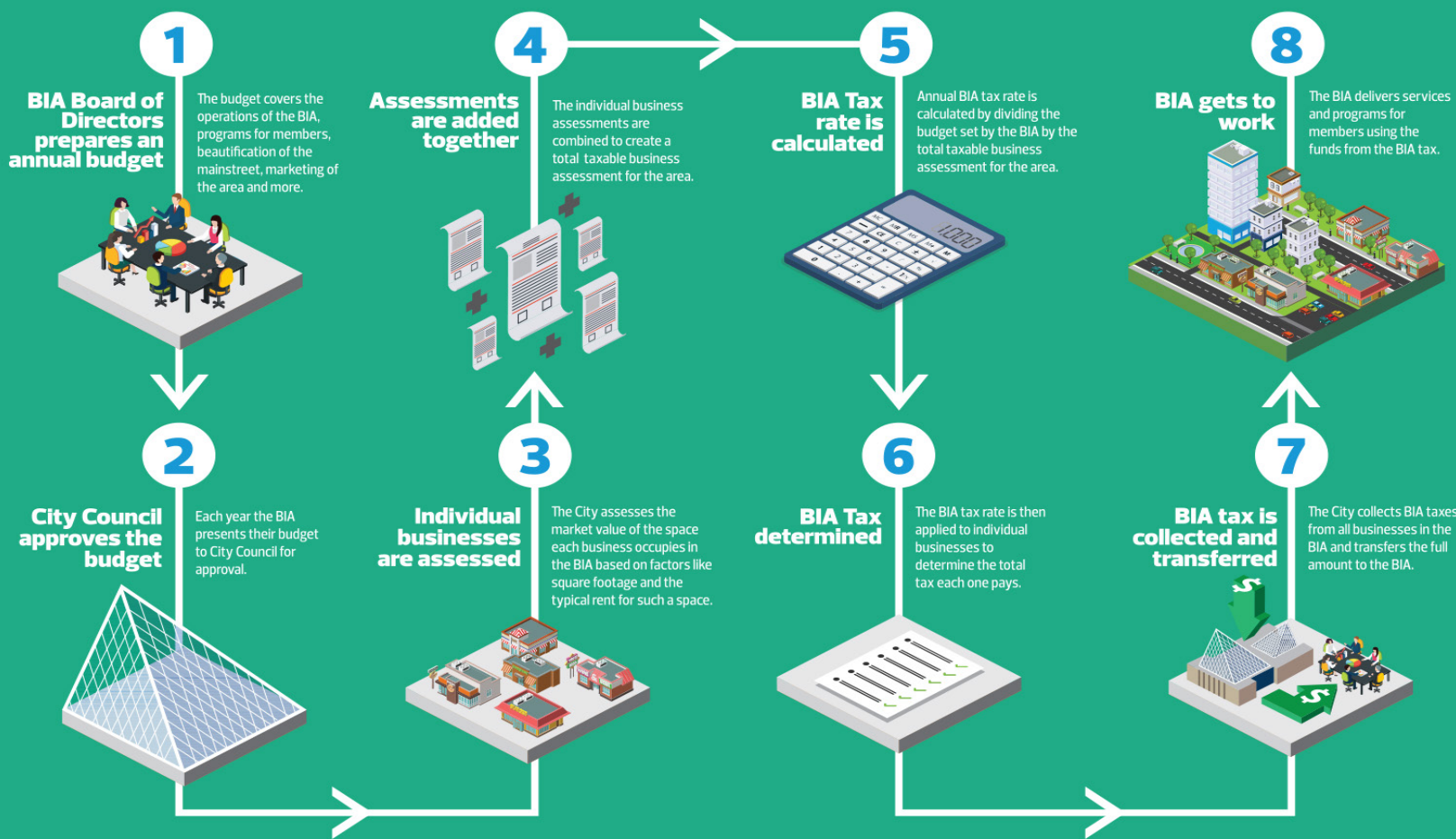
Laurene Viarobo
EXECUTIVE DIRECTOR



BIA BOUNDARY



A step-by-step guide to the Business Improvement Area (BIA) Tax Process



Example

Molly's Pizza is located in a BIA

Calculating BIA tax rate

BIA's annual budget	Total taxable business area
\$200,000	\$10M
\div	
=2%	
BIA tax rate	

Calculating individual business assessment

Molly's Pizza

business operation area:	net annual rental rate:
2500 ft ²	\$10 ft ²
\times	
=\$25,000	

Calculating the BIA tax

Molly's business assessment	BIA tax rate
\$25,000	2%
\times	
=\$500	

Molly's Pizza owes \$500 in BIA taxes





**WHAT WE DO
FOR YOU**

MARKETING



Are you active on Social Media? So are we! Follow us and we'll follow you back. You'll be the first to know what the management team at North Edge is doing to make the BIA amazing!

@NorthEdgeYEG



Planning an event? Let us help promote it! We can tweet, post, like, share and distribute your promotional material for you.

Want a stronger online presence for your business? Reach out to us and we'll help teach you how to make your marketing efforts as effective as possible!



@NorthEdge_YEG

A lot of events happen in the North Edge District throughout the year. Are you interested in getting your name out there? Let us know and we can help you find the right sponsorship opportunity!



If you're not active yet on Social Media, no problem! We can help you set one up and give you a rundown of what you should know.

@NorthEdgeYEG



Take advantage of the North Edge Business Directory on thenorthedge.ca website! Showcase the products/services you sell and be seen as part of a bigger community!

Don't forget to claim your business on Google! Google reviews is the first thing your customers will see when looking you up. Make sure the information there is correct and stay active on your reviews!



CONTACT US

587.597.8773 / 780.288.0139



CLEANLINESS



Capital City Clean Up is a litter reduction and graffiti prevention program developed to help keep the city clean, safe and attractive.

Professional Graffiti Cleaning Program

STEP 1:

Take a photo and submit it to capitalcitycleanup@edmonton.ca

STEP 2:

File a report with Edmonton Police Service. Hold onto your EPS file number as you'll need it for step #3.

STEP 3:

Apply for the Professional Graffiti Cleaning Program on Edmonton.ca website. Search for 'Professional Graffiti Cleaning Program'.

Graffiti Prevention Murals

Since 2010, the Community Mural Matching Grant Program has supported non-profit community agencies to develop over 50 murals in Edmonton neighbourhoods. The goal is to deter graffiti and create a shared responsibility for graffiti prevention in Edmonton.

Search 'Community Murals' on Edmonton.ca for information on how to apply.

Litter Pick Up Events

Each spring, Capital City Clean Up (CCCU) kicks off litter clean up for the year. Join CCCU for one of these events to make Edmonton shine! CCCU events include organized clean up events in the spring, summer and fall.

Big Bin Events

Big Bin Events allow residents to dispose of household items too large for regular collection at no charge.

Search 'Big Bin Events' on Edmonton.ca for a schedule of when the next Big Bin event is.

Call 311 or email capitalcitycleanup@edmonton.ca for any questions on CCCU and their events.



North Edge contracts landscapers to keep the North Edge area clean and well maintained throughout the year. The crew cleans garbage, sweeps streets, shovels public property, and reports any public land issues that need to be maintained during the warmer months.

Note: North Edge BIA only maintains public land; maintenance of private property is the responsibility of the land owners/businesses.

QUESTIONS OR CONCERNS?

587.597.8773 / 780.288.0139

SAFETY & EPS



The Neighbourhood Empowerment Team (NET) works with residents, community, businesses and organizations to identify recurring situations which affect community safety and would benefit from proactive and preventative interventions.

NET is a partnership between Edmonton Police Service, The City of Edmonton, The Family Centre, and United Way Capital Region.

NET's goal is to identify and implement innovative strategies and work with community to address factors which are contributing to the situation, ultimately working toward a resolution of the incidents which are creating or contributing to the issue.

Business Safety Matters

This resource developed by NET provides a series of tips to help property owners, business owners and employees reduce crime and disorder at your place of work.

Search 'Neighbourhood Empowerment Teams' on Edmonton.ca for a pdf copy.

Neighbourhood Response Tool

The City developed a neighbourhood response tool that helps you make the right call at the right time. It covers a range of situations from witnessing vandalism, intoxication and substance abuse to property and business concerns and provides tangible steps to increase safety and minimize risk.

Search 'Neighbourhood Empowerment Teams' on Edmonton.ca for a pdf copy.

If you have questions or concerns about your area please contact your local Community Liaison Constable at DDivCCMT@edmontonpolice.ca. Please note this email is not monitored 24/7. Please call 911 for emergencies or 780-423-4567 for non-emergencies.



Want a police officer at your event?

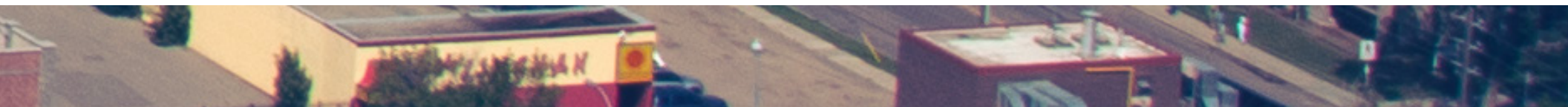
With several beat policing teams and a community liaison office, Downtown Division members attend and participate in numerous community events. The downtown division is a leader in community policing and ensures to be a visible presence for residents and visitors alike.

Downtown Division welcomes everyone to, "Come and enjoy all the diverse businesses, restaurants and events that the centre of Edmonton has to offer!"

To request a police officer at your event, please email DDivCCMT@edmontonpolice.ca

QUESTIONS OR CONCERNS?

587.597.8773 / 780.288.0139



BUSINESS SUPPORT & INVESTMENT



Storefront Improvement Grant

As a North Edge BIA member, landlords/business owners have access to the **Storefront Improvement Grant**. The grant covers 50% of renovation costs up to a maximum of \$25,000. Corner buildings are eligible for up to \$30,000 or \$50,000 if one side of the building has at least 50% street-level glazing and an entrance, patio, or other active use.

The grant benefits include increased business exposure, more attractive streets, inviting places to walk and shop, better first impressions for businesses, enhanced property values, and improved marketability of the local business area.

Storefront Refresh Grant

A small step for your business, a big change for the North Edge BIA. The **Storefront Refresh Grant** allows you enough funds to repair existing awnings, upgrade existing lighting fixtures, or refresh the paint! This grant will cover 50% of the cost of improvements up to a maximum of \$1,000 per building. The improvements must be completed within 6 months.

Advocacy

North Edge plays an advocacy role on behalf of the businesses located within the North Edge boundaries. We do our best to make sure the businesses that rely on us have their voices heard at City Council and in relation to projects such as land use changes and policy changes.

Development Application Assistance

North Edge can help you apply for zoning changes, development permits and parking changes on the street or on your property. Interested in getting a bike rack? Or need help implementing a patio? North Edge can help.

Commercial Space Sourcing

North Edge can help businesses relocate into larger commercial spaces within the BIA area or help new businesses locate the right commercial property in the North Edge BIA.

NEED HELP WITH YOUR APPLICATION?

780.288.0139



DISTRICT BRANDING & ENGAGEMENT



Central McDougall
Queen Mary Park



Destination

The North Edge BIA establishes branded flags, street blades, entry signage, and other capital works to improve the area and create an identity for the North Edge.

Summer Flower & Winter Display

The North Edge BIA invests in the beautification of the North Edge area. During the summer we invest in the maintenance of our planters and plant beautiful flowers which make the area glow. During the winter we customize the planters to reflect the holiday spirit.

Member Engagement

The Executive Director of North Edge BIA and the #YEG Ambassadors walk around and visit businesses periodically throughout the year. Primarily our main source of communication is e-mail, so to stay up to date, please subscribe to the mailing list on thenortheedge.ca or email bia@thenortheedge.ca.

Revitalization/Renewal Programs

The North Edge BIA is a member of the Revitalization Committee. Being a member of the Revitalization Committee allows the North Edge to take part in City of Edmonton planning and strategy development to ensure businesses can share their input on area changes within the Queen Mary Park and Central McDougall neighborhoods.

Small Sparks Grant - \$250

The City of Edmonton created the Neighbourhood Revitalization Matching Fund to support new opportunities and activities that support the goals of neighbourhood Revitalization in communities involved with the City of Edmonton Neighbourhood Revitalization initiative.

Search 'Small Sparks Grant' on Edmonton.ca for more information and application.

LEARN MORE ABOUT OUR PROJECTS!

780.288.0139

#YEG AMBASSADORS



Council for Safe Communities



MEET THE #YEG AMBASSADORS



SAMI AYYAZ

Marketing & Graphic Design

sami.ayyaz@thenorthedge.ca
587-597-8773



KIERAN MORAN

Community Development & Engagement

kieran.moran@thenorthedge.ca
780-977-7465



CARRIE WU

Project Management & Strategy Development

carrie.wu@thenorthedge.ca
587-337-3182

HELPING YOU CONNECT TO WHAT MATTERS TO YOU.

Working with business improvement areas, #YEG Ambassadors is a collaborative initiative that connects citizens and businesses to resources and services to encourage vibrant urban communities.

Connecting with Businesses

Ambassadors connect businesses to the services and resources to help them and their customers enjoy their experience.

Connecting with Community Agencies

Ambassadors build knowledge and relationships with social agencies in the neighbourhood.

Connecting with Community

Whatever brings people to the area, Ambassadors are there to ensure they have the resources they need to feel welcome and safe.



If you know of or see someone in distress you can talk to an ambassador or call 211.

If you need information about city services you can call 311.



@yegambassadors

WEBSITE

yegambassadors.ca



RESOURCES



thenorthedge.ca

Stay up to date with everything the North Edge BIA is up too.



yegambassadors.ca

Stay up to date with everything the #YEGambassadors are up too.



Small Sparks Grant

Apply for up to \$250 for your community event!



Storefront Improvement Program

Apply for up to \$50,000 to upgrade your business exterior!



Business Safety Matters

Get a PDF copy of this handy guide! Keep your business safe by following these tips.



Neighbourhood Response Tool

Get a PDF copy of this handy guide! Help keep your neighbourhood safe through these tips.



Graffiti Cleaning Program

Apply through the Graffiti Cleaning Program for up to \$750 a year towards your graffiti cleaning costs.



Community Mural

Have a history of graffiti? Apply for a matching mural grant to protect your wall from further tagging.



BIA Levy Information

Visit the link for more information regarding your business tax assessment.



Community League Directory

Your community is your business! Get in touch with your local community league to help grow your business.

Scan the QR Code with a phone camera or through a QR Code reader app to visit the links.

CONTACT

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[@NorthEdgeYEG](#)/[@NorthEdge_YEG](#)**

