

ANNUAL RAPPORT 2022





Message from our Board Chair, Martin Van Keimpema

On behalf of our Board of directors, I want to extend to all our members a great year coming in 2023. The past couple of years, (2020 & 2021) have proven to be challenging to say the least. The pandemic left its mark on our local economy and unfortunately several of our businesses had to close permanently while others were barely able to survive those two difficult years. “Resilient” is how I would describe our members. Those who chose to close out shop, we understand your predicament and we wish you well moving forward. Failure is not something to be ashamed of. On the contrary, you have shown courage as these decisions are extremely hard to make and even harder to accept and we know one thing about you: as an entrepreneur, you have proven your courage, your determination and your resiliency and you are to be championed and congratulated for all those years you have toiled and forged in sustaining the local economy. We, as a Board of Directors, salute you and thank you for your contribution.

To those of you who were fortunate enough to have survived these pandemic years, we as a Board congratulate you and salute you for the resilience and courage you have demonstrated. We look at 2023 as a new launch to our continued local prosperity and our wish for all of you, new and long-time established merchants and professionals, is for healthy and continued business growth.

This past year has in essence prepared us for a post pandemic relaunch. What I mean is that we have been observing how our different levels of government have been evolving with the changing situation and have accepted that the high restrictions of the past (masking, social distancing, etc.) have provided results that we are grateful for. As a Board, we have chosen to encourage our business neighbours to comply to the benefit of all. 2023 is looking to be an important growth and relaunch year and I, on behalf of our Board, wish you all a very successful 2023.

As always, I and our Executive Director, Jean Johnson, remain open to discussing any and all subjects with you as we move forward.

Martin Van Keimpema

BOARD CHAIR



IN REVIEW

2022

2022 – What transpired!

This past year we have focused on key elements. Our goal, as always, has been to create and enhance our business community. Here are some of the highlights of our year.





IN REVIEW 2022

Street Beautification program

This past year we continued with the hanging flower pots along 82 Avenue and the flower barrels along other sections of our BIA. Unfortunately, we had a few of our flower barrels stolen but the loss has not affected the overall flower program which will continue in the years to come. We have received many comments of appreciation from local citizens as well as some of our members and we appreciate the feedback.





IN REVIEW 2022

A Bridge Without Borders – A proposed refreshed look

This project was initially completed in early Fall of 2018. The idea was and continues to be the celebration of Canada's francophone cultural diversity and was aptly named:
A Bridge Without Borders – Un pont sans frontières!

To rejuvenate this project and to enhance its intent we are replacing the flags with banners. Each banner will include the name of one of the represented countries at the top of the banner, that country's flag in the center and our branding at the bottom. The banners will be double-sided: one in French, the other in English. We anticipate this renewal to be completed by early June of 2023.





IN REVIEW
2022

Franco Market for Artisans at Bonnie Doon Center

Starting in April of 2022, we organised an artisan market at the Bonnie Doon Center: **FrancoMarket for Artisans at Bonnie Doon**. Why a market? We saw many merchants shut down permanently at the Center and were looking at ways to increase the foot traffic within the mall. Our strategy worked although our efforts were cut short. With sudden onset of health challenges for our Executive Director the market lost its way and became a relaxed affair that did not impress the Centre management team. In fact, we agree with their assessment. If we are to put our best foot forward and build a project that will attract, then we need to act in an appropriate and professional way. We did attract over 25 different merchants and were in the process of tightening up this initiative, when our Executive Director faced health challenges and had to step back. This contributed to the lessening of rigor as it relates to the overall esthetics and presentation of our market.

We would be open to redo the exercise with a location within our BIA and with a local partner that would commit to go this route with the BIA. We are in discussion as a Board to determine whether this idea can find new traction in the future.





2023

Looking forward

On April 4th, our Executive Director, along with Executive Directors from other Edmonton BIAs attended a meeting with The Honourable Randy Boissonnault, Minister of Tourism and Associate Minister of Finance. Discussion revolved around how he could best assist our BIAs and the budget and what might be of interest for our BIAs. Follow-up meetings are in planning stages for additional programs that may help our organisations.

One of the elements that was raised with Minister Boissonnault is the differential treatment our BIAs are receiving with the summer employment programs. Rather than be funded at 80% like many non-profits are, we are now classified as municipal government and as such will be funded at 50%. This is a huge setback for BIAs applying under these programs, and it could mean opportunities will be lost for our local students.

Our Executive Director has informed our Board that he plans on leaving by the end of summer 2023. Plans will be put in place to find a replacement in order to have the best candidate possible for this important position.

As we move forward, we plan on approaching both our provincial and federal governments for financial support to put in place a variety of projects that will create ongoing attraction to consumers and citizens to visit our BIA. These could be a food truck extravaganza, a farmer's market focused on our branding, or micro market initiatives focusing on our branding. Details will be made available as these projects progress.


All in all, 2023 will be a year of transition with many marketable ideas in the making.

FRENCH QUARTER BUSINESS IMPROVEMENT AREA**Statement of Operations****Year Ended December 31, 2022**

	Budget 2022	Total 2022	Total 2021
REVENUE			
Levies	\$ 148,500	\$ 148,500	\$ 132,000
Amortization of deferred contribution related to equipment and website	-	23,000	18,400
Other	4,000	22,495	12,190
	<u>152,500</u>	<u>193,995</u>	<u>162,590</u>
EXPENSES			
Salaries and benefits	86,000	85,073	115,658
Amortization of equipment and website	-	32,669	31,835
Rent	14,612	20,698	16,932
Office	16,450	19,531	25,369
Street beautification	23,100	16,938	6,111
Advertising and promotion	500	10,650	4,364
Professional fees	5,000	7,800	5,800
Travel	1,000	2,225	677
Insurance	1,200	1,290	1,229
Telephone	1,500	1,146	1,078
Board	1,000	755	1,096
Interest and bank charges	2,138	-	-
	<u>152,500</u>	<u>198,775</u>	<u>210,149</u>
DEFICIENCY OF REVENUE OVER EXPENSES	<u>\$ -</u>	<u>\$ (4,780)</u>	<u>\$ (47,559)</u>



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