

**BUSINESS
WELCOME
PACKAGE**

**THE
NORTH
EDGE**

**BUSINESS
ASSOCIATION**



THENORTHEDGE.CA

Greetings, From Our Board!

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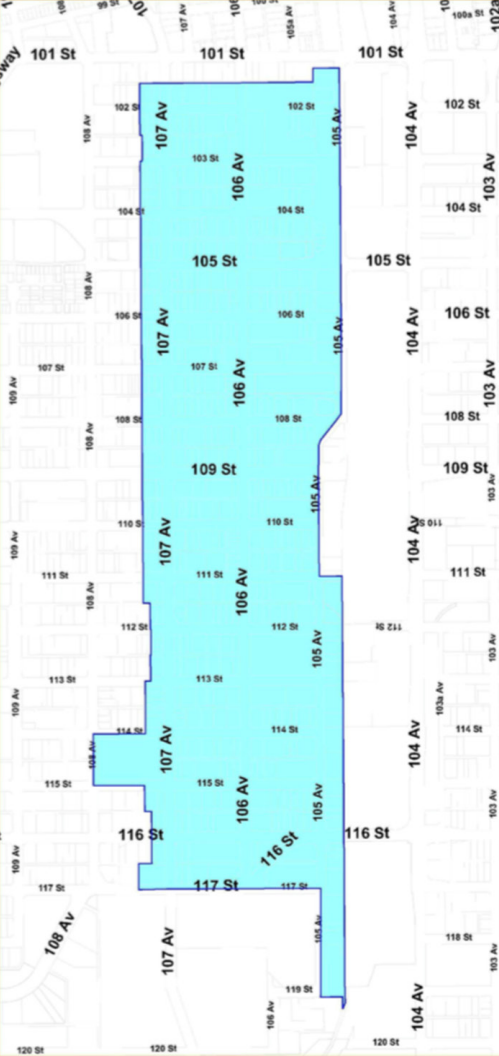
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HI! WELCOME TO NORTH EDGE

The **North Edge Business Association** also known as '**North Edge**' is the representation of all businesses located within the boundaries of the North Edge designated by the City Council.

The 'North Edge' is the term used to identify the geographic boundary north of Edmonton's downtown core. North Edge is a BIA, a Business Improvement Area of the City of Edmonton.



Here's Our Map

BIA BOUNDARY

Member FEES (LEVY):

When a business establishes themselves within the boundaries of the North Edge, the business pays an annual tax. This tax helps pay for all the projects and improvements that take place within the North Edge area.

The levy (annual tax) is derived from the budget which is determined by the board members.

The levy generated by the tax is used by the managing body of the North Edge Business Association consisting of 8 board members, executive director, and supporting staff. The board is chosen by the businesses through a democratic process once a year at the Annual General Meeting.

Call us for more information on the levy or how to become an associate member (non-levy paying businesses)! 780.288.0139



SOCIAL MEDIA

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PROMOTE

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What does
**NORTH
EDGE**
do for you?

CLEAN & SAFETY

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BUSINESS SUPPORT

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BUSINESS INVESTMENT

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DISTRICT BRANDING

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NORTH EDGE SOCIAL MEDIA



Are you active on Social Media? So are we! Follow us (Facebook, Twitter, & Instagram @NorthEdgeYeg) 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!

We can also help you establish a stronger online presence for your business and teach you how to make your marketing efforts as effective as possible! Ask us, email marketing@thenorthedge.ca or call the number below.

If you are 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. If you're interested contact us!



NEED HELP PROMOTING YOUR BUSINESS?
587.597.8773



NORTH EDGE PROMOTES YOU!

Supporting Business Promotions

Planning or supporting an event? Let us help promote it! We can tweet, post, like, share and distribute your promotional material for you (within the North Edge, Chinatown, and Quarters boundaries)

Business Directory

Take advantage of the North Edge 'Business Directory' on our website! Placing your business on the Business Directory will give you access to the North Edge Business-to-Business (B2B) forums. Call 587.597.8773 or email sami.ayyaz@thenorthedge.ca to join the business directory.

Sponsorship Opportunities

North Edge hosts networking events throughout the year. Our events could be the perfect opportunity to invest in as you will be promoted to your North Edge neighbours and other organizations.

NEED HELP PROMOTING YOUR BUSINESS?

587.597.8773

NORTH EDGE **CLEANLINESS & SAFETY**



Capital City Clean-up & N.E.T

CCCU & N.E.T. are two city programs designed to maintain cleanliness and safety for the City of Edmonton. With CCCU businesses can receive \$750 a year towards graffiti removal (call 780.442.5311) and N.E.T (Neighbourhood Empowerment Team) works in partnership with City of Edmonton, Edmonton Police Service, The Family Centre, and United Way of the Alberta Capital Region to solve problems and keep Edmonton safe.

Year-round Clean up Crew

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.

QUESTIONS OR CONCERNS?

780.288.0139

NORTH EDGE



SUPPORTS

Advocacy

North Edge plays an advocate 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 towards projects that take place in the North Edge 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.

Member Communication

to support the BIA mandate of improving beauty and cleanliness, North Edge visits the businesses in the BIA area to encourage them in maintaining the outside of their property. North Edge sends newsletters out monthly which include information on by-laws corresponding to cleanliness. A clean business is a profitable business!

PROBLEM WITH LOADING ZONE OR ON-STREET PARKING?

780.288.0139



City Facade Improvement Program

North Edge helps businesses with their application to the City Facade Improvement which provides matching grants to cover 50% of the renovation costs to commercial storefronts. The grant will cover up to \$30,000 or \$60,000 for corner buildings.

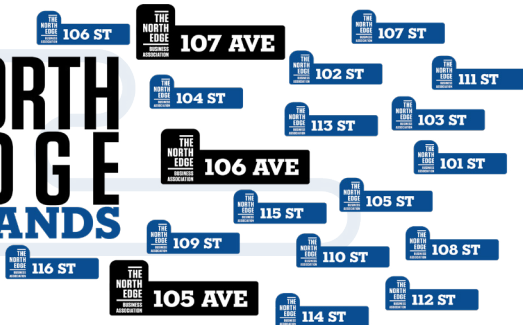
The program's benefits include increased business exposure, more attractive streets, more inviting places to walk and shop, better first impressions for businesses, enhanced property values, and improved marketability of the local business area.

Commercial Space Help

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.

**WANT TO IMPROVE YOUR BUSINESS?
780.288.0139**

NORTH EDGE BRANDS



NEBA Destination

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

Revitalization/Renewal Programs

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

Summer Flower/Winter Display

NEBA 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 will make the area glow. During the winter we customize the planters to reflect the holiday spirit.

LEARN MORE ABOUT OUR PROJECTS!
587.597.877



#YEG AMBASSADORS

YA

A partnership between the City of Edmonton, the North Edge Business Association, and REACH Edmonton.

#YEGambassador program consists of four full-time ambassadors who walk the streets of Edmonton's inner city on a daily basis. Focusing on Chinatown, North Edge business district, and the Quarters.

YA

YA

They engage with businesses, residents, visitors, and vulnerable populations, educating and connecting them to resources wherever possible.

The goal is to support increased knowledge about city services in the areas and enhance the connections between business, residents and social services.

YA

Follow the #YEGambassadors on Twitter, Facebook & Instagram
@YEGambassadors

CONTACT NORTH EDGE

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