

## **AABA ALBERTA AVENUE BUSINESS ASSOCIATION**

11770-95<sup>TH</sup> Street Edmonton, AB T5G 1L9

Ph: 780-471-2602 Fx: 780-477-1378

E-mail: aaba@telusplanet.net

### **JULY 2008 NEWSLETTER**

#### **WOULD YOU LIKE TO MAKE A DIFFERENCE?**

AABA is looking to hear from any of our **business owners** who would be interested in becoming board members for the associations' 2009 year of operations. This is your opportunity to contribute ***your ideas*** towards enhancing and attracting business development on the Avenue. We are also interested in hearing from those business owners who have sat on the Board in the past. **For more information**, please call Joe Holtz, Executive Director at 780-471-2602.

#### **AABA ENGAGES COMMUNICATIONS/MARKETING FIRM**

In concert with the 'Avenue Initiative', Alberta Avenue Business Association has hired the services of Focus Communications Services Inc. with two primary needs in mind:

- To create a solid, sustainable member communications strategy that will help to keep the Association in touch with its' members, hear feedback and promote activities.
- The other is to support the association in attracting and retaining businesses.

The approach is to create a Member Communications Plan that will support solid two-way communication and a Marketing Plan that will support new business development.

#### **BUSINESS RECRUITMENT PROGRAM**

In concert with City Community Services, AABA will be working in support of a consultant hired by the city for the purpose of which is to facilitate and assist the City of Edmonton and the business community of Alberta Avenue Business Revitalization Zone (BRZ) in the establishment of a Business Recruitment Program. We will keep you posted.

#### **DERELICT/EMPTY COMMERCIAL PROPERTIES ON 118<sup>TH</sup> AVE.**

A letter was sent out to all owners of these properties the last week of June to ascertain what their intentions are with their properties, whether they plan to renovate, lease or sell. A database of all the properties has been created along with photographs of each. We will continue to pursue this matter on an assertive basis.

#### **STREETSCAPE CONSTRUCTION 82<sup>ND</sup> St. to 87<sup>TH</sup> St.**

The first phase of construction is under way and progressing well. We at AABA are staying in communication with the businesses affected along this 5 block stretch. We have also created a Construction Log Report Form to take down any concerns or complaints from businesses affected by the construction. So far, everything appears to be running smoothly.

**...OVER please**

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### CITY OF EDMONTON GRAFFITI MANAGEMENT PROGRAM

The Graffiti Management Program will be starting soon in our BRZ. There are letters being sent out to the property owners in our area informing them of the new Bylaw (effective as of April 1, 2008) and the programs in place to assist in the clean up of the properties. We do have some application forms in our office for business use, but we are not getting activated by the management program until after the city's graffiti brigade has completed the Old Strathcona BRZ. If you see someone **in the act** "tagging" a building please call **911** as this is illegal.

If you do find graffiti on your building please contact the Police at 780-423-4567. We do have a current list of the graffiti sites and photographs on file at our office, if you have any questions you can call us as well at 780-471-2602 and ask for Cassandra.

**The Alberta Avenue BRZ** is one of six business revitalization zones picked as "pilot projects" by the city for this program. Eventually, it will be implemented for the whole city.

The success of anti-graffiti programs in other cities have shown that community involvement plays an important role in the elimination of graffiti within city limits. **At this stage**, property owners and businesses will play an integral role in the success of the City's Graffiti Management Program.

We also have a **Power Washer** at the AABA office that any one of our business members can take out for a very low fee of \$15.00 to wash down the facades to your business establishments. ***This is our business avenue, let's keep it clean!!***

### BY-LAW

As we know summer is an excellent season to walk the Avenue to see what our businesses have to offer shoppers, but to also keep the Avenue **clean** is a challenge. This summer the City's Bylaw section will be running ads in the local Rat Creek Press to keep everyone informed on what they are doing this summer. Along with keeping the Avenue free of Graffiti, we want to keep it clean. Ensuring that your store facade is clean in appearance ***will bring in more customers***, from our region and other areas of the city. There will be Bylaw out in our area a few times this summer, as to enforcement. Keeping your business clean can create a ripple effect to your neighboring businesses as they keep their property clean. We can clean it up, and keep it clean together.

**We wish all of you a great summer!!**