



2022



Annual Report

Prepared By:

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Our Vision

That the downtown core of Leduc will be a vibrant, important and recognized source of business success, culture and community building within the City of Leduc.



Our Mission

To promote the downtown business district and its members to the community and visitors. To encourage people to participate in activities in the downtown core and attract new businesses thereby enhancing the economic and social welfare of the area. To provide advocacy on behalf of the downtown business community to government entities.

Our Objectives



1

Be a valued partner between the City of Leduc, key business organizations, businesses and landowners.

2

Be involved in economic development initiatives to acquire and retain key businesses in the downtown area.

3

Create and enhance relationships with members.

4

Establish a sustainable operational funding model to increase the organization's capacity.

5

Attract members of the local surrounding communities to regularly visit the downtown core.

Our Board



Chandell
Popik
Chair



Melissa
Lenos
Treasurer



Brenda
Smith-Goddu
Secretary



Amanda
Wilson
Vice Chair



Eric
Schrader
Director



Andrea
Bendfeld
Director



Alanna
Dawley
Director



Kait
Hrcir
Director



Larry
Horncastle
Director

A Year in Review

OBJECTIVE 1 - Be a valued partner between the City of Leduc, key business organizations, businesses and landowners.



- Involved in the Homelessness and Poverty Prevention Framework Task Force
- Regular meetings and communications with City of Leduc Economic Development
- Stayed connected with both MP Mike Lake and MLA Brad Rutherford about general business concerns, and overall disposition of members.
- Meetings with City of Leduc Administration including Sports Tourism, Culture and Heritage, and Community Events team members
- Met with Boys and Girls Club re: Santa Clause Parade + Festival of Trees event ensuring we weren't competing

A Year in Review

OBJECTIVE 2: Be involved in economic development initiatives to acquire and retain key businesses in the downtown area.

- Created and maintained an online "opportunities" listing on the website showcasing businesses or spaces for sale, lease or rent.
- Participated in the City of Leduc "FAM" Tour speaking to participants about the Downtown District
- Provided 1-1 business support to members as needed to help ensure they are equipped with the tools, resources and connections to succeed in their businesses.
- Met with several potential businesses looking to start or relocate to discuss the benefits of being in the Leduc Downtown District.



A Year in Review

OBJECTIVE 3: Create and enhance relationships with members.

- Hosted Bi-Monthly Virtual Member Meetings
- Hosted Member Mixer - Happy Hour Event in October
- Attended 11 Member Ribbon Cuttings / Grand Openings
- Hand delivered Event & Road Closure Notices to impacted businesses for 5 different events.
- Over 15 member e-newsletters sent throughout the year with information on how to be involved in community, city news, chamber news, business tips, upcoming events, and business training opportunities.
- Created a Downtown Safety Survey for members and provided information to the City of Leduc

Updated Business Welcome Package

Package was hand delivered and also made available digitally to every downtown district business through the new member portal on the website.



The package includes:

- a new Downtown District window decal with a QR code to the main website.
- Letter with info about who the LDBA is, the support we can provide, how members can get engaged and connect with the Director and other members.
- Contact info for City of Leduc Economic Development + "Starting a Business in Leduc Guide"
- StartUp Leduc Wetaskiwin Regions Initiative Info
- Chamber contact info + resources

A Year in Review

OBJECTIVE 4: Establish a sustainable operational funding model to increase the organization's capacity.

The majority of Leduc Downtown Business Association funds came from municipal funding with some income generation from the sale of light up wands at the Santa Clause Parade.

We are focused on making this objective a priority in 2023.



A Year in Review

OBJECTIVE 5: Attract members of the local surrounding communities to regularly visit the downtown core.

COMMUNITY EVENTS HOSTED OR ATTENDED

- Noon to Moon Shopping Event on Small Business Saturday (November)
- The Chamber Golf Tournament Hole Sponsor
- Volunteer Fest Event
- Community Registration Party in the Park Event



PARADES

- Partnered with the Leduc Grain Elevator to support them with the execution of the Canada Day Parade
- Santa Clause Parade

MEMBER + COMMUNITY EVENTS WE PARTNERED WITH

- Jar'd Mercantile's Fall Festival Event
- Magic Pixie Brush Entertainment - Community Art & Wellness Expo Event
- Art Foundry - Leduc Art Walk
- Leduc Heritage Grain Elevator - Canada Day Parade
- City of Leduc's CP Holiday Train

COMMUNITY MARKETING

- 2 Community Giveaways/Contests
- Social Media + Google My Business Page Marketing
- Event marketing through radio + billboard signage
- Email Campaigns promoting events

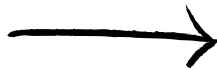


WHAT'S NEXT?

2023 Plans ...

1

Be a valued partner between the City of Leduc, key business organizations, businesses and landowners.



- Quarterly meetings with City of Leduc Economic Development
- Reach out to multiple local organizations on ways to partner (Black Gold Rodeo, Arts Foundry, Communities in Bloom etc.)

2

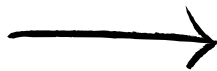
Be involved in economic development initiatives to acquire and retain key businesses in the downtown area.



- Meet with landowners to find out their occupancy rates, needs + support needed
- Look into Gap Analysis Survey

3

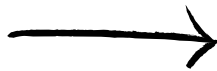
Create and enhance relationships with members.



- Quarterly In Person Member Events
- Continue Member Visits + Provide 1-1 support
- Continue Social Media Shout-Outs for businesses

4

Establish a sustainable operational funding model to increase the organization's capacity.



- Corporate Sponsorships
- Grants to organizations + projects grants
- Canada Summer Job Grant

5

Attract members of the local surrounding communities to regularly visit the downtown core.



- Work with member businesses to support their events through volunteers and marketing
- 2023 Culture Days Festival
- 2023 Santa Clause Parade
- Work with other community organizations to host events in the Downtown District

2022 Financial Statements

Balance Sheet

Leduc Downtown Business Association
As at 31 December 2022

31 DEC 2022

Assets

Bank

Chequing Bank Account	38,028.69
Savings Bank Account	33.60
Total Bank	38,062.29

Current Assets

Accounts Receivable	49,497.50
Total Current Assets	49,497.50

Total Assets 87,559.79

Liabilities

Current Liabilities

Accounts Payable	42,000.00
ATB MasterCard	50.00
Total Current Liabilities	42,050.00

Total Liabilities 42,050.00

Net Assets 45,509.79

Equity

Current Year Earnings	(8,138.35)
Retained Earnings	53,648.14
Total Equity	45,509.79

2022 Financial Statements

Profit and Loss

Leduc Downtown Business Association
For the year ended 31 December 2022

	2022	2022 OVERALL BUDGET	VARIANCE %
Trading Income			
3rd Thursday Events	-	5,000.00	-100.00% ↓
Canada Job Grant	9,936.00	4,500.00	120.80% ↑
Christmas Party Income	-	1,000.00	-100.00% ↓
Fall Festival	-	3,000.00	-100.00% ↓
Interest Income	181.76	500.00	-63.65% ↓
Municipal Funding	53,000.00	53,000.00	-
Other Revenue	53.59	-	-
Santa Clause Parade	1,450.00	800.00	81.25% ↑
Sponsorship Revenue	250.00	7,200.00	-96.53% ↓
Website Income	-	2,500.00	-100.00% ↓
Total Trading Income	64,871.35	77,500.00	-16.30%
Cost of Sales			
3rd Thursday Events Expense	-	4,000.00	-100.00% ↓
Contest Expenses	10.60	-	-
Fall Festival Expenses	-	2,000.00	-100.00% ↓
Merchant account fees	51.35	-	-
Non-scheduled ad-hoc events	-	2,000.00	-100.00% ↓
Santa Clause Parade Expenses	-	4,000.00	-100.00% ↓
Subcontract	42,000.00	-	-
Website Expenses	-	1,000.00	-100.00% ↓
Total Cost of Sales	42,061.95	13,000.00	223.55%
Gross Profit	22,809.40	64,500.00	-64.64%
Operating Expenses			
Advertising	2,157.87	3,200.00	-32.57% ↓
Bad Debt	(525.00)	-	-
Bank Fees	36.35	120.00	-69.71% ↓
Insurance	1,872.00	2,600.00	-28.00% ↓
Marketing	1,082.19	-	-
Meals & Entertainment	169.77	-	-
Networking	-	3,000.00	-100.00% ↓
Office Expenses	437.40	-	-
Payroll Expenses	9,991.02	45,800.00	-78.19% ↓
Premise Expense	2,598.75	7,760.00	-66.51% ↓
Professional Development (Conf)	1,005.00	3,100.00	-67.58% ↓
Subscriptions & Membership	546.26	400.00	36.57% ↑
Telephone & Internet	290.00	2,500.00	-88.40% ↓
Travel	784.76	-	-
Volunteer appreciation Expense	-	200.00	-100.00% ↓
Wages and Salaries	10,501.38	-	-
Total Operating Expenses	30,947.75	68,680.00	-54.94%
Net Profit	(8,138.35)	(4,180.00)	-94.70%

2023 DRAFT Budget

Budget Summary Leduc Downtown Business Association January 2023 to December 2023

Account	Dec-23
Income	
Canada Job Grant	3,000
Fall Festival	10,000
Interest Income	30
Municipal Funding	50,000
Santa Clause Parade	12,000
Sponsorship Revenue	5,000
Total Income	80,030
Less Cost of Sales	
Contest Expenses	1,000
Fall Festival Expenses	7,500
Santa Clause Parade Expenses	3,000
Subcontract	65,000
Total Cost of Sales	76,500
Gross Profit	3,530
Less Operating Expenses	
AGM Event Expenses	500
Bank Fees	120
Insurance	1,995
Professional Development (Conf)	1,000
Quarterly Member Networking Events	1,500
Subscriptions & Membership	400
Travel	500
Wages and Salaries	6,000
Total Operating Expenses	12,015
Total Expenses	12,015
Net Profit	(8,485)

Contact



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