

LEDUC DOWNTOWN BUSINESS ASSOCIATION

# 2020 ANNUAL REPORT



**MAIN**

***SHOPPING DISTRICT***

**STREET**

## TABLE OF CONTENTS

02 Mission, Vision, & Goals:

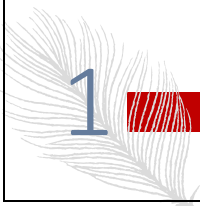
02 Board of Directors:

03 Message from Chair:

04 2019 Goals and results:

06 Financial statements:

08 Planning for 2020:



### OUR MISSION

To promote, enhance and advocate for the downtown core of Leduc through leadership and partnership.

### OUR VISION

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 GOALS

- 1) Plan and implement activities, programs and events to increase downtown business engagement and collaboration.
- 2) Develop year-round programming to attract people downtown and to increase exposure and generate potential revenue for businesses.
- 3) Establish and activate the downtown as an event venue to collaborate with the public and private partners to attract non-DBA events and activities downtown.
- 4) Increase operational funding model to increase the organizations capacity.
- 5) Increase business and entrepreneurial support to downtown businesses.

## BOARD OF DIRECTORS

**Chair-** Jaime Reber – Aurora Yoga & Spa

**Vice Chair-** James Turner- The Turner Guitar Studio

**Past Chair-** Debbie Charanduk, Black Gold Gallery and Frame

**Treasurer-** Chris Cholak, MNP LLP

**Secretary-** Amber Cook- The Light House Cowork

### **Directors**

Eric Schrader, Block 50

Brenda Goddu-Smith, Envision Medical Spa

Dr Jack Gordon, Prairie Dental Centre

Melissa Lenos- King Business Solutions

Carley Graham- City Of Leduc

Jennifer Garries, Leduc and Wetaskiwin Regional Chamber of Commerce



## MESSAGE FROM OUR CHAIR



I believe that a by-product of the struggles we have faced in the last year has made us a better business community. As we move into another year, we are more prepared and have even better resources for success. I look forward to seeing you all whether in person or through the screen as we navigate this next year together.

-

Thank you,  
Jaime Mckeag Reber

It's been a hard year, full of changes and challenges that no one could have predicted. With these unprecedented times, the Downtown Business Association rose to the challenge. We worked hard at providing fun, out of the box but safe community events that showcased our downtown businesses. We have worked hard alongside the Chamber and the City of Leduc officials to organize, strengthen and streamline our resources to be the most effective. We have advocated to the City, Province and the Federal Governments with the concerns that we heard amongst the frequent round tables. We have done our best to support and encourage businesses in our community as they have risen to the unique challenges of their industries, and we are ready and prepared to spend another year doing it all again.



## 2020 Goals & Results

Planned and implemented activities, programs and events to increase business engagement and collaboration.

**Business Welcome Package:** A welcome package was updated for new businesses to understand who the LDBA is and provide information on the surrounding area including contacts.

**Fourth Friday Downtown Block Parties:** May- August. All four events happened this year.

This was the third year hosting this event. Although different from previous years due to Covid-19 businesses were still open and happy to participate. From Prizes, shopping and even a scavenger hunt this event added some fun to summer in Leduc.

### **Map & Directory:**

21 participating businesses added ads in the directory. Our 2021 Map and Directory has moved over to an online presence with a QR code. 2,000 copies were printed.

Distribution includes hotels in Leduc and Nisku, car rental places, The Library, Welcome Wagon and downtown businesses with revisits every second month to ensure all places have copies to supply.

### **Moonlight Madness:**

Five Thursdays during November and December were created to increase shopping traffic.

Businesses stayed open until 8 pm and saw an increase in sales.



### **Santa Claus Parade:**

The Santa Claus parade was being planned however was cancelled due to the uncertainty of government restrictions. The LDBA is excited to potentially host it again in 2021.

**Monthly LDBA Newsletter:** Contains meeting information, event info, past minutes and agenda items.



# THE CHAMBER

LEDUC & WETASKIWIN REGIONS

February 2020 – Luncheon. Business of the Arts. Amber Cook LDBA Secretary gave a speech about our Main Street Leduc Businesses relating to arts and Culture.

Increased operational funding model to increase the organizations capacity.

Sponsorship through advertising in our Fourth Friday events. Map and Scavenger hunt participation.

Increase business and entrepreneurial support to downtown businesses.

The Leduc Downtown Business Association Member Relations and Advocacy committee supported businesses by:

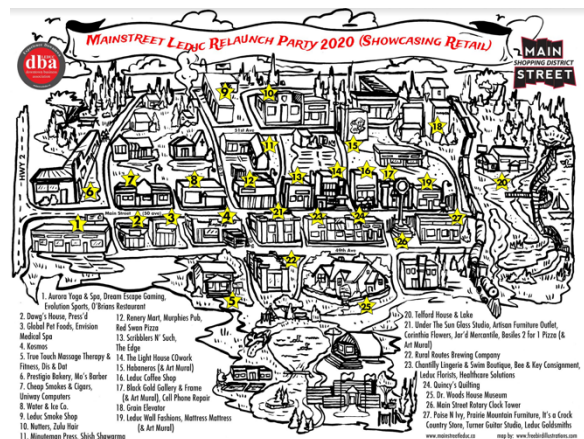
sending letters advocating for businesses to the City of Leduc, Province of Alberta via MLA Rutherford and Federal Government via MP Mike Lake

sitting in as an active representative of the City of Leduc's Economic Task Force Committee

hosting regular member town hall meetings to gain feedback from members on how they and their business is doing as well as how the LDBA can provide support and assistance

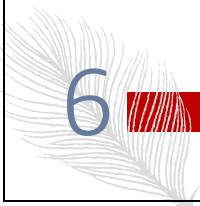
The DBA made the first steps in creating an open discussion with the Hub, Gateway Church, City of Leduc, FCSS, and RCMP over safety concerns of having an overnight

shelter in the downtown core. We were actively involved in the creation of the “what if” sheet that was passed out to businesses and residential alike in the event of unfavourable situations and encouraged the improved security protocols during the hours of the Overnight Shelter itself.



**Leduc Downtown Business Association  
Budget For the Year Ended December 31, 2021**

	<u>2021</u>
<b>Income</b>	
City of Leduc contribution	50,000.00
Santa Clause Parade wand sales	800.00
Santa Clause Parade - Sponsorships	7,200.00
Santa Clause Parade - City contribution	3,000.00
MAP Directory	6,000.00
Fall festival	3,000.00
3rd Thursday events	5,000.00
Grant - Gov of Alberta - summer student	3,500.00
Website income	1,200.00
Other income and interest	500.00
<b>Total Income</b>	<b>80,200.00</b>
<b>Expenses</b>	
Downtown Coordinator	42,000
Downtown Map/Directory	3,300
3rd Thursday events	4,000
Summer student payroll	4,100
Rent at co-working space	3,000
Fall festival	2,000
Advertising, sponsorships, and marketing	3,200
Professional development, board and coordinator	3,100
Santa Clause Parade	3,000
Highway Signs	2,625
Insurance	2,600
Non-scheduled ad-hoc events	2,000
Office, cell phone, and other expenses	2,000
Website	1,000
Membership	400
Post Box	200
Volunteer appreciation	200
Bank Charges	100
<b>Total Expenses</b>	<b>78,825</b>
<b>Surplus (deficit)</b>	<b>1,375</b>

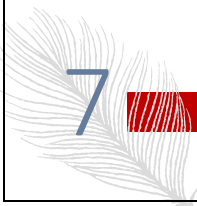


# 2020 ANNUAL REPORT

**Leduc Downtown Progress Association**  
**Approved Financial Statements**  
**December 31, 2020**

	<u>2020</u>	<u>2019</u>
<b>Assets</b>		
Cash - chequing account	\$ 33,231	\$ 38,980
Cash - savings account	12,809	12,765
Accounts receivable, net of allowance	3,000	18,005
Prepaid expenses	375	
<b>Total Assets</b>	<u>49,414</u>	<u>69,750</u>
<b>Liabilities</b>		
Accounts payable	\$ 988	\$ 4,075
<b>Equity</b>		
Accumulated Surplus	<u>48,426</u>	<u>65,675</u>

	<u>Budget</u>	<u>2020</u>	<u>2019</u>
<b>Income</b>			
Operating Grant - City of Leduc	50,000	\$ 50,000	64,000
Canada Summer Jobs Grant	3,000	3,997	-
4th Friday Block Parties	8,720	1,729	10,820
Other income and interest	500	61	108
Capital funding - City of Leduc	-	-	50,000
Santa Clause Parade & wand sales	11,000	-	11,031
MAP Directory	8,000	-	8,700
Chili Cook Off	3,500	-	3,566
Sponsorships and other revenue	-	-	3,090
Heels & Holly event sales	-	-	170
Website income	2,000	-	-
<b>Total Income</b>	<u>86,720</u>	<u>55,787</u>	<u>151,486</u>
<b>Expenses</b>			
Downtown Coordinator - Events	30,000	31,219	42,500
Downtown Coordinator - Administration	17,213	11,500	-
Summer student payroll	-	4,146	7,494
Website	5,000	3,774	4,296
Bad debts & allowances	-	3,701	1,900
Rent at co-working space	3,820	3,240	-
GST	-	2,796	-
4th Friday Block Parties	6,000	2,679	6,510
Highway Signs	2,625	2,500	2,625
Insurance	1,300	1,791	1,291
Advertising, sponsorships, and marketing	3,200	1,491	2,460
Office, cell phone, and other expenses	2,000	1,390	6,685
Professional development, board and coordinators	3,100	1,000	3,083
Non-scheduled - Midnight madness	2,000	978	1,885
Membership	400	588	549
Post Box	200	236	-
Bank Service Charges and Square fees	100	8	12
Capital project - downtown Instruments	-	-	51,602
Downtown Map/Directory	6,300	-	5,186
Santa Clause Parade	3,000	-	2,077
Chili Cook Off	2,000	-	1,849
Heels & Holly	-	-	650
Appreciation	200	-	354
<b>Total Expenses</b>	<u>88,458</u>	<u>73,036</u>	<u>143,008</u>
<b>Operating Surplus (Deficit)</b>	<u>(1,738)</u>	<u>(17,249)</u>	<u>8,478</u>





## Planning for 2021:

# MAIN SHOPPING DISTRICT STREET



## DOWNTOWN LEDUC BUSINESS DIRECTORY

Support Local Business

### UPCOMING COMMUNITY EVENTS

Be sure to follow us on Facebook and Instagram to stay in the know about any other events we may host in the 2021 year.

Keep an eye out for our seasonal block parties this summer!

All event dates are subject to change. Check our website for the latest information.

#### THIRD THURSDAY BLOCK PARTIES

May 20th  
June 17th

July 15th  
August 19th

#### CHILI COOK OFF

September 28th

#### SANTA CLAUS PARADE

November 27th

Get the latest event  
information directly  
on our website



Business Directory

4

**Contact Us:**

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