

A woman in a light purple shirt and patterned leggings walks away from the camera, holding the hands of a young girl in a light blue shirt and a young boy in a blue shirt and red leggings. They are walking on a city sidewalk with trees and other pedestrians in the background.

See yourself IN OLD STRATHCONA





imagine

BEING A PART OF OLD STRATHCONA

The Billiard Club
• LIVE • LOUNGE • PLAY •

THE BILLIARD CLUB
CRAFTY CAFE & RESTAURANT
BONNIE'S PUB



It's finally here. The day you've been planning for. The day you've been dreaming about. In a few short minutes, you will open the front door and change the sign from 'Opening Soon' to 'Open.'

Standing on the sidewalk, you close your eyes for a moment. Feeling the weight of the keys in your hand, you take a breath to soak it all in. And you start to feel it.

Maybe it's the sound of a thousand footsteps along Whyte Avenue, moving from door to door and store to store, exploring, seeking out the next surprise that they might not find anywhere else. Perhaps it's the sound of glasses and dishes tinkling as people enjoy good food with good friends. The constant rumble of conversation, as people and their families make an entire day of exploring what the district has to offer.

Perhaps it's the roar of the crowds showering performers with applause during the Fringe Festival. The muttered 'oohs' and 'ahhs' of people exploring the work of hundreds of artists during Art Walk. The laughter of families exploring magical ice sculptures during Ice on Whyte. The music, performed by one-man bands on the sidewalk, or

by full jazz orchestras in indoor venues. The weekly hum of people taking in the city's oldest and largest farmer's market.

It's also the energy of people standing up for each other, with Pride flags, BLM rallies and peaceful protests. The positivity of an entire community of people who believe in coming together to make our city a better place.

It's the energy of thousands of people coming to Old Strathcona, shopping, eating, drinking, wandering, exploring, watching, listening, applauding, and laughing – not just to spend money, but to have an unforgettable experience.

And you're about to become part of that community.

The door to the business next door opens and the owner comes out. "Morning, neighbour! Congrats on your big day. You ready for it?"



You take one last look around and unlock your front door.

"Yeah. Yeah I am."

"Welcome to the neighbourhood."



Now is
the time.
This is the
place...



There has never been a better time to open a business in District Whyte. Lease terms and rates are more flexible and generous than you may think, and landlords are learning how to be agile and supportive partners with their tenants. And as the economy continues to regain momentum after the pandemic, this is the perfect time and opportunity to ride that rising tide.

"LET'S HANG OUT IN OLD STRATHCONA"

One of the defining characteristics of Old Strathcona is that the district has customers. The whole area is a destination, for Edmontonians and visitors alike. Though people have their favourite stops in the neighbourhood, they come down to spend time in the area, visiting multiple locations. They are seeking out both the stores they are familiar with and new surprises. They are there to discover.

They have money and they are not afraid to use it. But they are looking for substance, not sizzle. They are looking for experiences. Some would say that's simply best practice for any business, but here, customers won't let you get away with phoning it in. The experience of engaging with you and your brand is just as important – if not more so – than the products or services you are selling them. The district has spent years building that reputation and it is something that all visitors have come to expect.

OLD STRATHCONA IS
THE ONLY
DESIGNATED
PROVINCIAL
HISTORIC AREA IN
THE CITY.

MORE THAN
1/3
OF AREA
CUSTOMERS HAVE
A PASSION FOR
SUPPORTING LOCAL.
(Y STATION)

3/4
OF OLD STRATHCONA
PATRONS WANDER
THROUGH THE AREA
MAKING MULTIPLE STOPS,
AND MORE THAN
1/2
OF THEM SHOP
IN GROUPS.
(Y STATION)

ALMOST
2/3
OF PATRONS CALL
OLD STRATHCONA A
"WALKABLE DISTRICT."
(Y STATION)
(OLD STRATHCONA BUSINESS
IMPROVEMENT AREA
ECONOMIC INDICATORS
2020)

OLD STRATHCONA
WAS THE
FIRST CHOICE
OF LOCATION FOR
3/4
OF AREA BUSINESSES,
PRIMARILY BECAUSE OF...

MORE THAN
92%
OF PATRONS CALL
OLD STRATHCONA
A DESTINATION
LOCATION.
(OLD STRATHCONA BUSINESS
ASSOCIATION 2021 BUSINESS
SURVEY – Y STATION)

HIGH
CUSTOMER
TRAFFIC,

AREA
POPULARITY,

CENTRAL
LOCATION,

AND THE
DIVERSITY OF
BUSINESSES
ALREADY IN
THE AREA.

OLD STRATHCONA
IS THE MOST
POPULAR
MAIN STREET SHOPPING
AND DINING DISTRICT
IN EDMONTON.

MORE THAN
1/2
OF THE BUSINESSES IN
THE AREA STATE THAT
THE FRINGE FESTIVAL
HAS A SIGNIFICANT
POSITIVE IMPACT ON
THEIR BUSINESS.



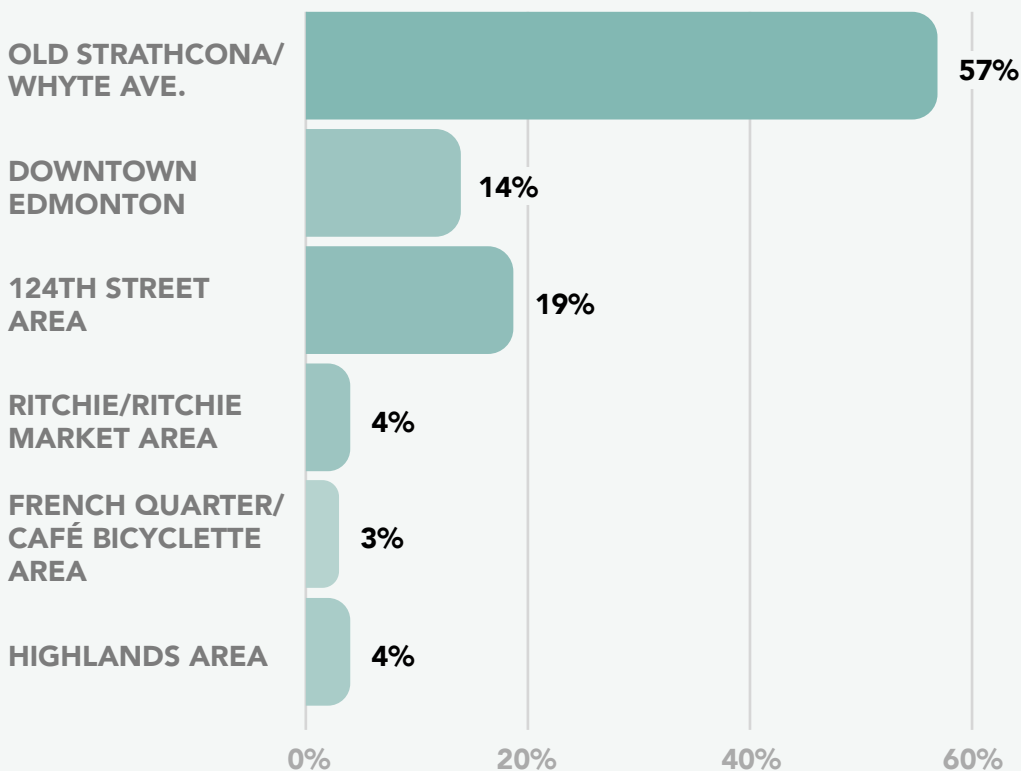
SEE YOURSELF IN DISTRICT WHYTE...

A business that operates in Old Strathcona has both the opportunity and the responsibility to create experiences that connect to the whole district. People are coming for the Whyte Avenue experience, and they are eager to see how you can offer them a part of that experience.

And we're eager to help you do it.

MAIN STREET SHOPPING CENTRE PREFERENCES

Of the districts you have visited, which one would be your favourite?



OLD STRATHCONA
IS THE CLEAR
FAVOURITE
WITH MORE PICKS
THAN ALL OTHER
DESTINATIONS
COMBINED.

Selling the Experience

People walking with their hands full of bags. The challenge of hitting as many stores as possible in a day. Customers who want to find clothing, housewares, jewelry, gifts and more, that speak uniquely to them – because those items spoke uniquely to you when you chose to sell them in your store.

Customers in District Whyte are rarely just looking for the latest trends. They want the things that they can't just find anywhere else. They're looking for ways to express what is unique about them-

selves by finding stores and brands with distinct, authentic voices that resonate with them. They wear their values on their sleeves – literally – so they seek out brands that aren't afraid to make a statement.

These customers expect quality, and they are prepared to pay for it, so product cost isn't a major deciding factor for them. Products of all price points sell well throughout the area.



KEEPING WHYTE AVE WEIRD...

To succeed in this neighbourhood, your products need to speak – nay, sing – out loud. And even more importantly, the shopping experience you offer needs to be memorable, unique, and authentic to who you really are. The businesses that work the best in Old Strathcona are the ones that know who they are, and that can deliver on their brand promise in a unique and personable way.

If you have something to say with unique, quality products, Old Strathcona customers will listen, and then they'll start saying it too.

“We were a new upstart weirdo business. People didn’t know what to make of a knife store, and the accidental customers that you get here were very important to our growth. As we grew as a brand, we’ve become a destination, and so being in a destination area just makes sense.”

– Kris Armitage, Manager, Knifewear

THE LARGEST
BUSINESS SECTOR IN
OLD STRATHCONA IS
RETAIL.
(Y STATION)

MORE THAN
1/4
OF AREA RETAILERS
SEE ENOUGH SUCCESS
THAT THEY NEED TO
EXPAND
THEIR CURRENT SPACE.
(Y STATION)

Rest Up, Fuel Up, Charge Up

Most customers list restaurants as their primary reason for deciding to visit Old Strathcona. Few people spend the day – or night – here without a dedicated stop at one of the fantastic restaurants that have helped to put District Whyte on the map as a foodie destination.

But visitors plan on making a day of it. So your restaurant, cafe, coffee shop, bakery, ice cream parlour or other unique idea is not just fuel for their adventure, but a key part of letting your customers enjoy the full experience that Old Strathcona has to offer.

This need for refreshment only increases during festivals – and the list of festivals in your backyard includes the second-largest Fringe Theatre festival in the world, Ice on Whyte, the Edmonton International Street Performers Festival, Art Walk, amongst many others. After a day of experiencing theatre, art or ice or sand sculptures, or many other summer or winter adventures, people look to you to help them wrap up the day with a sit-down meal, or a stand-up snack, that is still a part of the energy and excitement they have been pursuing all day.

WHY NOT STAY AWHILE IN OLD STRATHCONA...

And of course, for those who make more than a single day of it, finding somewhere to rest their head is about so much more than just a comfy mattress. It's not taking a break from the neighbourhood, it's spending the night surrounded by the atmosphere that you can only find in Old Strathcona.

Set a table, invite people in and treat them like your friends, and they'll be back.

THERE ARE
MORE THAN
60
RESTAURANT
PATIOS IN DISTRICT
WHYTE.

MORE THAN
90%
OF VISITORS LIST
RESTAURANTS AS THE
MOST VISITED BUSINESS
TYPE, FOLLOWED BY
COFFEE SHOPS AND
CAFÉS AT OVER
80%.
(Y STATION)

80%
OF HOSPITALITY
BUSINESSES SAY THAT
THE FESTIVALS IN
THE AREA HAVE A
SIGNIFICANT
POSITIVE IMPACT ON
THEIR BUSINESSES.

Entertainment and Leisure

People come to District Whyte looking for experiences, and are prepared to pay for them. They want you to welcome them in, go beyond their expectations, and leave them with stories that they will tell their friends. Excellent customer service is a minimum requirement, but not enough on its own. Your customers want – need – something more.

The nightlife establishments that have stood the test of time in Old Strathcona have gone beyond the basics in the service industry, by nurturing and contributing to communities, both within and

beyond their doors. And the theatres in the area are home to some of the most entertaining and innovative shows that Edmonton has to offer.

And what better place to wrap up a day spent at one of the many creative festivals in the area than gathering with friends over a pint or a glass of wine to discuss the day? Your establishment can be the end of a perfect evening.

People want to go home with stories. What stories can you help them tell?

“The businesses that are most successful in Old Strathcona have moved beyond a distributor model, and instead, have an experiential drive. Every business needs to nail the experiential model in their own way – whether that be through classes, or samples, or free tastings. Creating experiences for your customers makes it a bigger draw for the area, and everybody wins..”

– Heather Thomson, Executive Director, Retailing Team
School of Business at the University of Alberta

Helping People with the Business of Life

DENTAL, LAW,
ACCOUNTING,
AUTO-REPAIR,
CHILDCARE,
PHYSIOTHERAPY,
GROCERY, ETC.


Professional services can operate in virtually any neighbourhood. But there's a catch – you have to spend most of your time in that neighbourhood. Why not spend your days — or nights — in a neighbourhood that speaks to you? Where stepping out for lunch is an adventure, rather than simply a necessity. Where you can build relationships with the business owners around you, which can lead to new connections and new customers. Where you work in a community, instead of just a building. Where you can feel that you are part of something bigger.

Your business is a destination, but your customers already love this neighbourhood. And they also

love that there are lots of services clustered here for their convenience, and it's a great excuse to also swing past a local coffee shop or bakery while they're in the neighbourhood.

And being a part of the Old Strathcona community gives your business an automatic credibility bump. It says that you are authentic and trustworthy, that you value relationships, that you support people from all walks of life, living their best possible lives. Just like you are.

You can run your business almost anywhere. Why wouldn't you run it here?

The background of the page is a photograph of two women in a workshop or office setting. One woman, with dark skin and braided hair, is wearing a red tank top and denim overalls, and is holding a pair of glasses. The other woman, with light skin and blonde hair, is wearing a blue and white striped shirt and glasses, and is smiling. The image has a red tint.

“Old Strathcona is its own little microcosm. We’ve got a very eclectic mix of buildings, we’re getting more and more people living here, and it’s driving development. All of a sudden, developers are discovering what we knew 30 years ago, that this is a great place to do business. Customers are looking for an experience when they come to Old Strathcona, as opposed to a particular product or service, and that’s what drives business here.”

– Matt Chapman, Owner, Chapman Bros. Building

Helping People be Good to Themselves

BEAUTY, FITNESS
AND WELLNESS
INCLUDING:
HAIR SALONS,
MASSAGE THERAPY,
GYMS, ESTHETICS,
ETC.


People rarely come to District Whyte looking for specific items. They come to spend the day hunting for experiences. They are not afraid to spend money, and a significant amount of that money is invested in doing things, rather than buying things. They want you to take them on journeys of personal improvement. They want you to treat them the way they aren't treated anywhere else. They want to be part of something bigger, just like you are when you operate in Old Strathcona.

Customers in Old Strathcona want to spend time and money with businesses that have crafted their experience as a way to show their values, because that way the customer is living their values. They want to spend time in this neighbourhood, taking advantage of clustered services, and they want to

spoil themselves, just a little bit. Whether that's a post-workout beverage at a local coffee shop, an indulgent snack after a massage, or a whole new outfit after a haircut, customers in District Whyte look to the whole neighbourhood as a means of brightening their day – or the day of someone they love.

If you believe in people, and you want them to have authentic, fulfilling lives that enrich the lives of those around them, you have a perfect opportunity to make that happen in our neighbourhood.

People come to Old Strathcona looking for memories, and you have the opportunity to create unique, unforgettable experiences that will keep them coming back.

A dark, moody background image showing a person's arm with a large, intricate tattoo. The person is wearing a patterned garment. The image is partially obscured by a white curved shape containing text.

“ Operating a business focused on personal wellness in Old Strathcona has supported us to explore and embrace our uniqueness as a company. The clients and community we serve are diverse, growth oriented people who consistently seek trusting and novel experiences. As a company, we have developed ourselves quicker, stronger, and with more integrity due to the people we serve having these values themselves. Old Strathcona is where you get to bring the best of yourself, your skills, and your talents forward in service of your community and they’ll love you for it.”

– Emily Sommers, Healing Waters Spa

Guiding People On Their Next Steps

BUSINESS-TO-BUSINESS,
INCLUDING:
RESEARCH FIRMS,
MARKETING FIRMS,
ETC.

If you are taking people to the next level, it's important to show that you know what that next level looks like. That you are connected to the hub, the beat, the vibe. That you are the cool that your customers aspire to be.

Opening a business in Old Strathcona automatically extends favourable brand images to your business.

Credible

Old Strathcona is one of the most recognizable and sought-after neighbourhoods in the city, and basing yourself here puts you in good company, with other reputable, like-minded businesses.

Progressive

There is a value set in the DNA of Old Strathcona: businesses here are socially-minded. They support world-changing causes. They get behind progress and work to make a better city for all people.

Authentic

There isn't a lot of empty sizzle and flash in this neighbourhood. Old Strathcona is full of businesses that know who they are. That trade fairly and honestly with their customers. Business owners wear their hearts on their sleeves so customers know who to trust.

“ When the arena was developed downtown, our business was pushed out of the 104 street district, which was devastating. With reluctance, we moved across the river and found a new home in Old Strathcona. This turned out to be the best decision of our career. Our staff love the unique vibe and friendliness of the neighborhood. Our clients love staying in Old Strathcona and accessing the many unique pubs, coffee shops and eateries. Being in a BIA has meant lots of support and a few business grants we would not have qualified for otherwise. I would recommend Old Strathcona for your business location 110%!! ”

— Anastasia Arabia, CAIP, Partner, Trend Research Inc.

Engaged

The businesses that succeed here are the ones who are connected with each other, who find ways to get involved with the events in the neighbourhood, and who work daily to be contributing members of the community beyond their doors.

Relational

Businesses centred in Old Strathcona are located in the heart of one of our city's most vibrant entertainment districts – which makes it that much easier to show your clients a great time. Hotels, theatres, restaurants, and bars are on your doorstep, and businesses here know how to build relationships with their customers for lasting success.

If these things are important to you, opening a business in District Whyte lets your customers know that. And when you want to help people take their lives or their businesses to the next level, it's easier if you're already standing on it.



The Nuts and Bolts of Old Strathcona



Want to base your business here? Here are the details:

Lease Rates, Sizes and Lengths

- More than 90% of the businesses in Old Strathcona chose their location because of reasonable leasing rates. (Old Strathcona Business Association 2021 Business Survey – Y Station)
- There is a wide range of business spaces available, with half of our district's businesses ranging between 800 & 2000 sq ft.
- 72% of businesses in Old Strathcona say their square footage is “just right.” (Old Strathcona Business Association 2021 Business Survey – Y Station)
- Nearly 20% of businesses in Old Strathcona experience enough success that they would like to increase their square footage. (Old Strathcona Business Association 2021 Business Survey – Y Station)
- Lease lengths vary from month-to-month to more than ten years.
- More than half of our area's business have found flexible lease lengths. (Old Strathcona Business Association 2021 Business Survey – Y Station)



MEMBER BUSINESSES
PARTICULARLY VALUE THE
OSBA'S SUPPORT IN KEEPING
THE NEIGHBOURHOOD
CLEAN,
AS WELL AS BEAUTIFICATION
EFFORTS, INCLUDING
OUR MORE THAN
50 MURALS
AND PUBLIC ART
DISPLAYS.

Agility

Developers, landlords and the City of Edmonton are aware of the changing needs of business, and have become more and more flexible with lease terms, size and location of space. Business has changed significantly in the last year, so for everyone to be successful, we have to expand our expectations about how business is done. Landlords have become partners, shops have sprung up in alleys and on the sides of buildings, sidewalk extensions have changed the shape and style of restaurants. There is no fear or reluctance to explore different ways of doing things that work for everyone. This neighbourhood is open to innovation and new ways of working.

Old Strathcona Business Association (OSBA)

When you base your business in a Business Improvement Area (BIA) you do pay a business improvement levy, however your tax dollars go directly towards fueling the collective success of the Old Strathcona business community.

So why is there value in being part of a Business Improvement Area (BIA)?

The OSBA is a tremendous partner in your corner, with a mission to foster a thriving business and destination district that is inviting to patrons, tourists and businesses. By pooling the funds from all 600+ businesses in the district, we're able to accomplish a lot together.

OSBA's 2020-2022 Strategic Priorities

- To strengthen the experience of safety in the district.
- To develop a strategy that supports a balanced business mix for the district.
- To activate under-utilized spaces.
- To foster a healthy and thriving business community.

What does the OSBA do?

- **Advocacy** – The OSBA is your advocate and partner in addressing public safety and social issues in our neighbourhood. We liaise with the City of Edmonton, the Government of Alberta, Edmonton Police Service and Non-Profits across the city to address crime, homelessness supports, pedestrian safety, biking, infrastructure maintenance and other improvements. We also represent and advocate for the businesses in our area at the City of Edmonton, on issues from licensing, parking, funding for neighbourhood projects, graffiti removal, transit and beyond. We do our best to make your experience of operating a business in our neighbourhood as smooth and free of red tape as possible.

- **Neighbourhood Improvements** – We’re continually looking for ways to make our neighbourhood function more effectively for everyone. Please see below for a list of recent neighbourhood projects that we’ve spearheaded.
- **Cleanliness Efforts** – We partner with Capital City Clean Up and the Mustard Seed to fund a social enterprise that provides employment for marginalized and houseless community members to provide clean-up services across our neighbourhood.
- **Beautification Efforts** – From flower pots to creative lighting, to murals to art installations, we work with local and international artists, as well as Edmonton businesses, to beautify our neighbourhood, and to make it a destination worthy of the buzz.
- **Collective Marketing Efforts** – We put our marketing heft into a variety of projects year-round that draw people to our neighbourhood. From Shop Hops, to the Sweet Treats and Latte Festival, to Winter Whyte Light Up and more, we create campaigns that enhance our district’s reputation as a destination.
- **Grants** – We help open doors to federal, provincial and municipal grant opportunities for our businesses. During COVID-19, we helped businesses keep their doors open through help with government grants, and we also make grants that are specific to BIAs, like the Storefront/Facade Improvement Grant, available to our members.

“The Old Strathcona Business Association has been nothing but supportive. They’re always here, checking on us, making sure everything’s good. They’ve always been here and had our backs.”

~ Jason Wong - Yelod



COVID-19 and Occupancy Opportunities

The pandemic was hard on business communities around the world, and many businesses – across the city, and across the globe – made the difficult decision to close their doors. However, new businesses continue to open in our area, and new developments are coming to the neighbourhood. Sixty- seven new business licenses were issued for our area in 2020, so there's still growth here, and the timing is great to build and create in our neighbourhood.

These numbers show a higher COVID resilience for businesses than nearly anywhere else in the city, which demonstrates how strong connections to the entire community have helped owners in Old Strathcona weather the storm.

The vacancies now available vary widely in size and location, as well as lease rates and lengths. If you have an idea, there's a space for it in Old Strathcona.

Neighbourhood Improvements

The OSBA leans into neighbourhood improvements. The entire atmosphere of Old Strathcona is essential to the customer experience, and thus is important for business success across the district. Our recent neighbourhood improvement projects include:

- The Sidewalk Expansion Pilot Project, to increase patio capacities and pedestrian space
- The Strathcona Back Street project, and alley activations, to enhance underused spaces in our neighbourhood, from both a business capacity and safety perspective.
- The McIntyre Park lighting project
- Ongoing beautification with flowers and greenery, and placemaking
- Initiatives such as Winter Whyte Art Bombs.
- Ongoing public art initiatives, leading to murals throughout the neighbourhood

The City of Edmonton has also approved a new policy to incorporate main streets into neighbourhood renewal construction, thanks to advocacy from Edmonton BIAs. Upgrades and updates to Whyte Avenue and our arterial roads will be commencing in the next decade. This will improve walkability and accessibility to Whyte Avenue, and potentially other areas in our neighbourhood.

People

Between the large number of people who live in the area, the ease of accessibility for transit to and from, and the tendency for customers to shop at multiple locations on every visit, there is no shortage of people in Old Strathcona walking past your doors.

Nearly 10,000 people live in Strathcona itself, with almost 20,000 more in the four other bordering neighbourhoods. It's a mature, core neighbourhood, with higher than average population density. Close to the University of Alberta campus, the area is full of youthful energy and thousands of students and professionals spend time in the district every day.

Property value and household income in these areas are consistently above the municipal average. The population is generally young, well-educated, and socially progressive.

Active transportation routes connect Strathcona with surrounding neighbourhoods, as well as the River Valley. The area is well-served by dedicated bike lanes, and more than 1000 cyclists use them every day. There are 48 City-provided secure bike parking locations in Strathcona, and an additional 73 bike parking locations in surrounding neighbourhoods.

The area's walkability is one of the primary draws for many visitors.

There are frequent buses along Whyte Avenue, as well as the LRT and transit hub at the nearby University of Alberta. There are 17 bus routes that connect OSBA to the rest of Edmonton.

Festivals

There's always something fun happening in Old Strathcona. No matter the season, festivals drive lots of people to our neighbourhood.

Parking

Need somewhere to put your car? There are large lots and street parking throughout the neighbourhood.

FRINGE FESTIVAL:
848,263
ATTENDEES
IN 2019

ARTWALK:
40,000 (EST.)
ATTENDEES
IN 2019

SAND ON WHYTE:
66,250
VISITORS
IN 2018

ICE ON WHYTE:
36,000
ATTENDEES
IN 2018



THERE ARE
MORE THAN
1800
STALLS AND STREET
PARKING
SPACES
AVAILABLE



become PART OF IT ALL...

You have more questions. We have more answers. Reach out to us and we can talk about the possibilities of opening your business and becoming a part of the thriving community that is District Whyte.

**WE CAN'T WAIT
TO MEET YOU!**

Phone: 780.437.4182

Email: info@oldstrathcona.ca



“Old Strathcona is a known entity, both to Edmontonians and to people from outside the city. Whyte Avenue garners more recognition than any other street in Edmonton. There’s a great nightlife scene, and there’s a thriving daytime retail scene, and with all the new residential that’s coming to the area, that’s just that many more people who are going to be living right on your doorstep. You sign a five year lease today, there’s going to be even more people living in the area when you come to renew.”

— Eric Slatter, Partner, Omada Commercial Real Estate

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