



welcome

Welcome to the neighbourhood, and welcome to the family! Old Strathcona has been an iconic part of the Edmonton landscape for many years, and we are so excited that you have joined us to become a part of the ongoing story of the area.

**EDMONTONIANS
HAVE VOTED OLD
STRATHCONA AS THEIR
FAVOURITE
SHOPPING
DISTRICT
IN THE CITY.**

*Jason and Ailynn Wong,
Owners of Yelo'd*

Our neighbourhood has set itself apart from other business districts in the city through a combination of businesses, events and experiences that speak honestly and authentically to the consumers and residents who choose to spend their time here. Your best chance at business success is to connect with customers, neighbouring businesses, festivals and events, and the Old Strathcona Business Association (OSBA), to become a part of the "Whyte Ave" experience. Most of our visitors come to experience the area as a whole, and any business that fosters those deep connections and relationships will become a must-see part of this neighbourhood.

As a community, we value diversity and inclusion. We celebrate and connect with each other through year-round festivals and events. And we thrive when we all have each others' backs.

We want to see you be successful, both as a part of this connected community, and as an authentic voice that has something unique to offer. And we're here to help!

Who We Are and What We Do For You



We are the Old Strathcona Business Association, the Business Improvement Area (BIA) for this district. The City of Edmonton defines BIAs as:

A Business Improvement Area (BIA) is a specific geographic area of the city in which businesses pool resources and work together, through a formal association, to enhance the economic development of their area.

The point is to help create vibrant economies across the City of Edmonton, and we do so by working with you (and more than 600 of your new neighbours) to remove barriers and create opportunities for businesses such as yours to succeed. All the businesses in this area contribute a levy which we allocate to pursue numerous initiatives to influence and improve the environment our businesses operate in. The OSBA is guided by a Board of Directors - made up of business owners like you!

We have a small but mighty staff, and we are constantly working on a number of projects including:

- Neighbourhood beautification, including flowers, murals, and other public art projects in the area.
- Social Enterprise partnerships with a variety of Edmonton organizations to support neighbourhood clean-up initiatives.
- Advocacy for programs like the Storefront and Alley Improvement grant, Development Incentive grant, COVID Economic Relief programs and patio permits.
- Collective marketing initiatives that encourage supporting local businesses, bring awareness to Old Strathcona as a shopping destination and highlight our business owners.
- Area activation and public-attention programming delivered through shopping events and campaigns like

our Sweet Treats and Latte Festival, and Winter Whyte Light Up.

- Support and partnership of community events and festivals that drive traffic to the area.
- Improving the overall pedestrian and visitor experience with public space enhancements like seating, parklets and patio activation.

We are also your conduit for accessing information and resources from the City of Edmonton, such as:

- Help navigating business licensing and permitting
- Ongoing advocacy for neighbourhood improvements and other interests of our businesses.

And much, much more.

Marketing



Active social media channels, digital shop local campaigns, sponsorships, neighbourhood events.



Connecting with us when you have a marketing initiative, by tagging us on social media, engaging with our social media, and reaching out to us with your marketing plans and ideas.

Connection



Member newsletter, in person visits, building connections within the business owner community.



Building relationships with your neighbours, engaging and participating or sponsoring neighbourhood events and festivals, creating and participating in cross-promotional programs with other businesses.

You can be even more engaged with the BIA by attending annual meetings, and even getting involved with the Board of Directors. Positions are elected and voted on by members every fall at the AGM. If you are interested in being on the board, let us know and we'll chat about upcoming openings!

We work in partnership with you to make the best of our neighbourhood. This means that we each have roles to play. For instance:

Cleanliness & Beautification



Flowers, murals, public art projects and general neighbourhood clean-up partnerships.



Storefront maintenance, including winter shovelling, summer sweeping, window washing and graffiti removal.

Safety



Work together with the Neighbourhood Empowerment Team (NET), the EPS Beats team, businesses, and others to provide support and access to resources.



Reporting to 311, building relationships with neighbouring businesses, and being familiar with the City of Edmonton's [neighbourhood response tool](#).

Working Together



Stay in Touch

We're here for you. If you ever have any questions or concerns, or just want to meet the team behind the scenes, give us a call at 780.437.4182 or drop us an email at info@oldstrathcona.ca. We are often the first to hear about new support opportunities, so if there is something you need, give us a shout and we might just have a resource for you!

We want to get to know you, and find out what we can do to make this the best business community possible for everyone.



REFERENCE

Here's a list of some of the things you may want to have handy access to.

[BIA Map](#)

[BIA Tax Explainer](#)

[Bike Lanes and Transit Info](#)

[Parking Info](#)

[Neighbourhood Response Tool](#)

