

# Spruce Grove City Centre Business Association

## **Submitted by**

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## **Title of submission**

Funding Request for Signature Events and Marketing (During the Area Development of the City Centre)

## **Purpose**

On August 15, 2016, City Council approved the establishment of the City Centre Business Improvement Area (BIA) for the purpose of promoting the revitalization and redevelopment of the Spruce Grove City Centre. The Bylaw (C-966-16) further provided for the establishment of the City Centre Business Association (CCBA) as the Board for the BIA including the corporate bylaws under which the Board operates. It is understood that at least part of the annual budget will be funded by a Business Improvement Levy on businesses located within the BIA zone, as well, in an effort to keep the levy amount as low as possible, the CCBA will undertake a series of signature events to raise funds for the purpose of fulfilling their mission.

In the Spring of 2022, the commencement of the Area Redevelopment Plan Construction Phase 1 began on McLeod Avenue. During these early stages of construction, it became abundantly clear that the CCBA would have to work to modify our existing Signature Events as well as execute a very strong marketing campaign throughout the duration of the construction to support the businesses affected, and on a wider scale, within the City Centre as a whole.

## **Description of project**

With the challenge of the City Centre Area Redevelopment construction taking place, the CCBA is seeking any assistance that the City of Spruce Grove might be able to provide. The funds requested will be used to strategically plan marketing campaigns and events to incentivize the public to continue to visit the City Centre during the ongoing construction. Being that many businesses in the City Centre are still in a state of recovery from 2 years of disruptions due to COVID-19, the CCBA will be carefully crafting Signature Events as to not rely heavily on sponsorship monies to carry out. Events such as the City Centre Markets, Fall Fest, Moonlight Madness etc. will be executed in such a way as to shine a light on the many businesses within the City Centre and build up the foot traffic pattern that we worked hard to create pre-COVID and pre-Area Redevelopment Plan Construction Phase 1.

The CCBA will also be continuing to look for opportunities to assist other organizations in the growth of their events as we did in 2022 by organizing and executing the Canada Day and Ribfest Vendor Markets.

## **Financial impact**

The CCBA is requesting \$10,000 dollars in funds to assist with the strategic planning of events/marketing campaigns in the City Centre during the Area Redevelopment Plan Construction Phase 1.

The CCBA does receive a BIA levy paid for by the businesses within the zone, which is \$32,000, however the CCBA does rely on these funds compounded with fundraising to raise additional monies needed to

cover all operating costs. Due to the scale of the City Centre Area Redevelopment Plan Construction Phase 1, and the sensitivity around the businesses being impacted, the CCBA in 2023 will be greatly reducing any sponsorship requests made to our businesses.

With the completion of Columbus Park in 2022, the CCBA had planned on organizing a variety of events in that space to draw the community to the City Centre and provide visibility to our businesses. These events would have also provided an important revenue stream to the CCBA to help offset operational costs. Unfortunately, due to the nature of the construction on McLeod Avenue, there are obvious safety concerns with using the space while construction is actively being conducted, and events will not likely be a possibility in that space for 2023.

### **Community benefit**

Beyond the benefits to the BIA zoned businesses, the success of our previously held small-and large-scale signature events demonstrate that there is a notable benefit to the residents at large. These events are intended to not only help revitalize the City Centre but also to create opportunities for residents to engage in these types of family focused events. Although the Area Redevelopment Plan Construction Phase 1 will cause the CCBA to temporarily shift to smaller scale 'in-person' events and larger scale 'online' marketing based events. The strategic planning behind each event carried out will serve to benefit the businesses involved and still maintain the purpose which is to bring the community together within the City Centre and acquire exposure to the many businesses within.

Furthermore, large scale Signature Events are quite labour intensive therefore the CCBA provides honoraria to local community groups that volunteer for our events to aid in their successful delivery . These honoraria are an important method of fundraising for various community groups and are essential to aid them in the purchase of items such as playground equipment, breakfast programs and classroom sets of technology for students.