

The logo for the Edmonton Downtown Business Association is a white graphic on a blue background. It consists of a white shape that is roughly rectangular with a rounded top-left corner and a diagonal cut-off on the right side. Below this shape is a thick white horizontal bar, and below that is a thick white vertical bar, forming a stylized 'T' shape.

EDMONTON
DOWNTOWN
BUSINESS
ASSOCIATION

EDBA 2023 Strategic Planning

Board Strategic Planning Outcomes

July 2023

Priority Areas

Priority Areas

Serving as the Leading Voice & Convening Force in Downtown Recovery

Highlights:

- Advocate on behalf of member businesses, as well as connect them with grant, subsidies and other recovery or economic development resources.
- Continue work with government on initiatives that drive economic growth and residential development.
- Work closely with partners in the ecosystem to continue important investments downtown.
- Prioritize additional revenue streams and amendment to the BIA's funding model

Priority Areas

Ensuring the Downtown Community is Active in Solutions to Systemic Social Issues

Highlights:

- The EDBA will work to identify its specific role in relevant systemic social issues to downtown.
- The EDBA is committed to advancing its own diversity, equity and inclusion within the organization and with its relevant partners and businesses.
- Develop relationships with impactful social agencies and Indigenous organizations to collaborate, share important information and provide meaningful support.

Priority Areas

Generating Continuous Service Value for Members

Highlights:

- Expand communication efforts with member businesses to ensure there's two-way communication, all member information is updated and increase efforts to reach members who are less engaged.
- Assess the current EDBA programs to determine the specific ROI to members and where value to members can be increased.
- Increase storytelling about member businesses and the EDBA, as well as celebrate progress more often.

Priority Areas

Creating & Promoting a Remarkable, Attractive Downtown Experience

Highlights:

- Continue to prioritize and communicate successful efforts around safety, cleanliness and infrastructure improvements.
- Continue to activate public spaces across downtown with EDDBA members and partners.
- Expand our network of grassroots champions and subject matter experts and support them in amplifying the EDDBA's messages and vision.
- Pursue, support and advocate for amenities, attractions and events that create immediate pedestrian traffic and create a more vibrant and desirable urban environment

Decision Principles

The values and principles statements of the EDBA are distinct from the values and working principles that guide the work of the office staff.

These statements are designed to provide a decision-making lens for the EDBA when making public and external decisions. They are designed to help guide the Board and the Executive Director with difficult decisions, public debates and in building our brand as an organization.

Long Term, Big Picture

The EDBA understands that effective leadership and being an agent of true change is a long game. We act on plans and desired outcomes, not pressure.

Always Building Integrity and Credibility

We stand up for what we know is right, even in the face of reflexive backlash, snap criticism, and 'the haters'. We do what we say we are going to do every single time. But we know the value in acknowledging and explaining when we need to make a change.

Evidence Powers Confidence

Every major decision the EDBA makes stems from an evidence-based, collaborative discussion. We listen carefully to all perspectives; we examine the best data available to us; we consider the impact several steps ahead; and then we decide and confidently act based on what is best for our members and our city.

Being First; Being Bold

The EDBA has an obligation to be a catalyzing leader as we elevate our Downtown and contribute to city-building. We take calculated, strategic risks and rely on creativity and a sense of unified confidence to inspire our members, our stakeholders, and our city to understand what is possible and join us in taking action.

Proving That Different is Good

The EDBA shows how good *different* can be for Downtown – our decisions ensure both that everyone is welcome and safe, and that our current and future members can thrive. We believe prosperity and wellbeing is cyclical, not exclusive – taking a step forward with one of these objectives allows us to support the other.

Mission Statement

Our New Mission Statement

As the lead activator and advocate shaping Downtown Edmonton, we work on behalf of our member businesses to support and deliver a vibrant and remarkable Downtown experience, rooted in inclusion, diversity, prosperity, and resilience.