President's Report

10/2023

**Introduction**:

I am honored to have served as the President of our association for the past three years, during which we've navigated through the challenges of the pandemic while continuing to contribute to the betterment of our Bridgeland community. Our commitment to enhancing our area's aesthetics, celebrating its history, and supporting local businesses remains unwavering. In this report, you will discover the achievements we've accomplished this year.

\***Achievements and Highlights:**

1. **Bridgeland's Aesthetic Transformation:**

- The realization of the Gateway project, particularly the Edmonton Trail and Memorial intersection.

- Installation of the "A Portrait of Bridgeland" mural beneath the flyover, symbolizing the rich history of our community.

- Acting as a liaison with the City during the Main Streets project phase 1 along Edmonton Trail.

- Introduction of street-level lighting, pedestrian-friendly boulevards, mature trees, and branded streetlights.

2. **Community Branding**:

- Design of branded bike racks, awaiting installation.

- Ongoing growth of our social media presence, including business features.

- Successful implementation of "Busking in Bridgeland," with numerous musicians enhancing our community's vibrancy.

- Secured two years of free parking through the ParkPlus platform for local businesses during the construction of 1st Street area.

3. **Membership Growth and Budget:**

- A 10% increase in membership since the previous year.

- Maintaining a responsible budget to ensure funding for beautification, signage, and public relations.

- Slight budget increase to accommodate the anticipated growth in businesses without significantly impacting individual levies.

**Challenges and Future Initiatives:**

1. **Parking and Crime Challenges:**

- Ongoing issues with parking and petty crime.

- Challenges related to cooperation with landowners and available physical space.

- Application for City grants to address crime and homelessness, which are persistent issues.

- Commitment to addressing these concerns as a top priority in the upcoming fiscal year.

2. **Preparing for Main Street Construction:**

- Preparing for disruptions during the Main Street construction on 1st Street.

- Goals include finding temporary parking solutions, hiring firms specializing in wayfinding, and creating a comprehensive communication plan.

- Expectation that event hosting may resume after construction concludes.

- Actively seeking new board members with diverse skills, particularly for the development committee, to enhance our retail mix.

**Acknowledgments**:

- Recognize and appreciate the dedication of the board members, whose efforts have been instrumental in our success.

- Express gratitude to our board members include Alena Jenkins, Five Points Cannabis Bridgeland; Chris Hankins, Bridgeland Sport and Spine; Laura Brescia, Bridgeland Dental Care and Alpine Dental; Yousef Traya, Bridgeland Market; Weston Covert Bike and Brew; Femeena Virani, Elegance Medi Spa; Amy Skinner, Amy Skinner Law; Shannon Creelman, CCH LLP. A special thank you to Nicole Wolf, the artist who completed the A Portrait of Bridgeland and all those who helped her with her information collecting journey.

- Acknowledge the ancestral home, culture, and oral teachings of the land, as well as the bands and people who call Treaty 7 their home.

Alena Jenkins

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