



ANNUAL REPORT 2023



LAND ACKNOWLEDGMENT

We acknowledge with gratitude that Leduc's Downtown District is on Treaty Six territory, a traditional meeting ground and home for many Indigenous peoples, including the Cree, Dene, Nakota Sioux, Saulteaux, and Ojibwe/Anishinaabe nations. This land is governed by the spirit and intent of the original treaty made with the Indigenous peoples. We are grateful for the opportunity to live, work, and learn on this land. We hope that our work honours the past, present, and future generations of Indigenous peoples who call this land their home and that we can be good stewards of the land.



LETTER FROM THE CHAIR



**BRENDA
SMITH-GODDU**
LDBA Chair

Dear Members + Partners of the
Leduc Downtown Business
Association,

I hope this letter finds you well. As the Chair of our esteemed association, I am excited to share some updates with you. Firstly, I want to express my gratitude for your dedication and hard work in contributing to the growth and success of our downtown community. Your passion for our shared goals is truly inspiring. Moving forward, we have some exciting events and initiatives in the pipeline that I believe will further enhance the vibrancy of our district. Your continued support and involvement are crucial to our collective achievements, and I look forward to collaborating with each and every one of you. Together, we can continue to make our downtown area a thriving hub of creativity, commerce, and community.

Warm regards,

Brenda Smith - Goddu
Chair, Downtown Business
Association

The Leduc Downtown Business Association 2023 board members consist of business owners + managers as well as two members at large. This group of people is dedicated to the vision and mission of the organization in order to help all organizations thrive.

Brenda Smith Goddu - Chair (Envision Medical Spa)
Melissa Lenos - Vice Chair (King Business Solutions)
Alex Coenen - Treasurer (ATB Financial)
Jana Hamilton - Secretary (Connectivity Dance)
Jannelle Szott - Director (Days wiht Gray)
Roger Villa - Director (Leduc Co-op)

Shannon Shier - Member at Large
Alanna Dawley - Member at Large
Ryan Pollard - Council Liason
*Carley Graham - City of Leduc rep
*Jennifer Garries - Chamber rep

*non voting member



ORGANIZATION OVERVIEW

The Leduc Downtown Business Association represents close to 300 businesses and organizations in Leduc's Central Business District, spanning from 54 Ave to 47 Ave on 50th Street, and from 47 Street to 53 Street on 50th Avenue. We are known as the "Downtown District" to the public.

VISION

That the Downtown core of Leduc will be a vibrant, important and recognized source of business success, culture and community building within the City of Leduc.

MISSION

To promote, enhance, and advocate for the downtown core of Leduc through leadership and partnership.

STRATEGIC GOALS

PARTNERSHIP

Be a valued partner between the City of Leduc, key business organizations, businesses and landowners.

1

MEMBER

RELATIONS

Create and enhance relationships with members.

3

INCREASE VISITORS

5

Attract members of the local surrounding communities to regularly visit the downtown core.

ATTRACT BUSINESS

2

Be involved in economic development initiatives to acquire and retain key businesses in the downtown area.

OPTIMIZE FUNDS

4

Establish a sustainable operational funding model to increase the organization's capacity.

1. PARTNER ENGAGEMENT



Being a valued partner between the City of Leduc, key business organizations, and our members is key to the success of our goals. Here are some examples of ways we worked with partner organizations in 2023.

CITY OF LEDUC

- * Summer in the City
- Light up the park
- Volunteerfest
- Block 50 Canada Day Car Show
- Santa Claus Parade
- Coffee + Conversations Grants
- Urban Centre Redevelopment Plan Discussion
- FAM Tour
- Spoke to local conference attendees

THE HUB

- * Met with the Director and a board member to discuss business concerns and how we can work together.
- Sat on the Homelessness Task Force bringing ideas, asking questions and advocating for the needs of businesses at bi-weekly meetings.

GRAIN ELEVATOR

- * We worked closely with the Grain Elevator to help them with planning of their Canada Day Celebrations including attending regular board meetings, sharing ideas and assisting the day of the event.

ARTS FOUNDRY

- * We worked closely with the Arts Foundry on the annual Art Walk including attending regular event meetings, sharing ideas on how to engage businesses, and communicating important information to businesses.

FEDERAL + PROVINCIAL GOVERNMENT

- * Throughout the year we engaged regularly with our MP Mike Lake and MLA Brandon Lundy including doing a walk through the Downtown District to discuss and show first hand how the housing + drug issues are affecting businesses.

ENFORCEMENT SERVICES

- * We work closely with RCMP, Community Peace Officers (CPO's) and SCAN to help ensure that our Downtown core is a safe place for our businesses, their customers and our community. Visited many businesses with info sheets on who to call for various concerns.

OTHER ORGANIZATIONS

- * We also worked with Leduc Lions Club, Black Gold Rodeo, Leduc Ringette, and BGC Leduc.

2. ATTRACTION + RETENTION



Our team strives to ensure that the Central Business District is filled vacant spaces in our Downtown District are filled by helping promote spaces for lease, sale or rent on our website and ensuring that they are posted on the Chamber's website and highlighted in their monthly emails.

We also work closely with existing businesses to check in and see how we can help support them with business tools and resources, marketing suggestions etc.

In 2024 we will be working on a big campaign to engage with every business.

Attraction events we attended:

- Chamber Business Expo Booth
- Chamber Golf Tournament Hole Sponsor
- Summer in the City
- VolunteerFest

3

MEMBER RELATIONS & BUSINESS ENGAGEMENT



We worked hard to create opportunities to support and promote our members through:

- Members Mixer at Habaneros
- Culture Days Business Showcase engaged 10 businesses with 76 attendees
- Culture Days Historical Walking Tours 23 attendees
- Culture Days Antique Car Show (15+ cars) + Museum Open Days (33 museum tours)
- Downtown Dining Week - 11 restaurants participated
- Culture Days Art Exhibit - 15 artists and 31 pieces of artwork
- Passport to Christmas Campaign engaged 21 businesses + collected 117 completed passports which equals \$35,100 in recorded spending.

EVENTS WE PARTNERED WITH:

This year we wanted to work with local businesses on initiatives + events they are working on in the Downtown District in order to elevate the quality and reach of their events. We worked hard to support and promote their efforts. This included;

- Easter Event
- Canada Day Car Show
- Canada Day Family Fun Fair
- Night Life on Main
- Art Walk
- Rodeo Parade

90

Member Visits



9

Ribbon Cuttings/Grand
Openings/Open House
Events



4

SUSTAINABLE FUNDING

Through various event sponsorships, grants and initiatives this year we brought in additional revenue outside of the City of Leduc Service Agreement of **\$32,905.01**. These funds allowed us to maintain operations for the year, run events and purchase prizes from member businesses.

Revenue was received from the following streams:

- Canada Summer Job Grant
- Culture Days Grant + Sponsorships
- Interest Income
- Passport to Christmas Initiative
- Easter Event Sponsorship
- Member Event Ticket Sales

Total Revenue

\$85,905



5

INCREASE VISITORS / COMMUNITY ATTRACTION



- Art Walk
- Canada Day Car Show
- Canada Day Family Fun Fair
- Culture Days Business Showcase at 10 different businesses
- Culture Days Historical Walking Tours
- Culture Days Antique Car Show(
- Culture Days Art Exhibit
- Downtown Dining Week
- Night Life on Main Events (every second Thursday in the summer)
- Passport to Christmas Campaign
- Rodeo Parade
- Santa Claus Parade



5

MARKETING/PERCEPTION



574

followers increase
for the year



343,570

social + website
reach

ENHANCE AND DEVELOP THE PERCEPTION OF DOWNTOWN.

Marketing efforts are a huge part of our role as a Downtown Business Association. We work hard to increase and enhance the perception and visibility of the Downtown through many marketing methods including:

- Public email marketing campaigns to the general public
- Social Media including Facebook, Instagram and LinkedIn
- Website
- Blog Posts
- Google Profile
- Radio
- Newspaper
- Signage - Digital Billboards, highway signs + magnet signs
- Attending many community events throughout the year ensuring our brand is displayed + we are talking about our Downtown businesses + events.

TEAM

In June of 2022 the Leduc Downtown Business Association contracted the Leduc Nisku Wetaskiwin Regional Chamber to oversee operations. The Chamber hired Amber Cook for the role of Executive Director to oversee LDBA operations with the support of the entire Chamber team.



AMBER COOK
Executive Director

- * Amber has been actively involved in the LDBA since 2019 as a board member and business owner + operator of The Light House Cowork a shared office space for small businesses.
- * Amber has extensive experience working in and for small businesses providing support and training related to finances, marketing, business planning, and strategic goals.



KRISTIN BOWLES
Marketing + Communications Coordinator

- * Kristin started with the LDBA as a Canada Summer Job Grant hire in 2022 and worked casual hours throughout the year before returning again in May 2023 full time.
- * Before joining LDBA and Chamber, Kristin completed a Full Stack Development Diploma, gaining skills in front and backend website development, creating prototypes, updating webpage content, learning user experience best practices, and deploying projects.

FUTURE PLANS

For the 2024 year the LDBA has contracted the Leduc Nisku Wetaskiwin Regional Chamber to fulfill all operations including 2024 Strategic Goals and the City of Leduc service agreement requirements on behalf of the LDBA, Downtown District.

The City of Leduc has asked that the service agreement funds be directed directly to the Chamber.

The 2022-2025 Strategic goals for the LDBA will remain in place and The Chamber will be held accountable by the board of directors to report to how the strategic goals are being accomplished throughout the year.

The Chamber will maintain a dedicated Downtown Director/Member Relations Manager in addition to the Chamber CEO and Chamber team and will be responsible for all operational expenses.

CONTACT US



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