

Beverly

Business Improvement Area Economic Indicators 2019

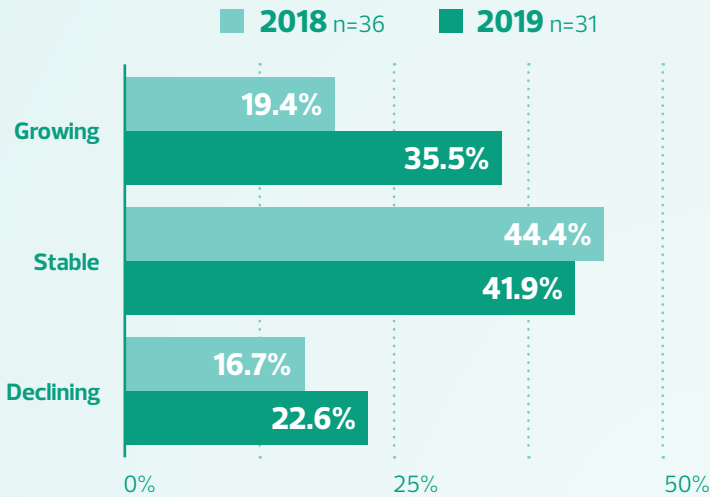
The Beverly Business Association Business Improvement Area is a pedestrian friendly business district with historic old town roots, showcasing a high concentration of diverse restaurants and independently owned businesses.

This Economic Indicators project was initiated by City Council to understand the overall economic well being of Edmonton's Business Improvement Areas (BIAs). In partnership with each BIA, the City has developed a set of indicators which can be measured annually to track and report economic trends.

Beverly **Edmonton**

INDIVIDUAL BUSINESSES ARE THRIVING

BUSINESSES REPORT THEY ARE STABLE, GROWING OR IN DECLINE



Increase in respondents who reported growing success*

NUMBER OF BUSINESSES WITHIN A BIA IS STABLE OR GROWING

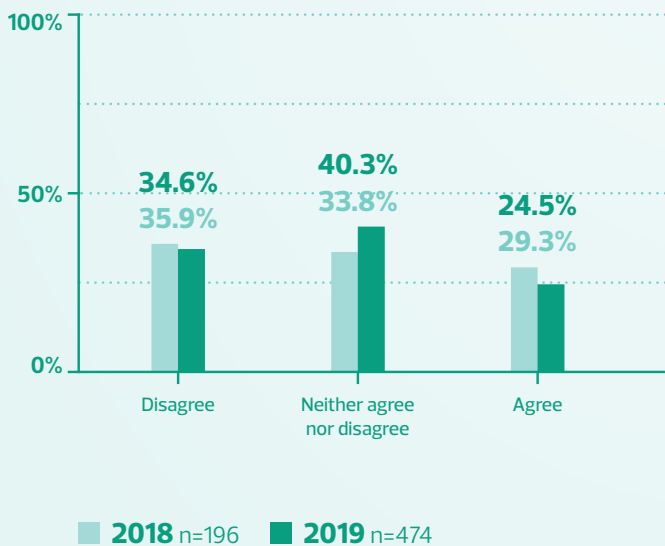
NUMBER OF LICENCED BUSINESSES, YEAR-OVER-YEAR



Increase in New Licences*

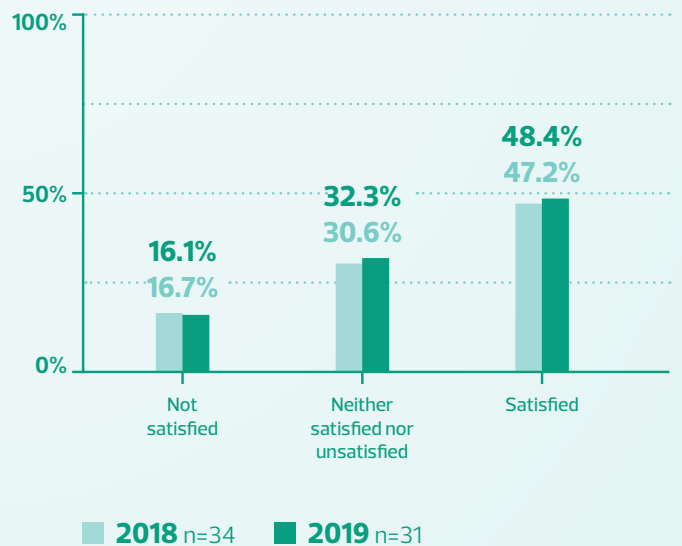
Increase in Total Licences* 🏠 = 2 New Business Licences

PATRONS REPORT THE BIA IS AESTHETICALLY PLEASING



Decrease in respondents who agree*

BUSINESSES REPORT THEY ARE SATISFIED WITH THE MIX OF EXISTING BUSINESSES IN THE AREA

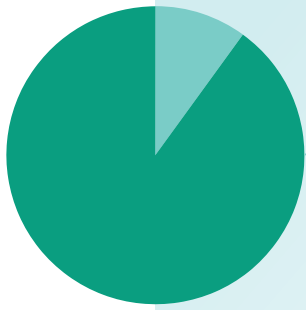


Increase in respondents who reported satisfaction*

* Data for 2018-2019

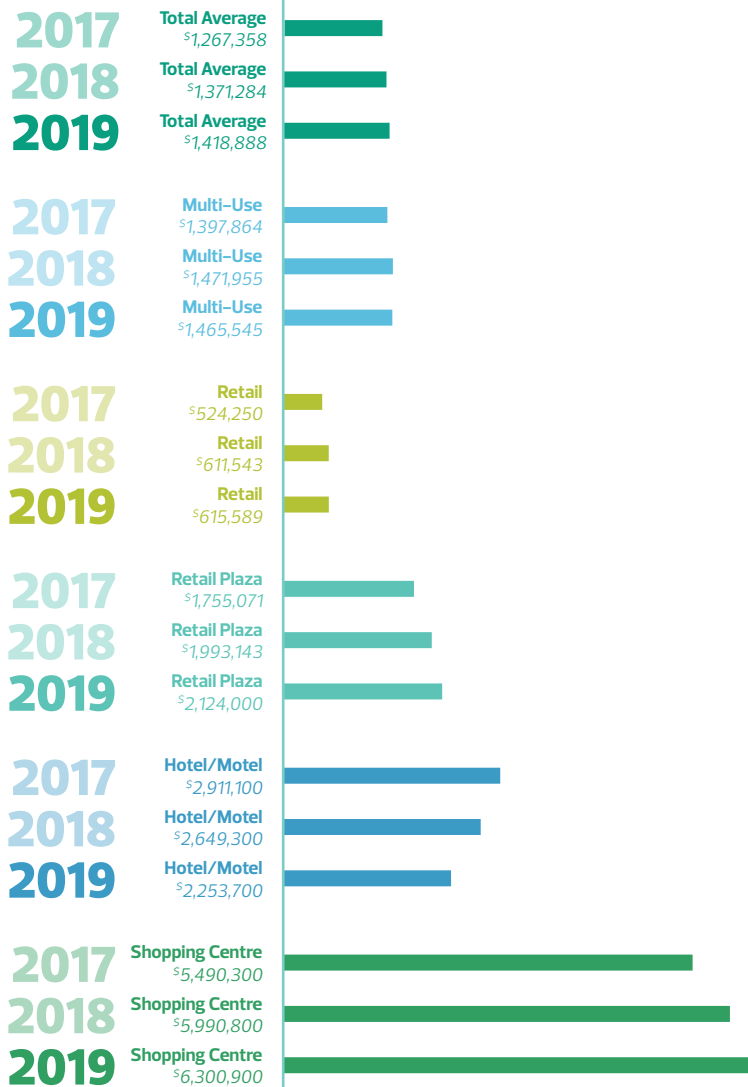
RETAIL STOREFRONT VACANCY RATE

9.68 %
2019

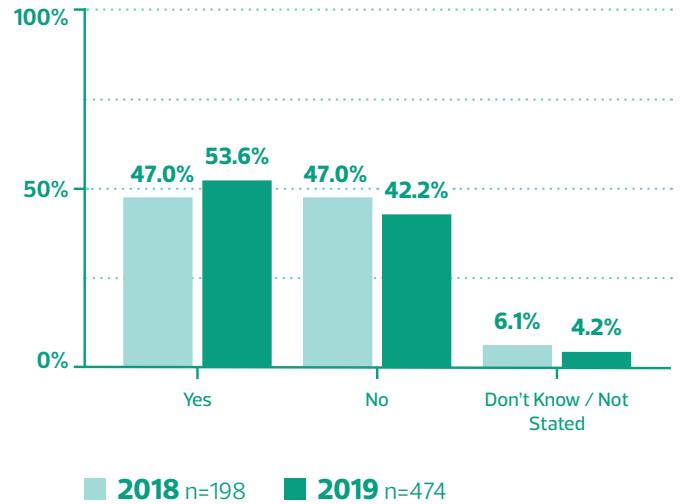


BIA PROPERTY IS DESIRABLE

AVERAGE COMMERCIAL ASSESSMENT VALUE, BY ASSET TYPE



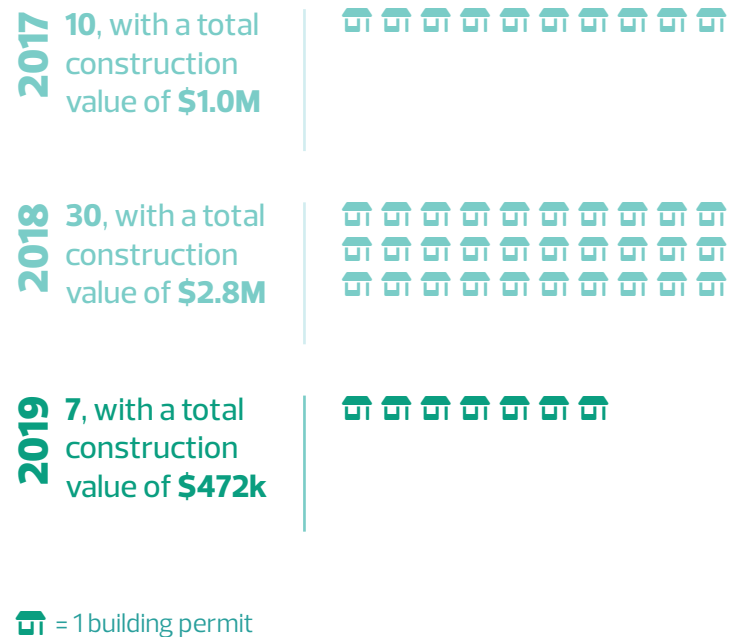
PATRONS REPORT THE AREA IS A DESTINATION LOCATION



Increase in respondents who stated Yes*

PROPERTY IS BEING IMPROVED

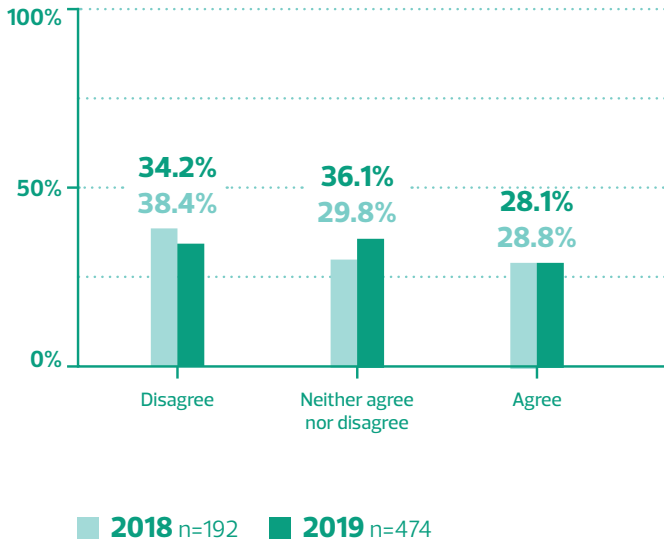
NUMBER AND VALUE OF BUILDING PERMITS



Building permits have decreased in both number and total construction value*

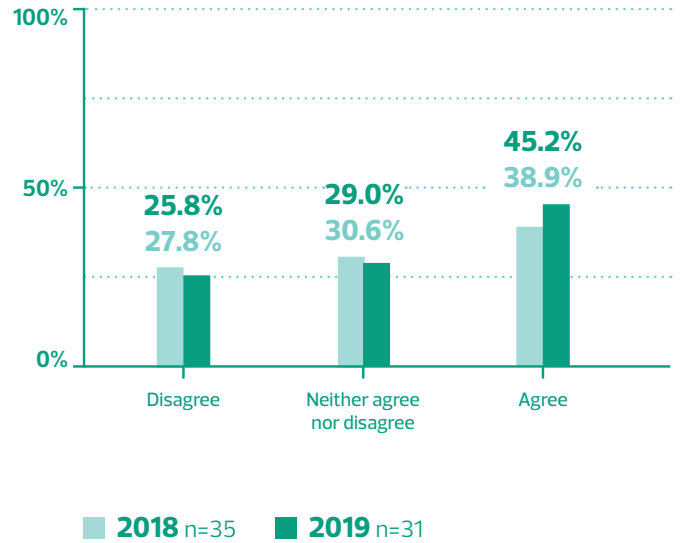
* Data for 2018-2019

PATRONS REPORT THE AREA IS SAFE



Slight decrease in respondents who agreed*

BUSINESSES REPORT THE AREA IS SAFE



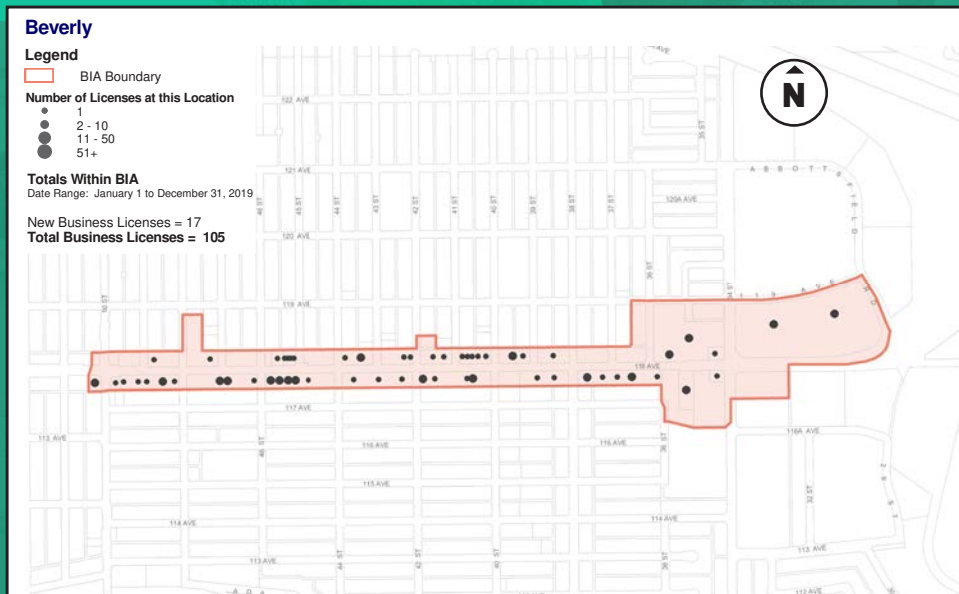
Increase in respondents who agreed*

* Data for 2018-2019

Methodology

The results in this report reflect data collected from internal City of Edmonton data sources (such as permit and licence applications) and from a series of surveys. Surveys were conducted with businesses and members of the public, including patrons and residents

living near the BIA. These surveys were completed online, in-person, and via telephone from September to December of 2019. The study of vacant retail storefronts was conducted in August 2019. For additional information please contact smallbusiness@edmonton.ca.



Acknowledgements

This project would not have been possible without the support and partnership of the BIAs and their member businesses. We wish to extend our sincere thanks to the Executive Directors and Boards for their participation, advice, and direction throughout this project.