

SMALL BUSINESS

About 95% of the businesses in Edmonton are small businesses. Our local risk takers and business owners contribute to the vibrancy of our city and help create a prosperous future for all of us. The City of Edmonton champions the local and emerging economy through strategies, projects and capacity building in partnership with internal and external stakeholders.

THE CITY PLAN Building Blocks

The City Plan considers what our city will look like at 2 million people. To get there, new information will be gathered over the next two years. But it will also rely on much of the work and policies that have recently been completed or are currently advancing. These important pieces of work will form the building blocks of the City Plan, the foundation to support us as we move towards a new view of our city.

HOW DOES THE CITY SUPPORT SMALL BUSINESS?

The City of Edmonton has a history of providing innovative leadership in developing programs which support the local economy, and must continue to consider the unique needs and perspectives of small businesses through future initiatives like the City Plan.

HOW WILL WE KNOW SUCCESS?

- Businesses are thriving
- Real estate is in demand
- BIAs are perceived as safe
- BIAs are preferred destinations
- BIAs are aesthetically pleasing

WHAT IS ACHIEVED BY SUPPORTING SMALL BUSINESSES?

- Complete neighbourhoods that serve as destination locations for Edmontonians to shop, work, do business, and gather
- Edmonton is a city with vibrant urban places where businesses and commercial areas thrive
- Ongoing investment in the local economy to improve economic resilience and regional prosperity
- The economy enables the quality of life that Edmontonians desire and aspire to

FUNDING INITIATIVES AND PROGRAMS

The City supports the development of small businesses through programs and funding initiatives, which includes an ongoing partnership with Business Improvement Areas (BIAs) on programs such as the Facade Improvement Program and Development Incentive Program. Here are some program highlights.

OPEN WINDOW PROGRAM

Customized one-on-one support to help new and small business owners navigate the City's processes on the way to obtaining necessary licenses and permits. This program has provided over 1000 consultations to new businesses from 2016–2018.

FACADE IMPROVEMENT PROGRAM

This program continues to be a valuable tool to support the efforts of the City and its partners to revitalize main streets and commercial nodes by incentivizing renovations in BIAs.

CASE STUDY: MILL CREEK CAFE

BEFORE



AFTER



DEVELOPMENT INCENTIVE PROGRAM

This program is critical to property owners in incentivizing building improvements and securing private funding. It helps to fill vacant spaces that negatively impact the local economy of the surrounding area, and supports the development of Edmonton's "missing middle" through the development of new mixed-use buildings.

CASE STUDY: MULTI-UNIT RESIDENTIAL DEVELOPMENT – MIXED USE 10103 81 AVENUE, OLD STRATHCONA BUSINESS IMPROVEMENT AREA

BEFORE (2012)



AFTER (2016)



CORNER STORE PROGRAM

This program provides support for neighbourhood shopping sites, which includes a combination of financial incentives, business supports, and infrastructure upgrades. The program has developed critical partnerships between City departments, businesses, property owners and neighbourhood residents.

CASE STUDY: CALDER RITCHIE

BEFORE



AFTER

