



It starts right here!

Welcome to the
Edmonton Kingsway District
A Community Profile



First-Class Shopping District | Western Canada's Medical Hub | Best-in-Class Recreation

Edmonton Kingsway BREI Conference Presentation June 21

The Kingsway District Association -Who We are; and
How we Brand our BIA to support business and engage
others.

By: Ellie Sasseville



Edmonton Kingsway **DEFINE** **WHAT YOU** **ARE!**

- Edmonton Kingsway is a centrally located area within the City of Edmonton with plenty of free parking.
- Kingsway has something for everyone. We have major department stores, Sears, the Bay, along with Superstore and Canadian Tire.
- In addition, Kingsway Mall has another 200 stores with everything from fashions and accessories to home entertainment.

Edmonton Kingsway

- Before you can engage anyone you need a plan, you need research to know what you have and then develop plan from that.
- Edmonton Kingsway is close to downtown conveniences but without the downtown hassle or hustle.

The District Basics to a brand

What do we have?

- List top attractions if any?
- List outstanding services or products
 - Some that are only available in your district
 - Some that are available elsewhere, but connect to something else of interest, this is the thing you discover that gives your district the competitive edge- easy transportation, accommodation, easy parking
- Recognize you need partners
 - Work with other groups or organizations to assist with business attraction
 - Piggy Back on Marketing Strategies that local area businesses are using or municipality or other

Be the Resources, and Champions

- **Summarize district resources**
 - **Dedicate time to this critical research**
 - Meet with and collect feedback from visitors, members, community leaders, even residents
 - If a district has buy in, everyone will share in the success
 - Find a few Champions among your own members.
- **Work with what you have and build on it, be realistic!**

“It Starts
Right Here”

We have
Meds? We
have Beds?

Kingsway for example is home to

- Over 500 medical, health and wellness professionals, hospitals, rehabilitation centres
- Four Hotels that are full most of the time, but with patients, with Conferences. So based on research **Patients, staff and visitors** become our target market!

Being Adaptable and willing to brand what you have

- Decide what sets you apart? For Kingsway that was easy,
- Over 500 Medical Professionals and over **20,000** people a day frequenting our small geographic location just for medical purposes! **\$\$\$\$**

Identify what /who your area services?

- **The Royal Alexandra Hospital**, over **5000** staff who frequent Kingsway daily. This hospital alone sees over **11,000** patients a day.
- **Glenrose Rehabilitation Hospital** employs over **1500** staff and services over **1000** patients a day
- **Millard Health Centre** over **250** staff and services over **1000** patients a day, these are all our customers!

Being Adaptable and Partnering

- Kingsway is also home to over 200 other health and wellness businesses including everything from Spa's, Dentists, to **safety supply**.
- As you are reviewing your area, clients or district the same applies . What does Your district have that is different, or that brings in visitors?
 - Maybe this is parks, shopping, tourist attractions etc. but what ever you decide it is, you must brand it, own it and market it.
- Understand your visitors
 - Work towards continued attraction, this is achieved by working with companies, partners, municipalities groups, and Economic Development.

The Tag Line

Once we had the Tag Line we started the process to trade mark it and get everyone using it.

- Finding the connection to everything that is in your district, develop an ad campaign that you can use and share.

“It Starts Right Here”



Being the belle of the ball starts right here.

With more than two dozen beauty supply stores and salons and nearly 150 fashion stores, Kingsway will help Emily be the belle of the ball. And for that very busy day, there are nearly 80 places to have lunch - or breakfast or dinner - and there are six travel agencies ready to help Emily plan her upcoming trips to Broadway.

Convenient, easy access, incredible variety.

"It Starts Right Here" -

www.EdmontonKingsway.com



Recharging starts right here.

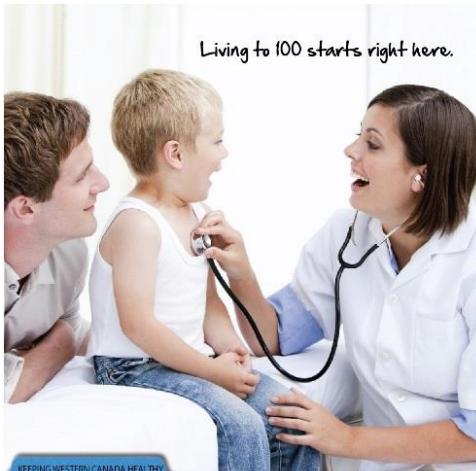
A deluxe room at one of Kingsway's four hotels, a great salon and spa (there are nearly 20 to choose from), over 70 restaurants nearby, and a Kingsway Mall gift card, good at nearly 150 fashion shops, is a great way to put the world, and your relationships, back into perspective.

"It Starts Right Here" -

www.EdmontonKingsway.com



Living to 100 starts right here.



KEEPING WESTERN CANADA HEALTHY

With four hospitals, excellent eye and dental care, a state-of-the-art trauma center, Northern Alberta's Institute of Technology and nearby University of Alberta Medical Schools, the Kingsway District offers some of Canada's best medical practitioners, medical facilities and medical facilities.

Kingsway is the go-to center for quality health care for four million people to Northern B.C., Alberta and Saskatchewan. Air service, shopping and lodging facilities, quality and convenience make Kingsway an easy choice for people and a perfect location for health-care services.

"It Starts Right Here" -



KEEPING WESTERN CANADA HEALTHY

As the fastest growing metropolitan area in Canada, Edmonton has incredible business opportunities, and the Kingsway District is the leader in opportunities for health services.

Kingsway is THE go-to destination for quality health care from preventive, rehabilitation centers such as the Millard Health Centre and the Glenrose Rehabilitation Centre and as well as emergency treatment for four million people in Western Canada. With more than 85 medical service facilities, a host of opportunities exist for the construction of new clinics and research facilities, health and medical practitioners, medical technology companies, and outpatient services.

"It Starts Right Here" -



Your BFF shopping spree starts right here.

With ample parking space and more than 200 retail stores, restaurants, and services, and another 90 shops nearby, the Kingsway Mall offers everything from auctions to travel agencies.

Kingsway is home to more than 70 restaurants, nearly 150 fashion shops, 30 beauty supply stores and salons, nearly a dozen sports and entertainment options, and 80 health and wellness practitioners.

What's on your list? You'll find it in minutes in Kingsway. Convenient, accessible, friendly, and EASY - it starts right here in Kingsway.

"It Starts Right Here" -

www.EdmontonKingsway.com





Healthy, happy women start right here.

Women trust the Lois Hole Hospital for Women for its ground-breaking procedures, state-of-the-art technology, and compassionate care. Specialized services for women under one roof, providing accessible, quality care for women of all ages and all stages in life.

"It Starts Right Here" -

www.EdmontonKingsway.com



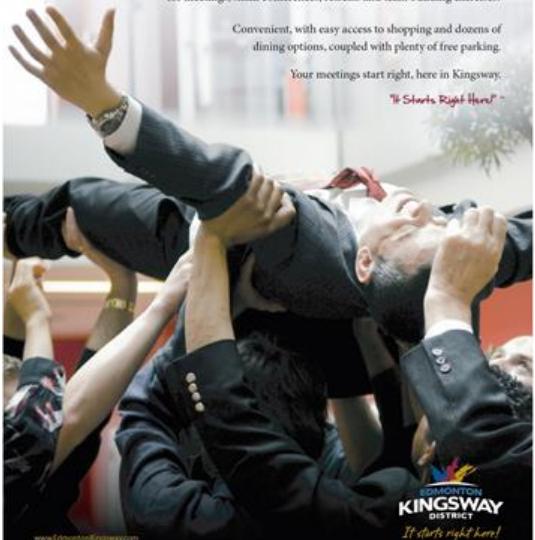
The ultimate in team building starts right here.

Without all the distractions, noise, expensive parking, and hassles, is it any wonder why Kingsway is quickly becoming the destination of choice for meetings, small conferences, retreats and team building exercises?

Convenient, with easy access to shopping and dozens of dining options, coupled with plenty of free parking.

Your meetings start right, here in Kingsway.

"It Starts Right Here" -



www.EdmontonKingsway.com



Seeing the ball clear the fence starts right here.

Kingsway is home to some of the best opticians, clinics, and eye-care specialists in Western Canada. They have a single focus: To make sure that first home run is out of the ballpark.

"It Starts Right Here" -

www.EdmontonKingsway.com



That million dollar smile starts right here.

Kingsway is home to some of the best dental care practitioners and clinics in Western Canada. And they have a single focus: To make sure your million-dollar smile lasts forever.

"It Starts Right Here" -

www.EdmontonKingsway.com



Your NHL dream starts right here.

Kingsway has the experts people want – some of the best medical technologies and practitioners in Western Canada. They have a single focus: To make sure you live a longer, happier and healthier life. So live life to the fullest. Kingsway is here for you.

"It Starts Right Here" -

www.EdmontonKingsway.com



Engagement Process – Members 1st

Member Engagement

- Maybe you invest in a small door sticker that is given to every member, your members need to know they are members
- A welcome letter to every new business
- A monthly update ie.. Newsletter
- Engage local member companies to share their skills with other members on issues that are the same no matter the industry, marketing, social media, retention of employees
- Business to Business relationships
- Be culturally aware, other languages etc.
- Share the tag line or branding to have it promoted in your member marketing campaigns

Engagement Process - Local Groups

Local Group Engagement

- Engage local education facilities
- Engage Not for profit associations
- Local clean up groups
- Identify specific investment opportunities and ensure that the local Economic Development team is aware and Realtors

Engagement Process Local Media

Media Engagement

- Engage and share your events
- If you have a position on something, issue a Press Release
- Engage your members to include you when they are dealing with issues or engaged with Media

Engagement Process Government

Government Engagement

- Engage with all levels of Gov't through mail, email or face to face meetings. Invitations and updates should be extended always
- MLA
- Municipal Council Member
- City Administration
- Member of Parliament

Branding and Engagement is a process it takes Time, Research,.
Dedication and Community Buy in.

Be sure to keep your BIA or organization focused on what is achievable, and what is supported by all members!

Spend time educating everyone, businesses, residents, councils, community and media on the spin off business that is derived from what ever branding direction is decided.

“It Starts Right Here” Edmonton Kingsway
What Starts right here? Everything
Thank You



Diane Kereluk
Executive Director
Stony Plain Road and Area
Business Association





Why Community and Stakeholder Alliances Are Important!



STRENGTH IN NUMBERS

**“IF WE
DO NOT
HANG
TOGETHER,
WE WILL
ALL HANG
SEPARATELY.”**

The Fresh Quotes

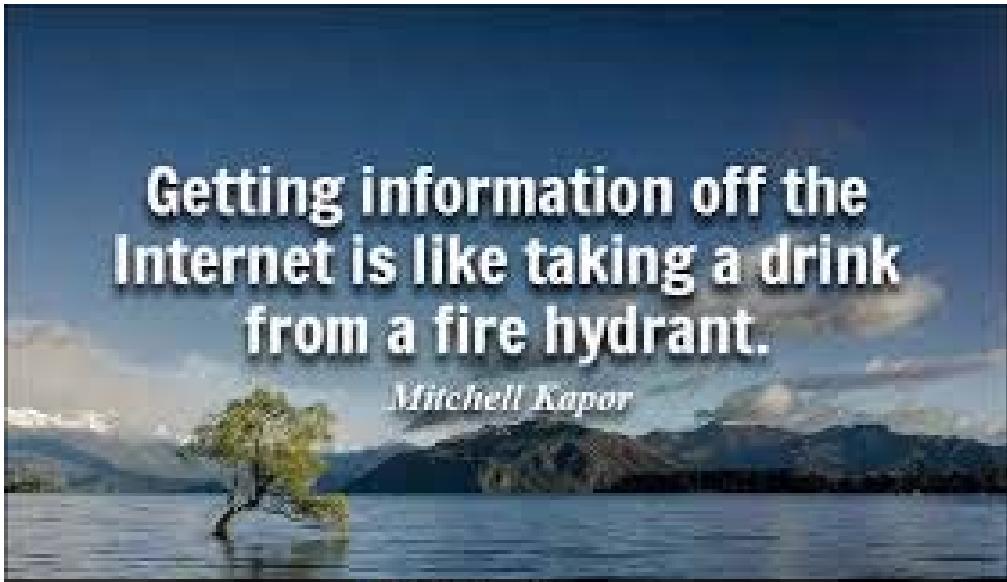


MORE CREATIVE SOLUTIONS





OUTREACH

A landscape photograph of a calm lake with a small, leafless tree in the foreground. In the background, there are mountains under a blue sky with some clouds.

Getting information off the Internet is like taking a drink from a fire hydrant.

Mitchell Kapor





SHARE RESOURCES

“I CAN DO
THINGS YOU
CANNOT,
YOU CAN DO
THINGS I
CANNOT;
TOGETHER
WE CAN DO
GREAT THINGS.”
-MOTHER TERESA



RAISE COMMUNITY AWARENESS





NETWORKING





HOW TO CREATE ALLIANCES?



KEY COMMUNITY LEADERS



COMMUNITY NEWSLETTER



RESIDENTIAL LEADERS



NEIGHBOURHOOD MEETINGS



ELECTED OFFICIALS



MY STORIES



GRANT MACEWAN FINE ARTS









WEST LRT & STREETSCAPE



BEFORE





AFTER





BEFORE



Google



AFTER





QUESTIONS?