



BUSINESS ASSOCIATION

Dear New Business Owner,

Welcome to the 124 Street Business Association. The 124 Street Business Association has been representing local business interests since 1988. We welcome you to this community with some information about Business Improvement Areas (BIAs). Our mandate is to improve the economic vitality of the 124 Street district through marketing and promotional campaigns, streetscaping and beautification, special events, business recruitment and retention, and advocacy on numerous issues with the City of Edmonton and other organizations. As a member, you have all the rights and privileges of this membership, and we invite you to become involved with the Business Association.

Here are some of the key opportunities for members of the 124 Street Business Association:

- Business listed in the Business Directory on the 124 Street website.
- Promotion across our various social media platforms including Twitter, Facebook, Instagram, and monthly Newsletter and traditional marketing platforms (print, community newsletters, etc.).
- Participation in various special events within the 124 Street BIA.
- Invitations to attend networking events including the 124 Street Open House and regular business mixers.
- Eligible to participate in the City of Edmonton Bloomin' Boulevards Program (flower barrels and hanging baskets).
- Eligible for the City of Edmonton Storefront Improvement, Storefront Refresh, Interior Building Improvement Programs.
- Eligible to become a Board Director or participate on one of the Board Committees (Marketing and Events, Streetscape, and All is Bright).

Please contact the 124 Street office at info@124street.ca or 780-413-6503 to provide your updated contact information. We look forward to working together with you to grow your business and our business district.

Sincerely,

Jeff McLaren
Executive Director
124 Street Business Association