

# The Kingsway District

## Community Corner Newsletter

It Starts Right Here™



Trade Show  
Season

Blatchford  
Updates

5 WAYS TO IMPROVE  
BUSINESS MARKETING

[edmontonkingsway.com](http://edmontonkingsway.com)

March 2020 | Issue #33

# CONTENTS

“Edmonton Kingsway” is the term that we use when we market the businesses within the Edmonton Kingsway District. We promote our area through ads, tradeshows, and encouraging people to “Get and Stay Healthy in Kingsway.”

“It Starts Right Here” in Edmonton Kingsway. Whether you are a newborn just coming into the world at the Royal Alexandra Hospital or going for your first dental appointment, Edmonton Kingsway is the destination for a long and healthy lifestyle. While you are here, take time to visit one of our over 200 retail locations in the area or dine at one of our many restaurants to choose from.

Edmonton Kingsway is close to downtown conveniences but without the downtown hassle or hustle.

**Chair Message** Page 3

**5 Ways to Market** Page 4-5

**Upcoming Events** Page 6

**Hockey Meets Biz** Page 7

**Blatchford Update** Page 10

**Meet the Neighbours** Page 11

## KDA Staff

**Ellie Sasseville**  
Executive Director

**Colleen Bull**  
Executive Assistant

**Alice Funk**  
Marketing Coordinator

## Our Board Members

**Scott Whitlow**  
Kingsway Business Centre

**Bob Lamoureux**  
EnviroTech Aviation Inc.

**Al Henry**  
View Office Technology

**Scott Mattuli**  
Tacada

**Michael Shandro**  
Best Western Plus City Centre

**Shawn French**  
R.C.M.P “K” Division

**George Trencavski**  
B Street Bar

**Joe Gebran**  
Gebran Enterprise Inc./  
McDonald's

**Brandon Durstling**  
Royal Alexandra Hospital /  
Glenrose Rehabilitation Hospital

## BOARD MEMBERS 2019/2020



Scott Whitlow



Brandon Durstling



Bob Lamoureux



George Trencavski



Al Henry



Michael Shandro



Scott Mattuli



Joe Gebran



Shawn French





Scott Whitlow, Board Chair, Kingsway District Association

**W**ow, Check out our new look! We are very excited about the new layout and design of our KDA Newsletter and we hope you will like it as well. We felt this change would enhance our readership and fall more in line with our weekly electronic version of our Community Connector. If you would like to comment on the newsletter please email the Executive Director, Ellie Sasseville at [info@kingswaydistrict.ca](mailto:info@kingswaydistrict.ca).

It won't be long before we will see flowers lining the streets and street sweepers. The KDA office much like the temperature outside will heat up.

Now and throughout 2020 we will continue to ensure that Kingsway is a destination for shoppers and visitors. We will travel to many Trade Shows in March and April. Take advantage of this opportunity and contact the KDA to ensure your materials are included. New this year, we are inviting members to join us as we create an Edmonton Kingsway coupon book exclusive for our trade shows.

In May we are set to host our Annual Business Mixer and Trade Show in Partnership with WEBA and EBA. For the topic this year we have decided to host a Community Resource Fair, it will include not for profits, groups and associations that offer every community service you can imagine. I hope this will bring our area residents and businesses together to support each other.

Your administration team and board of directors is working hard to promote communications between all our members through all our social media sites and will post valuable updates and information on our website. I encourage you to check it out [www.kingswaydistrict.ca](http://www.kingswaydistrict.ca). In addition in our challenging economy I encourage you to reach out to the office and share any ideas you have as we look for ways to keep our area strong and vibrant.

# Welcome to the Kingsway District



# 5 WAYS TO IMPROVE BUSINESS MARKETING



## 01 Learn from Competitor

Look to see what types of marketing your competitors are doing. How are they attracting customers? Similar tactics should since you are trying to attract the same type of customers

Visit other businesses to get a feel for how you may be different and capitalize on that. Great time to also introduce yourself to other local business owners.

## 02 Reviews & Testimonials

Your customers have probably googled you at some point in time. Actually 90% of consumers read online reviews before visiting a business.

Get reviews from your current customers! They know you the best and can help you tell others.

Put your reviews everywhere, so potential customers can find them - website, social media.

## 03

### Update Social Media

**H**aving social media accounts isn't enough, you need to keep them updated and accurate.

Post fresh content. Post about new products or services, sales and share what your company is up to.

## 04

### Get Out Of The Store

**Y**our customers love to see what you are doing and if it's something they need to get in on.

It's important for current and potential customers to get to know you and your business. Be seen! This means you go to them, not waiting for them to come to you!

Go to local events and develop your local marketing skills. Sell or promote your products or services.

## 05

### Build an Email List

**J**oin a networking group. Networking events are beneficial for others to meet and learn about you and your business.

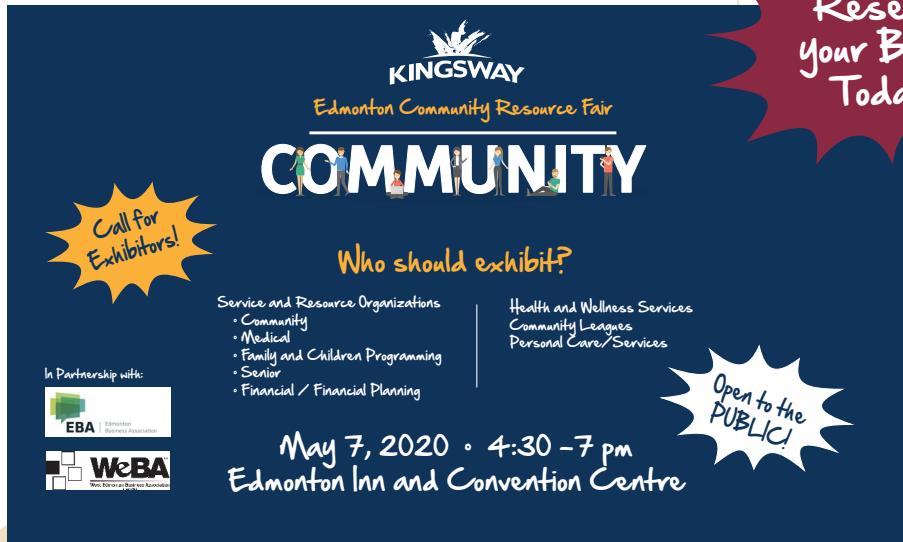
Email marketing can help drive customer acquisition and retention. Help build lasting relationships with your customers.

Sign ups can be used for VIP loyalty programs; or receive special discounts.

Depending on what your goal is, will decide the types of emails you'd like to send out; newsletters, promotions, recommended purchases.



# Upcoming Events



KINGSWAY  
Edmonton Community Resource Fair

## COMMUNITY

Call for Exhibitors!

Who should exhibit?

In Partnership with:

EBA | Edmonton Business Association

WeBA | Women in Business Association

Service and Resource Organizations

- Community
- Medical
- Family and Children Programming
- Senior
- Financial / Financial Planning

Health and Wellness Services

- Community Leagues
- Personal Care / Services

Open to the PUBLIC!

May 7, 2020 • 4:30 - 7 pm  
Edmonton Inn and Convention Centre

Reserve your Booth Today!

## Upcoming Trade Shows

Once again the KDA will be heading "North" to represent the Kingsway District and our businesses. If you are a KDA member and would like us to hand out promotional material on your behalf at the trade shows, please contact our office at 780.454.9716. We encourage members to participate by providing us with brochures, pamphlets, coupons, or other promotional items.

## COFFEE with a COP



### What is it?

The City of Edmonton trains volunteers to issue City of Edmonton parking tickets on your private property.

### Who Should Register?

Agencies such as: property management companies, shopping malls, hospitals, hotels, commercial properties and private condominiums.

### Register today

780-454-9716  
office@kingswaydistrict.ca

### Edmonton Inn & Conference Centre

11834 Kingsway

Wednesday, April 29th, 2020

11:30am - 1:00pm

\$26.25 per person/lunch



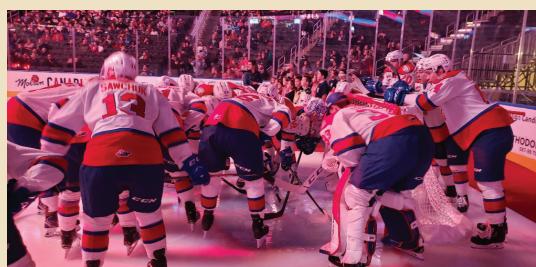
## SAVE THE DATE

Business Meets Football  
June 11, 2020



# HOCKEY MEETS BUSINESS

On January 28th, 2020 the Kingsway District Association held our 6th Annual Hockey Meets Business Association Day. The KDA would like to thank everyone who came out and supported the event. This year we had 50 people come out and watch the Oil Kings take on the Brandon Wheat Kings, we enjoyed great food, company and networked with like-minded professionals. The evening was capped off with going on the ice for the national anthem as well as a tour of the Hockey Hall of Fame.



# Spring Break - March 23 - 27



Four **HOTELS** in the Kingsway Area!

Best Western Plus City Centre  
Chateau Louis  
Chateau Nova  
Edmonton Inn



**SHOP** at Edmonton's second largest mall with over 200 stores and services - **KINGSWAY MALL!**



**Kids Camps**

City of Edmonton - [movelearnplay.edmonton.ca](http://movelearnplay.edmonton.ca)

Fitset Ninja - [fitsetninja.com](http://fitsetninja.com)

Alberta Aviation Museum - [albertaaviationmuseum.com](http://albertaaviationmuseum.com)

(See back cover for more information)



Contact our office to register your company today - [office@kingswaydistrict.ca](mailto:office@kingswaydistrict.ca) or 780.454.9716

**GRAFFITI VANDALISM IS NOT TOLERATED HERE**

**Capital City Clean Up**  
DOING MY PART!

**EDMONTON POLICE SERVICE**

**Edmonton**

## RECORD

Photograph & record vandalized property for police and insurance purposes.

## REPORT

Capital City Clean Up  
Call 311 or use the 311 mobile app  
[captialcitycleanup@edmonton.ca](mailto:captialcitycleanup@edmonton.ca)  
[www.edmonton.ca/graffiti](http://www.edmonton.ca/graffiti)

Edmonton Police Service  
Report graffiti vandalism  
780-423-4567  
[www.edmontonpolice.ca](http://www.edmontonpolice.ca)

## REMOVE

Contact 311 or visit [www.edmonton.ca/graffiti](http://www.edmonton.ca/graffiti) to apply for:

- Professional Graffiti Cleaning Program
- FREE Graffiti Clean-up Kit

*Check out the locals on  
St Patty's Day!*

B Street Bar & Grill  
Boston Pizza  
The Growlery  
Runway 29 Lounge  
Arbour Lounge  
Julian's Piano Bar  
Nova Lounge



Tuesday  
March 17th, 2020



## *Holiday Planning in Kingsway*

Real Canadian Superstore  
Baltyk Bakery  
Purdy's Chocolates  
Arts & Florist Floral & Gift Designs  
Mon Amour Flowers



*Easter Weekend April 10-12*

## **BLOOMIN' BOULEVARDS**



The flower barrels are back again this year!

This year's barrels are the beautiful tricolour and violet petunias. We are so excited to have this unique design and bright colours to bring more beauty to Kingsway.

Order forms for the barrels are now available. Don't miss out on your chance to order.

For more information or to order your barrels, contact Colleen Bull at 780.454.9716 or email [office@kingswaydistrict.ca](mailto:office@kingswaydistrict.ca)



# Blatchford

## LRT is coming to Blatchford!

We couldn't call ourselves a sustainable community without having sustainable transportation options built right into the neighbourhood! That's why we are excited to celebrate another major project kicking off in Blatchford this year – the start of LRT construction!

With almost half of all of Edmonton's energy consumption being used on transportation, making sure our residents and visitors have easy access to environmentally-friendly ways to get around is a cornerstone of our plan to reduce the community's greenhouse emissions.

The City of Edmonton is custom designing a unique 'transit mall' around the new Metro LRT line in Blatchford so we can create a community like no other. A transit mall is a term used to describe a street where vehicular traffic is prohibited (or greatly restricted) and only public transit, bicycles and pedestrians are allowed. The transit mall design will feature:

- A separated commuter cycle track along the entire length of the LRT.
- Very few crossings for vehicle traffic which will limit commute time and promote safety for pedestrians and cyclists.
- Public plazas designed next to the LRT stations will add extra amenity space to the community and a chance to sit and sip your coffee (or tea) while waiting for the train.
- Treed boulevards along the length of the tracks which will make the LRT corridor feel more like an active community street meant for walking and cycling.



Conceptual plan only and is subject to change

## Homes Update

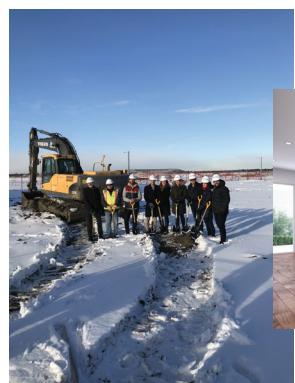
So far 2020 is off to a great start with two more of our home builders starting construction on their sustainably built townhomes. This news, accompanied by more exciting milestones which lie ahead, including the start of LRT construction and the neighbourhood's first residents moving in, make 2020 a very exciting year for Blatchford.

All of our builders - Encore Master Builder, Mutti Homes, Ocheller by RedBrick and Carbon Busters - have select townhomes remaining, so contact them today to find out full details on floor plans, pricing, finishes and current promotions.

Discover your new home at [blatchfordedmonton.ca](http://blatchfordedmonton.ca) and keep up-to-date on community progress, builder announcements and much more by signing up for our newsletter.



Artist's rendering of The Brooklyn at Blatchford townhome by Encore



Artist's rendering of a Nest8 townhome by Ocheller

# MEET THE NEIGHBOURS

When you first walk into the doors of Artwear you are greeted with a big smile and a welcoming hello! Artwear recently moved to the Kingsway District this summer from their long-time home on Yellowhead Trail and 142 Street faced expropriation for the new Yellowhead expansion. We are happy they made the move to our district.

Artwear is working into its' 20th year with owner Brad Foster at its helm, 5 experienced staff and going strong. Brad never really thought he'd be where he is today. His first work experience was in his dad's printing shop in Edmonton's east end. He decided to go on his own as he grew older, moving onto working in the oil patch as a driller as well as working for Edmonton Power. At Edmonton Power was where he met his first business partner, Jack Martel. Jack had bought a used screenprint press and wanted Brad to help him out with it. Needless to say, this was the beginning of Artwear Textiles. Brad and Jack eventually parted ways with Brad moving more into the embroidery aspect. He began his own journey in the west end, eventually moving to 124 street area for 6 years and then the Yellowhead location for the past 12 years. About 5 years ago, he absorbed RMC Sports & Cresting after the death of the original owner, Bob Couture. Bob's daughter Annette also decided to go work with Brad as she's known and worked the industry since her youth. It's been a positive outcome for both of them.

Artwear has a large wholesale client base of customers, but still works with businesses looking for promotional wear and materials. They specialize in:

- Jersey names and numbering
- custom sewing/garments
- direct to garment screen print
- traditional screen print
- Promotional items
- Laser engraving - fabric, leather, wood, glass, etc

They are unique as they have kept the tradition of RMC in cresting. They do all their cresting manufacturing in-house.

**FUN FACT:** Brad loves riding and collecting bikes. He owns 22 different bikes - racing and show. His favourite is a 1974 Elsinor 125 as it was his first brand new bike he bought.

Artwear is located at 52 Airport Road





# KIDS PILOTING THE SKIES WHERE HISTORY TAKES FLIGHT!

## PD DAY CAMPS FOR AGES 6 - 12

REGISTER TODAY

\$60/Camp

[www.albertaaviationmuseum.com](http://www.albertaaviationmuseum.com)

### Upcoming Camps:

February 18, 2020

Barnstorming:  
The Theatrical  
Art of Flight

February 27, 2020

Flight Training  
School  
(BCATP)

March 26, 2020

Gateway to the North:  
Bush Pilots

March 27, 2020

Flight Crews:  
Commercial Aviation  
to the Skies

May 19, 2020

Supersonic:  
Jet Aviation



Alberta Aviation Museum

11410 - Kingsway NW  
780-451-1175

[programs@albertaaviationmuseum.com](mailto:programs@albertaaviationmuseum.com)



@abavmuseum

THE CITY OF  
**Edmonton**

EDMONTON  
HERITAGE COUNCIL

ALBERTA MUSEUMS  
ASSOCIATION