



SACKVILLE
BUSINESS ASSOCIATION

2013-2014 ANNUAL REPORT

Board of Directors

Janice Butler - Chair
Ultimate Party & Events Store

John Murphy - Vice Chair
Hybrid Realty

Ruth Baxter - Secretary
Commercial Property Owner

Matthew Payzant - Treasurer
Payzant Home Hardware

Tara Hill
Subway

Carrie Rice
Sackville Law

John Penney
Sackville Insurance

Elizabeth Bignell
Advantage Wireless - Telus

Peter McNeil
Salvatore Insurance

Caylum Evong
Realty Connect

Michel Saad
Scotiabank

Steve Craig
HRM Councillor, District 15

Brad Johns
HRM Councillor, District 14

Andrew Bone
HRM Planner

Staff

Michelle Champriss, *Executive Director*

Rebecca Haliburton, *Marketing Coordinator*

Lisa Hayhurst, *Seasonal Litter Removal*



Sackville Business Association

622 Sackville Drive, Unit 1B

902-252-3099

info@sackvillebusiness.com

www.sackvillebusiness.com

Message to Stakeholders

The Sackville Business Association is dedicated to making Sackville a better place to live, work and shop. With the introduction of the 2014-2018 Strategic Plan, the SBA continues to bring fresh ideas to the community to create a mecca for experiences in retail, services and activities through continuing existing programming and introducing exciting new opportunities.

In the past year, we've seen the addition of over 25 new businesses, the completion of the pocket park and increased attendance for networking and community events. The association has also advocated for additional streetscaping improvements and has granted over \$30,000 for façade and signage upgrades at member businesses.

We are so proud of our business community and what we have achieved in the past year and are looking forward to another year of growth and opportunity.



Janice Butler
Chair, Board of Directors



Michelle Champniss
Executive Director



Banners over the newly upgraded bridge on Sackville Drive

Our Objectives

- Support the development of an experiential shopping district to increase customer traffic
- Retain current businesses by supporting business growth and development
- Promote an ideal environment where new businesses want to locate

"I would like to take this opportunity to thank you for the lovely hanging baskets you are in the process of installing again this year. They look so beautiful."
Sackville Resident



Beautification & Streetscaping

Pocket Park

The final touches to the upgrades for the bridge over the Little Sackville River have been completed. This includes the completion of the Pocket Park, a small green space near the Downsview Mall that consists of new benches, trees and sod. The pocket park offers a great space for community members to relax and listen to the river.



Before/after of the landscaping in the Acadia Garden completed by the Acadia Recreation Society in 2013



Proposed streetscape improvements in front of Acadia Hall

Streetscaping

The SBA solicited input from Acadia Hall, Sackville Rivers Association and the Sackville Library for future streetscaping plans in front of Acadia Hall and the Library. A conceptual drawing was created to ensure a cohesive vision for the streetscape improvements. The Association also met with HRM staff and councillor to advocate for streetscaping priorities to be including in the 2014-15 budget. In addition, HRM staff committed to replacing the benches on Sackville Drive by the end of the fiscal year.

Decorations

The SBA has worked to improve the aesthetics of Sackville Drive by installing seasonal decorations. The SBA installed 64 hanging flower baskets in the summer and 64 wreaths during the holiday season. We appreciate the support from HRM for this project. The community response to this beautification initiative has been extremely positive.



"The Facade program is another fantastic program by the business association, thank you"
Dimitri Panopolis, Tom's Restaurant

Member Support

Signage

The Association worked with ten member businesses on Signage Upgrade Program applications, resulting in \$25,880 in approved funding. The funding will leverage more than \$130,000 in sign improvements. In the past five years, the SBA, with support from ACOA, has granted a total of \$102,000 and businesses have invested more than \$500,000 in improved signage.

Façade

Promotion of the Façade Improvement Program brought in six applications, with two approvals resulting in \$5,100 of funding for façade improvements to member businesses. This funding will leverage \$18,000 in façade upgrades to improve the overall esthetics of the Sackville Business Improvement District.

Graffiti Removal & Litter Abatement

The SBA was successful in obtaining a \$4,195 HRM grant to implement a litter removal program. A seasonal employee was hired to collect litter, remove posters from power poles and report graffiti on public property. Over 80 bags of litter were collected between June-August 2013.



The completed façade upgrade at Sportwheels

The graffiti removal program was also introduced, with graffiti being removed from 12 member properties.

Medical/Dental Plan

The SBA, in partnership with the Halifax Chamber of Commerce, introduced a medical/dental plan for all members. The plan offers coverage to member businesses & their staff regardless of size or industry, without having to purchase a Chamber membership. The Chamber plan is considered the #1 group plan for small business in Canada.



"Our ad in the Christmas Guide looks terrific & I have already received a few mentions from clients! Great job, Thanks!"
Mike Hatter, Hatter & Associates Insurance

Business Breakfast

Fred Connors, owner/operator of FRED salon, café and art gallery and 2012 Mayoral candidate was the guest speaker at this year's Business Breakfast held during Small Business Week in October. Over 50 SBA members and guests were present to hear Mr. Connors speak on his experiences and challenges as an entrepreneur.

Business connection

The SBA increased its efforts to connect with and personally support members over the last year. Executive director Michelle Champniss delivered bouquets of flowers to each new business. The executive director also provided a number of letters of support for members and advocated for their concerns. The SBA also connects with members through its quarterly newsletter, monthly meet & greets, on social media and through e-mail campaigns.

Marketing

Christmas in Sackville

The 2013 Christmas in Sackville guide had advertisements from 32 member businesses including 14 full page ads (5 more than in 2012) which meant expanding it from 28 to 32 pages. With the increased advertising revenue, the net cost



Fred Connors and Janice Butler at the Business Breakfast

of the Christmas Guide was \$305, the lowest to date. The increased participation also allowed the SBA to distribute to 15,000 homes, reaching all of Lower, Middle and Upper Sackville and Beaver Bank.

Calendars

The SBA revamped the Historic Sackville Calendars this year to provide better value for members and increase advertising revenue, which led to all twelve ad spaces being sold within 24 hours. Total advertising revenue was \$4,800, an increase of \$1,900 over last year. 5,000 calendars were printed and distributed to member businesses and through the Sackville Library and Access Nova Scotia.



The SBA added 1,050 Facebook fans, 309 Twitter followers and launched LinkedIn & Google+ profiles in the past year.

Website traffic

In October of 2013, the SBA launched a complete redesign of www.sackvillebusiness.com. Updates to the site include a modernized design, streamlined information and featured businesses. This past year the website had over 8,000 visitors and the pages with the highest traffic were the Business Directory and event listings.

Social media presence

The SBA's social media presence has drastically expanded in the past year, adding over 1,050 Facebook fans, 309 Twitter followers and introducing LinkedIn and Google+ profiles. New audiences were reached through monthly contests with an average of 70 new likes per contest and by engaging businesses & residents and providing valuable community news. Website traffic acquired from social media has also increased over 20% in the past year.

Holiday Photo Contest

In December, the SBA hosted a 'Holiday Photo Contest' on social media for a \$100 gift certificate to a Sackville business of their choice. Participants were encouraged to send us a photo, past or present, of them enjoying the holidays in Sackville. The contest had 22 entrants, over 250 votes and 112 new likes to the Facebook page.



1,350 Facebook fans entered the contest sponsored by SugaRush

Newspaper ads

The SBA ran 13 ads in the *Bedford/Sackville Community Herald* and other papers. Ads promoted events and encouraged residents to shop locally using the Live, Shop, Love Sackville branding.

Media coverage

The SBA had a strong presence in the media this past year. Stories about new businesses in Sackville, SBA events, community initiatives and developments in the district appeared online and in local daily & weekly newspapers; including 13 newspaper ads, 11 news stories and one radio interview.



The Sackville Cares Food Drive collected a record 1,500 lbs of food for Beacon House Food Bank.

Events

Patriot Days

The association was the presenting sponsor of the 2013 Patriot's Day Parade. The SBA also entered a float into the parade and had volunteers hand out Live, Shop, Love Sackville-branded notepads as well as colouring books to the crowd gathered on Sackville Drive.

Christmas Tree Lighting

This Sackville Christmas Tree Lighting had a record setting year with over 3,000 people in attendance for live music, hot chocolate and the lighting of the three Christmas trees. \$1,650 in sponsorship revenue was generated from six organizations and over 60 volunteers were involved with planning and implementation.

Christmas movie

This year, the SBA's Christmas movie was Miracle on 34th St. with admission in support of the Beacon House Food Bank. Food donations and over \$200 was collected.

March Break movie

Building on the success of the Christmas movie, the SBA



Movie go-ers lineup before the doors open for Despicable Me

organized a screening of Despicable Me during March Break, with food bank donations in lieu of admission. More than 700 people came out for the event, filling three theatres and resulting in over 550 lbs of food donations for the Beacon House Food Bank.

Sackville Cares Food Drive

The annual Sackville Cares Food Drive was a huge success, raising a record breaking total of over 1,500 lbs of food for the Beacon House Food Bank. Over 30 businesses participated by accepting donations to help replenish the food bank's shelves after a busy holiday season. The food drive raised 377 lbs more than last years total.

More than 25 new businesses opened in the Sackville Business District in 2013.



Business District Advancement

Business recruitment

25 new businesses opened in the Sackville Business Improvement district in 2013. Three business referrals were forwarded to commercial property owners and seven potential business leads were pursued using the business recruitment information piece to promote setting up business in Sackville.

District planning

The SBA partnered with the Greater Halifax Partnership on the implementation of a GIS system. This system allows potential businesses to find all of the statistics required for business planning, from annual incomes to available properties. The SBA also partnered with the Sackville Rivers Association and Our HRM Alliance to host a presentation on green belting by Oakville's Mayor Burton.

Proposed Developments

Two commercial buildings totaling over 18,000 sq. ft. have been proposed for 527 and 533 Sackville Drive. Two mixed-used residential/commercial buildings were also proposed for 8 Walker Avenue consisting of over 124 residential units and 10,000 sq. ft. of commercial space.



The Ultimate Party & Events Store opened in May of 2013

Advocacy

BID funding

A letter was sent jointly with the Halifax BIDs requesting that HRM BID Contribution Fund be reinstated to its previous amount before cuts in 2012 and that staff look at funding opportunities for the gateway signage program.

BID partnerships

The SBA partnered with other BIDs and organizations to lobby HRM on issues including commercial tax reform, floodplain mapping for the Sackville River and concerns for commercial sprawl. The SBA also attended conferences and meetings to seek opportunities to benefit Sackville.

“You guys do an amazing job of promoting both the commercial and the residential side of Sackville”
Paul Russell, SCDA



Strategic Planning

The SBA obtained \$6,755 in funding from the provincial CEDF program to engage a consultant to complete a 5 year strategic plan. The plan was completed in December of 2013 with the objective of growing the Sackville Business Improvement District by attracting new businesses and increasing customers to existing businesses. This will be done by focusing on three strategic initiatives:

- » Support the development of an experiential shopping district to increase customer traffic
- » Retain current businesses by supporting business growth and development
- » Promote an ideal environment where new businesses want to locate

Through these initiatives, the SBA will create a mecca of experiences in retail, services and activities where people love to live, work and shop.

Connections

Meet & Greets

Meet & Greets are hosted by a different member business on the first Thursday of every month. Business owners are encouraged to come out and network with other members, businesses and community partners. Participation and



Volunteers from the Sackville Rivers Association and Efficiency NS at the Sackville Christmas Tree Lighting

awareness of the Meet & Greets is steadily increasing, with an average of 40 people attending each event.

Partnerships

The SBA works with a number of groups that help to advance the initiatives of businesses in HRM, including the Halifax BIDs, OurHRM Alliance, Downtowns Atlantic Canada and the Greater Halifax Partnership. The Association also sponsors the Sackville Kinsmen Car Show, the Sackville Sneaker Shredder race and is the presenting sponsor of the Sackville Patriot Days parade.





PO Box 572 Lower Sackville NS B4C 3G4
902-252-3099 | info@sackvillebusiness.com | www.sackvillebusiness.com