



KENSINGTON VILLAGE

Dear Mayor Godek and members of Council,

Life in Calgary would be a little less wonderful without the adoptable cats watching life and playing in the windows of the Cat Café, without the overwhelming smell of coffee beans roasting day at the Roasterie Café wafting along 10th St., without art supplies at Sunnyside Art Supplies, without the fresh produce at Sunnyside Market, without movies and popcorn with real butter at the Plaza Theatre, without Joe at Peppinos subs and homemade gelato, without Jonathan's Naked Leaf tea flavoured chocolate bars, without honey from the quirky bright yellow Beehive, without the irascible old cobbler at Alpine Shoes who decides if your shoes are not worth fixing and stands by his judgment despite protests that cost is not an issue, without the salted caramel brownies from Pie Junkie, the third world cornucopia at Manana, and so, so many more old, and new wonderful Kensington small business owners braving the economic odds, still operating, still fighting to stay open.

Calgary's character business districts thank you for having our backs in the past and for supporting small business owners with the previous tax shift, but we need you to take that hard decision again. Current tax rates continue to hinder businesses' ability to continue to operate let alone to thrive. This continues to be especially true for inner city downtown adjacent businesses that bear much of the brunt of the downtown high vacancy rates.

Downtown office conversions will help our collective tax problem in the long term but not soon enough to help businesses struggling to pay their bills now. Small and medium businesses play a critical role in our local economy providing jobs, supporting local suppliers, and contributing to the overall vibrancy of our community.

Rebalancing non-residential property tax rates would provide much-needed relief during these challenging times, helping businesses keep Calgarians employed, and drive Calgary's economic growth. Supporting local businesses continues to be a message that resonates with Calgarians. That message that \$1 spent locally generates \$6 for the local economy has never been more important to drive Calgary's economic recovery than it is now.

I urge you to support local businesses by further rebalancing non-residential and residential property tax rates in our city. A tax shift is one of the only tools City Council has available to reduce the rising cost of doing business in Calgary. By doing so, you will be supporting the growth and success of small businesses, which will benefit our community vibrancy and prosperity.

Sincerely,

Annie MacInnis, Executive Director, Kensington Business Revitalization Zone

KENSINGTONVILLAGE.CA

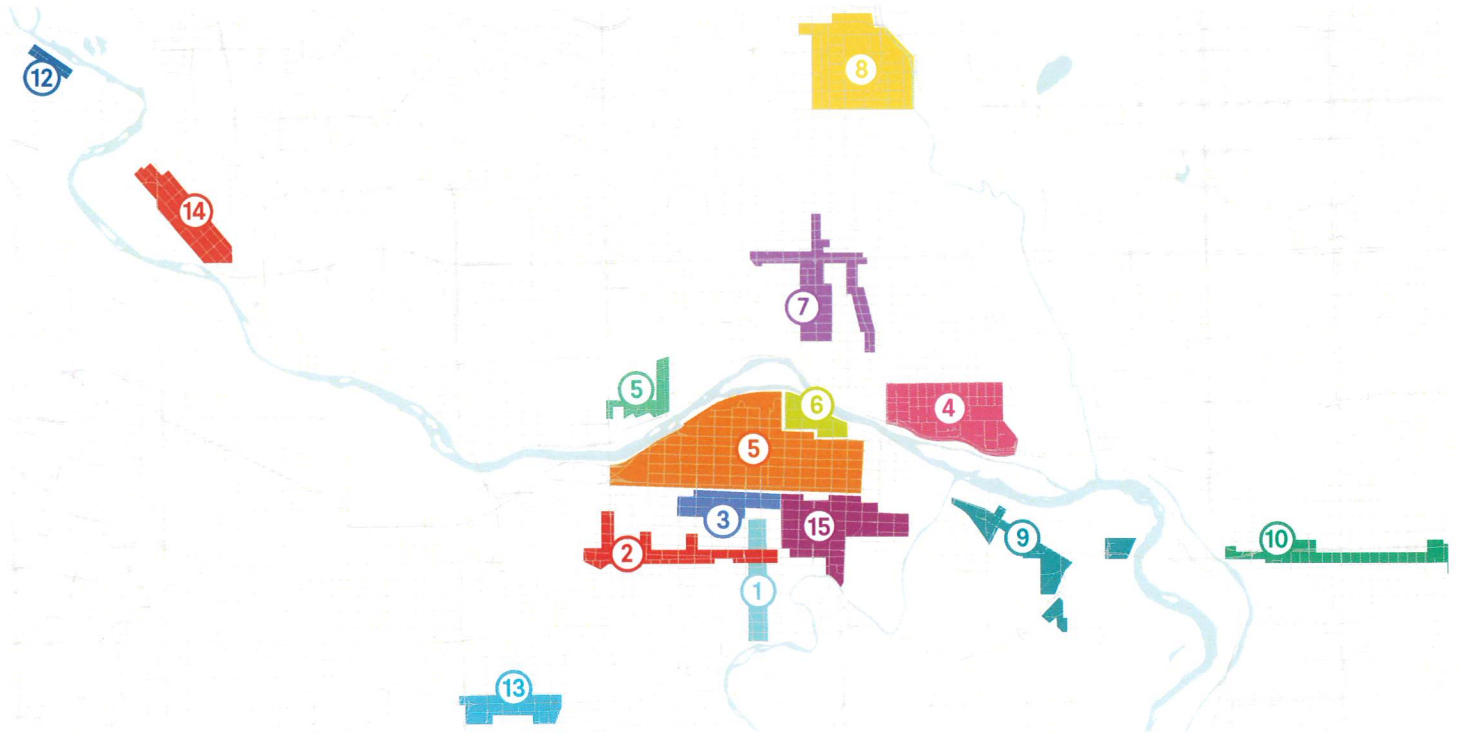
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KensingtonCalgary

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BUSINESS IMPROVEMENT AREAS IN CALGARY



- | | | |
|---------------------------------|---------------------------------|-------------------------------|
| 1. 4th Street BIA | 6. Chinatown BIA | 11. Kensington BRZ |
| 2. 17th Ave BIA | 7. Crescent Heights Village BIA | 12. Mainstreet Bowness BIA |
| 3. Beltline BIA | 8. Greenview Industrial BIA | 13. Marda Loop BIA |
| 4. Bridgeland BIA | 9. Inglewood BIA | 14. Montgomery on the Bow BIA |
| 5. Calgary Downtown Association | 10. International Avenue BRZ | 15. Victoria Park BIA |

In 2023, \$5 million in BIA levy fees were paid by 5,954 Calgary businesses.

Collectively, the 15 Calgary BIAs secured an additional \$4,695,000 in funding through grants that further supported and enhanced BIA initiatives.

Below is a snapshot of what we have accomplished in one year.

1,023,875 
DOLLARS SPENT ON MARKETING & COMMUNICATIONS

4,695,250 
DOLLAR VALUE OF ADDITIONAL GRANTS & FUNDING SOURCES SECURED

411,700 
ATTENDEES AT EVENTS LED BY CALGARY BIAs

10,710 
NUMBER OF VOLUNTEER HOURS SPENT

175 
PATIOS WERE OPEN OVER THE SUMMER OF 2023

29 
PLACEMAKING PROJECTS WERE CREATED

1,807,000 
DOLLARS SPENT ON SPECIAL PROJECTS & EVENTS

473 
NUMBER OF FLOWER PLANTERS INSTALLED