

March 29 2019

City Clerk's Office
800 Macleod Trail SE
Calgary, AB, T2P2M5

ELECTIONS
AND CENSUS OFFICE

Attn: Joanne Paulenko

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Subject: Request to Establish Bridgeland BIA (Business Improvement Area)

Dear Joanne Paulenko

CITY CLERK'S
CITY OF CALGARY

On behalf of the BIA Establishing Committee, representing a consortium of businesses operating in Calgary's Bridgeland community, we hereby request that City Council develop and approve a bylaw to establish a Business Improvement Area (BIA) hereafter referred to as the 'Bridgeland Business Improvement Area'.

Reason for this request:

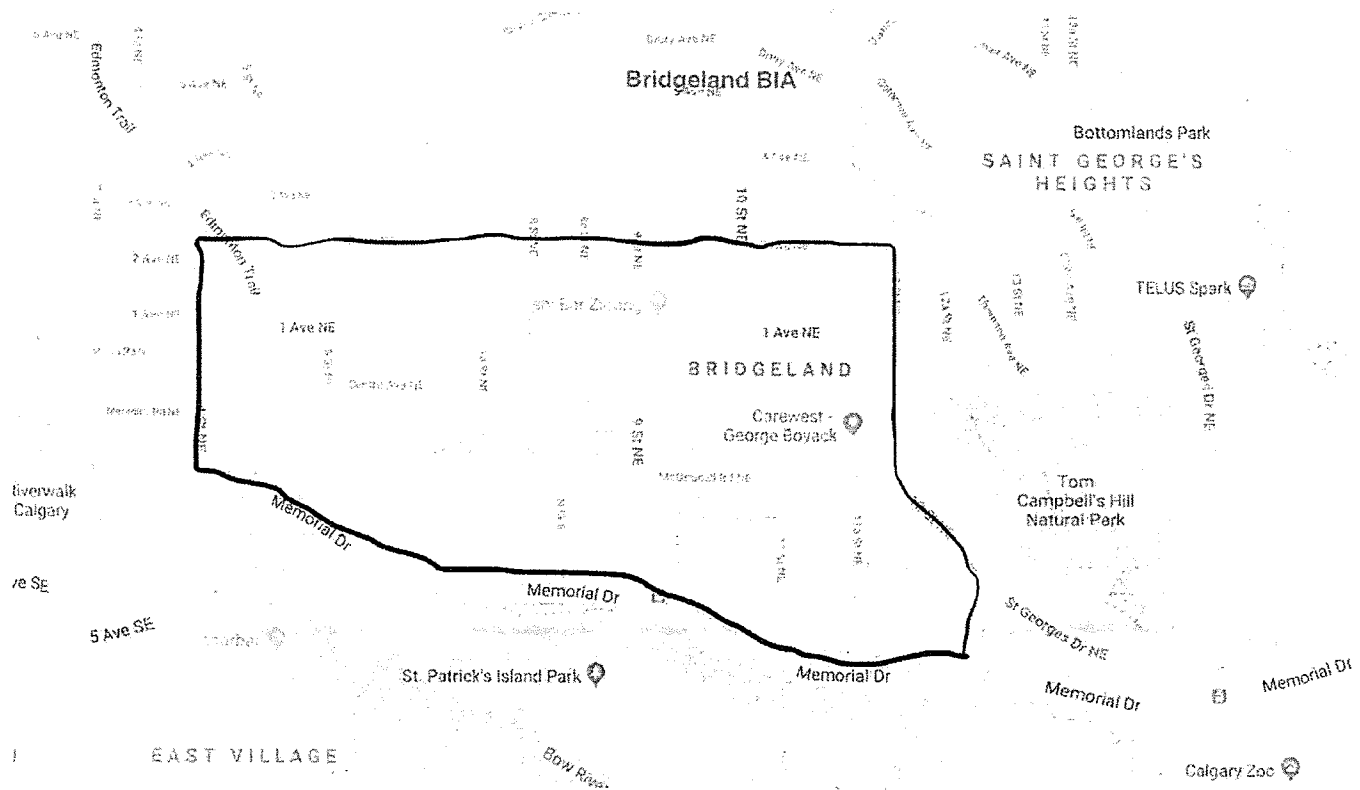
The purpose of the Bridgeland BIA is to enable the businesses in this community to work together for several reasons:

- 1) Raise funds and use it to develop and re-vitalize the Bridgeland business community. Given, that several businesses are in the important corridors of the city (like 1st Avenue), there is a recognition of working together and improving the storefronts to attract and retain clients.
- 2) Represent the business community to the planners and officials at the City and provide feedback and input on the projects planned for the Bridgeland community both short term and long term.
- 3) Promotion development and business opportunities in the Bridgeland community to new investors and business operators.
- 4) Marketing this community as a tourist destination to visitors, tourists, pedestrians and patrons as a place to eat, shop and be entertained.

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ISC: Unrestricted

Proposed Bridgeland BIA Boundary



The proposed Bridgeland BIA boundary is:

- South – Memorial drive
- West – 4th Street NE
- North – 2nd Ave
- East – 12th Street NE

Process of Community Engagement

Several business owners and stakeholders have been discussing and have been interested in this initiative for a few years. Last year in 2018, there were a couple of incidents in the businesses in Bridgeland which highlighted the need for businesses to work together. Given that, a list of businesses was formed and couple of engagement events were held at the bar in the Molson Breweries on 1st Ave.

The events were successful, and it prompted a few of the business owners in the bridgeland community to take the initiative and move forward with preparing an application for this request. In 2019, we have held 3 major engagement events (one at Molson Breweries, one at LDV pizza and one at Leela Boutique), all of them had several business owners attend and support the initiative in the meetings. A presentation was made as well, which will be attached to this application which was not only presented but widely circulated amongst business owners.

For the purpose of obtaining signatures, a docusign document created in conjunction with Iris Li (BIA rep at the city) and we collected the signatures from the docusign document.

Many business owners either received an email from us, a visit or a phone call to discuss this initiative before getting their support signature.

Supportive Taxable Businesses

Out of 135 businesses, we have the support of 40 businesses representing 29.6% support which exceeds the 25% requirement per Alberta regulations 377/94 – Municipal Government Act – Business Revitalization Zone – Section 3(2).

While a few of us have worked on this initiative, but if you have any questions, please contact me – Gaurav Gupta, directly at gaurav@leelaecospa.com or by phone at 587-224-4287.

Sincerely,



Gaurav Gupta

BRIDGELAND BIA GROUP

PROPOSAL/DISCUSSION ON PROS AND CONS IN CREATING BIA FOR
BRIDGELAND

PROPOSED BIA BOUNDARY



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WHY BIA?

- Pros
 - Build a robust business community and be on par with other major business communities such as Kensington, Inglewood, 17th Ave, Marda Loop (All of them have BIA setup)
 - Promote local shopping to Bridgeland/Riverside, Renfrew, Crescent Heights and Mayland heights by direct promotion/marketing to them on behalf of all the businesses
 - Help create Bridgeland as a destination for retail experience
 - Strong lobby to the city to get access to several grants and other revenue streams (such as parking money back to BIA instead to the city)

WHY BIA?

- Pros
 - Strong lobby and required consultation step to protect the business interests such as construction on roads, have a say on the landscaping etc (good example is how 17th Ave BIA worked with the city to reduce/mitigate the loss to business during major construction). The only point of contact is BRCA (residents association) right now who represents the business community.
 - Effective platform for sharing information with businesses such as break-ins, robbery, special and landmark events etc.

WHY BIA

- Pros
 - Cross-promotion with businesses together, share learnings/experiences from the business perspective – Grow Together!

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WHY BIA

• Cons/Concerns?

- Whats the financial cost to businesses?

Being part of BIA, we set the budget for the year. The contribution from the businesses is based on their assessed value from the city. There is no deduction to the city for this initiative. For example: if we have a \$100k budget for the year, the median cost is \$325/year for Bridgeland business. The cost will vary as per the assessed value. This is considered a business expense.

- How much involvement is required from each business?

The majority of the work will fall on the Board of Directors which is to be formed. You can engage in this initiative as much or as little you like. This will need support from many people!

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ISC: Unrestricted

WHICH CITY GRANTS/FUNDING AND FOR WHAT?

- We do not have lots of information on this. Speaking to other BIA's and City reps, there is a major initiative – Mainstreets. City has identified I Ave as a "Mainstreet" and has good amount of funding set aside for some mainstreets. By having a voice for the businesses, we can determine what we need for the I ave and lobby/liason towards that funding.
- There are several other funding/grants available which only BIA can apply.
- We can have the ability to propose our own initiatives and apply for funding for them.

TIMELINE

- By end of March, we need to submit to the city our intent to form this BIA. We need to have minimum of 25% of the businesses in the marked area, committed to form BIA.
- Using this intent, the city will confirm these commitments and then the BIA can ready for September 2019.

We have the forms in this meeting where you can commit your interest to form Bridgeland BIA by signing on the form.

WE NEED SUPPORT

- We are volunteers trying to setup a cohesive, strong business community. Lots of work still needs to be done and we need your support in going ahead with this initiative.

Thank you and we look forward to growing together and making Bridgeland one of the best communities to live and shop!

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