



17th Avenue Retail & Entertainment District Boundary Change Engagement Activities

UNIT 209- 908 17TH AVE SW CALGARY, ALBERTA T2T 0A3 EMAIL: BRZ@17THAVE.CA OFFICE: 587-356-4106

BOUNDARY EXPANSION APPLICATION PUBLIC ENGAGEMENT PLAN AND REPORT

The board of 17th Ave RED BIA applied to expand the boundary to reflect the alignment of the community and business zone boundary. Several engagement activities took place in March and August, 2019 and listed below are the details of the activities.

| Date | Activity | Feedback from ratepayers |
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| March 14 th to March | A letter was hand delivered to all businesses outside of the current BIA Boundaries to engage them in the process. A letter was also mailed to locations that were not open or difficult to locate. | During the delivery, one business advised that they would be retiring soon so it wasn't a great concern to him. Another business advised that he was strongly opposed to the endeavour. He was informed of the process available to him to state his objection to the proposal and he advised he knew of the process. The remaining business either had no comment or advised that they would pass the information on to the property owners. |
| March 24 th | A letter was mailed out to our entire BIA membership explaining the proposed Boundary Changes. | We received three emails back asking how to become a part of the BIA; and two emails if there was any action required to be taken by the businesses who received the letters. Members were informed that no further steps were necessary. |
| March 26 th | Email sent to the Beltline Community Association President, to explain the | Community Association advised that yes, they support the expansion but have a concern with |

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| | proposed Boundary.Expansion and request support for the proposal. | respect to the expansion north of 16 Ave on 8/11/14th Streets SW. The BIA and the CA met to discuss these concerns |
| March 31 st | Open House was hosted with snacks provided from one of our members (Heaven). The open house ran from 3:00 PM until 5:00PM. At the open house were maps of the proposed areas and details about what the BIA is, implications to their property tax bills and how to learn more. | One business was supportive of the expansion and the other was unsure of the expansion and felt like it would be better suited to explore this in the future (next year or two). |
| June 4th to Aug 9th | Spoke to Raymond Delacruz of Hotel Elan repeatedly who expressed his interest on behalf of the company to join the BIA. Sent details of what the BIA could do re: marketing, public realm and advocacy. | ED of 17th Ave RED BIA spoke with him, detailing what membership would require, benefits of membership and next steps. Raymond advised that would share details with Owner and believed that there would be no reason for the owner not to support the expansion. |
| June 7th | Emailed Mount Royal Community Association President to engage them in the proposed boundary expansion. | Feedback was positive the CA will be submitting a letter of support. |
| June 25th | Met with BCA President to discuss concerns regarding the expansion. BIA advised via correspondences and in person that the BIA is always open to creative ways to improve our community parks and neighborhoods as well through programs like BUMP. Furthermore, an invitation to collaborate on future projects was extended. | Feedback was positive and collaborative in nature. CA president would share our discussion with his Board and report back re: conclusion reached. |

Change to the Boundary and Change in the Name of the 17th Ave Retail & Entertainment District BIA

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| Aug | Sent follow up emails to businesses in the | Reception to expansion was |
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| 26th | expansion zone to supplement mailed & dropped off letter sent in March. This info was shared to detail the expansion application change that now excludes the section between 2nd St SW and MaCleod Trail. | positive and both EXPAI ENERGY the main tenant in 8st SW advised they woul supporting due to social dis they have been seeing. INDUSTRIAL ALLIANCE PACI INSURANCE COMPANY also that he didn't think that would be any issue in sup the expansion. |
| August 26 - 27th | Sent additional emails and letters with updated information about the expansion that excludes the section between 2nd St SW and MaCleod Trail | No replies have been received thus far via phone, email or letter. |

Shall the reader of this report have any questions regarding this engagement process, please feel free to contact the undersigned for further details.

Esther Kelly
Executive Director
17th Ave Retail & Entertainment District BIA
On behalf of the board

Change to the Boundary and Change in the Name of the 17th Ave Retail & Entertainment District BIA

LETTER OF SUPPORT TO EXPAND THE 17TH AVE RETAIL & ENTERTAINMENT DISTRICT BIA BOUNDARIES

Main Contact Name: Michel Bourque

Community Association Name: Mount Royal Community Association
Address: 2317 10 Street SW, Calgary, Alberta T2T 3G7
Email: president@mountroyalstation.ca

Attention: Esther Kelly, Executive Director
17th Ave Retail & Entertainment District BIA
209-908 17th Ave SW
Calgary, AB
T2T 0A3

Dear Esther Kelly,

I am writing you today to confirm our association's support to expand the 17th Ave Retail & Entertainment District BIA boundaries to include businesses outside of their current zone. This will add cohesiveness to the current BIA and increase programming & events, beautification and sense of community in these additional locations.

If there is any additional support or information that you require I/we provide, please feel free to reach out.

Sincerely,

A handwritten signature in blue ink that reads "Michel Bourque". The signature is written in a cursive, flowing style.

Michel Bourque
President, Mount Royal Community Association