2019 March 29
Election and Information Services Office
City of Calgary
1103 55 Avenue NE, Calgary, Alberta

Attention: Karol Yeung / Jeannine Dryden

Subject: Request to Establish the Crescent Heights Village Business Improvement Area (BIA)

On behalf of the BIA Establishing Committee representing a consortium of businesses operating in Calgary’s Crescent Heights community, we hereby request that City Council develop and approve a bylaw to establish a BIA, hereafter referred to as the Crescent Heights Village BIA.

Reason for this Request

The purpose of the Crescent Heights Village BIA is to enable businesses in this community to work together in raising funds and administering an organization that will improve and promote business in this community. The BIA Establishing Committee also intends to revitalize the distinct cultural and societal diversity in this community and the 110+ years of heritage and pride. This will be achieved by:

- **Promotion**: Economic development through marketing and events.
- **Streetscape**: Improve the physical environment of public spaces, creating a more vibrant, walkable, and attractive area.
- **Parking**: Improve public parking.
- **Services**: Work collaboratively with the City in delivery of municipal services.
- **Advocacy**: Campaign for policies and practices that support economic vitality.

Proposed Crescent Heights Village Business Improvement Area Boundary

The Crescent Heights Village Business Improvement Area is centered on Centre Street North between 7th Avenue North and 14th Avenue North. It extends east-to-west from 1st Street NW to 1st Street NE.

A map of the proposed area is included in Schedule A.

Process of Engagement

BIA informational brochures in both English and Chinese were prepared with help from the Calgary Chinese Community Service Association (CCCSA) and presented in-person to business owners (see Schedule B). Members of the BIA Establishing Committee personally visited each of the businesses in the area to explain the concept and benefits of a BIA and invite them to an information session on October 20, 2018. The information session featured presentations from three established BIAs, as well as presentations from the City of Calgary Main Streets team, the City of Calgary Green Line team, and the City of Calgary BIA Partnership Coordinator.

Four pop-up events were held on November 28, 2018, December 5, 2018, December 9, 2018, and January 14, 2019 at local businesses to enable business owners to drop in and ask questions. The BIA Establishing Committee also kept in regular contact with businesses by email, phone, and in-person visits between October 2018 and March 2019, and business owners were invited to drop in to any of the businesses making up the BIA Establishing Committee during business hours to learn more about the BIA.
The Establishment Committee

It is our pleasure as the BIA Establishing Committee to represent the businesses of the Crescent Heights Village area. We have worked diligently as an ad-hoc committee collaboratively with the businesses within the Crescent Heights Village BIA boundaries. The signatures of business owners who have signed in support of establishing a BIA are included in Schedule C.

We look forward to your favourable consideration of this presented BIA request.

Yours Truly,

Gord Hobbins, Owner, Gord’s Running Store

Akshay Jejurkar, Owner, The UPS Store 243

Monty Parmar, Owner, Crescent Liquor

Jennifer Black, Crescent Heights Community Association Engagement Director

Vaneesa Cline, BIA Establishing Committee Volunteer

Alice Lam, Representative, Certus Developments Inc.

Ashley Walsworth, Representative, Three Peaks Teaching and Research Clinic
Schedule A – Map of Proposed Area
Schedule B – Process of Engagement
Crescent Heights Village
BIA Information
Session Open House
October 30, 2018  7:30 PM
CHCA Hall – 1102 2ND STREET NW

jennifer@crescentheightsyyyc.ca
for more info

We invite you to come learn about the proposed Crescent Heights Village Business Improvement Area (BIA), how a BIA can support you and the vibrant business community along Centre Street, share ideas about how a BIA can support your business, and understand ways you can participate.
How is a BIA run?

A board of directors is responsible for the administration of the BIA. The board must include up to 10 business owners who are nominated by the business members of the BIA. The board develops the BIAs' annual program.

BIAs help create some of Calgary's most vibrant, best-known, and most-loved neighbourhoods.

There are many changes coming to Centre Street as a result of the Green Line and Main Streets projects. A BIA will help to ensure the businesses are represented in those decisions.

For more information & to get involved, please contact our growing Committee to Form a BIA:

Jennifer Black, Engagement Director, Crescent Heights Community Association
jennifer@crescentheightsyyc.ca

Gord Hobbins, Owner, Gord's Running Store
gordsrun@telusplanet.net

Vanessa Cline
vaneesa@goinsureme.ca
What can a BIA do for local businesses in their zone?

• **Promotion**: Economic development through marketing and events.
• **Streetscape**: Improve the physical environment of public spaces, creating a more vibrant, walkable, and attractive area.
• **Parking**: Improve public parking.
• **Services**: Work collaboratively with the City in delivery of municipal services.
• **Advocacy**: Campaign for policies & practices that support economic vitality.

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How is a BIA established?

- A group of businesses come together and define the boundaries of a BIA
- March 2019: Request to Establish a BIA signed by at least 25% of the businesses within the zone submitted to City
- April 2019: City issues a notice to businesses
- September 2019: Report to Committee and Council for approval
- January 2020: BIA budget and enabling bylaws

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How is a BIA funded?

Businesses will collectively decide how much they want to invest in a BIA.

The BIA receives its revenue from local business owners in the zone. This revenue is collected by means of a special BIA levy added to each business owner's annual business tax bill.
BIA 如何运作?

BIA 的行政工作由董事会有负责。董事会有必须由包含最多 10 位由 BIA 商业委員会提名的商户，该董事会有负责发展每年 BIA 的项目。

如需额外资讯，有兴趣参与 BIA，请与我们的委員会联络

Jennifer Black,
Crescent Heights 社区组织理事
jennifer@crescentheightsyyc.ca

Gord Hobbins,
Gord’s Running Store 店主
gordsrun@telusplanet.net

Vanessa Cline
vaneesa@goinsureme.ca

BIA 协助创造卡加利市最有活力、
广为人知及最受欢迎的邻近社区。

随着绿色轻铁的兴建和主
要街道的发展规划，未来
中央街将会有很大的改变。
BIA 会成为商户统一的代
表，发表各類事務的決策。

Crescent Heights
商業改進小區計
劃
BIA
(Business
Improvement
Area)
BIA 如何服務該地帶的商戶?

- 宣傳：透過市場推廣及特別節目帶來經濟發展。
- 街道景觀：改善公共空間的自然環境，締造一個充滿活力、適宜步行和富吸引力的地區。
- 泊車：改善公眾泊車的情況。
- 服務：與市政府合作提供市政的服務。
- 推動：擁護支持經濟活力的政策及實際行動。

BIA 如何成立？

- 2019年3月：區內最少25%的商戶聯署，提出成立BIA的要求，並提交建議與市政府。
- 2019年4月：市政府向商戶發出通知。
- 2019年9月：向委員會及議會匯報，尋求批准。
- 2020年1月：BIA 財政預算及通過地區法。2018年9月

BIA 如何獲得資金？

投資BIA 金額的多少是由商戶集體決定。

BIA 的收入來自本區的店舖東主，除每年的商業稅之外，商戶需額外繳交BIA的特別稅。