

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 7<sup>th</sup> Avenue North and 14<sup>th</sup> Avenue North. It extends east-to-west from 1<sup>st</sup> Street NW to 1<sup>st</sup> 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

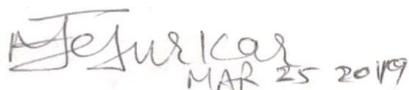
It is our pleasure as the BIA Establishing Committee to represent the businesses of the Crescent Heights Village area. We have worked diligently as an ad-hoc committee collaboratively with the businesses within the Crescent Heights Village BIA boundaries. The signatures of business owners who have signed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

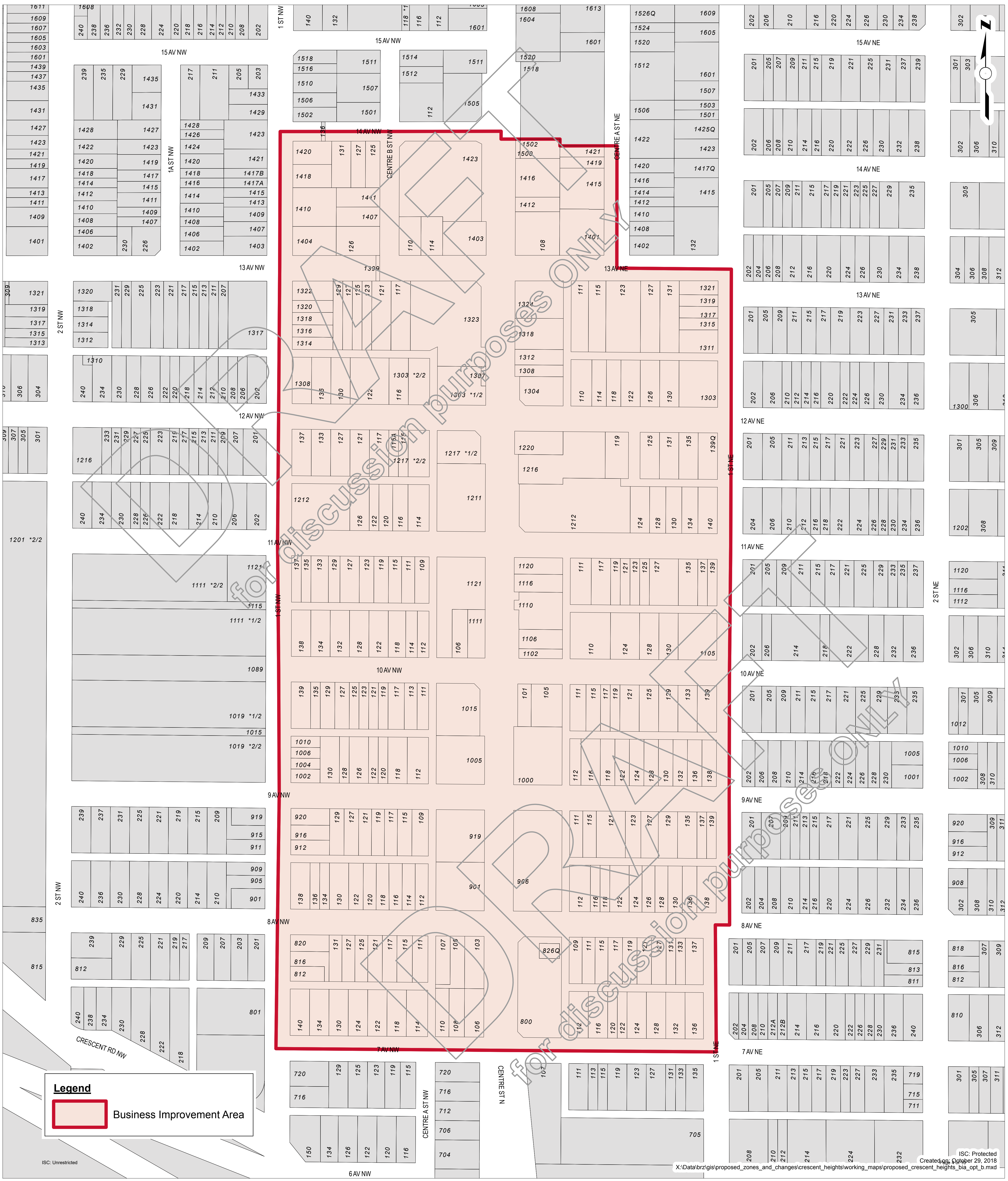
Schedule A – Map of Proposed Area



# PROPOSED - Crescent Heights Village Business Improvement Area

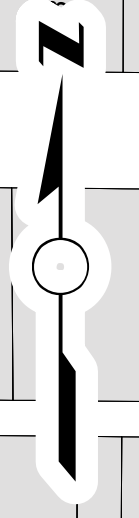
# DRAFT

for discussion purposes ONLY



**Legend**

Business Improvement 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@crescentheightsyyc.ca](mailto:jennifer@crescentheightsyyc.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.



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

## 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

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@crescentheightssyyc.ca](mailto:jennifer@crescentheightssyyc.ca)

Gord Hobbins, Owner,  
Gord's Running Store  
[gordsrun@telusplanet.net](mailto:gordsrun@telusplanet.net)

Vanessa Cline  
[vaneesa@goinsureme.ca](mailto:vaneesa@goinsureme.ca)

**CRESCENT  
HEIGHTS  
VILLAGE  
BUSINESS  
IMPROVEMENT  
AREA**

## 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

## 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.

## 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.







## BIA 如何運作?

BIA的行政工作由董事會負責。董事會必須由包含最多10位由BIA商業委員會提名的商戶，該董事會負責發展每年BIA的項目。

BIA 協助創造卡加利市最有活力、廣為人知及最受歡迎的鄰近社區。

隨著綠色輕鐵的興建和主要街道的發展規劃，未來中央街將會有很大的改變。BIA 會成為商戶統一的代表，發表各類事務的決策。



如需額外資訊、有興趣參與BIA，請與我們的委員會聯絡

Jennifer Black,  
Crescent Heights 社區組織理事  
[jennifer@crescentheightsyyc.ca](mailto:jennifer@crescentheightsyyc.ca)

Gord Hobbins,  
Gord's Running Store店主  
[gordsrun@telusplanet.net](mailto:gordsrun@telusplanet.net)

Vanessa Cline  
[vaneesa@goinsureme.ca](mailto:vaneesa@goinsureme.ca)

Crescent Heights  
商業改進小區計劃  
BIA  
(Business Improvement Area)

## BIA 如何成立？

一群商戶聚集一起界定BIA的範圍。

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。

## 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。

