

ELECTIONS  
AND CENSUS OFFICE

'19 APR 12 P 3:09

CITY CLERK'S  
CITY OF CALGARY

|  
APR 12 2019

April 12, 2019

'19 APR 12 P3:10

City Clerk's Office  
Ground Floor, Administration Building (Municipal Complex)  
333 7<sup>th</sup> Avenue SE  
Calgary, AB

CITY CLERK'S  
CITY OF CALGARY

**Re: Beltline Business Improvement Area Request for Establishment**

**Reason for this Request**

The reason for the request to establish a Beltline Business Improvement Area is to form a collective voice and dedicated taskforce to advocate for, and act on behalf of, businesses in Calgary's Beltline, focusing on issues that matter most to business owners. The ultimate mission of the Beltline Business Improvement Area is to improve the economic vitality of the Beltline district. Some primary concerns that the Beltline BIA would address, identified by Beltline Business owners, include:

- Developing and implementing a marketing and promotional strategy to establish an identity for the Beltline district, creating a desirable destination for shopping, dining, and other services.
- Addressing concerns related to parking and other infrastructure.
- Developing and implementing beautification and public art projects.
- Working with the Beltline Neighbourhood Association and other community groups to foster the growth of a connected, involved community.

**Proposed Beltline Business Improvement Area Boundary**

The Beltline Establishment Committee proposes the following boundary for the Beltline Business Improvement Area, mainly capturing the following areas:

- South of Canada Pacific Railway, between 9<sup>th</sup> Avenue and 10<sup>th</sup> Avenue Southwest, East of 8<sup>th</sup> street to East of 2<sup>nd</sup> Street.
- South of 10<sup>th</sup> Avenue Southwest, East of 9<sup>th</sup> street and West of 8<sup>th</sup> Street.
- West of 9<sup>th</sup> Street Southwest, south of 10<sup>th</sup> Avenue to North of 12<sup>th</sup> Avenue.
- North of the laneway between 12<sup>th</sup> Avenue and 13<sup>th</sup> Avenue Southwest, between 8<sup>th</sup> street and 7<sup>th</sup> Street
- North of the laneway between 11<sup>th</sup> Avenue and 12<sup>th</sup> Avenue Southwest, between 7<sup>th</sup> Street and 5<sup>th</sup> Street

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A map of the proposed boundary has been included in Appendix A.

### Process of Engagement

By way of background, some members of the Establishment Committee had begun engagement to explore the establishment of a Business Improvement Area with Beltline business owners in early 2016. During the 2016 engagement process, information sessions attracted over 200 attendees. A survey on topics such as marketing and promotion, safety, area improvements, and area character, was provided to Beltline business owners in 2016. The Establishment Committee received over 100 replies. However, the Establishment Committee was challenged in the pursuit of collecting signatures of support at this time, as the listing of taxable businesses in the proposed boundary consisted of many vacant and non-existent businesses. Thus, by a miniscule margin, the required 25% support was not obtained.

Due to previous engagement efforts, many Beltline business owners were well-primed on the potential for a Beltline Business Improvement Area. On March 18, 2019, a general email was delivered to businesses for which the Establishment Committee had email addresses, indicating the initiative to establish a BIA in the Beltline. Concurrently, a canvassing group comprised of Beltline Business Owners and the BIA Establishment Committee began to canvass businesses in the proposed boundary with printed BIA information Packages (See Appendix B for the package). The Establishment Committee engaged face-to-face, via email, and over the phone with over 250 businesses over the course of the engagement process. Canvassing of the proposed area took place between March 18 and April 11, 2019. Canvassers engaged with over 150 businesses during this period.

On March 25, 2019, two separate information sessions were held for any business owners seeking to input or seeking additional information on the potential for a Beltline BIA. Representatives from three businesses attended the information sessions.

On March 27, 2019, after additional email addresses were collected, another email to inform of the initiative to form a Beltline Business Improvement Area was delivered to Beltline Businesses.

On April 3, 2019, once the Establishment Committee had received confirmation from City of Calgary staff that digital signatures may be collected from supporting businesses, an additional email was distributed to Beltline Business Owners containing a digital signature sheet.

Please note, the final proposed Beltline Business Improvement Area boundary (included in Appendix A), was revised, and is smaller than the versions provided to Beltline business owners over the course of the engagement process.

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## Supportive Taxable Businesses

Of the 454 taxable businesses identified in the proposed BIA boundary, 123 have indicated their support by signing hard copy signature sheets, or providing electronic signatures via email. The total number of signatures comprises 27% of identified taxable businesses; thus meeting the requirement for establishing a Business Improvement Area. Signatures of support are included in Appendices D & E.

We look forward to the City Clerk's Office's response to the proposal herein.

Regards,

The Beltline Business Improvement Area Establishment Committee  
% Adrian Urlacher  
adrian@themorningroastcollective.com  
403-461-4120

Delivered in person, on April 12, 2019, to:

Elections and Information Services Office  
1103 55 Avenue NE  
Calgary, Alberta

### Appendices attached:

- Appendix A: Proposed Beltline BIA Boundary Map
- Appendix B: Engagement Documentation
- Appendix C: Listing of Businesses Supportive of Establishment of Beltline BIA
- Appendix D: Digital Signatures of Support
- Appendix E: Physical Signatures of Support
- Appendix F: Notes on Signatures Collected

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APPENDIX A

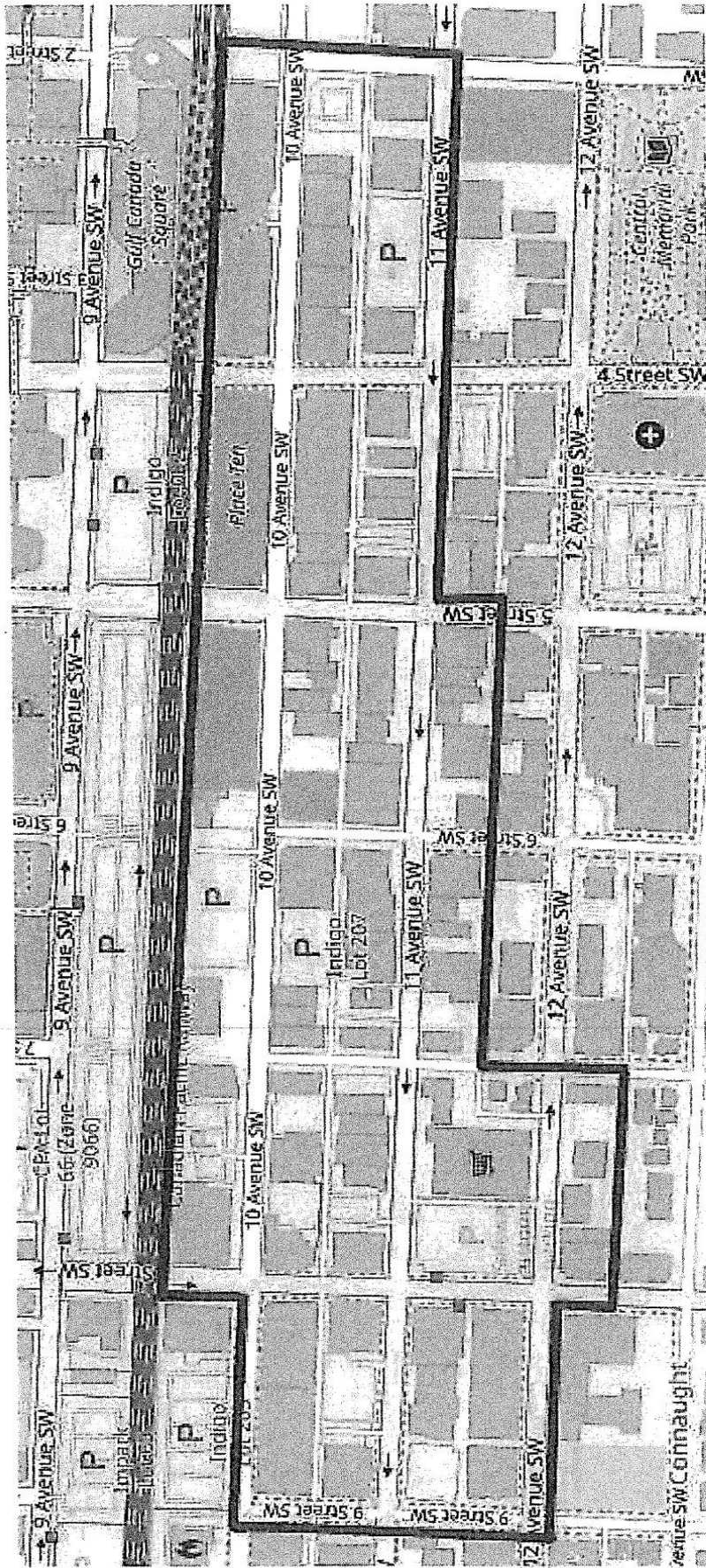
PROPOSED BELTLINE BUSINESS IMPROVEMENT  
AREA BOUNDARY MAP

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# PROPOSED BELTLINE BUSINESS IMPROVEMENT AREA BOUNDARY

DRAFT: FOR ILLUSTRATION ONLY



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## APPENDIX B

# ENGAGEMENT DOCUMENTATION

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# BELTLINE BUSINESS IMPROVEMENT AREA

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March 18, 2019

Dear Beltline Business Owner,

We are the Establishment Committee for the potential Beltline Business Improvement Area ("Beltline BIA"). The Beltline area is the only downtown district not currently represented by a BIA. It is time we define this area and its businesses. Through the Beltline BIA, we want to improve the economic vitality of the Beltline district, and be the collective voice and advocate for all businesses in Calgary's Beltline.

## **What is a BIA and what does it offer?**

A BIA is an initiative through which businesses have a collective voice through which to advocate for addressing issues that directly affect the businesses in the identified BIA zone. Examples of Calgary's other BIAs include Victoria Park, Kensington, the Core, and Inglewood, which exist to enhance, represent, market and promote the local businesses. The Beltline District BIA proposed area is defined on the map attached.

BIAs funds can be used to invest in infrastructure, parking, beautification, events and activation, promotion, marketing, safety, and advocacy. BIAs work to:

- Enhance the economic development of an area through promotion and marketing.
- Improve the physical environment and vibrancy of public spaces in commercial areas through beautification efforts and public art installations.
- Coordinate the installation and programming of arts and culture.
- Develop, improve and maintain public parking, and improve ease of access to the business area.
- Work collaboratively with The City in delivery of municipal services in their zones.
- Advocate for policies and practices that support economic vitality in their zones.

## **How much will the BIA cost my business?**

BIA funds are allocated through an additional tax rate, collected by the City of Calgary on behalf of the BIA. The BIA tax rate will depend on a number of factors including the number of businesses within the proposed BIA's boundaries, the City's total business assessment value of businesses in the proposed BIA, and the businesses' goals. All of Calgary's BIAs pay a rate at less than 0.03% of a business's assessed tax value.

## **What happens next?**

Our goal is to connect with local businesses to obtain support for this initiative, and seek signatures of support from business owners and representatives in favour of establishing a Beltline BIA. The establishment of a BIA will be determined by summer, 2019. If successful, the City of Calgary will deliver to you a letter of notification.

## **Let's meet.**

We invite you to attend one of two open houses to learn more and provide your feedback about a potential Beltline BIA.

**Location:** Last Best Distilling & Brewing - 607 11 Ave SW

**Date:** March 25, 2019 -

**Session 1:** 3:00 pm - 4:00 pm

**Session 2:** 5:00 pm - 6:00 pm

Thank you,

The BIA Engagement Committee  
% Adrian Urlacher  
adrian@themorningroastcollective.com  
403-461-4120

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**Calgary**

Office of the Councillors  
COUNCILLOR E. Woolley

March 11, 2019

Dear Beltline Business Owner,

As the Councillor for Ward 8, I am happy to support the creation of a new Business Improvement Area (BIA) in your neighbourhood. Please consider the information in this package, which will highlight the goals and next steps for the formation of a Beltline Business Improvement Area.

Many Beltline businesses have been hit hard by the economic downturn and other mitigating factors. It's troubling that the community in which I've spent most of my life is losing some of the very businesses that create its vibrancy and make it one of the most desirable neighbourhoods in which to live and play.

A sensible solution is to unify under one body—a Business Improvement Area that can provide the tools your business needs to succeed. A Beltline BIA would dedicate resources and maintain a unified voice which would enhance the economic development of the neighbourhood.

We've seen the value BIAs provide to other commercial districts throughout Calgary. I believe that now is the time for the Beltline to come together in the same way. It's ultimately up to you, the business owners to decide if you want a BIA to represent your Beltline business community.

Please contact me if you require more details regarding my endorsement of this opportunity.

Sincerely,

Evan Woolley  
City of Calgary Councillor, Ward 8

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# BUSINESS IMPROVEMENT AREA FACT SHEET

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From: [www.calgary.ca/BIA](http://www.calgary.ca/BIA)

## Business Improvement Areas

A Business Improvement Area (BIA) is a group of businesses in a defined geographical area that come together to improve and promote their businesses.

## BIA Roles

- Enhance the economic development of an area through promotion and marketing.
- Improve the physical environment of public spaces in commercial areas.
- Develop, improve and maintain public parking.
- Work collaboratively with The City in delivery of municipal services in their zones.
- Advocate for policies and practices that support economic vitality in their zones.

## BIA Investments

- Calgary's 12 BIA's made an initial streetscape improvement investment through a local improvement bylaw.
- After the initial capital investment, BIA's invest annually in promotion, special events, street maintenance and improvements.

## Environmental & Social Value

- BIAs play a lead role in area revitalization and work with their communities on public safety and crime prevention efforts.
- Helped create some of Calgary's best known and most loved neighbourhoods.
- People living in and visiting Calgary identify with and value these areas as special and unique - each BIA gives Calgary a distinctive, appealing 'character'.
- BIAs offer an international array of exotic and unusual shops, food stores, restaurants, and coffee shops.
- BIAs collaborate with The City regarding operational issues in the community (parks, land use, urban design, redevelopment, physical improvements, public safety, maintenance, traffic, parking, etc.).
- BIAs provide input on policies to support economic health.

## Economic value of businesses in Calgary's BIAs

- With over 5,400 businesses represented, businesses in BIAs comprise about 20 percent of all Calgary businesses.
- Businesses in BIAs contribute \$59 million in annual business taxes.
- Businesses in BIAs account for over \$660 million in assessed property and business value.
- Businesses in BIAs account for 220+ city blocks of businesses.

## Other tools and resources

- [Business Improvement Areas in Calgary](#)
- [Business Improvement Areas \(BIA\) Contact Information](#)
- [Business Improvement Area \(BIA\) tax](#)
- [Establishing a Business Improvement Area](#)
- [Invest in Calgary – Planning and development for businesses](#)

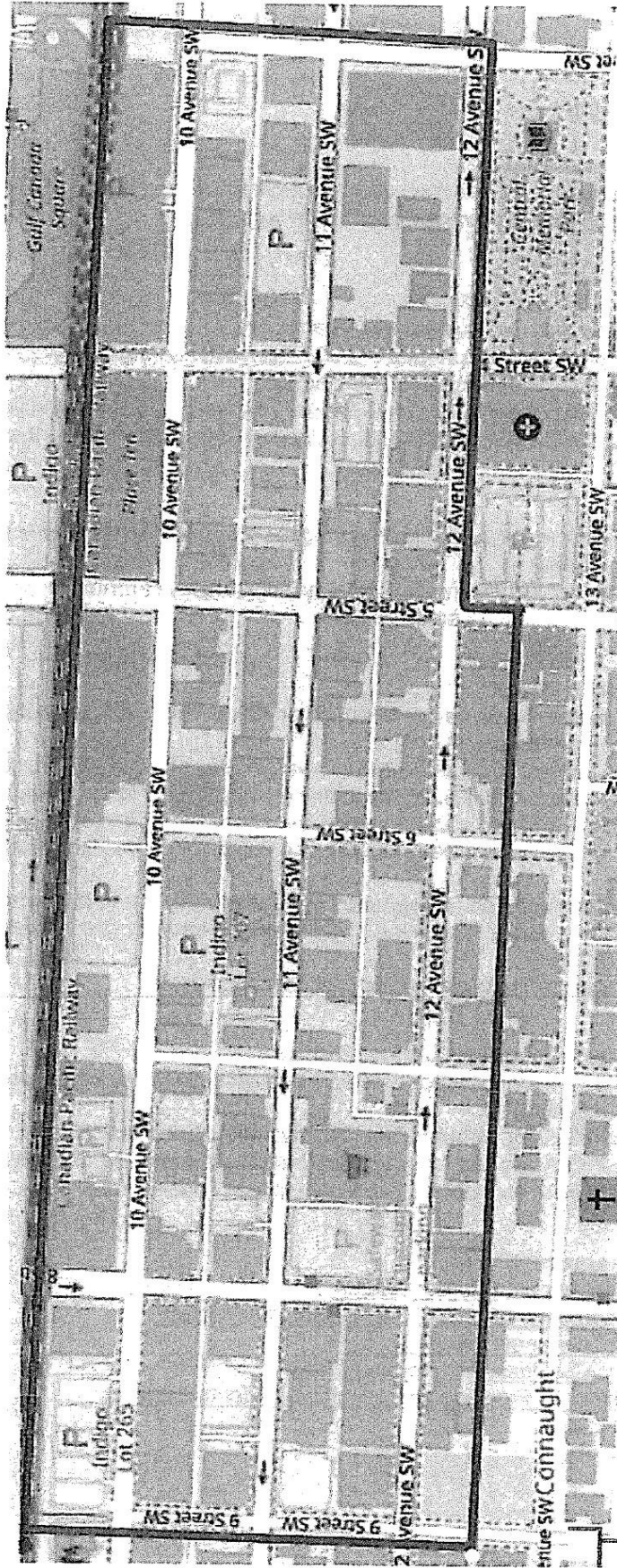
Provided by the Beltline BIA Establishment Committee - 2019

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# Proposed Beltline Business Improvement Area Boundary – DRAFT For Illustration Only.

The proposed Beltline BIA Boundary includes businesses within the following area, as illustrated in the map below:

- East of 9<sup>th</sup> Street SW
- West of 2<sup>nd</sup> Street SW
- South of alley between 9<sup>th</sup> Avenue and 10<sup>th</sup> Avenue SW
- North of alley between 12<sup>th</sup> Avenue and 13<sup>th</sup> Avenue SW



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APPENDIX C

LISTING OF BUSINESSES SUPPORTIVE OF THE  
ESTABLISHMENT OF  
A BELTLINE BUSINESS IMPROVEMENT AREA

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LISTING OF BUSINESSES SUPPORTIVE OF THE ESTABLISHMENT OF  
A BELTLINE BUSINESS IMPROVEMENT AREA

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1207790 ALBERTA	EDWARD JONES & COMPANY
ABYSSINIA ETHIOPIAN RESTAURANT	EMILY-ROSE EXECUTIVE HEALTH
ALBERTA BEER FESTIVALS	ENDEAVOR TECHNOLOGIES
ALLIED PROPERTIES REIT (PARKING)	EVANS HUNT GROUP (THE)
BARRON TATTOO	EXIT 420
BIKE SHOP (THE)	GERRY THOMAS GALLERY
BINH MINH	GIBSON FINE ART
BLOKES	GOAT
BLONDIES ALL STAR CABARET	HABITAT DESIGN
BOTTEGA WINE AND SPIRITS ( <i>Urban Canna</i> )	HABITAT DESIGN (PARKING)
BOW VALLEY CREDIT UNION	HOLY GRILL (THE)
BREWSTERS BREWING COMPANY & RESTAURANT / BEER REVOLUTION	INNER CITY BREWING
BRIDGETTE BAR	JAPANESE VILLAGE
BRIGGS KITCHEN & BAR	KAPASI & ASSOCIATES
BROKEN CITY	LAST BEST BREWING & DISTILLING
BROWNLEE ( <i>5 Registered Entries</i> )	LAST BEST BREWING & DISTILLING EATERY & BREWPUB
BUMPY'S CAFE	LEELA ECO SPA - BELTLINE
CALGARY PSYCHOLOGY GROUP	METROVINO
COMPASS CANNABIS CLINIC	MIKEY'S ON 12TH
COMMONWEALTH BAR & STAGE	MILANO
CONVERGENT INFORMATION SYSTEMS	MONTAUK
CRAFT RESTAURANT AND BAR	NAKAMUN GROUP (THE) (Miele)
DECADENT DESSERTS	NAM VIETNAMESE KITCHEN
DMT GEOSCIENCES	NATIONAL BOWL (LOWER LEVEL)
DONNA MAC	NEUSTAR WELLNESS CHOICES
DU PLOOY LAW FIRM	NEW WAVE MEDIA

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NOVIA MIA BRIDAL BOUTIQUE  
NUVO HOTEL SUITES (37 Registered Entries)  
OPTIMAL ESTHETICS | OPTIMAL  
STRENGTH PERSONAL TRAINING  
PAMPA BRAZILIAN STEAK HOUSE  
PARK DIGITAL  
PASSAGE HIIT & SPIN  
PAUL KUHN FINE ARTS  
QUESADA BURRITOS & TACOS  
REDBLOOM SALON  
REDHEADS BAGEL CAFE  
REGRUB  
RODNEY'S OYSTER HOUSE  
SAMSON'S HEALTH & FITNESS SHOP  
SARAH WARD INTERIORS  
SILVER ORCHID SALON  
SIX DEGREES STUDIOS

SOURCE (THE)  
SPOT SEXY  
SQUARE1 FITNESS  
STUFF FOR LIVING  
SUBWAY  
SUCRE PATISSERIE  
TAO VIETNAMESE CUISINE  
THAI-SA-ON  
UNDERCARD BOXING STUDIO  
UTHRIVE  
VINTAGE CHOP HOUSE  
WAKADO RAMEN  
WAYNE'S BAGELS  
WELLNESS BODY & SPA (THE)  
YOGA PASSAGE

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APPENDIX D

DIGITAL SIGNATURES OF SUPPORT

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