



Specific Gravity Brewing Company & Restaurant Inc.
5519 53rd Street S.E.
Calgary, AB T2C 4V1
Tel: (403) 225-1767 Fax: (403) 225-1653

September 25th, 2019

Re: Support for Beltline BIA

<p>CITY OF CALGARY RECEIVED IN COUNCIL CHAMBER SEP 30 2019 ITEM: <u>11.4.3 CPS2019-1039</u> <u>DISTRIBUTION</u> CITY CLERK'S DEPARTMENT</p>

To who it may concern,

I am writing on behalf of Specific Gravity Brewing Company & Restaurant Inc. (Brewsters Brewing Company & Restaurant Inc, 834 11th Ave SW and Beer Revolution Craft Beer & Pizza Bar, 1080 8th St SW). Specific Gravity wholly supports the creation of a Business Improvement Area (BIA) in Calgary's Beltline. Our business has existed and operated continuously in its current location(s) since opening the original Brewsters Brewing Company in Calgary, in 1991. As a long term occupant we have been witness to many highs and lows in business volumes, variances in surrounding tenant occupancy, new zoning laws and many new successful businesses in the area and unfortunately ones that have closed or moved to new locations. We feel that now more than ever the vibrancy of the Beltline is in need of a collective voice and combined effort of its local businesses. Downtown Calgary is changing at an immense pace, and a joined effort to market and maintain the Beltline as a clean, safe, energetic and desirable area to live, work and play is imperative to keeping a positive momentum during this change and in the future. A BIA is needed and will benefit all who actively support and participate in it.

Please accept this letter as notice to Calgary City Council that we support the Beltline BIA proposal and will be involved heavily in the efforts to make the Beltline a great community in the great city. Please contact me directly if you have any other questions.

Best regards,

Trevor Kulyk

Director of Operations
Specific Gravity Brewing Company & Restaurant Inc.
trevor.kulyk@brewsters.ca



To Whom It May Concern,

I am writing on behalf of Craft Beer Market (345 10th Ave SW) located in the beltline of beautiful downtown Calgary, Alberta. Craft Beer Market is in full support of creating a Business Improvement Area (BIA) within the downtown beltline area. BIAs currently exist in over 1,000 markets nationwide and are a proven model to supplement existing government services and enhance public safety, marketing and neighborhood beautification. The beltline area is currently one of the only existing areas in the downtown core that is not represented, and we feel we are missing out on an opportunity to help create a vibrant retail, restaurant and entertainment district that will benefit all tenants, and help attract businesses and residents to our downtown in a struggling economy.

By forming a committee within the beltline BIA we would be looking to fulfill the following objectives:

- **Stabilize Downtown Streets:** Provide advocacy, leadership, and services that address downtown's most pressing challenges/opportunities, such as improving public safety, reducing homelessness, enhancing cleanliness, increasing mobility (transportation and access), and activating quality public spaces.
- **Economic and Community Development:** Increase business activity for existing operators and attract new investment to downtown through housing, economic development, and diversification initiatives. Enhance property values, sales, and occupancies.
- **Unified Voice and Champion for Downtown:** Align existing groups to speak with a single unified voice on behalf of downtown
- **Accountability:** Offer accountability to ratepayers through a property and business owner-managed governance structure.

We truly see the BIA as the catalyst to the revitalization of our downtown beltline that we all want to see! If you have any questions, please feel free contact me directly.

Respectfully,

A handwritten signature in black ink, appearing to read "Rob Swiderski", written over a horizontal line.

Rob Swiderski
Co-Founder Craft Beer Market



GOAT
103-708, 11 Ave SW
Calgary, AB T2R 0E4
goatshop.ca @the.goatshop

September 21, 2019

To Whom It May Concern:

Please accept this letter as confirmation of our support of the Beltline Business Improvement Area (BIA).

We are keen to coordinate with other new and established businesses in our community to make collaborative decisions for the Beltline area. We believe that together, and with sound governance, more can be done to promote the Beltline as a destination for arts, culture, and shopping and to strengthen the overall social and economic health of the area.

Thank you for your consideration and support of this initiative. We look forward to being active members of the Beltline BIA.

Warm Regards,

Richard & Amanda De Los Reyes

Owner-Operators
GOAT



To Whom It May Concern,

I am writing on behalf of Inner City Brewing Co. which is located at 820 – 11th Avenue SW in the heart of the Beltline of downtown Calgary. Inner City Brewing fully supports the creation of a Business Improvement Area (BIA) within the downtown beltline area. It was brought to our attention soon after opening our brewery that the beltline area is currently one of the only existing areas in the downtown core that is not represented. It is our belief that the BIA will help create an even more desirable district which will in turn attract additional residents and businesses to the Beltline community.

If you have any questions or concerns, please do not hesitate to contact me at 403-973-3869 or via e-mail.

Sincerely,

A handwritten signature in black ink, appearing to read "Doug Hamilton", is written over a horizontal line.

Doug Hamilton

Founder

Inner City Brewing Co.

Good day,

We are pleased to support the formation of a Business Improvement Area within the Beltline in Calgary. The opportunity to bring together members of the community in an organized manner to set a unified vision will improve the enjoyment of the area for its' residents and build vitality for it's business. The beltline BIA will be a powerful communication tool to work with and support the neighbouring community groups and the City of Calgary. We hope to play a role in seeing a governance board reflective of the diversity its' stakeholders.

Sincerely,



Brett Ireland
CEO | Bearhill Brewing



redbloom™

SALON

To Whom This May Concern,

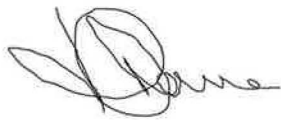
I am writing on behalf of RedBloom Salon (109, 638 11th Avenue SW) located in the beltline of unique downtown Calgary. RedBloom Salon fully supports the creation of a Business Improvement Area (BIA) within the downtown beltline area. BIA's currently exist in markets nationwide and are a proven to produce optimal results to supplement existing government services, enhance public safety, marketing and neighborhood beautification. The beltline area is currently not represented, and we feel that we are missing out on an opportunity to revitalize retailers, restaurants and the entertainment district that will benefit all tenants and help attract businesses and residents to our downtown in a struggling economy.

By forming a committee within the beltline BIA, we would be looking to fulfill the following objectives:

- ❖ **Stabilize Downtown Streets:** Provide advocacy, leadership, and services that address downtowns most pressing challenges/opportunities, such as improving public safety, reducing homelessness, enhancing cleanliness, increasing mobility (transportation and access), and activating quality public spaces.
- ❖ **Economic and Community Development:** Increase business activity for existing operators and attract new investment to downtown through housing, economic development, and diversification initiatives, leading to the enhancement of property values, sales and occupancies.
- ❖ **Unified Voice and Champion for Downtown:** Align existing groups to speak with a single unified voice on behalf of downtown.
- ❖ **Accountability:** Offer accountability to ratepayers through a property and business owner-managed governance structure.

RedBloom Salon truly sees the BIA as the means to revitalization of our downtown beltline that we all want to see! Should you have any questions please don't hesitate to contact me.

Best Regards,



Jodi Ohama
Co-Owner RedBloom Salons

RedBloom Salons

Downtown – 109, 638 11th Avenue SW T2R-0E2 (403)-266-8708
Bridgeland – 837 1st Avenue NE T2E-0C4 (403)-289-0870
East Village – 542 Riverfront Avenue SE T2G-1E4 (587)-351-8788
West 85th – 8561 8A Avenue SW T3H-4C7 (403)-719-9818
Info@RedBloom.ca