

Beltline BIA establishment Timeline and Details

The Beltline BIA/BRZ establishment dates back to 2015 and is a business and volunteer lead establishment group.

November 2015 – Local businesses connect to outline goals to attempt to establish a BRZ (now BIA)

February 2016 – We meet with city Liaison to clarify proposed zone and business ID's to create a map and data list to start canvassing and host a number of engagement events.

March/April 2016 – Engagement events and canvassing takes place on proposed zone.

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. This also proved to be a major issue in 2019.

October/November 2018 – local Beltline businesses re-engage to form a volunteer/business owner establishment committee

October/November 2018 – Connection with City Liaison to commence map outline and Business id number. Our goal was to compare the list of businesses to our zone back on 2016.

Feb/March 2019 – Initial engagement with businesses in the beltline –
1 Attached map – this did include a proposed zone based on our 2016 map and engagement. This initial engagement did not include garnering signatures or canvassing. We engaged many of the

supporters from 2016 during this process to gauge interest and garner feedback to help form the best zone for the 2019 submission bid prior to canvassing. The engagement and feedback from business owners helped us form the official zone we submitted in both April and June. No engagement or canvassing occurred outside the zone submitted in April/June.

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 (2 attached).

Concurrently, a canvassing group comprised of Beltline Business Owners and the BIA Establishment Committee began to canvass businesses in the proposed boundary with BIA information Packages.

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

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. All emails included the April BIA submissions map and only the businesses in this zone were engaged.

April 2019 – After our initial submission we were provided with additional clarity on the signature process and count. Prior to our first submission we requested to remove 2 buildings from our map. This was due to number of factors. 1) our volunteers had issues accessing 999 8th SW – on 3 occasions security would not allow us in to canvass the offices despite our efforts to explain our purpose for being there. 2) Geographic placement of both buildings – They are the only buildings found on each block and are both placed on a corner with a lack of visual store fronts or direct access compared to the

rest of the zone. This was done prior to our submission and was our final map on both submissions.

June 2019 – FINAL BIA SUBMISSION submitted

Attached –

- 1) BIA ZONE adjustment map – after initial review of business data/Id #'s compared to 2016 bid we adjusted the zone to work with the core businesses that had shown the most interest in establishing. These were the only businesses engaged in the signature process.

- 2) 2019 Beltline engagement package – this was our official canvas package when garnering signatures. This was emailed to all business during the signature process and used.

Attach 1

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 9th Street SW
- West of 2nd Street SW
- South of alley between 9th Avenue and 10th Avenue SW
- North of alley between 12th Avenue and 13th Avenue SW



Attach 2

BELTLINE BUSINESS IMPROVEMENT AREA

April 1, 2019

Dear Beltline Business Owner,

You are receiving this package because you have a business registered with the City of Calgary in the Beltline. We are the Establishment Committee for the potential Beltline Business Improvement Area ("Beltline BIA"). Your business may have been visited by our team on canvassers in the past week.

We are seeking support for the establishment of a Beltline BIA. In addition to advocating on behalf of business owners on issues that matter most to them, our main goal for the BIA is to develop an identity for the Beltline and market it as a desirable destination for shoppers, customers, and clients to spend a Saturday afternoon, strolling about the streets, much like the attraction offered by other BIAs such as Kensington, Inglewood, and 17th Avenue.

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.

If you wish to support the establishment of a BIA in the Beltline, please email or call us, and we will arrange a time to collect your signature of support.

Thank you,

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



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.

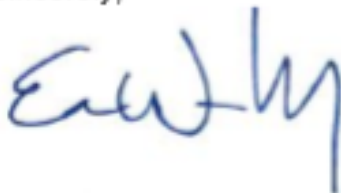
Many Beltline businesses have been hit hard by the economic downturn and other mitigating factors. It's troubling that the community in which I've spent most of my life is losing some the very businesses that create its vibrancy and make it one of the most desirable neighbourhoods in which to live and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

BUSINESS IMPROVEMENT AREA FACT SHEET

From: 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.

Links to other tools and resources:

BIAs in Calgary - <http://www.calgary.ca/CSPS/ABS/Pages/Partnership-programs/BRZs-in-Calgary.aspx>

BIA Contact Information - <http://www.calgary.ca/CSPS/ABS/Pages/Partnership-programs/BRZ-contacts.aspx>

BIA Tax Information - <http://www.calgary.ca/cfod/finance/Pages/BIA-Tax/BIA-Tax.aspx>

Establishing a BIA - <http://www.calgary.ca/CSPS/ABS/Pages/Partnership-programs/Establishing-a-BRZ.aspx>

Invest in Calgary - Planning and development for businesses - <http://www.calgary.ca/PDA/pd/Pages/Invest-in-Calgary.aspx>

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