

Item #11.4.3

**Community Services Report to
SPC on Community and Protective Services**

**ISC: UNRESTRICTED
CPS2019-1039
CORRECTED**

2019 September 11

Establishment of the Beltline Business Improvement Area

EXECUTIVE SUMMARY

On **2019 June 14** City Administration received a request to establish a Business Improvement Area (BIA), to be called the Beltline BIA. The request meets the legislative requirements of the Business Improvement Area Regulation, AR 93/2016 (the Regulation). A petition opposing the request was submitted on 2019 August 23 by business owners within the proposed BIA. The petition was declared to be not sufficient.

As the request for establishment of a BIA has met legislative requirements and the petition is not sufficient, Administration is recommending that Council consider approving this request to establish the BIA. Administration has prepared the proposed wording for a bylaw for the establishment of the Beltline BIA for Council's consideration.

ADMINISTRATION RECOMMENDATION:

That the Standing Policy Committee on Community and Protective Services recommend that Council:

1. Approve the establishment of the Beltline Business Improvement Area as outlined (Attachment 1); and
2. Give three readings to a proposed Bylaw to establish the Beltline Business Improvement Area (Attachment 2); and
3. Appoint, by resolution, the individuals listed in Attachment 3 as the interim Beltline Business Improvement Area board until an Annual General Meeting is held and board members are approved by Council by Q1 2020.

RECOMMENDATION OF THE STANDING POLICY COMMITTEE OF COMMUNITY AND PROTECTIVE SERVICES, DATED 2019 SEPTEMBER 11:

That Report CPS2019-1039 be forwarded to Council without recommendation.

EXCERPT OF MINUTES FROM THE 2019 SEPTEMBER 11 STANDING POLICY COMMITTEE ON COMMUNITY AND PROTECTIVE SERVICES:

“Moved By Councillor Farrell

That Report CPS2019-1039 be forwarded to the 2019 September 30 Combined Meeting of Council without Committee recommendation, and further that a Briefing Note on the Business Improvement Area process be included.

MOTION CARRIED”

PREVIOUS COUNCIL DIRECTION / POLICY

On 2014 November 3 Council adopted PFC2014-0760 Business Revitalization Zones 2015-2018 Business Plan, which identifies the growth of new BIAs (formerly known as Business Revitalization Zones or BRZs) as a key outcome.

BACKGROUND

In 1983 June, the Government of Alberta amended the *Municipal Government Act* Alberta (MGA) to empower municipalities to enact a bylaw to establish a Business Improvement Area (BIA). Council's authority to establish a BIA is found in sections 50 to 52 of the MGA, and Sections 2 to 6 of the Business Improvement Area Regulation AR 93/2016 (the Regulation). The MGA sets out the purposes of the BIA, to: improve, beautify and maintain property in the area; develop, improve and maintain public parking; and promote the areas as a business or shopping district. The bylaw establishes a board to govern the BIA, and the board members are appointed by Council.

BIA operations are funded through a tax paid by all taxable businesses in the BIA and collected from business operators. The tax enables the business owners to collectively fund activities to promote and improve the economic vitality of their main area for purposes set out in the MGA. Calgary currently has 12 BIAs, established between 1984 and 2017.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

The businesses in support of the proposed Beltline BIA seek to form a collective voice and dedicate a taskforce to advocate for and act on behalf of local businesses, with the ultimate mission to improve the economic vitality of the area. The proposed initiatives fall within section 50 of the MGA.

The original process of engagement of the request to establish the BIA occurred in early 2016. At that time, the requirement under Section 3(1) of the Regulation to secure signatures from persons representing at least 25 per cent of the businesses that would be taxable if the area was established was not met. Business owners and local community volunteers who worked on the request to establish the BIA in 2016 indicated that at that time, many of the taxable businesses in the proposed boundary were vacant and non-existent businesses which likely contributed to the request for establishment not meeting requirements of Section 3(1) of the Regulation.

In 2019 March, the conversation about establishing a BIA including engagement efforts were reinitiated. Communication included a general email to all businesses within the proposed boundaries and door to door conversations supported by printed BIA information packages. Visits to over 150 businesses in the proposed area took place between 2019 March 18 and April 11. An information session was held on 2019 March 25, and two follow up emails were sent on 2019 March 27 and 2019 April 3. For more details of the request to establish and engagement process see Attachment 4.

Administration assessed the request to establish a Beltline Business Improvement Area for compliance with Sections 3(1) and (2) of the Regulation. The Regulation requires the request to be signed by at least 25 per cent of the businesses that would be liable to pay the BIA tax if the BIA were established. A request to establish was submitted on **2019 June 14** and included valid signatures from 95 of the 348 businesses, which amounts to 27.3 per cent of the businesses in

the proposed BIA. A notice of request letter was mailed by Administration to every business in the proposed area that would be a taxable business if an area was established on 2019 June 24 as per Section 3(3) of the Regulation.

Pursuant to the Regulation, a petition objecting to the establishment of a BIA may be submitted. A petition was received by The City on 2019 August 23 objecting to the establishment of the Beltline Business Improvement Area. The petition was reviewed by Administration to determine whether it met the legislative requirements. The number of businesses eligible to sign the petition was 348 businesses and there was a total of 8 valid signatures on the petition, totalling 2.3 per cent of the businesses within the proposed BIA. As the petition did not meet the 50 per cent threshold required by the Regulation, it was declared insufficient. On 2019 September 4 a letter was sent by Administration to the individual that submitted the petition informing them that the petition was deemed to be insufficient under the requirements of the Regulation.

Stakeholder Engagement, Research and Communication

Administration provided information and assistance to both the organizers of the request to establish the BIA, and organizers of the petition opposing the establishment of the BIA.

Both those wanting to establish the Beltline BIA and those opposing the establishment of the BIA have been notified via email by Administration that this report will be brought forward at the 2019 September 11 Standing Policy Committee on Community & Protective Services and September 30 Combined Council meetings.

Strategic Alignment

BIAs encompass networks of businesses that support *Calgary in the New Economy: An Economic Strategy for Calgary*, more specifically the Business Environment Area of Focus, through activities that support local economic development, placemaking and revitalization. Their activities also contribute to the *Cultural Plan for Calgary* and Tourism Calgary's *Destination Strategy*. BIA's located in the downtown contribute to implementation of The City's Downtown Strategy.

The BRZ/BIA 2015-2018 Business Plan identifies the growth of new BIAs as a key outcome.

Social, Environmental, Economic (External)

BIAs provide an opportunity to promote Calgary, support economic activity and neighbourhood revitalization. Under *One Calgary*, BIAs fall within the Economic Development and Tourism line of service and support the implementation of *Calgary in the New Economy: An economic strategy for Calgary*, The City's Downtown Strategy, a *Cultural Plan for Calgary*, *Centre City Plan* and *Resilient Calgary Strategy*.

BIA board members are local business community volunteers appointed by Council under the terms of The City's bylaw that established the BIA. The board is responsible for addressing the needs of the defined area as identified by the business owners that are liable to pay the BIA tax.

Financial Capacity

Current and Future Operating Budget:

There are no operating budget implications associated with this report. The revenue paid by taxpayers in the BIA will be transferred directly to the interim and established BIA board.

Current and Future Capital Budget:

There are no capital budget implications as a result of this report.

Risk Assessment

The request to establish the proposed BIA and the petition were reviewed for compliance with the MGA and the Regulation. The legislation was reviewed to determine Council's obligation to consider the request and Council's authority to pass a bylaw to establish the BIA.

While the request meets the legislative requirements to form a BIA, the lack of consensus among the BIA potential taxpayers is evidenced by the filing of the petition. Although Section 226(3) of the MGA states that Council is not required to take any notice of a petition that is not sufficient, Council may still consider both the support and the opposition to the BIA when deciding whether to pass a bylaw to establish the proposed BIA.

The proposed boundary of the BIA is immediately adjacent or near several established BIAs, including Victoria Park, Calgary Downtown Association, and 4th Street South West. Members of the group requesting to establish the Beltline BIA have informally met with several BIA Executive Directors with the goal to learn about current practices during the request for establishment process.

REASON(S) FOR RECOMMENDATION(S):

The request to establish the Beltline BIA meets the legislative requirements. The petition submitted opposing the BIA establishment was not sufficient. When a petition is not sufficient, the BIA regulation requires Council to consider the request.

BIAs are a defined geographical area that come together to improve said area. Under the MGA, the purposes of a BIA are to improve, beautify and maintain property in the area; develop, improve and maintain public parking; and promote the areas as a business or shopping district. Administration has prepared a bylaw to establish the proposed BIA.

ATTACHMENT(S)

1. Attachment 1 – Proposed Beltline Business Improvement Area (BIA) map
2. Attachment 2 – **Proposed Bylaw 34M2019**
3. Attachment 3 – Proposed interim Beltline BIA board
4. Attachment 4 – Documents relating to Beltline BIA proposal
5. Attachment 5 – **City Clerk’s Office Briefing Note**



2019 Business Improvement Area (BIA)

Beltline - Proposed



BYLAW NUMBER 34M2019

**BEING A BYLAW OF THE CITY OF CALGARY
TO ESTABLISH THE BELTLINE
BUSINESS IMPROVEMENT AREA**

WHEREAS a request to establish a Business Improvement Area in the Beltline area has been received, which request has been signed by persons who would be taxpayers if an area was established and who represent at least 25 percent of the businesses that would be taxable businesses if an area was established;

AND WHEREAS notice of the request was mailed or delivered to every business in the proposed area that would be a taxable business if an area was established;

AND WHEREAS a sufficient petition objecting to the establishment of the area has not been received by Council;

AND WHEREAS Council has approved CPS2019-1039 and deems it desirable to establish a Business Improvement Area in the Beltline area in accordance with the *Business Improvement Area Regulation*, Alta. Reg. 93/2016 and sections 50 to 53 and 381 of the *Municipal Government Act*, R.S.A. 2000, c. M-26;

**NOW, THEREFORE, THE COUNCIL OF THE CITY OF CALGARY ENACTS AS
FOLLOWS:**

1. This Bylaw may be cited as the "Beltline Business Improvement Area Bylaw".
2. In this Bylaw the phrase "Business Improvement Area" may be referred to as "BIA".

Establishment of BIA

3. There is established a Business Improvement Area in the City of Calgary for the area outlined on Schedule "A" attached to this Bylaw, which schedule forms a part of this Bylaw.

Name of BIA

4. The name of the BIA established by this Bylaw shall be the "Beltline Business Improvement Area".

Purposes

5. The purposes for which the Beltline BIA is established are:

- (a) improving, beautifying and maintaining property in the BIA;
- (b) developing, improving and maintaining public parking within or adjacent to the BIA; and
- (c) promoting the BIA as a business or shopping area.

Establishment of the Board

- 6. (1) The board of the Beltline Business Improvement Area is hereby established as a non-profit corporation pursuant to section 51 of the *Municipal Government Act*, R.S.A. 2000, c. M-26, as amended, and section 16 of the *Business Improvement Area Regulation*, Alta. Reg. 93/2016.
- (2) The board shall be comprised of not less than 6 and not more than 12 members (hereinafter referred to as “the Board”).

Appointment of Board Members

- 7. (1) Members of the Board shall be appointed by resolution of Council.
- (2) The Board must consist of individuals who have been nominated by one or more taxpayers in the BIA as defined in section 1(e) of the *Business Improvement Area Regulation*, Alta. Reg. 93/2016.

Term of Office

- 8. (1) Members of the Board shall be appointed for 2 year terms.
- (2) Despite subsection (1), Council may appoint a member of the Board for a term that is less than 2 years.
- (3) Each member of the Board shall remain in office until:
 - (a) the member resigns,
 - (b) the revocation of the member's appointment by Council following the recommendation of the Board, or
 - (c) the member's term of office expires,whichever comes first.

Vacancy

9. When a vacancy occurs on the Board, the Board may appoint an individual to fill that office until the next annual meeting of the taxpayers in the BIA. Such interim appointments shall not require the further approval of Council.

In Force

10. This Bylaw shall come into force on January 1, 2020.

READ A FIRST TIME ON _____

READ A SECOND TIME ON _____

READ A THIRD TIME ON _____

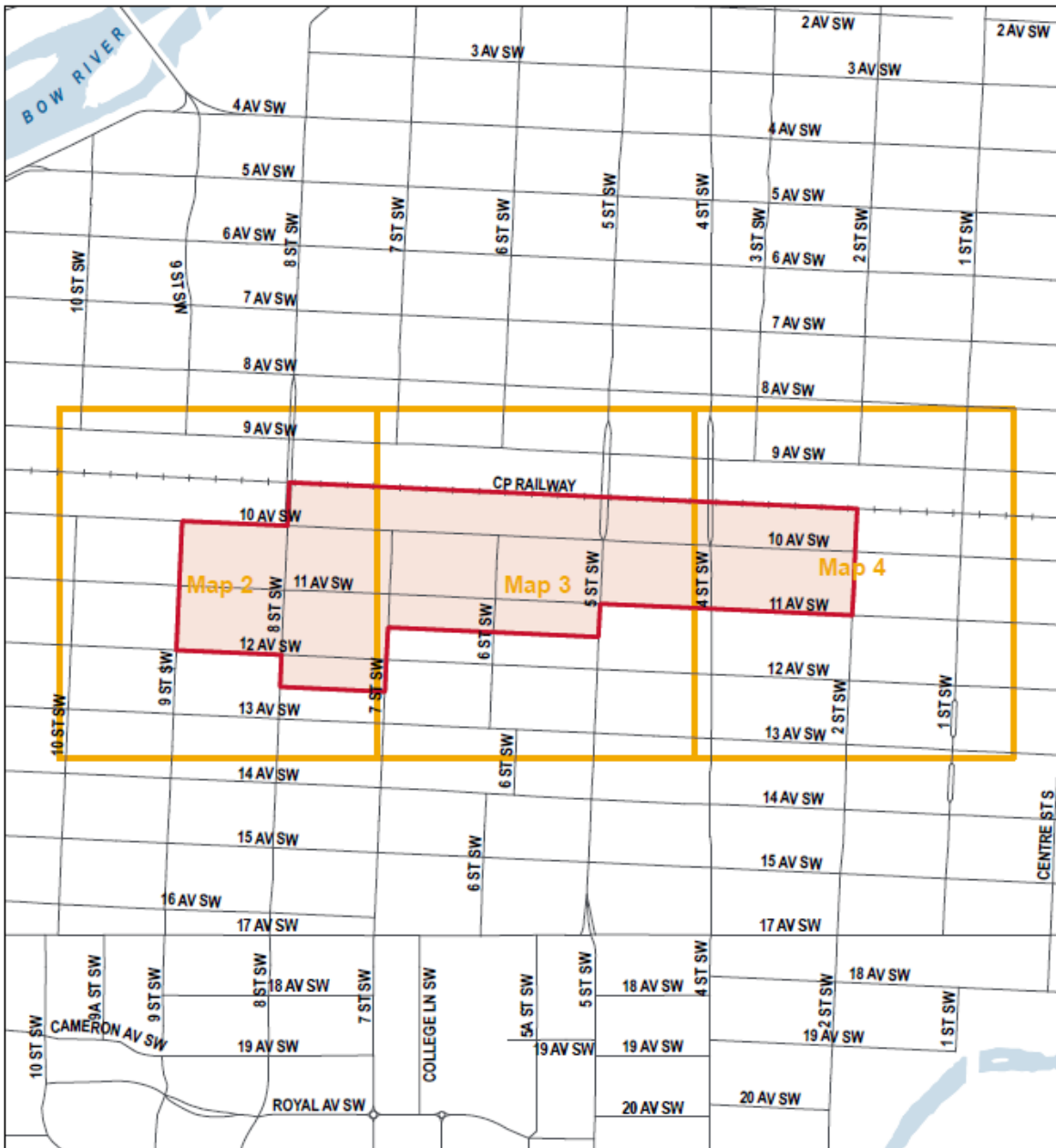
MAYOR

SIGNED ON _____

CITY CLERK

SIGNED ON _____

SCHEDULE "A"


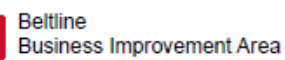


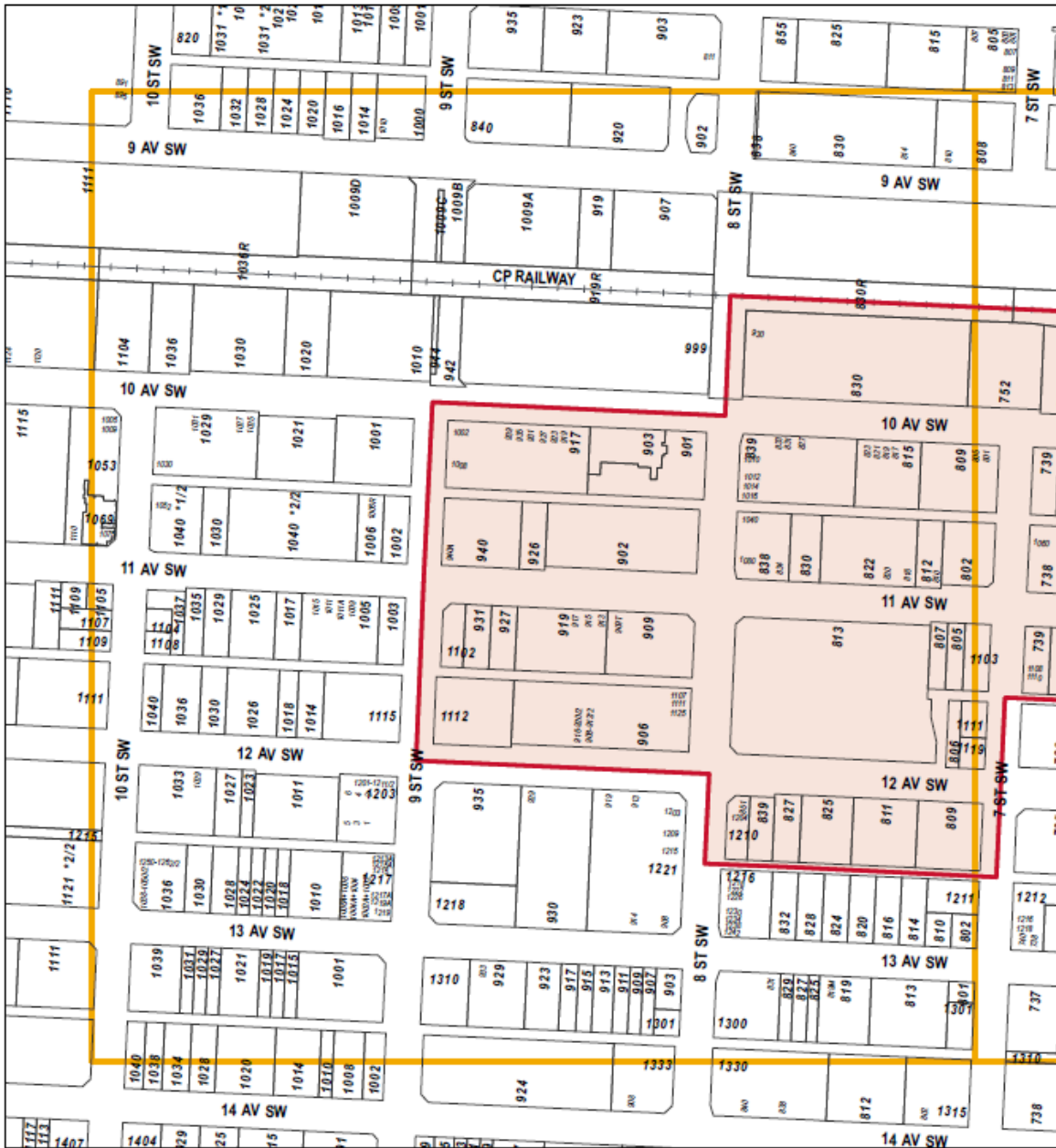
Beltline

Business Improvement Area

Map 1 - Overview

Legend

-  Beltline
-  Business Improvement Area





Beltline

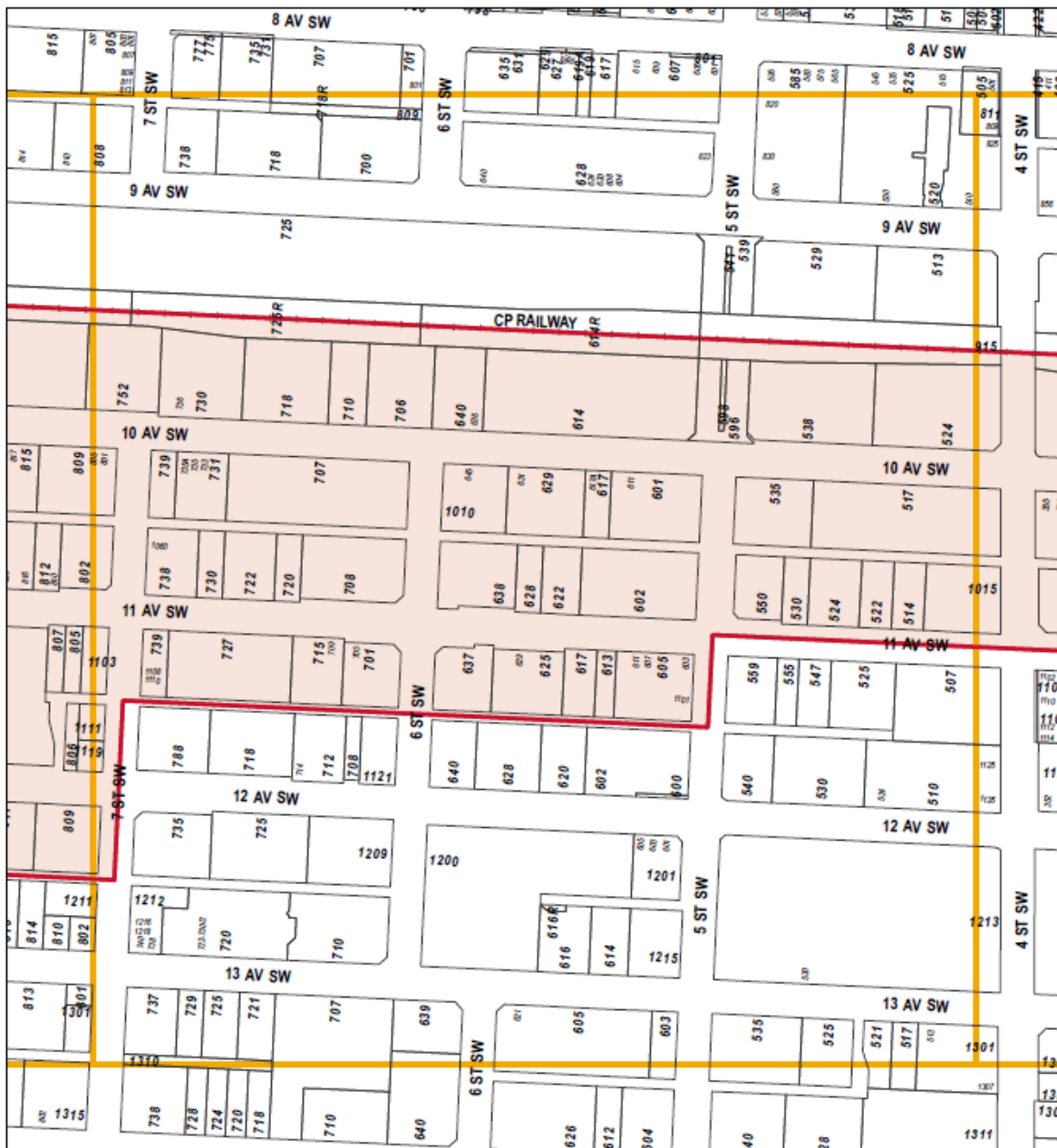
Business Improvement Area

Map 2 - Detail

Legend

-  Beltline
-  Business Improvement Area







Beltline

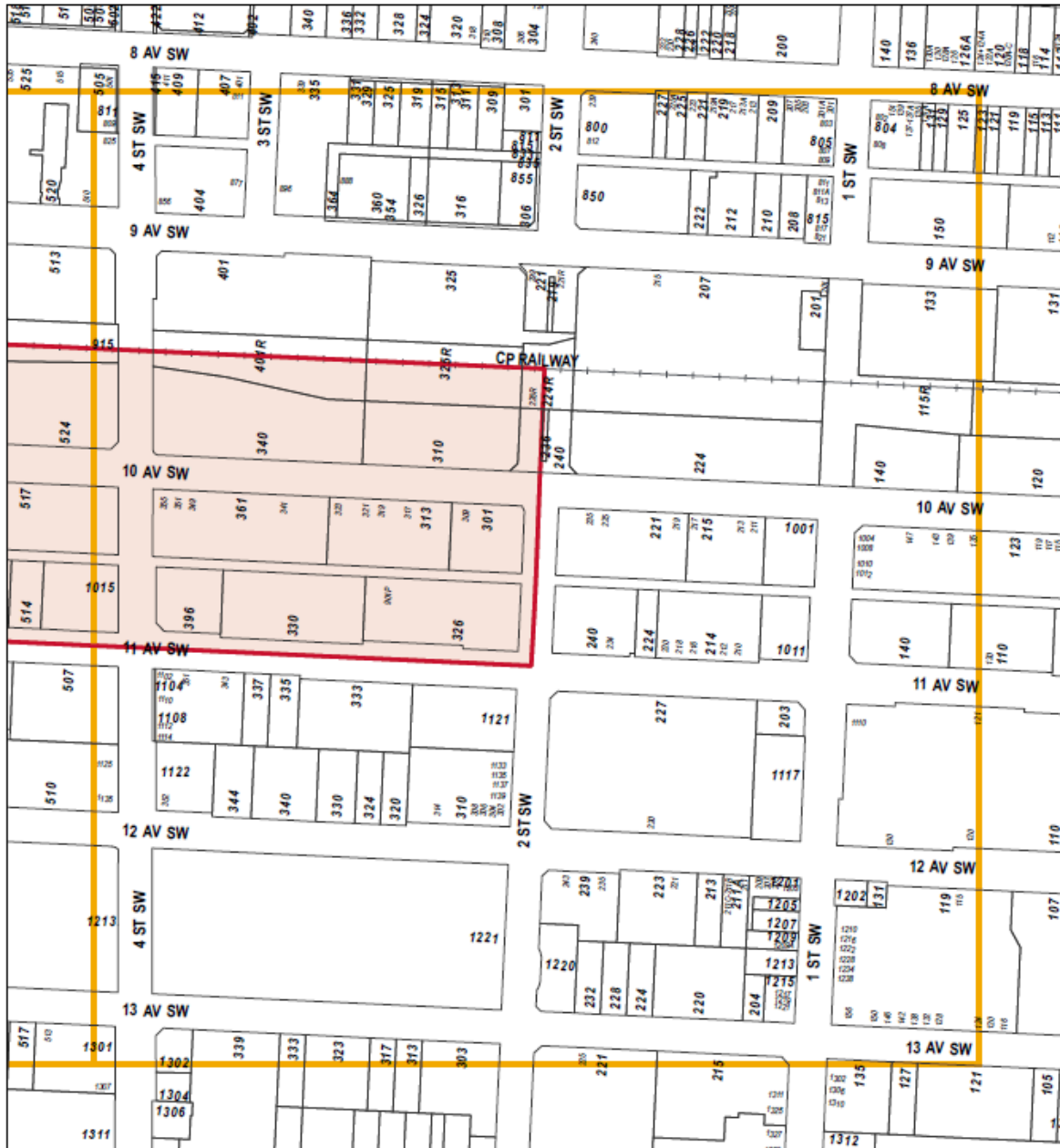
Business Improvement Area

Map 3 - Detail

Legend

-  Beltline
-  Business Improvement Area






Beltline

Business Improvement Area

Map 4 - Detail

Legend

-  Beltline
- Business Improvement Area



Interim Beltline Business Improvement Area Board

Name	Nominating Taxpayer
Ryan Barkwell	Last Best Brewing & Distilling
Andrew Brassard	Broken City
Amanda De Los Reyes	GOAT
Doug Hamilton	Inner City
Brett Ireland	Last Best Brewing & Distilling
Trevor Kulyk	Brewsters Brewing Company & Restaurant
Jodi Ohama	RedBloom Salon
Rob Swiderski	Craft Restaurant and Bar

ELECTIONS
AND CENSUS OFFICE

'19 APR 12 P3:09

CITY CLERK'S
CITY OF CALGARY

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ELECTIONS
AND CENSUS OFFICE

April 12, 2019

'19 APR 12 P3:10

City Clerk's Office
Ground Floor, Administration Building (Municipal Complex)
333 7th 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 9th Avenue and 10th Avenue Southwest, East of 8th street to East of 2nd Street.
- South of 10th Avenue Southwest, East of 9th street and West of 8th Street.
- West of 9th Street Southwest, south of 10th Avenue to North of 12th Avenue.
- North of the laneway between 12th Avenue and 13th Avenue Southwest, between 8th street and 7th Street
- North of the laneway between 11th Avenue and 12th Avenue Southwest, between 7th Street and 5th Street

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April 12, 2019

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

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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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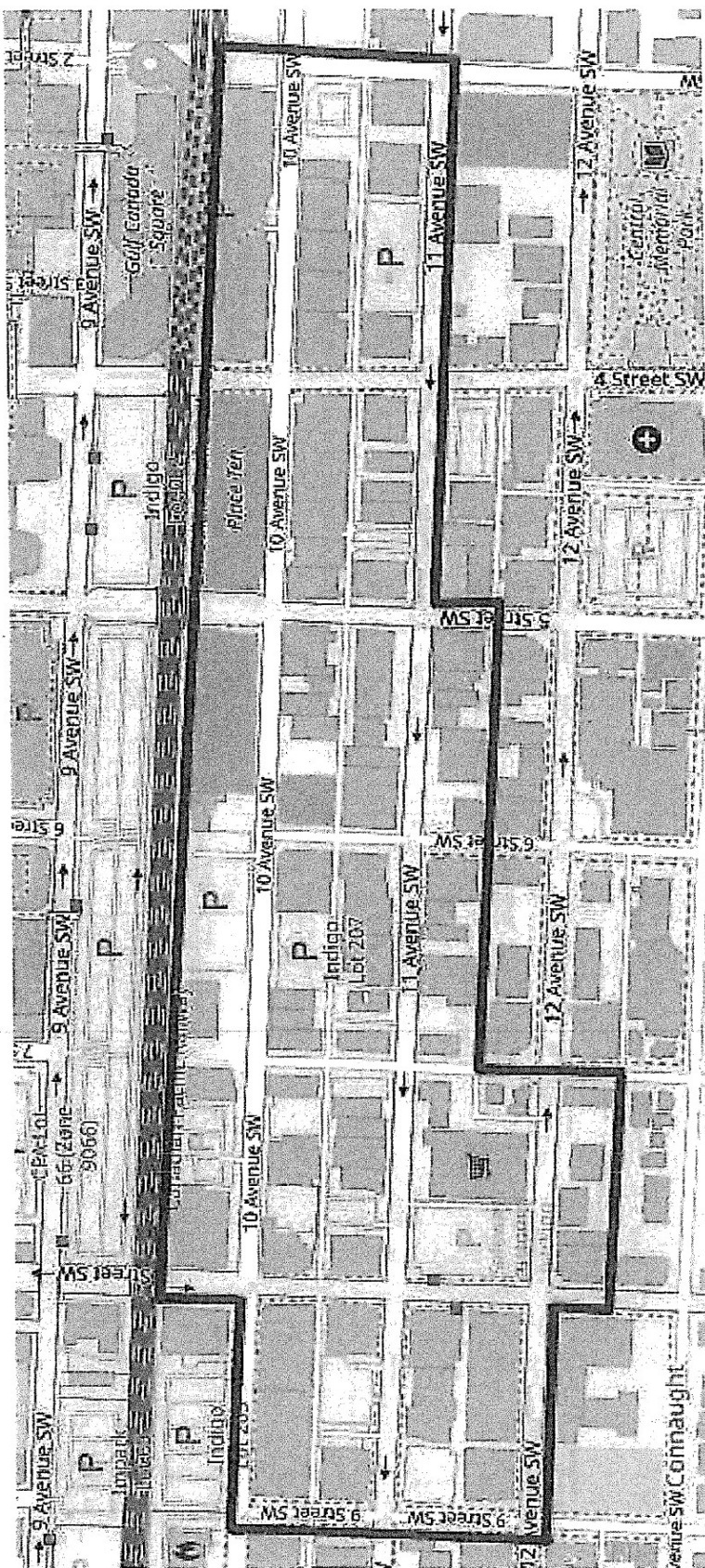
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APPENDIX A

PROPOSED BELTLINE BUSINESS IMPROVEMENT
AREA BOUNDARY MAP

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PROPOSED BELTLINE BUSINESS IMPROVEMENT AREA BOUNDARY
DRAFT: FOR ILLUSTRATION ONLY



APPENDIX B

ENGAGEMENT DOCUMENTATION

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BELTLINE BUSINESS IMPROVEMENT AREA

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 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

0 APR 12 2019

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.

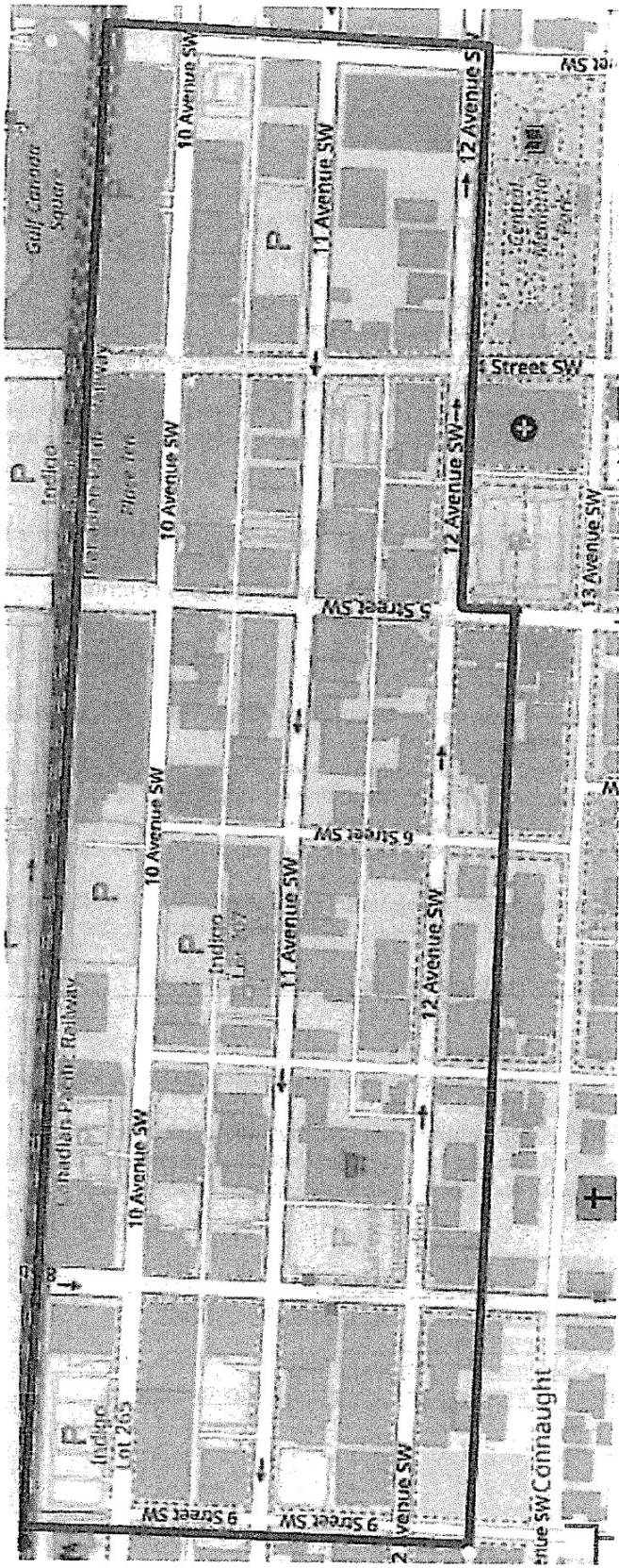
Other tools and resources

- [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](#)

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



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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

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	SOURCE (THE)
NUVO HOTEL SUITES (<i>37 Registered Entries</i>)	SPOT SEXY
OPTIMAL ESTHETICS OPTIMAL STRENGTH PERSONAL TRAINING	SQUARE1 FITNESS
PAMPA BRAZILIAN STEAK HOUSE	STUFF FOR LIVING
PARK DIGITAL	SUBWAY
PASSAGE HIIT & SPIN	SUCRE PATISSERIE
PAUL KUHN FINE ARTS	TAO VIETNAMESE CUISINE
QUESADA BURRITOS & TACOS	THAI-SA-ON
REDBLOOM SALON	UNDERCARD BOXING STUDIO
REDHEADS BAGEL CAFE	UTHRIVE
REGRUB	VINTAGE CHOP HOUSE
RODNEY'S OYSTER HOUSE	WAKADO RAMEN
SAMSON'S HEALTH & FITNESS SHOP	WAYNE'S BAGELS
SARAH WARD INTERIORS	WELLNESS BODY & SPA (THE)
SILVER ORCHID SALON	YOGA PASSAGE
SIX DEGREES STUDIOS	

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APPENDIX D

DIGITAL SIGNATURES OF SUPPORT

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Briefing Note

Business Improvement Area Establishment Request – City Clerk's Office Procedures

September 20 2019

Description

This briefing note provides an outline of the City Clerk's Office procedures when verifying requests to form a Business Improvement Area (BIA).

The process to form a BIA is outlined in Alberta Regulation 93/2016, the *Business Improvement Area Regulation* (the Regulation), begins with a request to Council signed by at least twenty-five per cent (25%) of persons who would be taxpayers if an area was established.

The City Clerk's Office receives and verifies requests to form a BIA submitted to the City in an impartial manner, with the following procedures:

1. The date the request submission is received is noted.
2. The request submission is reviewed to ensure it contains a clear request for a BIA area to be established, proposed purposes and proposed boundaries of the area as required by the Regulation.
3. Using the most recent Assessment Roll data, a list of assessed properties within the proposed BIA boundaries is created.
4. Incomplete, ineligible or duplicate entries are excluded from the request submission.
5. The remaining submissions are reviewed determine if the legislated threshold of at least twenty-five per cent (25%) of assessed properties within the proposed BIA boundaries are represented.
6. If the request complies with the legislated threshold, a notice and map showing proposed BIA boundaries is sent to all assessed properties within the proposed BIA within thirty (30) days of receipt of the request submission. The notice also includes an information statement advising that businesses objecting to request must do so in accordance with the petition process established in the Regulation and that the City Clerk's Office will not provide advice or the form of petition to be used. A petition in opposition of a proposed BIA must be signed by at least fifty per cent (50%) of persons who would be taxpayers if an area was established within sixty (60) days of the notice of the request.
7. If the request does not comply with the Regulation, the requestor is advised in writing that their request submission does not meet the legislated threshold.

Key contacts

Andrew Brouwer – Deputy City Clerk, Elections and Census



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



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,

A handwritten signature in black ink, appearing to read "Trevor Kulyk". The signature is written in a cursive style.

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,

Handwritten signatures of Richard and Amanda De Los Reyes. The signatures are in black ink and appear to be 'ADR' and 'MR'.

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", written over a horizontal line.

Doug Hamilton

Founder

Inner City Brewing Co.

Last Best Brewing & Distilling | 607 11th Ave sw | Calgary, ab
t2r 0e1

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





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,

A handwritten signature in black ink, appearing to read "Jodi Ohama", written over a light blue circular stamp.

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