



MARDA LOOP
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March 29, 2023

To: BIA Liaison Office, The City of Calgary
Meghan Mahoney, Business Strategist, Partnerships
Jordan Lamey, Coordinator, Business Improvement Areas

Re.: Proposed Expansion of the Marda Loop BIA

The Marda Loop BIA proposes to expand eastward to 17th Street SW, and to also include the south side of 34th Avenue from Garrison Gate to 17th Street. This description is approximate, see the attached map for more information.

This expansion would include in the BIA several businesses that have opened just beyond our eastern boundary since the middle of 2022, including in the recently opened mixed-use Harrison at the SW corner of 18th Street and 33rd Avenue, and some business conversions of former residential homes. Some of these businesses have reached out to us and we have already started to include them in our communications and promotions. The expansion would also include the mixed-use Sarina 1900 proposal, currently in the application process, adjacent to our boundary at the NE corner of 33rd Avenue and 19th St. SW.

The BIA already includes some properties on the south side of 34th Avenue. The intent of filling in the gaps along 34th is to anticipate the possibility of house conversions or mixed-use redevelopment on the south side of 34th in the future. It will also enable us to be more consistent with décor along 34th Avenue per the coming Main Streets improvements.

This expansion would enable the new Marda Loop businesses that are near our current boundary to fully participate in the benefits of the BIA. It takes into account developments and is consistent with the City's investment in the Main Streets project.

Sincerely,

Michael J. Bruni
President

Bob van Wegen
Executive Director

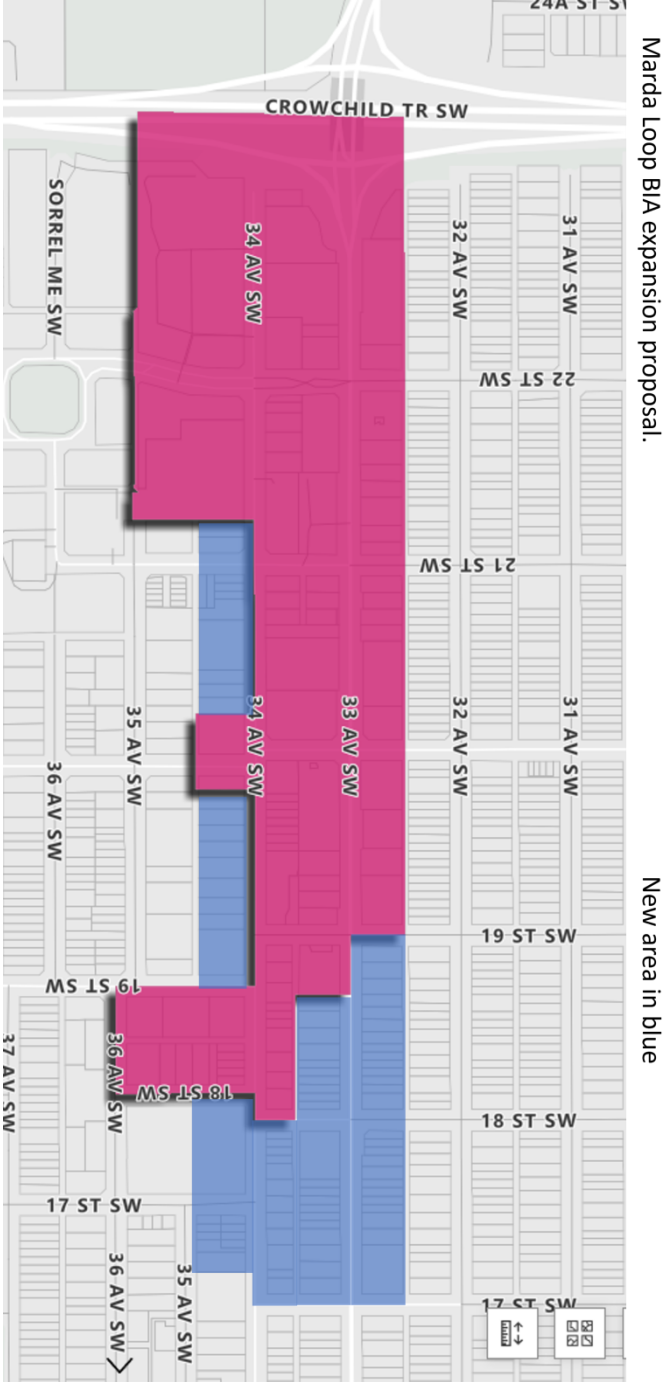
Marda Loop Business Improvement Area 1638 - 30th Ave SW Calgary, AB T2T 1P4

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Marda Loop BIA expansion proposal.

New area in blue

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Marda Loop BIA Proposed Expansion

Timeline and Engagement

Marda Loop BIAs approach to expansion has been organic, in response to business growth near our boundary and outreach from many of those new businesses. Our approach has also been welcoming, inviting Expansion Area businesses into our programs and communications as future members.

Early 2022

- The expansion of BIA eastward to include new commercial development near our boundary is informally discussed by the BIA Board and there is support for the idea.
- The “Harrison” mixed use project at the corner of 33rd Avenue and 18th Street is in the process of being leased, and there is also commercial conversion of historic houses.

June 2022

- A new mixed-use project across the street from the BIA, at the NE corner of 19th Street and 33rd Avenue is proposed. The BIA meets with the project owner, who also owns the Harrison, and we discuss BIA Expansion.

September - December 2022

- As businesses open in Expansion Area, they begin to reach out to the BIA about involvement. The BIA has several meetings with newly opened businesses in the Expansion Area to discuss opportunities and about joining the BIA.
- Marda Loop BIA begins to treat new businesses in the Expansion Area as future Marda Loop members, including them in our programs, communications, and promotions.
- Expansion Area businesses participate in our Halloween Spook the Loop event. Businesses are also invited to participate in our Holiday Gift Guide.

Board Motion – Excerpt from Minutes, October 2022

MLBIA Boundaries Discussion:

- o Expansion is timely as commercial development and occupancy continues, abutting BIA boundary, with associated new merchant interest in BIA. Several of these abutting businesses have been in touch about joining BIA programs.
- o Need to define boundary possibilities, short and long term
- o Expansion process re. City is discussed.

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- MOTION: To extend Marda Loop BIA boundaries on 33rd and 34th Avenues to approximately 17th St, map to follow.
 - o Unanimously approved
- The Expansion proposal and approach is presented and discussed in November Marda Loop BIA AGM. Attendees were supportive.

Spring 2023

- Expansion request letter sent to City of Calgary (March). Finalization of expansion map.
- Continued meetings and contacts with businesses newly opening in the Expansion Area.
- Expansion Area businesses participate in our *Eggfest* event
- Expansion Area businesses included in mailed invitation to join the new Marda Card gift card program and attend a business owner social.

Summer 2023

- The BIA meets with the President of the Marda Loop Communities Association.
- Several Expansion Area businesses participate as business members in the awesome Marda Gras Street Festival.

August and September 2023

- Expansion web page launched
 - o <https://www.visitmardaloop.com/about/bia-expansion/>
- Email to all members
- Mailing to all members
- For the Expansion Area businesses:
 - o Email and mailing or letter drop-off to all businesses in the Expansion Area
 - o Personal meetings offered with all businesses in the Expansion Area, including the Executive Director and Board Members

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September 14, 2023

The City of Calgary
PO Box 2100, STN M
Calgary, AB. T2P 2M5

Attn: City Clerk
Bob van Wegen
Business Improvement Area Liaison

Re: Letter of Support regarding Marda Loop Business Improvement Area boundary as proposed by the Business Improvement Area (the “BIA”)

To Whom It May Concern:

At the Marda Loop Communities Association September Board Meeting, the Board passed a motion to issue a letter of support (the “**Letter of Support**”), confirming the Board’s support in the proposed BIA expansion.

As a result, the Marda Loop Communities Association supports the adjustment of the Marda Loop BIA boundary as proposed by the BIA:

1. Extending the BIA east, to 17th Street, to include businesses in the new Harrison building, in the future Sarina 1900 development at the NE corner of 33rd Avenue and 19th Street, and a few other businesses in converted houses, (the “**Expansion Area**”).

1.1 The proposed Expansion Area also includes some areas on the south side of 34th Avenue that are not already in the BIA. This change to the southern boundary enables the BIA to better manage items such as banners and street furniture on both sides of avenue. This also allows the BIA to accommodate future commercial conversions on the southern boundary without the need to go through the expansion process again.



This adjustment matches the progressive commercial development along the Marda Loop BIA boundary. The adjustments ensure that new commercial developments in the Marda Loop business district can participate in, benefit from, and contribute to the activities of the BIA on the same basis as their established neighbours.

As a result, please accept this Letter of Support from the Board for the BIA expansion.

Regards,



Tony Norman

President
Marda Loop Communities Association



28 August 2023

RE: Marda Loop Business Improvement Area Proposed Change in Boundaries

Dear Business Owner:

This letter is to inform you that The City of Calgary has received a request from the Marda Loop Business Improvement Area (BIA) to change its boundaries. Your business is located within the proposed expanded boundaries. Attached is a map that identifies the current and proposed expanded boundaries. **If this request is approved by Council on October 3, 2023 it will result in a BIA tax being applied to your business for January 1st, 2024.** In 2023, the average BIA tax paid in the Marda Loop BIA was approximately \$1500 per year, and the median was approximately \$910 per year. Please see the back of this letter for more information on how the BIA tax is calculated.

BIAs are established through a community-led process where businesses within a specific geographic area (the boundaries) pay an additional tax. The tax is collected to improve, beautify, and maintain property in the BIA and public parking, it is also to promote the BIA as a business or shopping area.

The annual BIA tax is collected from all businesses within the BIA boundaries by The City of Calgary and is transferred in full back to the BIA. The BIA operates as a non-profit organization and works with its business members to set priorities that are reflected in an annual budget approved by Council.

Changing BIA boundaries is a decision made by City Council. As outlined in the *Business Improvement Area Regulation* (AR 93/2016) section 8, before City Council decides on the request to change a BIA's boundaries, business owners within the BIA's current and proposed boundaries must be given the opportunity to make representations to Council. **The opportunity to do this is scheduled for:**

Date and time: October 3, 2023; commencing at 9:30 a.m.

Location: Council Chamber, Calgary Municipal Building, 800 Macleod Tr. S.E.

For information on how to submit written comments or participate (in person or remotely) in the Committee or Council meeting, please visit: calgary.ca/agendaminutes and click, "Learn how to participate in Council".

Have Questions? Please don't hesitate to reach out:

Marda Loop BIA

Bob van Wegen | 403-685-5667

bob@visitmardaloop.com

www.visitmardaloop.com/about/bia-expansion

The City of Calgary, Major Partners

Meghan Mahoney | 403-988-3634

Meghan.Mahoney@calgary.ca

Calgary.ca/BIA

Sincerely,

A handwritten signature in black ink, appearing to read "Lori Kerr".

Lori Kerr, Manager

Major Partners, Partnerships

Community Services

Attachment: Map of the Proposed Marda Loop Change in Boundaries

CC: Ward 8 Councillor Courtney Walcott



How is a Business Improvement Area bill calculated?

The City of Calgary assesses business premises each year for Business Improvement Area (BIA) taxation purposes. Your business assessment reflects **the typical net annual rental value of your premises** based on the July 1 valuation date and provides the basis for your next year's BIA tax bill.

BIA tax rate calculation:

BIA tax rate = BIA's annual approved budget ÷ Total business assessment within the BIA

BIA tax bill calculation:

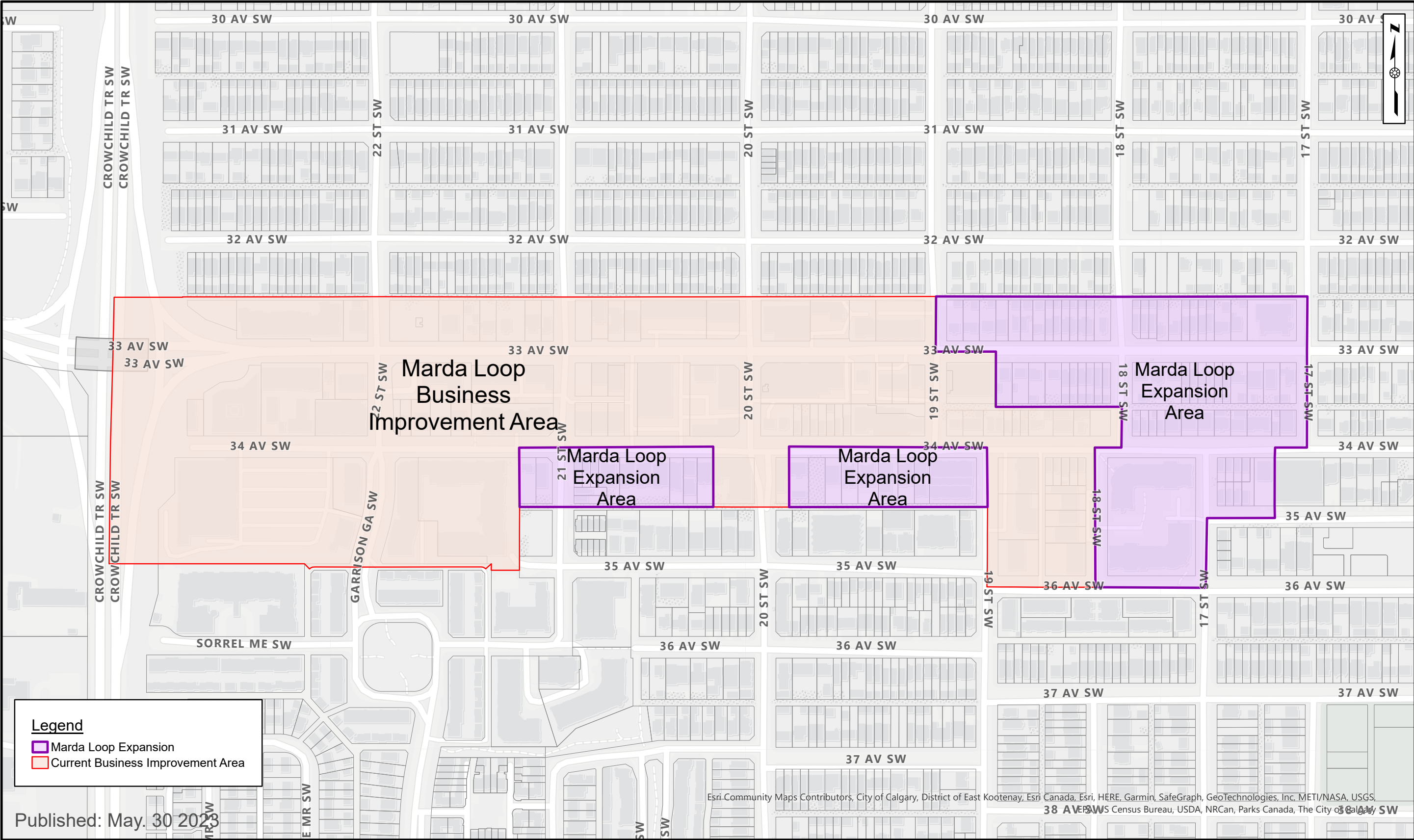
BIA tax bill = Assessed value of your business premises x BIA tax rate

*BIA tax is based on the calendar year January 1 to December 31.

For more information on BIAs in Calgary, please visit calgary.ca/BIA or contact The City of Calgary, Major Partners office through Meghan Mahoney at Meghan.Mahoney@calgary.ca



Map of the Proposed Changes to the Marda Loop Business Improvement Area





28 August 2023

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The City of Calgary, Major Partners

Meghan Mahoney | 403-988-3634

Meghan.Mahoney@calgary.ca

Calgary.ca/BIA

Sincerely,

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Lori Kerr, Manager

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Community Services

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