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Ms. Meghan Mahoney  
City of Calgary  
PO Box 2100 Stn. M  
Calgary, Alberta T2P 2M5

March 30, 2023

Dear Ms. Mahoney,

The 17<sup>th</sup> Avenue Business Improvement Area (BIA) is seeking an expansion of its current borders in 2023.

The 17<sup>th</sup> Avenue BIA Board of Directors has provided consent and direction to pursue the below boundary changes:

1. 11<sup>th</sup> Street SW between 14 and 15 avenues (east and west sides of street)
2. 14<sup>th</sup> Street SW between 12 and 15 avenues (east and west sides of street)

The 17<sup>th</sup> Avenue BIA will engage with all businesses in the proposed expansion area through various channels and opportunities and will meet the required deadlines as outlined by the City of Calgary as part of the required process.

I look forward to further correspondence and collaboration with the City of Calgary to achieve the above expansions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Tulene Steiestol', is written over a light blue horizontal line.

Tulene Steiestol  
Executive Director  
17<sup>th</sup> Avenue BIA



**BOARD OF DIRECTORS  
MEETING MINUTES**

**March 8, 2023, ~ 9am**

**Present:**

Martin Halliday, Kerri Burnside, Chad McCormick, Janis Isaman, Lois Gardiner, Arlene Spouse, Jennifer Leblond, Greg Stebbe and Tulene Steiestol

**Regrets:** N/A

- 1. Call to Order** 9:09am
- 2. Call for Motion to approve March Board agenda**  
**Motion:** Martin  
**Approved:** Janis and Kerri
- 3. Call for Motion to adopt February Board meeting minutes**  
**Motion:** Martin  
**Approved:** Kerri and Jennifer
- 7. Next board meeting: Wednesday, April 12, 2023, ~ 9am**
- 8. Call for adjournment:** 10:09am

**BOARD OF DIRECTORS  
SPECIAL MEETING MINUTES**

**March 28, 2023**

**Present:**

Martin Halliday, Kerri Burnside, Chad McCormick, Janis Isaman, Jennifer Leblond, Greg Stebbe and Tulene Steiestol

**Regrets:** Arlene Spouse and Lois Gardiner

**4.1 Public Realm**

Email vote

**Call for motion to direct the Executive Director to pursue the expansion of the 17<sup>th</sup> Avenue BIA boundary, including 17<sup>th</sup> Ave SW between 2<sup>nd</sup> St SW and McLeod Trail, 11<sup>th</sup> Street SW between 14 and 15 Avenue (east and west sides of street) and 14<sup>th</sup> Street SW between 12 and 15 Avenue (east and west sides of street).**

**Motion:** Martin

**Approved:** Jennifer and Chad



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## 2023 Proposed Boundary Expansion Engagement Summary

Step 1-called all businesses located within the boundaries of the proposed expansion area to gather email addresses for owner and/or franchisee.

Step 2- created a landing page on BIA website highlighting proposed expansion including map of proposed boundary change and FAQ <https://17thave.ca/expansion/>.

Step 3-July 21-emailed an introductory letter and letter of intent from the 17<sup>th</sup> Avenue BIA explaining what the 17<sup>th</sup> Ave BIA is and explained the proposed expansion of the BIA boundary. The letter also invited businesses to take part in two upcoming information sessions regarding the proposed expansion as well as invited businesses to reach out to set up a one-on-one conversation to discuss the proposed plan.

Step 4- created an FAQ document and welcome letter which was hand delivered on July 24 and 25 to all businesses located in the proposed boundary expansion. This hand delivery also acted as an opportunity to liaise with businesses, answer any questions in person and invite businesses to take part in the two engagement sessions.

Step 5-information sessions were scheduled for both July 27 and August 1. There were no RSVP's and no attendees.

Step 6- proposed expansion messaging included in the BIA's weekly e-newsletter to existing ratepayers.



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**Emailed**

July 21, 2023

Good afternoon,

The 17<sup>th</sup> Avenue Business Improvement Area (BIA) has the intention of expanding our current boundary and your business is located in the area of the proposed expansion.

The intent is to increase our boundary on 14<sup>th</sup> street by two and a half blocks north from 15<sup>th</sup> Avenue to 12<sup>th</sup> Avenue and on 11<sup>th</sup> Street one block north from 15<sup>th</sup> Avenue to 14<sup>th</sup> Avenue. The areas in purple on the below map denote the proposed areas of expansion.

The 17<sup>th</sup> Avenue BIA is a not-for-profit business association that currently represents more than 700 businesses in our existing corridor. If we are successful with this proposed expansion an additional 22 businesses will become part of the business improvement area.

The mandate of our BIA is to build a strong community while promoting our businesses and creating vibrant community events that drive awareness and economic vitality to our area. Additionally, we advocate on behalf of our businesses in areas of public safety and crime prevention while also acting as a liaison between the City of Calgary and the business community we serve. For a general overview of what the BIA does, you can visit <https://17thave.ca/connect/>.

BIAs were established under the Municipal Government Act of Alberta and are funded by an annual levy which is collected from the businesses within the BIA boundary. In 2023, the average BIA levy paid by businesses in the 17<sup>th</sup> Avenue BIA boundary was approximately \$1450, and the midpoint was approximately \$900. However, the majority of businesses paid less than \$950 for the BIA levy. The levy is collected by the City of Calgary once a year and the levy is rebated to the BIA office for the promotion, revitalization, and enhancement the district.

The 17<sup>th</sup> Avenue BIA's intention to expand our existing boundary will be put forward to City Council in mid September for review and possible approval.

Staff from the BIA will be dropping by your location next Monday and Tuesday next week to answer any questions you may have.

For your convenience we are also setting up two information sessions online to accommodate additional dialogue.

Online meetings will take place:

**Thursday, July 27 at 9 am  
and**

Tuesday, August 1 at 2 pm

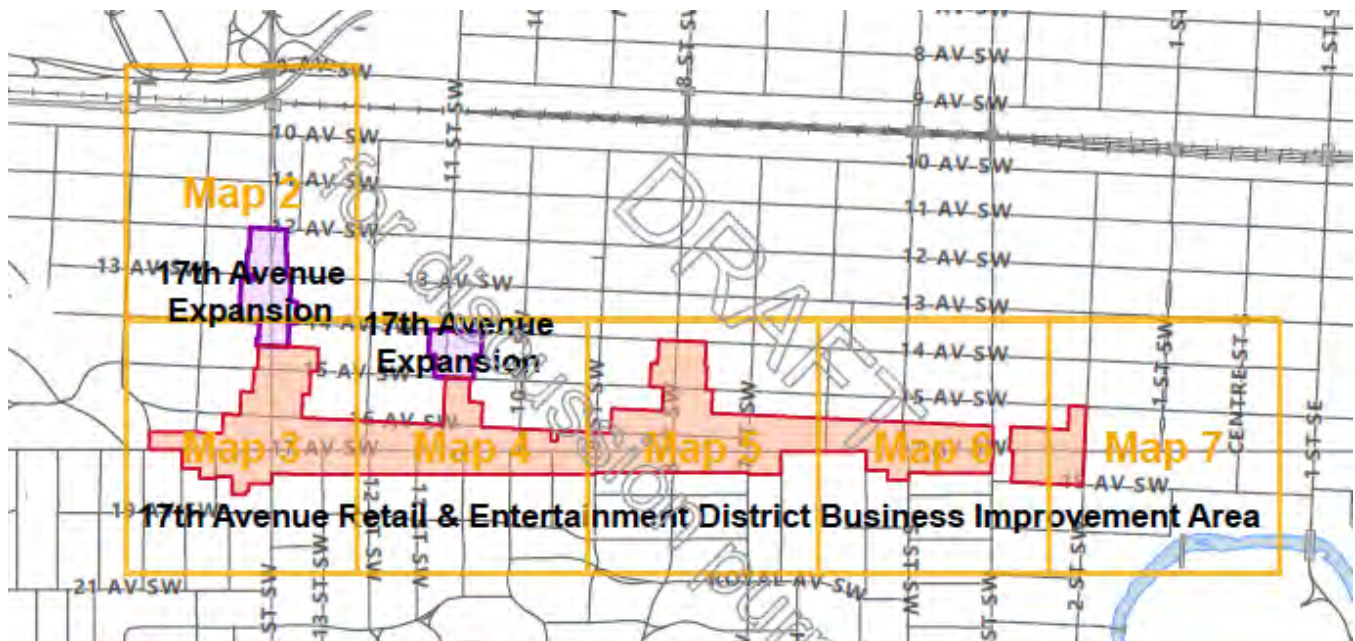
You will need to email me to receive a meeting link for your preferred date of either July 27 or August 1.

If you prefer, we can also set up a **one-on-one session** that better fits your schedule. Please email me to set up a time that works for you.

Additional information on the proposed expansion can also be found at <https://17thave.ca/expansion/>.

Warm regards,

Tulene



Tulene Stei Stol  
Executive Director

(T): 587.356.4106 | [Tulene@17thave.ca](mailto:Tulene@17thave.ca)  
306, 1550 8 St SW, Calgary, AB T2R 1K1  
[17thave.ca](https://17thave.ca)

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Hand delivered on July 24, 2023

Dear Business Owner and/or Manager,

The 17<sup>th</sup> Avenue Business Improvement Area (BIA) has the intention of expanding our current boundary and your business is located in the area of the proposed expansion.

The intent is to increase our boundary on 14<sup>th</sup> street by two and a half blocks north from 15<sup>th</sup> Avenue to 12<sup>th</sup> Avenue and on 11<sup>th</sup> Street one block north from 15<sup>th</sup> Avenue to 14<sup>th</sup> Avenue.

The 17<sup>th</sup> Avenue BIA is a not-for-profit business association that currently represents more than 700 businesses in our existing corridor. If we are successful with this proposed expansion an additional 22 businesses will become part of the business improvement area.

The mandate of our BIA is to build a strong community while promoting our businesses and creating vibrant community events that drive awareness and economic vitality to our area. Additionally, we advocate on behalf of our businesses in areas of public safety and crime prevention while also acting as a liaison between the City of Calgary and the business community we serve. For a general overview of what the BIA does, you can visit <https://17thave.ca/connect/>.

For your convenience, we are holding two information sessions online to accommodate additional dialogue.

Online meetings will take place **Thursday, July 27 at 9 am** and **Tuesday, August 1 at 2 pm**.

Please call me at 587.365.4106 or email [konnor@17thave.ca](mailto:konnor@17thave.ca), to receive a meeting link for your preferred date of either July 27 or August 1.

If you prefer, we can also set up a **one-on-one session** that better fits your schedule. Please contact me to set up a time that works for you.

Additional information on the proposed expansion can also be found at <https://17thave.ca/expansion/>.

Warm regards,

Konnor Weed  
Communications and Engagement  
17<sup>th</sup> Avenue Business



## We are looking to Expand the 17th Ave BIA

The 17<sup>th</sup> Avenue Business Improvement Area (BIA) has the intention of expanding our current boundary and the businesses highlighted in the map are included.

The intent is to increase our boundary on 14<sup>th</sup> Street by two and a half blocks north from 15<sup>th</sup> Avenue to 12<sup>th</sup> Avenue and on 11<sup>th</sup> Street one block north from 15<sup>th</sup> Avenue to 14<sup>th</sup> Avenue.

To find out more about the proposed expansion, you can follow the [link to our new page on the BIA website](#).







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## 17<sup>th</sup> Avenue BIA Proposed Boundary Expansion

### Frequently Asked Questions

#### **Who is the 17<sup>th</sup> Avenue Business Improvement Area?**

The 17<sup>th</sup> Avenue BIA is a not-for-profit business association that currently represents more than 700 businesses in our existing corridor. We are the second largest of Calgary's 15 BIAs.

#### **What is a Business Improvement Area?**

BIAs were established under the Municipal Government Act of Alberta and are a not-for-profit business association.

#### **What is the benefit to a business being part of a BIA?**

BIAs build a strong community while promoting businesses and creating vibrant community events that drive awareness and economic vitality to the area they represent.

BIAs also advocate on behalf of businesses within their operating boundaries on public safety and crime prevention while also acting as a liaison between the City of Calgary and the business community.

For a general overview of what the BIA does, you can visit <https://17thave.ca/connect/>.

#### **How are BIAs funded?**

BIAs are funded by an annual levy which is collected from the businesses within the BIA boundary once a year by the City of Calgary. The levy is rebated to the BIA office for the promotion, revitalization, and enhancement the district.

#### **What is the current proposed expansion plan of the 17<sup>th</sup> Avenue BIA?**

The intent is to increase our boundary on 14<sup>th</sup> street by two and a half blocks north from 15<sup>th</sup> Avenue to 12<sup>th</sup> Avenue and on 11<sup>th</sup> Street one block north from 15<sup>th</sup> Avenue to 14<sup>th</sup> Avenue.

If we are successful with this proposed expansion an additional 22 businesses will become part of the business improvement area.

#### **What is the annual financial impact to businesses that are part of the 17<sup>th</sup> Avenue BIA?**

In 2023, the average BIA levy paid by businesses in the 17<sup>th</sup> Avenue BIA boundary was approximately \$1450, and the midpoint was approximately \$900. The majority of businesses paid less than \$950 for the BIA levy

#### **What are next steps?**

The 17<sup>th</sup> Avenue Business Improvement Area will continue to engage with businesses in the proposed expansion zones in the coming weeks including two online meetings taking place July 27 and August 1.

The BIA's intent to expand boundaries will be put in front of a committee of the City of Calgary in September for further discussion.



If the expansion is approved by the City of Calgary, businesses will officially become part of the 17<sup>th</sup> Avenue BIA in January 2024 and at that time the levy will be collected by the City of Calgary.

**Where can I find more information?**

Additional information on the proposed expansion can also be found at <https://17thave.ca/expansion/>.

**Who can I talk to at the 17<sup>th</sup> Avenue BIA to discuss the proposed expansion plan?**

You can speak to Konnor Weed (Communications and Business Engagement) or Tulene Steiestol (Executive Director) at 587.356.4106.



## Notice to would be taxpayers

28 August 2023

### RE: 17<sup>th</sup> Avenue Retail & Entertainment District Business Improvement Area Proposed Change in Boundaries

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Dear Business Owner:

This letter is to inform you that The City of Calgary has received a request from the 17<sup>th</sup> Avenue Retail & Entertainment District 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 1<sup>st</sup>, 2024.** In 2023, the average BIA tax paid in the 17<sup>th</sup> Avenue Retail & Entertainment District BIA was approximately \$1450 per year, and the median was approximately \$900 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](http://calgary.ca/agendaminutes) and click, "Learn how to participate in Council".

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

#### 17<sup>th</sup> Avenue Retail & Entertainment District

Tulene Steiestol | 587-356-4106

[Tulene@17thave.ca](mailto:Tulene@17thave.ca)

[www.17thave.ca/expansion](http://www.17thave.ca/expansion)

#### The City of Calgary, Major Partners

Meghan Mahoney | 403-988-3634

[Meghan.Mahoney@calgary.ca](mailto:Meghan.Mahoney@calgary.ca)

[Calgary.ca/BIA](http://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 17<sup>th</sup> Avenue Retail & Entertainment District BIA 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:

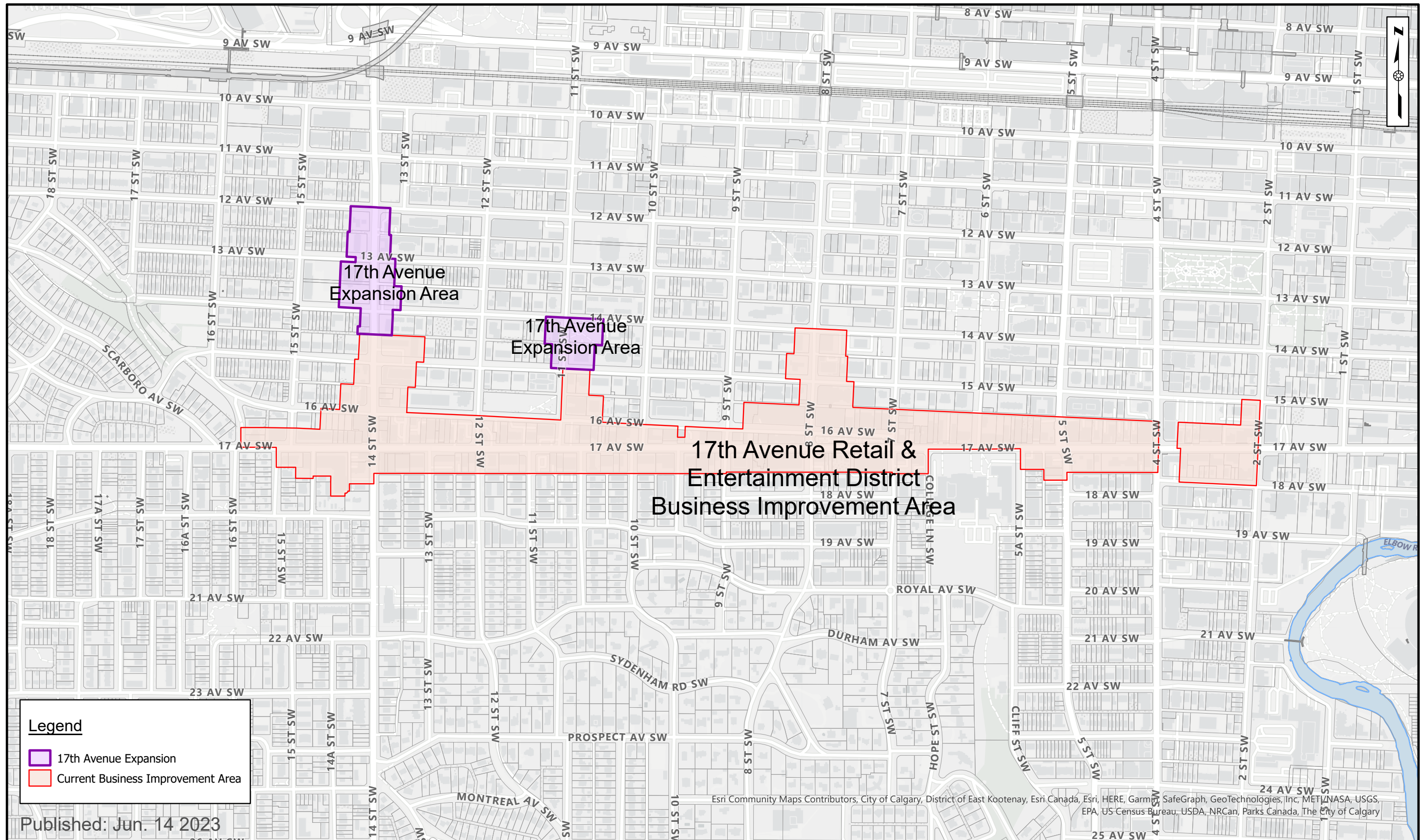
BIA tax bill = Assessed value of your business premises x BIA tax rate

\*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](http://calgary.ca/BIA) or contact The City of Calgary, Major Partners office through Meghan Mahoney at [Meghan.Mahoney@calgary.ca](mailto:Meghan.Mahoney@calgary.ca)



# Map of the Proposed Changes to the 17th Avenue Retail & Entertainment District Business Improvement Area







## Notice to current taxpayers

28 August 2023

### RE: 17<sup>th</sup> Avenue Retail & Entertainment District Business Improvement Area Proposed Change in Boundaries

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Dear Business Owner:

This letter is to inform you that The City of Calgary has received a request from the 17<sup>th</sup> Avenue Retail & Entertainment District Business Improvement Area (BIA) to change its boundaries. Attached is a map that identifies the current and proposed expanded boundaries. Your business is located within the current 17<sup>th</sup> Avenue Retail & Entertainment District BIA boundaries, and this does not impact your BIA taxes. 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.

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

**17<sup>th</sup> Avenue Retail & Entertainment District BIA**

Tulene Steiestol | 587-356-4106

[Tulene@17thave.ca](mailto:Tulene@17thave.ca)

[www.17thave.ca/expansion](http://www.17thave.ca/expansion)

**The City of Calgary, Major Partners**

Meghan Mahoney | 403-988-3634

[Meghan.Mahoney@calgary.ca](mailto:Meghan.Mahoney@calgary.ca)

[Calgary.ca/BIA](http://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 17th Avenue Retail & Entertainment District BIA Change in Boundaries  
CC: Ward 8 Councillor Courtney Walcott



### How is a Business Improvement Area bill calculated?

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#### BIA tax rate calculation:

$$\text{BIA tax rate} = \text{BIA's annual approved budget} \div \text{Total business assessment within the BIA}$$

#### BIA tax bill calculation:

$$\text{BIA tax bill} = \text{Assessed value of your business premises} \times \text{BIA tax rate}$$

\*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](http://calgary.ca/BIA) or contact The City of Calgary, Major Partners office through Meghan Mahoney at [Meghan.Mahoney@calgary.ca](mailto:Meghan.Mahoney@calgary.ca)



# Map of the Proposed Changes to the 17th Avenue Retail & Entertainment District Business Improvement Area

