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**Meghan Mahoney, Business Strategies, BIAs**

City of Calgary  
800 Macleod Trail S.E.  
Calgary, AB T2P 2M5

March 23, 2023

**Re: Expansion of Crescent Heights Village BIA**

Dear Meghan:

We are pleased to submit this letter as notification of our intention to seek approval for the expansion of the Crescent Heights Village BIA.

Our proposed expansion encompasses a more natural footprint for Crescent Heights Village with the inclusion of Edmonton Trail, 16th Avenue and pushing further north on Centre St. These are businesses that all face similar issues when it comes to Green Line construction, traffic mitigation, parking, established area infrastructure challenges and others. With expanded resources and number of voices we will be better positioned to deliver the advocacy, streetscape, marketing, events and engagement outcomes our community has deemed important.

Over the summer, we intend to engage with citizens, business owners, community associations and other stakeholders to share our vision, have meaningful conversations and take feedback through digital channels, mailings, one-on-one consultations and community events. Our goal is to learn what the community needs from the BIA and gather ideas on how to best meet those needs.

As you know, BIAs are critical organizations in city building and have demonstrated value in helping the City deliver programs, communications, surveys, grants and other initiatives. We're proud of what we've accomplished so far and are excited about the possibility of expanding our scope and role in our community.

Attached you will find our board motion to move forward with this proposed expansion as well as a map that illustrates our current and proposed footprints.

On behalf of the businesses of Crescent Heights Village and the Board of Directors, I thank you for your kind consideration,

**Michael Bischoff**  
*Chair, Board of Directors*

**Gilbert Ng**  
*Chair, Expansion Committee*

cc: Terry Wong, Councillor Ward 7



### Email Motion - CHV Board of Directors

**Date:** March 23, 2023

**Purpose:** Approve Expansion of BIA

#### Motion

To embark on the process of expanding Crescent Heights BIA to include Edmonton Trail from 5th Avenue to 16th Avenue and 16th Avenue from Edmonton Trail to 4th St. NW as well as extending the Centre St. boundary from 14th Avenue to 20th Avenue including all four corners of boundary intersections as indicated in the map below.



**Moved by:**

Gilbert Ng

[Gilbert Ng \(Mar 23, 2023 1:23:59 PDT\)](#)

**Seconded:**

Yukio Cummings

[Yukio Cummings \(Mar 23, 2023 14:19 PDT\)](#)

**All in favour:**

Monty Parmar

[Monty Parmar \(Mar 23, 2023 13:19 PDT\)](#)

Tara Wilson

Michael Bischoff

Motion Carried

Motion Denied



## Expansion Engagement Plan

### ENGAGEMENT PLAN:

#### Expansion

<b>PROJECT</b>	Expansion	<b>DATE</b>	Start Date: Jan 2023	End Date: October 2023
<b>TEAM</b>	<ul style="list-style-type: none"> <li>• Camie Leard (ED), Project Lead</li> <li>• Gilbert Ng, Expansion Committee Chair</li> <li>• Vaneesa Cline, Expansion Committee Member</li> <li>• Jordan Lamay, City Liaison</li> <li>• Meghan Mahoney, City Liaison</li> </ul>	<b>SYNOPSIS</b>	<p>The Crescent Heights Village BOD passed a motion to apply for the expansion of the BIA to increase resources, grow influence and build community. The BIA submitted its intent to apply for expansion to the City in April 2023.</p>	

### EVENT/PROJECT DETAILS

<b>DETAILED DESCRIPTION &amp; GOALS</b>
<a href="#">See Project Plan here.</a>

<b>KEY MESSAGES</b>
<b>TARGET AUDIENCE: RATEPAYERS</b>
<p><b>KEY MESSAGES:</b>  <b>The BIA is adding value by:</b></p> <ul style="list-style-type: none"> <li>• Presenting unique opportunities to promote your business</li> <li>• Bringing new customers to the neighbourhood</li> <li>• Working with City partners and advocating for your interests</li> <li>• Creating a vibrant and pedestrian-friendly atmosphere in the neighbourhood</li> <li>• Negotiating special pricing for you</li> <li>• Offering support to help you participate in various opportunities</li> <li>• Reaching out to community associations and other organizations made up of your customers</li> </ul>
<b>TARGET AUDIENCE: FUTURE RATEPAYERS</b>
<p><b>KEY MESSAGES</b></p> <ul style="list-style-type: none"> <li>• Expanding the BIA to include my business will offer a great return on my investment (for the reasons stated above).</li> <li>• A BIA can help me with my business challenges including: marketing, crime and social disorder, dealing with the City, professional development opportunities and more.</li> <li>• Expressing my support for the BIA expansion will help ensure my business gets the benefits of belonging</li> <li>• Finding information and answers to my questions is easy and accessible</li> </ul>



## Expansion Engagement Plan

### TARGET AUDIENCE: RESIDENTS

#### KEY MESSAGES

- The businesses of Crescent Heights Village are committed to bringing vibrancy, art and culture to the neighbourhood
- Having a neighbouring BIA is a great asset to a community and expanding the BIA increases its ability to continue improvements
- The Green Line is focused on Phase 1 of the project, from Shepherd to Eau Claire. The Green Line Board is committed to managing costs and risks. Should costs of escalation and other risks not materialize during Phase 1, the Board will make a decision on timing and direction for Phase 2. The timeline for that decision has not been set.
- The Green Line will make Crescent Heights, Renfrew, Tuxedo, Mount Pleasant and Rosedale more walkable, accessible neighbourhoods.

### STRATEGIES AND TACTICS

#### COMMUNICATIONS

Tactic	Links/Details
<b>PowerPoint Presentations:</b> Create presentations for community associations, business owners and the community at large for open houses, meetings and other events.	<a href="#">PowerPoint Presentation</a>
<b>Brochures:</b> Create brochures for existing ratepayers and potential ratepayers with relevant key messages for each audience. Distributed in mailing, walkabouts, Night Markets, engagement events.	<a href="#">Brochure: Existing Ratepayers English</a> <a href="#">Brochure Expansion Ratepayers English</a>
<b>Mailing:</b> Mail brochures and letters (including Chinese translation) to existing and potential ratepayers. Mailed letters and brochures in July.	<a href="#">Letter Existing Ratepayers</a> <a href="#">Letter Expansion Ratepayers</a>
<b>Website:</b> Develop website as a repository for all of the communications, for feedback tools and for a levy calculator for existing and potential ratepayers.	<a href="#">Expansion Website</a>
<b>Social Media:</b> Develop social media ads targeted at area business owners that link to the webpage for the engagement events as well as the expansion in general.	<a href="#">Instagram Expansion Post</a> <a href="#">FB Expansion Post</a>



## Expansion Engagement Plan

<p><b>Newsletters:</b> Engage volunteers to build email lists and add potential ratepayers as an audience in Mailchimp. Share expansion information as well as the Love Local community newsletter with them.</p>	<p><a href="#">Existing Ratepayer Newsletter</a></p> <p><a href="#">Expansion New Ratepayer Newsletter</a></p> <p><a href="#">Community at Large Newsletter</a></p>
<p><b>Posters:</b> Create posters with QR codes for street-level signage.</p>	<p><a href="#">We're Growing Poster</a></p>
<p><b>Levy Facts:</b> Create documents intended to answer more detailed questions vs. for mass distribution regarding levy, etc.</p>	<p><a href="#">FAQs for New Ratepayers</a></p>

EVENTS	
Tactic	Links/Details
<p><b>Community Sessions/Open Houses:</b> Host three sessions in existing and potential ratepayer locations to disseminate information, engage the community, gather feedback and build the email lists.</p>	<p><a href="#">Event 1 Facebook</a>  <a href="#">Event 2 Facebook</a>  <a href="#">Event 3 Facebook</a>  <a href="#">Event 2 Reel</a>  <a href="#">Event 3 Invitation</a></p>
<p><b>Night Markets:</b> Use our presence at the Night Markets to disseminate information about the expansion and engage area businesses in the possibilities of a BIA.</p>	<p><a href="#">Green Line Video</a>  <a href="#">Night Market Video</a></p>
<p><b>Board Meetings:</b> Invite existing and potential ratepayers to the July board meeting to experience the opportunity to be involved, ask questions and provide feedback.</p>	<p>July 18 October 17</p>
OUTREACH	
Tactic	Links/Details
<p><b>Community Associations:</b> Make contact with and present to area Community Association boards with the intention of gaining their support by way of volunteering for walkabouts, letters of support and attendance at the Committee Meeting in September.</p>	<p>Met with Mount Pleasant and Tuxedo Park boards.</p> <p>Met with Rosedale president</p> <p>Met with Renfrew board chair</p>



## Expansion Engagement Plan

<p><b>Elected Officials:</b> Keep in contact with affected Councilors, the MLA and the MP with intentions, updates and engagement opportunities.</p>	<p><a href="#">Email to Terry Wong and Gian-Carlo Carra</a>  <a href="#">Email to Kathleen Ganley</a>  <a href="#">Email to Lorne Webber</a></p>
<p><b>Walk-Abouts:</b> Engage volunteers to visit area businesses both on blitz days and on their own schedules to deliver brochures/flyers, ask questions, gain feedback and invite to info/engagement sessions.</p>	<p><b>Walkabouts on:</b>                  July 14, July 30                  Aug 3, further dates TBD for Aug and Sept..</p>
<p><b>Letters of Support:</b> As we're engaging with stakeholders, ask for letters of support and/or attendance at the committee meeting in September from those who are supportive.</p>	<p><a href="#">CHCA Letter</a></p>
<p><b>Chinese Language Engagement:</b> Translation of materials into Traditional and Simplified Chinese for distribution to Chinese-speaking business owners. Engagement of a Chinese-speaking consultant to aid in strategy and communications with Chinese business owners.</p>	<p><a href="#">Brochure Expansion Ratepayers Traditional Chinese</a>   <a href="#">Brochure Expansion Ratepayers Simplified Chinese</a></p>



**Notice to would be taxpayers**

28 August 2023

**RE: Crescent Heights Village 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 Crescent Heights Village 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 Crescent Heights Village BIA was approximately \$1070 per year, and the median was approximately \$680 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:**

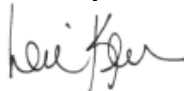
**Date and time:** October 3, 2023; commencing at 9:30 a.m.  
**Location:** Council Chamber, Calgary Municipal Building, 800 Macleod Tr. S.E.

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:**

**Crescent Heights Village BIA**  
Camie Leard | 403-701-7686  
[info@crescentheightsvillage.ca](mailto:info@crescentheightsvillage.ca)  
[www.crescentheightsvillage.ca/bia-expansion](http://www.crescentheightsvillage.ca/bia-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,  


Lori Kerr, Manager  
Major Partners, Partnerships  
Community Services

Attachment: Map of the Proposed Crescent Heights Village BIA Change in Boundaries  
CC: Ward 7 Councillor Terry Wong, Ward 9 Councillor Gian-Carlo Carra



**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:**

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

**BIA tax bill calculation:**

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

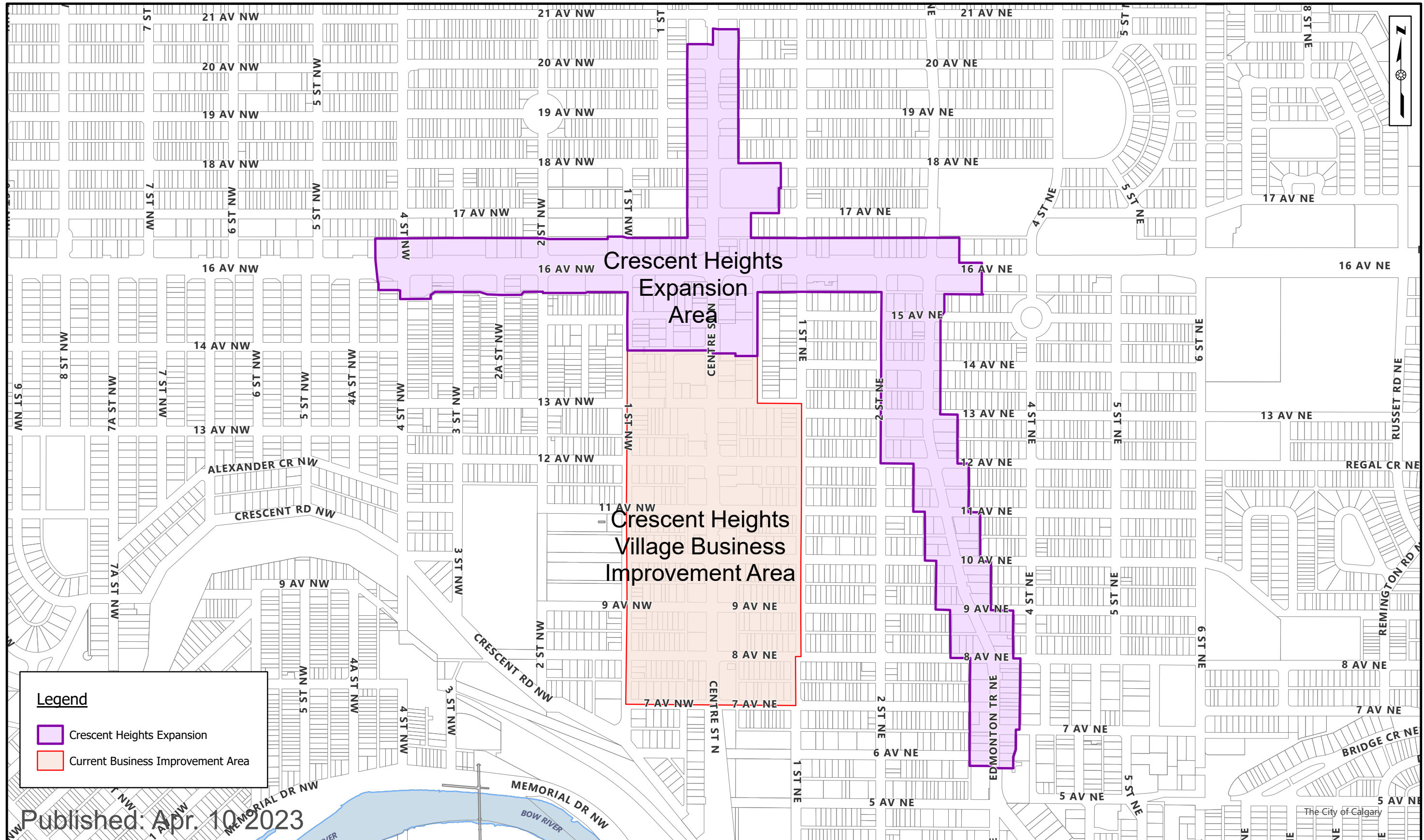
\*BIA tax is based on the calendar year January 1 to December 31.

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 Crescent Heights Village Business Improvement Area





## Notice to current taxpayers

28 August 2023

### RE: Crescent Heights Village 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 Crescent Heights Village 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 Crescent Heights Village 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.

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##### Crescent Heights Village BIA

Camie Leard | 403-701-7686

[info@crescentheightsvillage.ca](mailto:info@crescentheightsvillage.ca)

[www.crescentheightsvillage.ca/bia-expansion](http://www.crescentheightsvillage.ca/bia-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,

Lori Kerr, Manager

Major Partners, Partnerships

Community Services

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\*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 Crescent Heights Village Business Improvement Area

