

CRESCENT HEIGHTS VILLAGE
BUSINESS IMPROVEMENT AREA
商業促進區 商业促进区

PROPOSED EXPANSION

ABOUT CRESCENT HEIGHTS VILLAGE BIA

- Formed via Bylaw 32M2019 on January 1, 2020
- Home to 120 businesses on Centre St. N between 8th and 14th Avenues.
- Helped businesses:
 - Navigate the pandemic
 - Get grants
 - Developed security, streetscape, marketing, events and community initiatives
- Advocated for the businesses of the area with the City and Province in matters of transportation, parking, Covid relief and Green Line LRT project.



WHAT WE'VE ACCOMPLISHED SO FAR

You Belong Art Benches

Murals

Garbage Cans/ Recycling

Flowers

Banners

Street Signage

Crescent Moon Festival

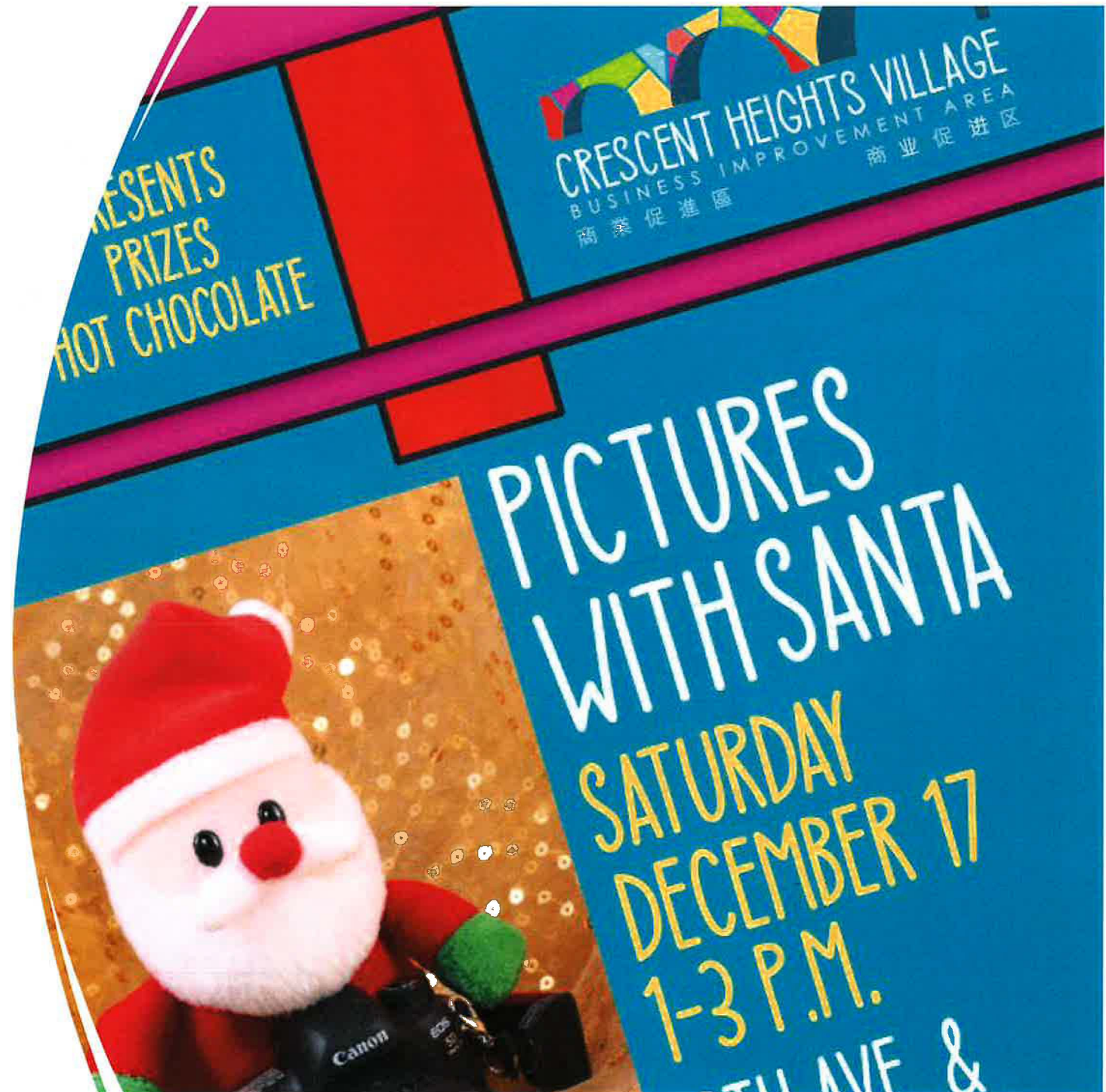
Trunk Shows

Graffiti Removal Matching Grant

Clean Community Captain Grant

Green Line Interim Plan with City Hall

Christmas Campaigns



WHAT WE'VE ACCOMPLISHED SO FAR

Lunar New Year Campaigns

Love Local Newsletter

Articles in Media about the Neighbourhood

YYC Bubble Tea Fest with Chinatown and Int'l Ave.

Community Clean Ups

Easter Egg Hunt

Student Art Show

Free Marketing Videos

Partnerships with City and Tourism Calgary





PARTNERSHIPS WITH THE CHCA

- Founding Chair served on both boards
- CHCA administered a grant for streetscape improvements
- BIA took on Crescent Moon Festival on at CA's request
- Diversity Dance Party mural, Magic Walk Mural
- Trunk Shows
- BIA providing resources for community clean-up initiatives
- Joint advocacy with the City on Green Line interim plan

WHY EXPAND?

RESOURCES

- We're a little BIA up to big things. An expanded footprint will make us a bigger BIA and allow us to do huge things.
- The proposed expansion would grow our financial resources, while alleviating some of the burden on businesses in our existing footprint.
- That means resources for events, marketing programs, public art, public spaces, clean and safe initiatives and more.

INFLUENCE

- As Green Line construction north of the river remains uncertain, our voice (on Centre St., 16th Ave. and Edmonton Trail) at City Hall is more important than ever.
- By growing our footprint to include hundreds of additional business owners with the same concerns, our voice becomes more powerful and more influential with decision-makers.

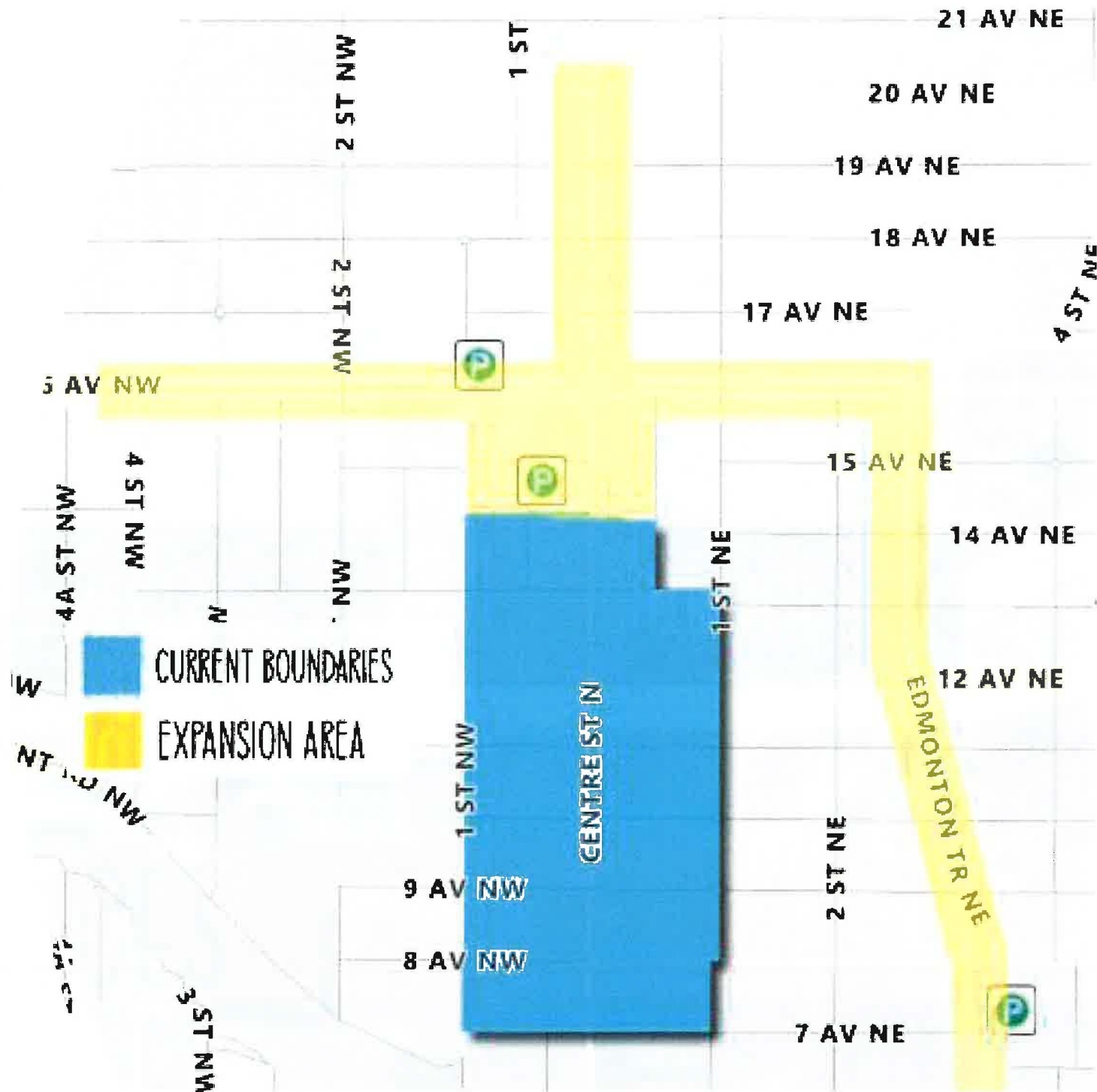
COMMUNITY

- The expansion encompasses Crescent Heights in its totality and will create a natural unification between Centre St. and Edmonton Trail via 16, 12 and 8 Avenues.
- A BIA is a community working together to achieve goals that benefit everyone. Knowing your neighbours and being connected to the business-owners around you creates opportunities to grow everyone's businesses...and the bigger the community, the bigger the opportunities.

THE PROPOSED EXPANSION AREA

Marked in blue, our current footprint encompasses Centre St. N. from 8th Ave. to 14th Ave. The proposed expansion takes the BIA footprint:

- North to the intersection of Centre St. N and 20th Avenue West to the intersection of 16th Avenue and 4th St. N.W.
- East to the intersection of 16th Avenue and Edmonton Tr. N.E.
- And South on Edmonton Tr. to the intersection of 6th Avenue and Edmonton Tr. N.E.

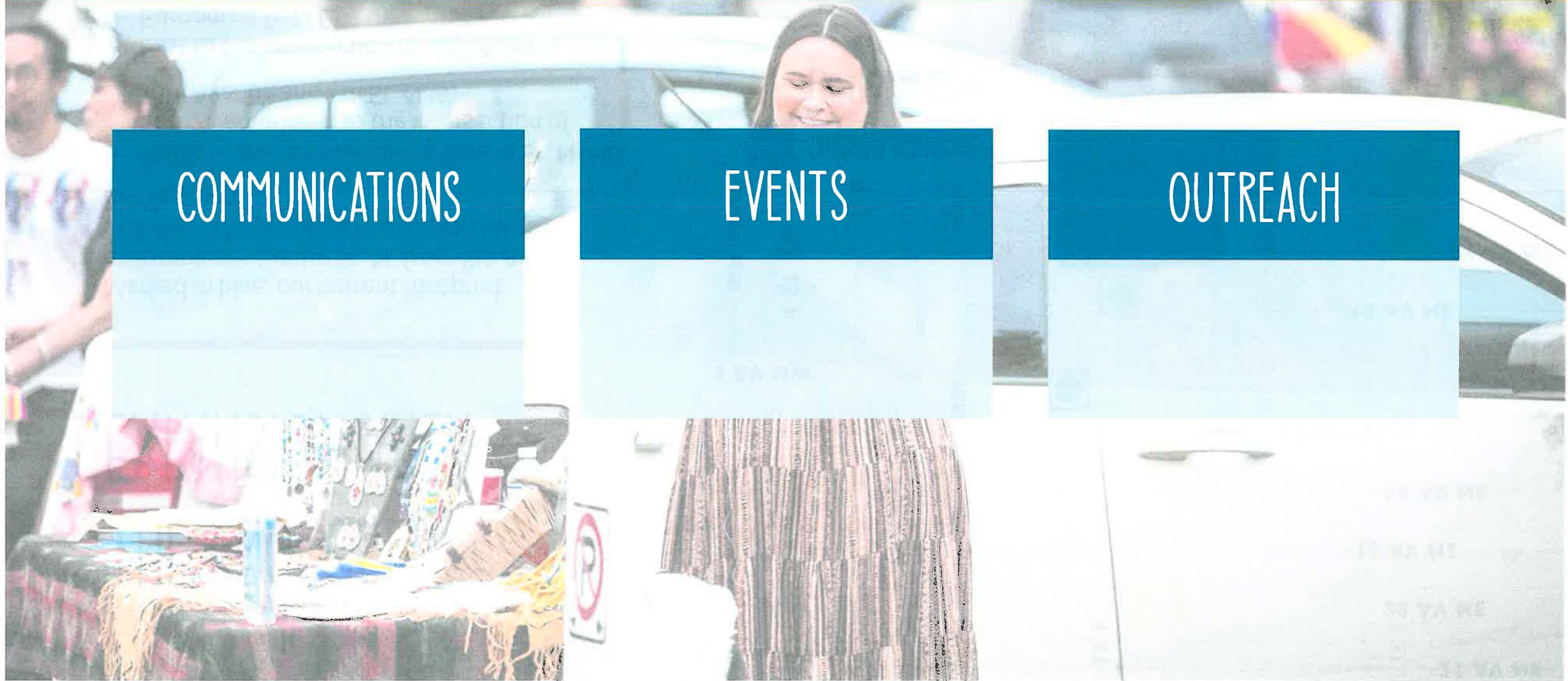


HOW DID WE ENGAGE?

COMMUNICATIONS

EVENTS

OUTREACH



HOW DID WE ENGAGE AREA BUSINESSES AND COMMUNITIES?

- Communications
- Events
- Engagement

CITY OF CALGARY
RECEIVED
IN COUNCIL CHAMBER
OCT 03 2023
ITEM: 9.1 C2023-0891
Distrib-Presentation
CITY CLERK'S DEPARTMENT



COMMUNICATIONS

DIGITAL

- Website with feedback and questions mechanism (with info in Traditional and Simplified Chinese available)
- Social media posts and advertising around engagement sessions and pointing to website.
- Email communications to existing and expansion area businesses with invites to events and feedback mechanisms
- Began promoting expansion area businesses on social media and in our newsletter



Expansion

INFORMATION SESSIONS

All scheduled information sessions are now complete.
If you'd like to meet someone in person to answer your questions, contact info@crescentheightsvillage.ca



Engagement Session 1

Wednesday, June 28, 7:00 p.m.
Tuxedo Community Centre
500-29 Ave. N.E.

RSVP



Engagement Session 2

Tuesday, July 17, 7:00 a.m.
Sixe Brewing
127 Edmonstone Tr. N.E.

RSVP



Engagement Session 3

Thursday, August 10, 2017, 10 a.m.
CHCA Community Centre
1101-279 St. N.W.

RSVP



COMMUNICATIONS

TRADITIONAL

- Information brochures with appropriate messaging for existing and expansion businesses in English, Traditional Chinese and Simplified Chinese languages.
- Canada Post mailing with introduction letter and informational brochures to existing and expansion businesses
- QR Code cards, FAQs and other handouts for events.
- Informational posters for events



EVENTS

BUSINESSES

- Held three information/engagement sessions over the summer.
- Had a presence at 6 Crescent Heights Village Night Markets with staff and information regarding the expansion.



TUESDAY 9-11 AM - 11 AM
Information Session 2
Ciderery

Session

Invite

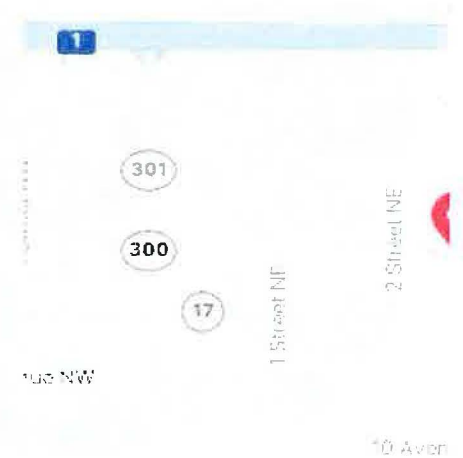
ponsored

cent Heights Village BIA

& Ciderery

on or off Facebook

tion and engagement open house to learn more about the Crescent Heights
BIA.



OUTREACH

CITY AND COMMUNITY

- Communicated with Councillors to gather information, ask for guidance and input as well as support.
- Communicated with City community coordinators for neighbouring residential communities
- Met with Crescent Heights, Renfrew, Mt. Pleasant and Tuxedo Park Community Associations.
- Worked with the BIA liaison team on requirements, communications advice, etc.

A photograph of a large sign for the Tuxedo Park Community Association. The sign is white with a blue border at the top and bottom. The text is in a bold, dark blue font. To the right of the sign, a portion of a red circular logo is visible. Below the sign, a window of the building is partially visible.

**TUXEDO PARK
COMMUNITY ASSOCIATION**

202 29 Ave NE · TuxedoParkCommunity.ca · 403-277-8689

OUTREACH

BUSINESSES

- Struck an ad hoc Expansion Committee on the board of directors.
- Hired a cultural consultant familiar with BIA work to ensure we were effectively communicating with culturally Chinese business owners.
- Did two walkabouts to speak with expansion area businesses directly and two information booth pop-ups on Edmonton Trail.
- Met in person, answered emails and fielded phone calls from existing and expansion businesses.





QUESTIONS?