

VICTORIA PARK
urban calgary

September 9, 2024

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

Re: Proposed expansion and elimination of separate 1st Street SW assessment.

- 1) The Victoria Park BIA fully endorses the City of Calgary removing 1st Street SW between 10th Avenue and 17th Avenue as a separate assessment area from the rest of the Victoria Park BIA.
- 2) As per the attached diagram, the Victoria Park BIA would like to extend its boundaries to include the businesses on 10th and 11th Avenues between 1st Street SW and 1st Street SE. We have always treated these businesses “as if” they were part of the BIA and would like the ability to have them formally participate as full rate-paying members.

Sincerely,



David Low
Executive Director
Victoria Park Business Improvement Area



Geoff Allan
Board Chairperson

Victoria Park Business Improvement Area Expansion Timeline



2024

BIA Information

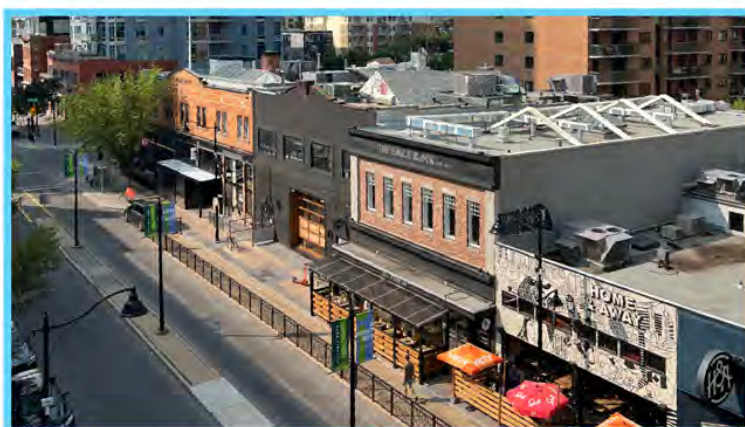


VICTORIA PARK



Victoria Park Business Improvement Area

A Business Improvement Area (BIA) is a group of businesses within a defined geographic area that work together on local improvements. A Canadian invention, the formation of BIAs began in 1970 in Toronto to tackle common issues facing businesses. The formation of a BIA is initiated by businesses, not the municipality.



Quick Facts About Victoria Park

- We're the second-oldest community in Calgary, first established in the 1880s as the East Ward.
- We have a unique background and historical architecture.
- We are the most diverse BIA in the city in terms of land uses.
- We are one of the fastest growing communities in the city.
- We have a youthful residential population, with approximately 44% of all residents falling between the ages of 25-34.
- We are part of the Culture and Entertainment District and benefit from being the closest BIA to the Stampede, BMO, and the future Event Centre.



Established under the Municipal Government Act of Alberta, BIAs are funded by an annual tax collected from the area's businesses by the city and transferred to the BIA. Membership is automatic for businesses falling within a BIA boundary.

While The City of Calgary collects on behalf of the BIAs, The City does not fund BIAs; they are funded solely by the annual tax collected from member businesses.

Formed in 1997, the Victoria Park BIA represents more than 350 businesses in the Beltline community of Victoria Park. The BIA works to promote and improve the area and is an advocate for important community issues.





WHAT DOES THE VICTORIA PARK BIA DO?

Our mission is to advocate for change and development to create a high-quality urban environment for all businesses in Victoria Park.

Our mandate as defined by the Municipal Government Act includes:

- Improve, beautify and maintain property in the area.
- Redevelop underutilized and vacant areas.
- Maintain historical character and assets.
- Promote Victoria Park as a business and shopping area.

For more information about Calgary BIAs, visit www.calgary.ca/for-business/improvement-areas.html



The Victoria Park BIA Focus

Urban Planning & Development

The Victoria Park BIA participates in important urban planning and development initiatives that support the growth of Victoria Park. This includes:

- The review of development permit applications.
- Participation in Green Line impact management and communication.
- Assist member businesses with land use and planning matters.
- Participation in City-led planning exercises, e.g. the Beltline Area Redevelopment Plan (ARP) and Downtown Strategy.



Public Safety & Social Issues

- The Victoria Park BIA advocates for community safety to ensure Victoria Park remains a safe place to live, shop, and explore. Initiatives include:
 - Clean to the Core (street maintenance) program alongside the five Centre City BIAs.
 - Alpha House’s ambassador program and Engaging Vulnerable Persons workshops.
 - Working with the Calgary Police Service and Bylaw Services to identify issues.

Special Events & Activations

- Unique events and attractions are a key part of Victoria Park’s appeal. The Victoria Park BIA has a long history of producing activations and participating in other festivals (e.g. Beakerhead, Glow, Chinook Blast).
- In 2023, the BIA created its own festival, Night Light!
 - Night Light is a three-night event featuring projection-mapped architecture, interactive installations, and a diverse collection of local and international artworks.
 - Night Light is a family-friendly, free event suitable for all ages.
 - Night Light 2023 engaged with an estimated 15,000-18,000 people.
 - For 2024, we are looking to expand opportunities for businesses to participate - please get in touch for more information nightlight@victoriapark.org.

The Victoria Park BIA Focus

Marketing & Communications

The Victoria Park BIA works to be a voice for the area. Through our channels, we promote events, businesses, and community news.



Newsletter

The VicParkYYC newsletter is an email publication to businesses and those who have subscribed. To subscribe to the VicParkYYC newsletter, visit www.victoriapark.org/newsletter

Website

www.victoriapark.org features tailored listings for each business within the BIA. The website is an important source for current and historical information about our BIA and the Victoria Park neighbourhood.

Social Media

We have an informative and engaging suite of social media channels with a combined audience of close to 20k. We pride ourselves on working directly with businesses to create and promote unique content.

Let's Work Together!

Elevate your business with the Victoria Park BIA! We're here to help you gain exposure through our marketing and communications channels. Tag us on social media or reach out to us to see how we can showcase your business to the community.

@VicParkYYC
#VicParkYYC



Meet the Team!

David Low, Executive Director

Passionate and performance-orientated Executive Director with a robust 17-year tenure at the Victoria Park Business Improvement Area, contributing to the vibrant growth and success of the community. David has demonstrated mastery in non-profit organization management with expertise in business development, event planning and production, project management, land use, planning policy and development, and public safety and social issues.



David enjoys experimenting with lights and creating large-scale public gestures that are free for everyone. He has a passion for bringing light into people's lives and positively impacting his community. Incorporating this into his work, he created Night Light, Victoria Park's own Light Festival!



Avery Cooper, Marketing & Communications Manager



Avery's journey at Victoria Park BIA, evolving from an intern to the Marketing and Communications Manager, highlights her commitment to personal development and community engagement. Over her brief time at the BIA, Avery has demonstrated a work ethic capable of growing Victoria Park's digital presence and marketing Victoria Park as a desirable and beautiful neighbourhood. Working on Night Light has been a passion project for her, as she strives to create fun and interactive art events that continue to showcase Victoria Park's culture and vibrancy.

Board of Directors

All BIAs are not-for-profit organizations governed by a volunteer board of directors elected from their respective memberships. The Victoria Park BIA's Board of Directors is composed of local business representatives who have a vested interest in Victoria Park. Meeting monthly, they discuss general operations and address issues affecting our vibrant area.

2024 Victoria Park BIA Board Members

- Geoff Allen, Chair - Bottlescrew Bill's
- Dustin Pool, Vice Chair - Eclipse Sustainability
- Marie Chiem, Treasurer - Leno Fine Jewellery
- Thomas Debicki, Secretary - Debicki Speta Design
- Jeff Beddoes, Director - St. James Corner
- Grant Howard, Director - The Howard Group Inc.
- Sandy Macleod, Director - Freedom Chiropractic
- Justin Woo, Director - BudBar
- Scott Roberts, Director - Elbow River Casino
- Jessica Lapuz, Director - Outlash
- Jordan Geske, Associate Member - The Business Centre and Innovate Media

Get in Contact With
the Vic Park BIA:

Phone: 403-650-4757

Email: communications@victoriapark.org

For more information about BIAs in
Calgary, visit:

www.calgary.ca/for-business/bias-in-calgary

For information about Night Light please
reach out to: nightlight@victoriapark.org



WHO TO CALL

Report to the City of Calgary: 311

The City of Calgary has a comprehensive 311 reporting program that covers a range of City services. Download the 311 App to your mobile device to track the status of reports or dial 3-1-1.

Emergency Services: 911

To report medical emergencies or a life threatening situation, dial 9-1-1.

Health Link: 211

Health Link conveniently provides a registered nurse 24/7 to ask questions, assess symptoms, and determine actions for best care.

HELP Team: 403-998-7388

The Downtown Outreach Addictions Partnership (DOAP) Team provides support to unhoused people in intoxicated distress.

Needle Response Team: 403-796-5334

The Needle Response Team responds to calls from business/ community members to help safely dispose of needles and needle debris.

Ambassador Team: 587-834-1785

Responds to calls from businesses Victoria Park needing support with incidences related to homelessness/substance use.

Ward 8 Councillor, Courtney Walcott

To contact Ward 8 Councillor, Courtney Walcott, email: ward8@calgary.ca.

Beltline Neighbourhood Association

To address matters pertaining to the Beltline Communities of Victoria Park and Connaught, contact the Beltline Neighbourhoods Association by emailing: info@beltlineyc.ca.

City of Calgary Business Improvement Areas

For more information about BIA's, visit: www.calgary.ca/for-business/bias-in-calgary.html

Victoria Park BIA: 403-650-4757

The BIA welcomes your questions and inquiries.
Please email us at: communications@victoriapark.org.



Quick Answers

VICTORIA PARK



Quick Answers

How much does it cost to be a part of the BIA?

The tax assessment is based on the value of your business premises × BIA tax rate. Compared to other BIAs, the Victoria Park BIA has maintained some of the lowest levy rates in the city.

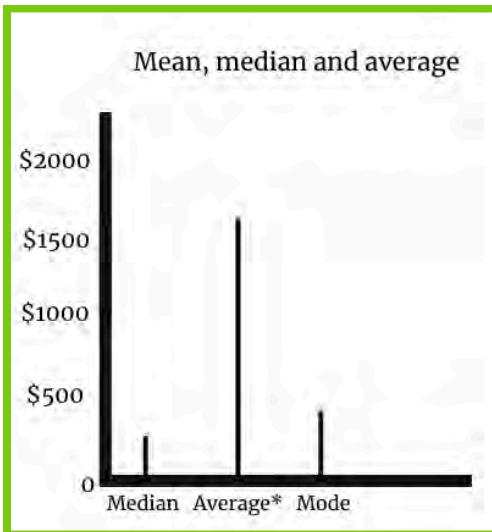
Sample assessment:

Assessed Property Value: \$16,000

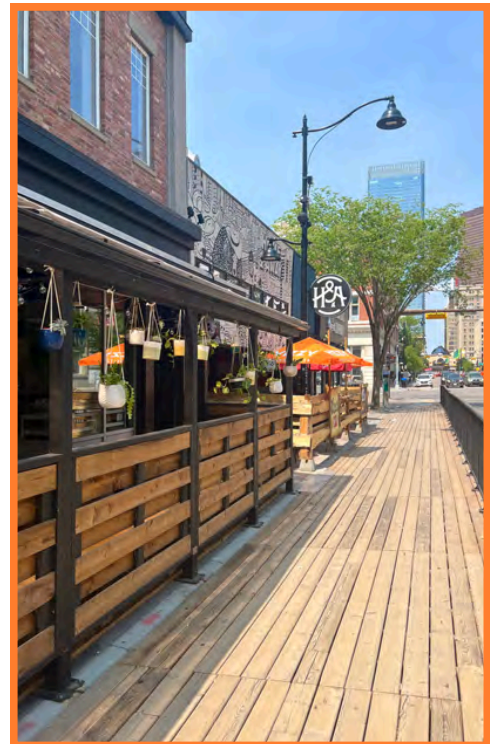
BIA tax rate: 1.6%

Annual payment = \$256

The amount is collected on behalf of the BIA by the City of Calgary. Please see here for a tax comparison of the BIAs in Calgary: <https://www.calgary.ca/for-business/taxes/bia-tax-rates.html>



The average is not representative of what most businesses pay due to the extreme deviation between business assessments. Businesses vary in size, and tax is applied accordingly. The median and mode are more accurate representations of what businesses typically are assessed at.



Quick Answers

How does the Victoria Park BIA utilize their funds?

As outlined under our mandate, the annual tax collected from BIA members directly funds our operations. The BIA has a full time executive director, a full time marketing and communications manager, and numerous contract and part time positions working out of the BIA office located at 1126 3rd Street SE.

How is the budget determined?

The Victoria Park BIA works with its members to set priorities which are reflected in an annual budget submitted to and approved by City Council. The budget determines the annual BIA tax collected from all businesses within the BIA's boundary, which is then transferred back in full to the BIA. This applies to all BIAs in Calgary. Please see here for BIA budget comparison: <https://www.calgary.ca/for-business/bia-funding.html>

Is membership in the Victoria Park BIA automatic if my business is included in the modified boundary?

Yes, BIA membership is automatic for businesses falling within the Victoria Park BIA boundaries.

Are there any additional costs or fees associated with being a part of the BIA?

Besides the annual tax, no additional costs or fees are associated with being a part of the BIA. The BIA is funded solely by the tax collected from member businesses.

How does being a part of the BIA impact my business?

Your business is part of a vibrant community of over 350 businesses in Victoria Park! The BIA provides various services to its member businesses, from event support to marketing.



Quick Answers

How are decisions made within the BIA?

The Victoria Park BIA is governed by a board of directors composed of elected members representing businesses within the area.



How can I get involved with the BIA's activities and decision-making processes?

You can join the board and participate in committees as a business member.

You can also volunteer, and the board and staff are always open to having conversations. These platforms allow you to contribute ideas and feedback, thereby influencing the direction and initiatives of the BIA.





Who can I contact for further assistance or questions?

Let's have a chat! Contact our BIA staff at communications@victoriapark.org to ask further questions or set up a meeting.



 victoriapark.org

 (403) 650 4757

 1126 3rd Street
SE, Calgary, Ab



YOU'RE INVITED TO THE VICTORIA PARK BIA'S

Drop-In Open Houses

Learn more about the proposed boundary changes and what it means for your business

Bottlescrew Bills Sessions: 140 10 Ave SW, Calgary

June 4th: 11 AM – 1 PM & 3 PM – 6 PM

June 10th: 11 AM – 1 PM & 3 PM – 6 PM

KAK's Podcast Bar Sessions: 1006 1 St SE, Calgary

June 13th: 3 PM – 6 PM

VictoriaPark.org

#vicparkyyc

VICTORIA PARK

BUSINESS NAME	OWNERSHIP NAME	ADDRESS	Contact name	Date time vis	Who visited	Notes
PALLISER PARKADE	PALLISER SQUARE PROPERTIES LTD	120 10 AV SW		11am ³	D.L	
GGA - ARCHITECTURE	GIBBS, WADE, GAGE, DOUG	350 140 10 AV SE		11:15	DL	
SILVERBERG GROUP	SILVERBERG & ASSOCIATES INC	1020 140 10 AV SE		11am	D.	not there anymore
TOWER CENTRE SPORT PHYSIOTHERAPY	CUSKELLY, GEOFF DR	120 140 10 AV SE		11am	DL	
WAVES COFFEE HOUSE	WAVES COFFEE INC	110 140 10 AV SE		11am	DL	
IMPERIAL PARKING OFFICE	IMPERIAL PARKING CANADA CORPORATION	112 10 AV SE		11am	DL.	giving it to general manager
PALLISER PARKADE	PALLISER SQUARE PROPERTIES LTD	140 10 AV SE		11am	AC	
CAMBROOKS COLLEGE	CAMBROOKS COLLEGE INC	300 1001 1 ST SE	DAPHNY	05/23 10:39	D.G	knows about CPA
LADY FATIMA ACADEMY	LADY FATIMA ACADEMY	300 1001 1 ST SE				
PHILIPPINE CONSULATE GENERAL	PHILIPPINE CONSULATE GENERAL	100 1001 1 ST SE	CHRISTINE F	05/23 10:42	DL.	HAND OFF.
CALGARY BUSINESS CENTRE	1954964 ALBERTA LTD	200 1001 1 ST SE	JORDAN	05/23 10:35.	DL.	

BUSINESS NAME	OWNERSHIP NAME	ADDRESS	Contact name	Date time vis	Who visited	Notes
MASKWA HIGH VOLTAGE	MASKWA HIGH VOLTAGE LTD.	1600 140 10 AV SE		11am	DL	
DMG EVENTS CANADA	DMG EVENTS (CANADA) INC	1510 140 10 AV SE		11am	DL	
SECURE ENERGY (DRILLING SERVICES)	SECURE ENERGY (DRILLING SERVICES) INC	1800 140 10 AV SE		11am	DL	
INCORPORATION	INCORPORATION INC	206 110 11 AV SW		11am	DL	Dropped at Door
ALBERTA BOOT COMPANY	ALBERTA BOOT COMPANY INC	A 121 10 AV SE		11am	DL AC	talked to Fredrica
ROCKY MOUNTAIN PSYCHOLOGICAL SERVICE	CALGARY CHILD PSYCHOLOGY GROUP INC	212 110 11 AV SW		11am	AC	giving it to manager
CARBON GRAPHICS GROUP - CALGARY	CARBON COPY REPRODUCTIONS (CALGARY) LTD	110 11 AV SW		11:15	DL	
EMINENT WELLNESS	STEPHANIE M SHAW PROFESSIONAL CORPORATION	208 110 11 AV SW		11:15	DL	
MIKE WALKER CONSULTING	WALKER, MIKE	201 110 11 AV SW		11:15	DL AC	
BEACON PHARMACY ON CENTRE ST	2393557 ALBERTA LTD.	100 1010 CENTRE ST SE		10:45	DL AC	
IMPERIAL PARKING LOT #243	IMPERIAL PARKING LIMITED	118 11 AV SE		11am	DL AC	
AVIS RENT-A-CAR CANADA	AVISCAR INC	120 10 AV SW		11am	DL AC	

30 August 2024

RE: Victoria Park 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 Victoria Park 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 passed at Council on October 8, 2024, it will result in an annual BIA tax being applied to your business starting in 2025.** In 2024, the average BIA tax paid in the Victoria Park BIA was approximately \$1,523 per year, and the median was approximately \$551 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 promote the BIA as a business or shopping area, and improve, beautify, and maintain property and public parking in the BIA.

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 City Council.

Requests from a BIA to change its boundaries must be approved 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 City Council. **The opportunity to do this is scheduled for:**

Date and time: October 8, 2024 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 to City Council or participate (in person or remotely) in the meeting, please visit www.calgary.ca/agendaminutes and click, "Learn how to participate in Council or Committee meetings".

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

Victoria Park BIA

David Low, Executive Director
403-650-5068
David.low@victoriapark.org
Web: www.victoriapark.org

The City of Calgary, Major Partners

Meghan Mahoney, BIA Strategist
403-988-3634
Meghan.Mahoney@calgary.ca
Web: www.calgary.ca/BIA

Sincerely,



Lori Kerr, Manager
Major Partners, Partnerships
Community Services

Attachment: Map of the Proposed Victoria Park BIA Change in Boundaries
cc: Councillor Walcott, Ward 8

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:

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

BIA tax bill calculation:

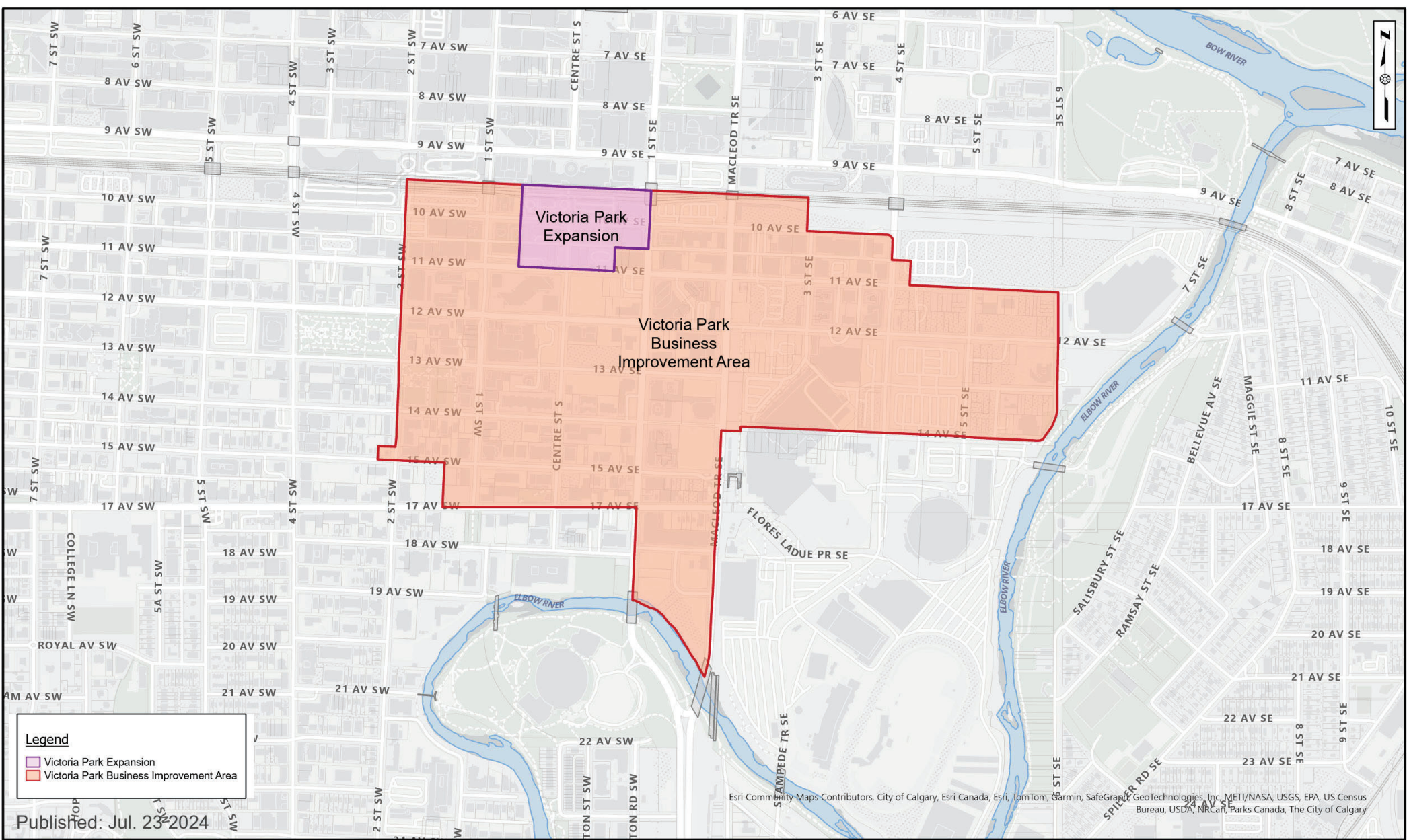
$$\text{BIA tax bill} = \text{Assessed value of your business premises} \times \text{BIA tax rate}$$

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

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



Map of the Proposed Changes to the Victoria Park Business Improvement Area



30 August 2024

RE: Victoria Park 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 Victoria Park Business Improvement Area (BIA) to change (expand) its boundaries. Attached is a map that identifies the current and proposed expanded boundaries. Your business is located within the current Victoria Park BIA boundaries.

Your business is also included in the *First Street Improvement Area*, a two-block area within the current BIA boundaries on 1st street SW between 12th avenue and 14th avenue SW. The *First Street Improvement Area* was approved by Council in 2002 and permitted a varied tax rate in this area for enhanced maintenance due to the nature of businesses at the time being a concentration of nightclubs and bars.

In addition to the change in boundaries request, the Victoria Park BIA has requested that The City remove this varied tax rate so that a consistent tax rate is applied across the BIA starting in 2025. In recent years, the varied tax rate has been nominal so its removal will not impact your BIA taxes in a significant way.

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 promote the BIA as a business or shopping area, and improve, beautify, and maintain property and public parking in the BIA.

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 City Council. Please see the second page of this letter for more information on how the BIA tax is calculated.

Requests from a BIA to change its boundaries must be approved 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 City Council.

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Lori Kerr, Manager
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BIA tax rate calculation:

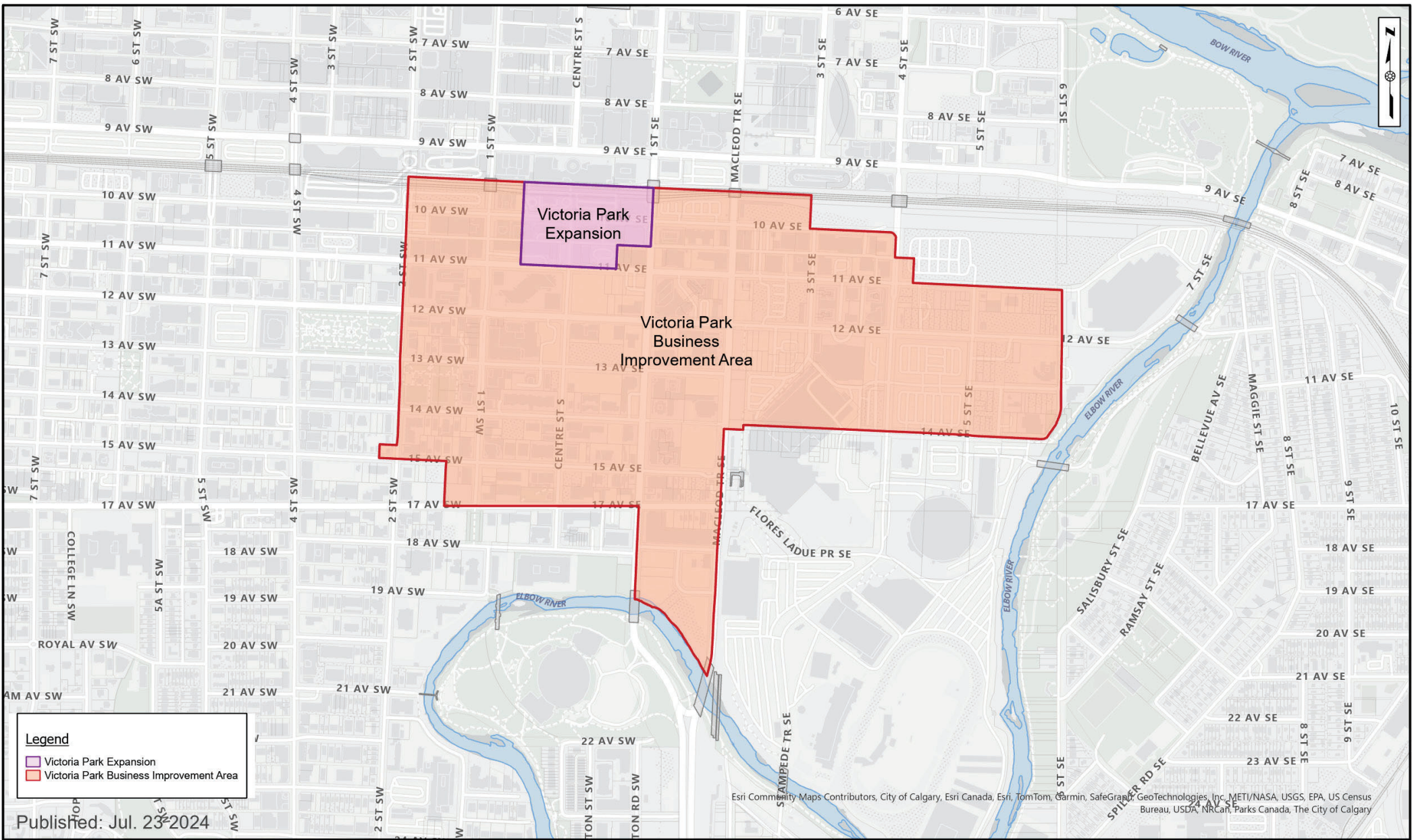
BIA tax rate = BIA's annual approved budget ÷ Total business assessment within the BIA

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.

Map of the Proposed Changes to the Victoria Park Business Improvement Area



Published: Jul. 23 2024

Esri Community Maps Contributors, City of Calgary, Esri Canada, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc., METI/NASA, USGS, EPA, US Census Bureau, USDA, NRCan, Parks Canada, The City of Calgary



30 August 2024

RE: Victoria Park 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 Victoria Park 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 Victoria Park 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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The City of Calgary, Major Partners

Meghan Mahoney, BIA Strategist

403-988-3634

Meghan.Mahoney@calgary.ca

Web: www.calgary.ca/BIA

Sincerely,

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

Lori Kerr, Manager

Major Partners, Partnerships

Community Services

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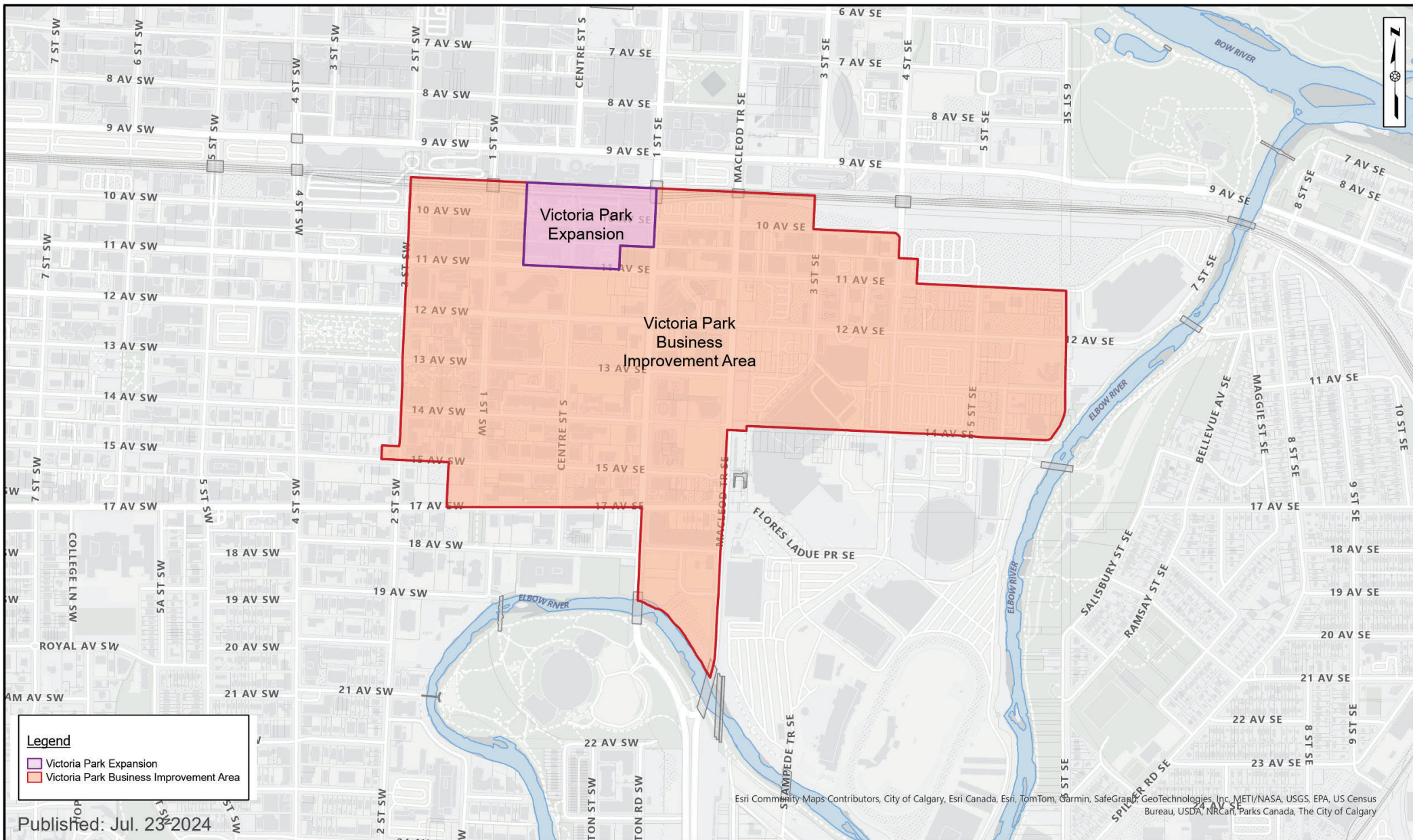
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