



August 2024 Board Meeting

Beltline BIA Board Meeting

Date: Wednesday August 7, 2024

Time: 4:30pm

Location: Virtual - GoogleMeets

Attendance: Ryan, Rob, Zach, Will, Amanda, Christina, Chelsea, Katie

1. Call to Order

2. Approval of Agenda - Rob, Ryan

3. Approval of [Minutes](#) from July 3, 2024 - Ryan, Rob - moved

4. ED Report (20min)

- RadiCare - will come to next meeting to share back at next meeting
- Party in the Park - September 8th
- BUMP - we are getting 5 murals in the zone, our first tour had 23 people (another in aug, another in sept)
- Staff update - Rica has been given an offer of employment for marketing/social/admin (to start end of Aug)

7. Zone expansion

Motion at to move forward at next meeting

steps:

formal request with map - by March 2025 (but we should notify sooner)

we should be clear on the 'pitch' to new businesses and have a bit of a campaign

City will send to all current and future businesses w/ option to speak at council ED and

Board should be at Council (Ryan keen to speak)

***all in favour of pursuing**

***action item: next meeting look to boundaries**

8. Financial Report - Zach (10min)

9. Misc Items (30min)

- AGM - Hold on BLOX Arts Centre Thurs, Nov 28 5-6
 - Zach will prep a video recording in advance
 - September, review Start Plan, October, Review next year budget
- Outstanding items touchbase

10. Standing In-Camera

Business
Improvement
Area



Initial Proposal

Engagement Package



Beltline BIA | theblox.ca | @thebloxyyc



Beltline Business Improvement Area (BIA)
PO BOX 13027 Calgary Beltline
Calgary, AB T2R 1C6

To:
City of Calgary
PO Box 2100, Station M, #8041
Calgary, AB T2P 2M5

September 30, 2024

To Whom it May Concern:

Please accept this letter of expression of our intent and interest to expand the boundaries of the Beltline Business Improvement Area (BIA). Per the attached map, we propose to extend our boundaries West and South.

Our intent in expanding is to create a more cohesive and continuous boundary for the Beltline BIA, encompassing blocks and businesses within the main Beltline/Connaught business corridor of 10th, 11th, and 12th Avenues (SW) and to expand West to include Sunalta businesses. Our interest in expanding is to:

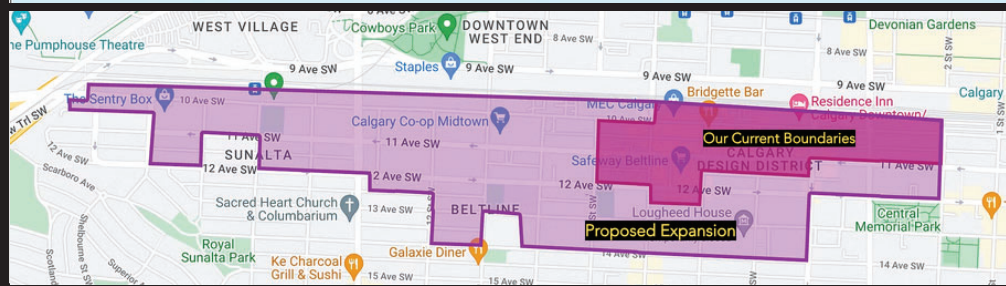
- Position ourselves to support the future Mainstreets projects within the proposed area.
- To be responsive to businesses currently outside our zone who have expressed interest in being a part of the Beltline BIA, including businesses in Sunalta and others that surround our current boundary.
- To position the Beltline BIA for growth and future developments expected within the new boundary.
- To have a boundary that is more in line with the public understanding of the area included within 'the Beltline'.
- To increase our membership and collective capacity to respond to opportunities to create a thriving Beltline and Sunalta business community.

Thank you in advance for considering our request. Please do not hesitate to reach out with any questions.

Sincerely,

Amanda Weightman
Board Chair, Beltline Business Improvement Area

On behalf of: Beltline Business Improvement Area ("The BLOX") Board of Directors & Staff



Engagement Timeline

Wednesday, August 7, 2024 – Beltline BIA Board approved expansion

Thursday, November 14, 2024 – Expansion boundaries proposed to the City of Calgary

January 2025 – Connect with key stakeholders, launch expansion portion of website

- **January 6** - email to key stakeholders with expansion proposal
- **January 15** - Initial meeting with Sunalta CA
- **January 16** - Social media post and newsletter circulated
 - https://www.instagram.com/p/DE5gG8wykM2/?img_index=1
- **January 22** - Meeting with BNA and Janet Eremenko
- **January 30** - Website Page launched
 - <https://www.bloxbia.ca/expansion>
- **January 31** - Social media post
 - <https://www.instagram.com/p/DFgPbz4z60z/>

February 2025

- **February 3** - Meeting with Joe Ceci, social media post & newsletter
 - <https://www.instagram.com/p/DFnjc6GvRqf/>
- **February 10** - Second meeting with Sunalta CA
- **February 13** - First Expansion Information Session Hosted
 - 1 person in attendance
- **February 20** - Meeting with Ward 8
- **February 24** - Sunalta CA circulates expansion presentation on our behalf

March 2025

- **March 3** - Newsletter distributed
- **March 11** - Completion of expansion toolkits to go out to businesses
- **March 18** - First business engagement day
- **March 26** - Second business engagement day
- **March 31** - Social media post
 - <https://www.instagram.com/p/DH4LSKjBmSZ/>

April 2025

- **April 1** - Newsletter circulated
- **April 11** - Second expansion Information Session
 - 1 person in attendance
- **April 16** - Third business engagement day
- **April 29** - fourth business engagement day

May 2025

- **May 7** - Mailout to all 361 new businesses in proposed boundary
- **May 15** - Fifth business engagement day
- **May 20** - Social media post
 - https://www.instagram.com/p/DJ4kjUSv8cC/?img_index=1
- **May 22** - 100 Street Posters went up in Beltline, Sunalta and surrounding areas for 2 weeks
- **May 27** - 1 month of CJSW Ads start

June 2025

- **June 2** - Social media post & Newsletter
 - <https://www.instagram.com/p/DKaJGTUBliH/?hl=en>
- **June 9** - Third meeting with Sunalta Ca & interested businesses
- **June 11** - Final business engagement day
- **June 12** - Email to all expansion businesses including formal letter on expansion and invite to final open house
- **June 26** - Final expansion information session
 - 26 people in attendance
- **June 30** - Board vote to change proposed expansion boundaries

Business
Improvement
Area



Expansion Kit Content



Full Expansion Presentation

The full expansion presentation was developed as a clear and accessible visual guide to walk attendees through the proposed plans during our open house discussions.

<https://docs.google.com/presentation/d/1C9rkwyvz32xD RAGTDSfmvSh7XoqMrG-uL6ZCwUgxUUU/edit?slide=id.p#slide=id.p>

Business Improvement Area



BLOX BIA EXPANSION

Proposed Expansion

What is a Business Improvement Area (BIA)?

A Business Improvement Area (BIA) is a collective of businesses within a specific geographic region that collaborates to enhance the local area and stimulate economic growth. BIAs are established through municipal bylaws under Alberta's Municipal Government Act and the BIA Regulation. They are funded through an annual levy collected from businesses in the designated area by The City, which then transfers the funds to the BIA Board of Directors. Currently, Calgary is home to 15 BIAs.

CELEBRATING 40 YEARS
of Business Improvement Areas in Calgary

Business Improvement Area

(Slide 1-3 out of 14)



What Does a BIA Do?

(Specifically this BIA)

Street Safety & Cleanlines

We strive to keep streets clean, safe, and inviting through litter collection, graffiti removal, window washing, pressure washing, sharp and hazardous object disposal, wellness checks, and 311 reporting. An on-demand service number is also available for all BIA businesses. Thanks to RadiCare Ventures we can make this possible.

Partnering with organizations like Alpha House, we provide support for vulnerable populations and offer community education to address safety concerns.



Marketing

We promote both individual businesses and the broader community by leveraging multiple platforms and channels. This includes social media campaigns, paid advertisements, newsletters, radio spots with CJSW, city street posters, neighborhood magazines, and media relations. These efforts ensure maximum visibility for our business community.


@thebloxyyc



Business Improvement Area




(Slide 4-6 out of 14)




Events

Our five signature events and two sponsored festivals draw tens of thousands of visitors to the BLOX annually. In addition, the BIA manages the BLOX Arts Centre, a diverse community hub for weekly events, free workshops, meetings, and more. These events foster vibrancy and community connection. The BLOX Arts Centre is an inclusive space, fully accessible and welcoming to people of all ages. It embodies our commitment to fostering community connection, supporting local businesses, and making the BLOX a vibrant destination for everyone.




Streetscape Improvements

Through a variety of initiatives—including planters, flags, bike racks, garbage bins, cigarette disposals, murals, public art, and other placemaking projects—we enhance the character and vibrancy of BLOX, making it a more inviting and dynamic destination. These efforts not only beautify the area but also foster a sense of pride and community connection.



Member Resources

Comprehensive toolkits are provided to all businesses, offering direct access to essential information and resources to maximize the benefits of being part of the BIA. These toolkits include critical safety contacts and protocols, strategies for marketing engagement, ongoing initiatives, key contacts, and much more.



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(Slide 7-9 out of 14)



Advocacy

We work closely with the City of Calgary, government, property developers, community associations, police, and other stakeholders to address key concerns. From parking and traffic issues to tackling social disorder, our advocacy ensures your priorities are heard and acted upon.







What has the BLOX done so far?

- RadiCare Street Team 2024 stats
 - Garbage Bags: 1000+
 - Graffiti Removed: [3000+](#)
 - Fecal Bags: 200+
 - Needle/Sharp disposal: 250+
- BLOXing Day
- Unique Bike Racks
- Party in the Park
- Planter Programme
- Annual Community Fundraiser
- Free Meal Popup
- 1915 Project
- Free Bike Tuneups
- BUMP Sponsorship, mural tours and murals
- Alpha House, workshops and advocacy
- Halloween Howler
- Multiple marketing tactics
- Business toolkits
- BLOX Arts Centre
- Sted Island Sponsorship
- Patio Extensions
- BIG Winter Classic (Fall 2023)
- Multiple Business Events
- Beltline Balcony Bash (Covid)
- New disposal units (coming soon)
- BLOX flags (coming soon)
- And More to come!

What is this going to cost me?

It's different for every business! The City of Calgary offers a great tool to help estimate your bill payment. Our BIA proudly maintains one of the most competitive levy rates in Calgary, offering the third-lowest rate among all 15 BIAs at just 0.01457%.



(Slide 10-12 out of 14)




Q&A

Now the Board and staff have time to answer any questions you may have.



Thank you for coming!



Questions?

Please feel free to reach out with any questions, comments or for more information.

Katie Thies
Executive Director
katie@bloxbia.ca
403-473-7642



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(Slide 13-14 out of 14)

The expansion presentation was shared with Sunalta businesses by the Sunalta CA via email. Printed copies were made available as visual aids during the in-person information sessions to help support the discussion.

Business Mailout



BLOX BIA Proposed Expansion



What is a BIA?

A Business Improvement Area (BIA) is a collective of businesses within a specific geographic region that collaborates to enhance the local area and stimulate economic growth. BIAs are established through municipal bylaws under Alberta's Municipal Government Act and the BIA Regulation. They are funded through an annual levy collected from businesses in the designated area by The City, which then transfers the funds to the BIA Board of Directors. Currently, Calgary is home to 15 BIAs.

What does a BIA do?

Advocacy

We work with the city, government, landlords, police, and community partners to address key concerns, from traffic to social disorder, ensuring your voice is heard.

Streetscapes

Our clean-and-safe initiatives enhance the neighbourhood with litter collection, graffiti removal, public art, seating, greenery, and more to beautify the community.

Marketing

We boost the area's profile through social media, ads, newsletters, blogs, street posters, radio shoutouts and media features, driving visibility and engagement.

Events

We host signature events year-round to boost foot traffic and community connection, including fundraisers, Free Bike Tune-ups, Party in the Park, Halloween Howler, and BLOXing Day.

Member Value

We offer toolkits to maximize the benefits of being part of the BIA. These include critical safety contacts and protocols, strategies for marketing engagement, ongoing initiatives, key contacts, and much more.

Our Proposed Expansion



What will this cost me?

Each business will pay a different levy that is based on the value of the property your business is located at, the City of Calgary has some great resources for businesses on bill calculations, payment options, and more.

Visit: <https://www.calgary.ca/for-business/taxes/bia-tax.html>

Contact List.

Katie Thies
Executive Director
katie@bloxbia.ca

Alan Lindsay
General Manager
bookings@bloxbia.ca

Rica John
Marketing & Administrative Director
marketing@bloxbia.ca

2024 Street Cleaning KPIs

- >200 Fecal Bags
- >1000 Large Garbage Bags (40x48)
- >250 Needles & Sharps Disposal
- >80 Wellness Checks Performed
- >800sqft Graffiti Removal (= 250 letters)
- 10 Pressure Washing
- 9 BIA Business Service Requests
- 5 Special Event Engagement

LEARN MORE



CHECK OUT OUR WEBSITE

Business Improvement Area



Street Posters

BELLLINE **THE BLOX BIA IS GROWING!**
WE'RE EXPANDING OUR BOUNDARIES AND WE WANT TO HEAR FROM YOU!

We're working to expand the BLOX Business Improvement Area to better serve local businesses and strengthen the community we're building together!

WHAT DOES THIS MEAN?
More Support for local businesses, community beautification, events and advocacy

OWN A BUSINESS OR WORK NEARBY? LET'S CHAT!
Our team is in the area this month to connect and answer questions!

What will this cost me?
Each business will pay a different levy that is based on the value of the property your business is located at, the City of Calgary has some great resources for businesses on bill calculations, payment options, and more.
Visit: <https://www.calgary.ca/business/taxes/bia-tax.html>

Our Proposed Expansion

LEARN MORE
SCAN TO GET IN TOUCH WITH US

EXPANSION OPEN HOUSE
Come learn about our upcoming expansion and connect with others in the community!

**JUNE 26
3PM
TAILGUNNER BREWING
1602 10 AVE SW**

Business Improvement Area



Engagement Package

Expansion Email Sent

93.7% Open Rate



We're reaching out to let you know that your business falls within the proposed expansion area for the BLOX Business Improvement Area (BIA), and we'd love the opportunity to connect with you.

The BLOX BIA is a non-profit organization currently representing over 300 businesses in the Beltline. Our mission is to support and strengthen the local business community through collaborative efforts that enhance the area. We work to identify needs and opportunities, advocate for local businesses, revitalize public spaces, and foster a vibrant, inclusive environment for everyone who lives, works, and visits the community.

To learn more about what we do, feel free to visit our website: www.bloxbia.ca

We're currently working on expanding our boundaries to include more of the surrounding Beltline and Sunalta community—including your location—and want to ensure you have the chance to learn more, ask questions, and share your thoughts.

You're invited to join us for an Open House:

Correct Date: Thursday, June 26

3:00 PM

Tallgunner Brewing (1602 10 Ave SW)

[RSVP Here](#)

This casual event is a chance to meet our team, hear about the vision for the expansion, and gain a better understanding of what the BIA offers—from street beautification and local events to safety advocacy, business support, and marketing.

We'll also provide an overview of how the BIA is funded and what the potential levy could look like for businesses in the expansion area. Our goal is to create something that reflects the needs and priorities of the community—we're here to listen and collaborate.

If you're unable to attend the Open House or would prefer a one-on-one meeting, we're happy to set something up at your convenience. Please email Katie at katie@bloxbia.ca to arrange a time.

Thanks so much—we hope to see you on the 26th!

RSVP HERE



THE BELTLINE BLOX

We're a trusted resource for businesses and a catalyst for community growth. We are change-makers for civic improvements and we work hard to enhance the quality of life in our local neighbourhood and the City as a whole. Welcome to The Beltline BLOX!

Business
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Open House Attendance Sheets

BLOX Expansion Open House
Thursday, 13 February 2025
Blox Arts Centre

Name	Email	Organisation
Will O'Connell	[REDACTED]	Blox
Amanda Neighbour	[REDACTED]	Blox
Maggie Wodarzyk	[REDACTED]	ACORN

BLOX Expansion Open House
Thursday, 11 April 2025
Blox Arts Centre

Name	Email	Organisation
Carla Boggiano	[REDACTED]	N/A
Kes Mabee	[REDACTED]	MTF
Rica John	[REDACTED]	RBA

BLOX Expansion Open House
Thursday, 26 June 2025
Tailgunner Brewing

Name	Email	Organisation
Joe Ceci	[REDACTED]	assembly.ab.ca MLA
Kelly Bailey	[REDACTED]	NDP Caucus
Andrew Clifton	[REDACTED]	Jerome
Kyle Mackenzie	[REDACTED]	Sunalta Community Association
Murray Allen Basson	[REDACTED]	Sunalta Community Ass.
Bill ZHENG	[REDACTED]	Radi Care
Trovis Smith	[REDACTED]	on Indistinct Consulting
Kayla Taylor	[REDACTED]	NDP Caucus
Kaylee & Samit	[REDACTED]	Sunalta Community Assoc.
Virginia Barges	[REDACTED]	PEERUB.
Kristin [unclear]	[REDACTED]	[unclear]
[unclear]	[REDACTED]	[unclear]



Open House Attendance Sheets

BLOX Expansion Open House
Thursday, 26 June 2025
Tailgunner Brewing

Name	Email	Organisation
SAD	[redacted]@gmail.com	TRICA AUTO
LORI Burlo	[redacted]@gmail.com	Kubitz Law
SEAN	[redacted]@gmail.com	CSAEE
MARK ERICKSON	[redacted]@gmail.com	STUDIO NORTH
Shane Slaty	[redacted]@gmail.com	Am Anacrusis/MAA
Jays Wether	[redacted]@gmail.com	Anacrusis/SSF
Siea Newton	[redacted]@gmail.com	Bow City Storage
SARAH SAUGHTER	[redacted]@gmail.com	SMALL BUSINESS ANT INC
Janet Eremenko	[redacted]@gmail.com	MLA, Calgary-Civic
Nick Twyman	[redacted]@gmail.com	SCA
GROFF Twyman	[redacted]@gmail.com	Two House
Jenny McMorde	[redacted]@gmail.com	West End Legal Centre
Maura Keough	[redacted]@gmail.com	Two House



Boundary Revision & Sunalta Email

Hi Katie,

Thank you again for your thoughtful engagement and for initiating important conversations with the Community Association and local businesses along 10th Avenue and the west side of 14th Street.

Through discussions with community members, and affected businesses we have come to the conclusion that at this time, we do not support the proposed expansion of the BLOX BIA into Sunalta. This includes all of 10th Avenue west of 14th Street, and the west side of 14th Street north of 12th Avenue.

We have heard from local businesses and residents that maintaining and cultivating Sunalta's distinct identity and brand is essential. One of the challenges with an active BIA is that, even with the best intentions, its size and momentum can inadvertently overshadow the character and priorities of heritage neighbourhoods like ours. That includes Sunalta's unique business community and our 115-year history.

This decision does not preclude future collaboration. Whether through a more targeted expansion or the formation of a distinct BIA that reflects Sunalta's specific values and needs. It simply reflects that now is not the right time.

We appreciate your outreach and continued interest, and thank you again for the conversations to date. We wish you all the best and look forward to the results of the BIA expansion east of 14th Street.

-- Micheal on behalf of the Sunalta CA board

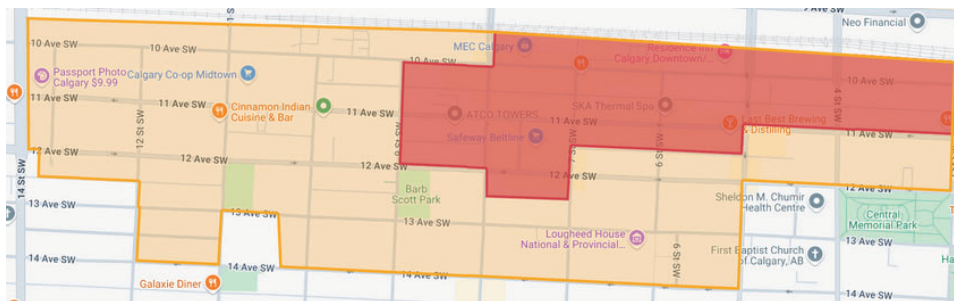


Micheal Jones
President
Director of Planning & Development
Sunalta Community Association

p. [403.615.5122](tel:403.615.5122)

1627 10 Avenue SW
Calgary, AB, T3C 0J7

www.sunalta.net



Business
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Area



Engagement Package

Letters of Support



Calgary

Office of The Councillors
Councillor C. Walcott

July 16, 2025

Subject: Beltline BIA Expansion

To Whom It May Concern,

I'm writing to express my support for the proposed expansion of the BLOX BIA.

The BLOX has continued to be an impressive BIA dealing with a very complex and diverse business community, art community, and of course, the Beltline community. The BLOX has been an anchor for local businesses, continually pursuing improved public spaces, engaging with public safety initiatives that are reactive to the challenging socioeconomic circumstances within the area, and by bringing in more activity and vibrancy to the area to support drawing more Calgarians to the area.

The proposed expansion of their boundary means more businesses can benefit from these services—like street cleaning, events, safety initiatives, and strong advocacy. More importantly, the BLOX has really embraced the dual mantra of supporting community as a means to support businesses. This has proven to be one of the most effective strategies of embedding a BIA and the associated ratepayers into the community as a whole.

The BIA expansion will help to further bring together the business community and the general public, and will contribute positively to the vibrancy of the Beltline.

Sincerely,

A handwritten signature in black ink, appearing to read 'Courtney Walcott'.

Courtney Walcott
Councillor Ward 8

Business
Improvement
Area



Letters of Support



Re: Letter of Support for the Proposed Expansion of the Beltline Business Improvement Area

To Whom It May Concern,

As the President and CEO of RadiCare Ventures, I am writing to express our full support for the proposed expansion of the Beltline Business Improvement Area (BIA). RadiCare is a Calgary-based social enterprise dedicated to employing individuals facing employment barriers, making Calgary a cleaner and safer place for everyone to live, work, and play. We have had the privilege of partnering with BLOX in the Beltline over the past two years. This partnership began when the Beltline BIA emerged as one of our earliest advocates, championing social impact while expanding services that directly benefit the Beltline business community.

Since then, RadiCare has grown its service offering to cover Monday through Friday cleaning operations, including litter pickup, biohazard removal, graffiti removal, and window washing services. RadiCare's work is deeply embedded in the Beltline BIA's commitment to supporting a safe, welcoming, and vibrant business community.

Through our direct collaboration with Katie and the Beltline BIA team, we've seen firsthand the tremendous value they bring to the area—organizing events that attract over 15,000 visitors, partnering with local festivals like Sled Island, launching joint promotions with CJSW, and delivering impactful streetscaping initiatives such as planter installations, flag displays, and cigarette receptacle programs. The BIA is a strong advocate for its member businesses and plays a vital role in building trust and fostering coordination across community interests, including through its relationships with groups like the Beltline Neighbourhoods Association.

A recent example of this impact came when the City of Calgary reached out regarding the maintenance of High Park. The Beltline BIA immediately worked with RadiCare to extend cleaning services to the site, relieving pressure from the Beltline Neighborhood Association and ensuring public safety by addressing biohazardous concerns.

We believe the Beltline BIA's expansion will bring tangible benefits to more businesses and residents in the greater downtown area. RadiCare Ventures is eager to expand alongside them, continuing our mission to create a cleaner, safer, and more inclusive city.

Sincerely,

A handwritten signature in black ink, appearing to be "Bill Zheng".

Bill Zheng (he/him)
President & CEO
RadiCare Ventures

Business
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Area



Engagement Package

Letters of Support

July 17, 2025

To Whom It May Concern,

I am writing to express my support for the proposed expansion of the BLOX Beltline BIA.

The BIA has done great work to support local businesses, improve public spaces and bring more activity and safety to the area. Expanding their boundary means our business of 25 years can benefit from these services – Safety initiatives, street and graffiti cleaning and strong advocacy with the City of Calgary.

I believe this expansion will be a positive step for our business and the community and we fully support this initiative.

Sincerely,

Karen Kjelstrom

KJ Wine and Spirits

Business
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Letters of Support

August 3, 2025

To Whom It May Concern,

I am writing to express my support for the proposed expansion of the BLOX BIA on behalf of the Lougheed House Conservation Society.

Lougheed House is a National and Provincial Historic Site, with a historic house museum and approximately 3 acres of public green space called Beaulieu Gardens. Through the museum and gardens, Lougheed House seeks to convene community through exhibitions, public programs, and private events. The gardens are one of the few freely accessible green spaces in the Beltline, making them an essential resource for our Beltline neighbours.

Lougheed House has partnered with BLOX on a variety of programming, including their annual Party in the Park event. Through these collaborations, we have seen how BLOX has worked to support local businesses, improve public spaces, and bring more activity, vibrancy, and safety to the area. Expanding their boundary means more organizations and community members can benefit from these services.

I believe Lougheed House would benefit from their proposed BIA expansion, as would the broader community, and I fully support the initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Shannon Murray".

Shannon Murray, PhD
Executive Director
Lougheed House Conservation Society

Letters of Support



To Whom It May Concern,

I'm writing to express my support for the proposed expansion of the BLOX BIA.

I am currently situated outside of the BIA zone and would like to gain additional support to both my business, and in building community in the Beltline area. Family owned and operated businesses like Gravity need help with advocacy in order to survive. The BLOX BIA would bring this advocacy.

I have experience working with other BIA's in the city and would welcome the expansion

Sincerely,
Andy Fennell

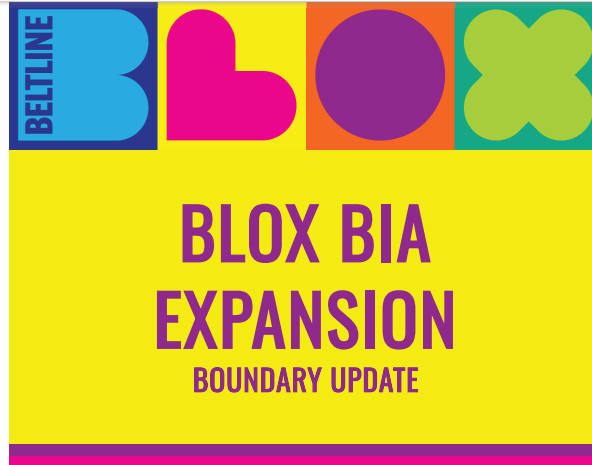
Gravity Coffee Roasters

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Dear Sunalta Business Owners,

Thank you for your time, insights, and engagement over the past several months as we explored a possible expansion of the BLOX Business Improvement Area (BIA) into Sunalta.

After meaningful conversations with local businesses, community members, and the Sunalta Community Association, we've decided not to move forward with expanding into Sunalta at this time. Our proposed boundary change has been amended to end at 14th Street SW; properties on the west side of 14th Street will no longer be included.

This decision is based on the understanding that now may not be the right time for a formal expansion into the area. However, it does not close the door on future collaboration. We remain open to revisiting this conversation down the line should there be continued interest from the community or a more tailored approach that fits Sunalta's distinct identity and needs.

Over the course of this process, we've built strong relationships with many Sunalta businesses and with the Sunalta Community Association. While an official expansion won't be moving ahead right now, we're proud of the connections we've made and look forward to continuing our positive relationship with the business community.

If you have questions, please feel free to reach out to katie@bloxbia.ca. You're also welcome to connect with the Sunalta Community Association info@sunalta.net, who remain a strong advocate for the needs of the neighbourhood's businesses.

Thank you again for your time and feedback.



THE BELTLINE BLOX

We're a trusted resource for businesses and a catalyst for community growth. We are change-makers for civic improvements and we work hard to enhance the quality of life in our local neighbourhood and the City as a whole. Welcome to The Beltline BLOX!



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Our mailing address is:
834 11 Ave SW, Calgary, AB T2R 0E5

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RE: Beltline 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 Beltline 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 Beltline BIA boundaries, and this does not impact your BIA taxes for 2025. 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 provincial *Business Improvement Area Regulation* 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: September 9, 2025 beginning 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".

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

Beltline BIA

Katie Thies, Executive Director
403-473-7642, katie@bloxbia.ca
www.bloxbia.ca/expansion

The City of Calgary, Major Partners

Jordan Lamey, BIA Strategist
403-803-1389; Jordan.Lamey@calgary.ca
www.calgary.ca/BIA

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Mustard".

Kim Mustard, Manager
Major Partners, Partnerships
Community Services, The City of Calgary

Attachment: Map of the Proposed Beltline BIA Change in Boundaries
CC: Councillor Courtney 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:

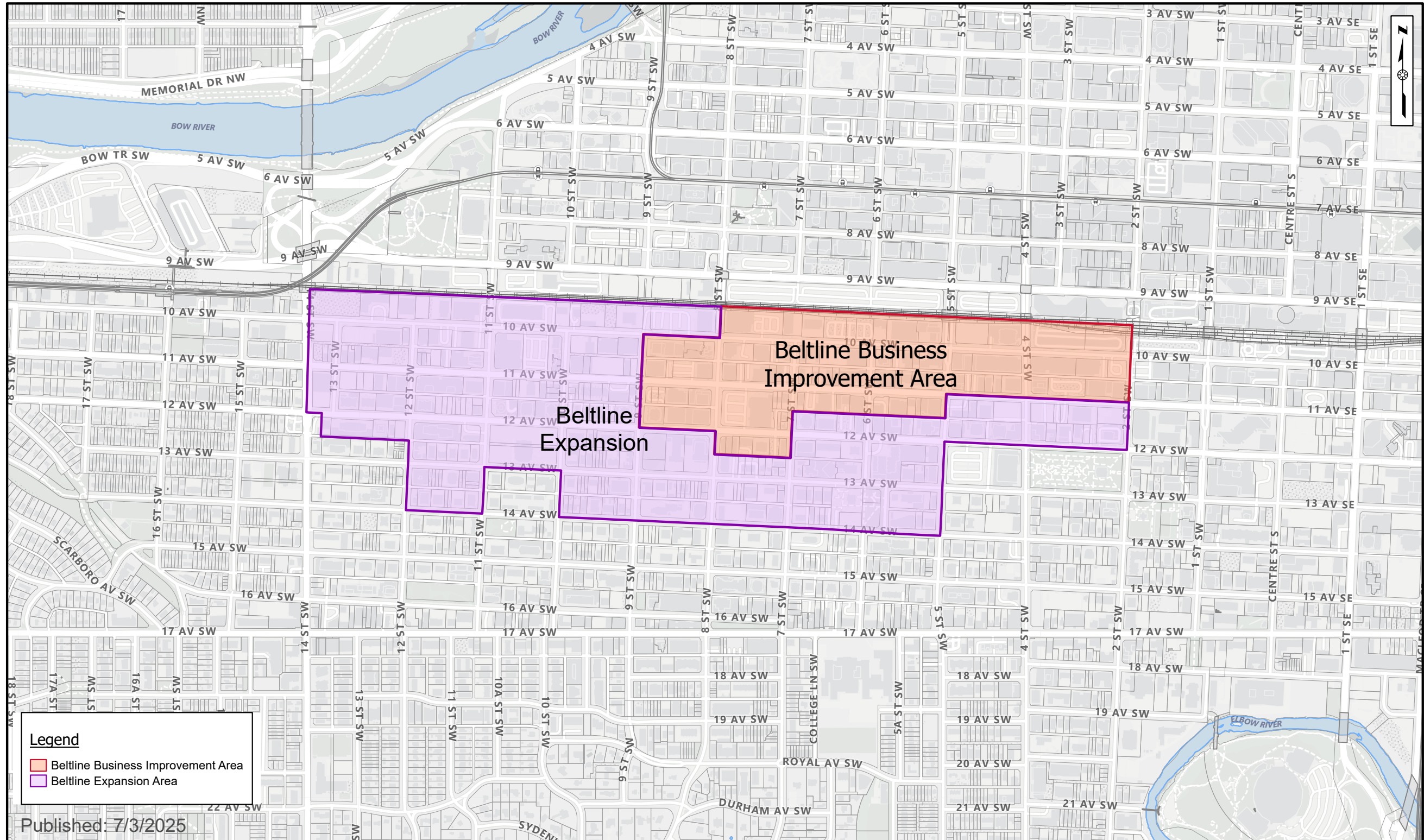
$$\text{BIA tax bill} = \text{Assessed value of your business premises} \times \text{BIA tax rate}$$

*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



Map of the Proposed Changes to the Beltline Business Improvement Area





RE: Beltline 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 Beltline 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 September 9th 2025, it will result in an annual BIA tax being applied to your business starting in 2026.** In 2025, the average BIA tax paid in the Beltline BIA was approximately \$1,328 per year, and the median was approximately \$422 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 provincial *Business Improvement Area Regulation* 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: September 9th 2025 beginning 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:

Beltline BIA

Katie Thies, Executive Director
403-473-7642, katie@bloxbia.ca
www.bloxbia.ca/expansion

The City of Calgary, Major Partners

Jordan Lamey, BIA Strategist
403-803-1389; Jordan.Lamey@calgary.ca
www.calgary.ca/BIA

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Mustard".

Kim Mustard, Manager
Major Partners, Partnerships
Community Services, The City of Calgary

Attachment: Map of the Proposed Beltline BIA Change in Boundaries
CC: Councillor Courtney 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



Map of the Proposed Changes to the Beltline Business Improvement Area

