

Calgary – Proposed Chinatown District BRZ

Business Revitalization Zone

Suite 803, 205 Riverfront Ave S.W., Calgary, Alberta, T2P 5K4

2015 June 4

Office of the City Clerks
800 MacLeod Trail S.E.
Calgary, Alberta T2P 2M5

Attention: Your Worship, Mayor Naheed Nenshi
and Members of Calgary City Council

Subject: Request to Establish the
'Chinatown District Business Revitalization Zone'

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THE CITY OF CALGARY
CITY CLERKS

On behalf of the Interim Board representing a consortium of businesses operating in Calgary's Chinatown community, we hereby request that City Council develop and approve a bylaw to establish a Business Revitalization Zone (BRZ) hereafter referred to as the 'Chinatown District Business Revitalization Zone'.

Reason for this Request

The purpose of the Chinatown District BRZ is to enable businesses in this community to work together to raising funds and administering an organization that will improve and promote business in this community. The Interim Board also intends to re-vitalize the distinct Asian cultural and societal diversity in this community and the 100+ years of civic heritage and pride. This will be achieved by:

- Deploying and implementing the BRZ mandate successes of the Calgary Downtown Association, Kensington, Inglewood, Marda Loop, International Avenue, and other established Calgary BRZs.
- Engage downtown city planners, community stakeholders, property owners, business operators and future investors on current and future development related to public parking, transportation, mass transit, land use and building development, parks and recreation, etc.
- Advocating for improved safety, functionality and appearance of public infrastructure (i.e. roads, streetlights, street signs, cleanliness, etc.).
- Working with The City, Chinatown business operators, residents and other stakeholders to research and plan economic development, social / cultural diversity initiatives and environmental renewal.

- Promoting downtown development and business opportunities in the Chinatown district to new investors and business operators.
- Marketing this district as a cultural and economic tourist attraction destination to visitors, tourists, pedestrians and patrons as a place to shop, eat, be entertained and enjoy a cultural experience.
- And most importantly, restoring and enhancing the vibrancy of this culturally diverse community.

Proposed 'Chinatown District BRZ' Boundary

The boundaries of the Chinatown District Business Revitalization Zone are described both by map outline and by physical description and form an integral part of this request to establish the BRZ (See Schedule 'A').

Process of Community Engagement:

This purpose was established through a series of public and community engagement processes. After establishing an ad-hoc committee, Bentall Kennedy, property management for Livingston Place on 3rd Avenue SW, was first approached to seek their feedback and support. As the tenants of Livingston Place represent many of Calgary's large corporations and their support was deemed vital. Bentall Kennedy was very supportive of the initiative and assisted by sending out the information package to all their tenants on May 22, 2015. They have also take a place on the Interim Board as Board Chair.

At the same time, members of the Interim Board personally visited each of the businesses in Chinatown to explain the concept and benefits of a BRZ and to seek their support. Introduction letters and supportive documents in both English and Chinese languages were prepared and presented in-person to business operators that we were able to reach (See Schedule 'B'). A follow-up delivery of this information package will be distributed this week to those businesses that we were unable reach. A three (3) hour public engagement information session was held on 2015 May 27 at Dragon City Mall (4th Avenue / Centre Street SE) where information and answers to all public inquiries were made.

Supportive Taxable Businesses

Of the 193 City-identified taxable businesses operating in this district, 83 or 43.0% have signed a declaration indicating their support. Six (6) additional taxable businesses not on the list have also indicated their support. This level of support exceeds the 25% requirement per Alberta Regulations 377/94 - Municipal Government Act - Business Revitalization Zone Regulations - Section 3(2).

The Interim Board

It is my distinct pleasure to represent the Chinatown District BRZ Interim Board that has met and worked diligently and honorably as an ad-hoc committee. They have demonstrated the utmost professionalism and standard in working collaboratively with The City's Animal & Bylaw Services business units and, most importantly, with the business operators in the Chinatown district.

Schedule 'D' contains the members of Interim Board along with the various supporting documents related to this request to establish the BRZ including all meeting minutes.

We look forward to your favourable consideration of this presented BRZ request.

Yours truly,



Rod Olsen
Chairman

Copies:
Ward 7 Councillor Druh Farrell
Berton Sullivan, Animal & Bylaw Services