

# Establishment of the Chinatown District Business Revitalization Zone

Presentation to PFC

2015 October 27



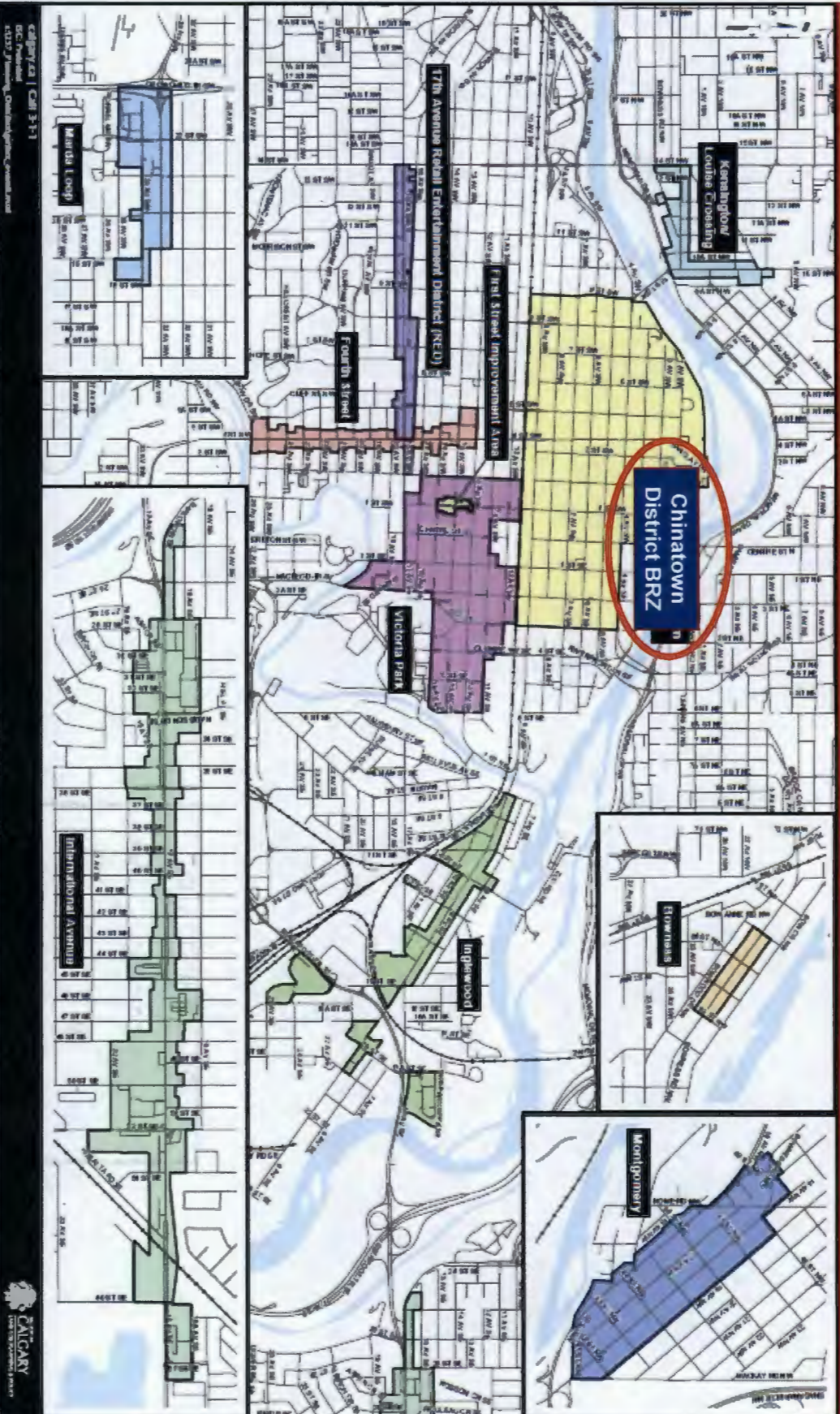




# Calgary Business Revitalization Zones (BRZ)

The City of Calgary

Calgary Business Revitalization Zones



## Establishment and Operations of Calgary Business Revitalization Zone (BRZ)

- The establishment and operations of BRZs is governed by the *Alberta Municipal Government Act (MGA)* and the *Business Revitalization Zone Regulation, AR 377/94*
- The *MGA*-mandated purposes of a BRZ are: to improve, beautify and maintain property in the zone; develop, improve and maintain public parking; and, promote the zone as a business or shopping area
- BRZ operations are funded through a tax levy paid by all businesses operating within the BRZ





## Benefits and Outcomes of a BRZ

- An important avenue to promote Calgary as a great place to visit, live, meet, work and study; they play an important role in supporting economic activity and community revitalization
- BRZs play an important role in showcasing Calgary as a place of growth and opportunity
- Contribute \$59 million in annual business taxes and account for over \$660 million in assessed value
- Account for 220+ city blocks of businesses and with 5,400 businesses represented; BRZs comprise 20 per cent of all Calgary businesses



## **Request for a Chinatown District BRZ**

- Request submitted on 2015 June 04
- Required percentage for submission is 25 per cent; they achieved 43% support
- Notification of the request (including translations in Traditional and Simplified Chinese) was mailed 2015 July 06
- Businesses in the proposed zone had 60 days to petition against the establishment of the BRZ
- Administration did not receive any petitions against by the 2015 September 04 deadline
- The proposal to establish a Chinatown BRZ met the legislative requirements of the province to form a BRZ

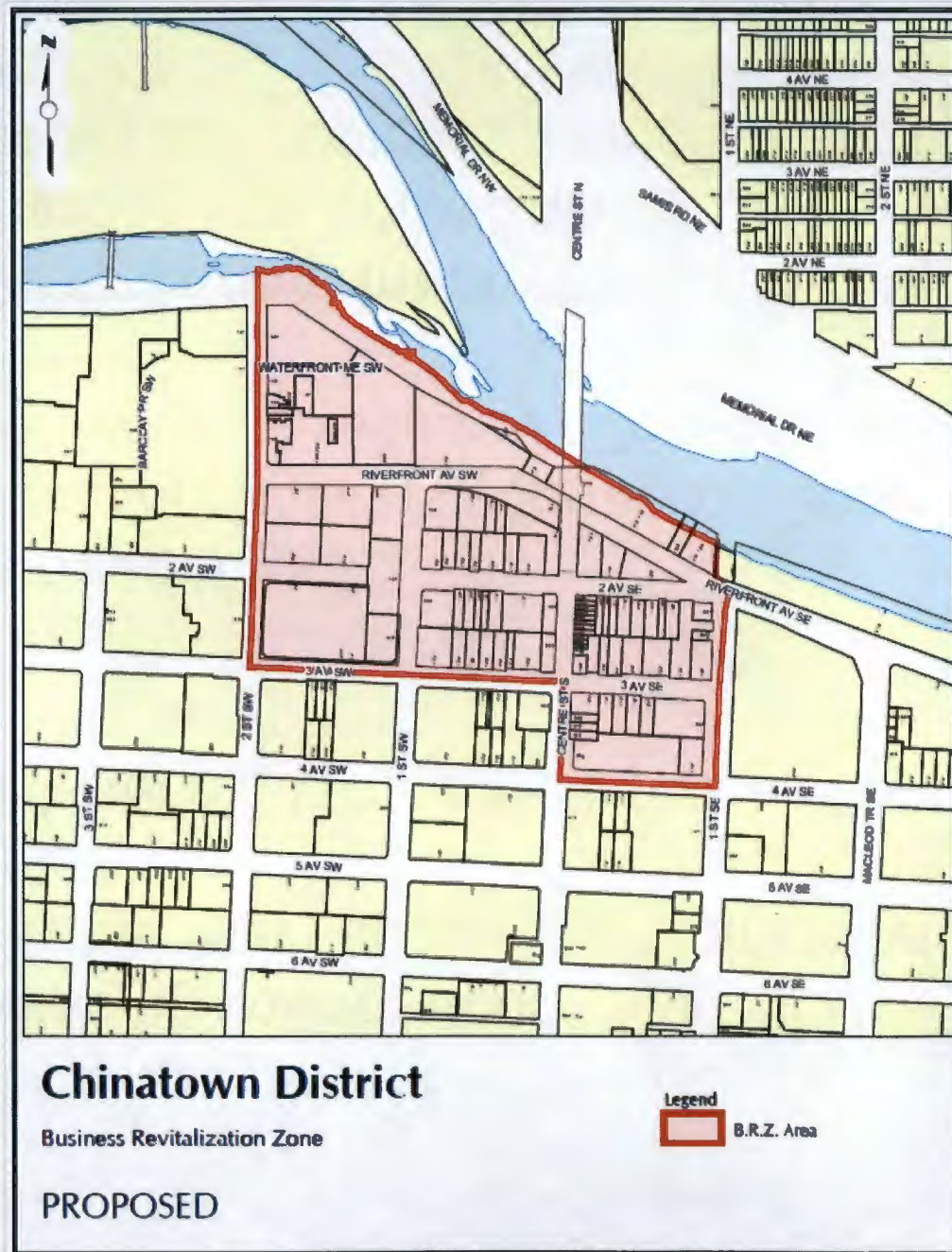




## Why Establish a Chinatown BRZ?



- 2013 Calgary Flood
- Calgary Business Recovery Task Force
  - Local area improvements
  - Incubator for business activity '**YYC is Open**'
  - Collaborative effort;
  - **BRZ model, lessons learned**
- Chinatown is a vital retail / commercial district  
**AND**  
 Chinatown is a vital Calgary heritage and an Asian cultural, ethnic and economic destination





## Business and Community Stakeholder Engagement

- **Business Engagement**
  - Canvassing door-to-door
  - Two public open house; merchants and corporate tenants
  - Initial letter explaining the intent and mandate
  - Merchant survey
- **Visitor Engagement**
  - Canada Day 'Visitors Information Booth' at the Chinatown Fest received 175 visitor surveys
- **Community Engagement**
  - Connection with other Calgary BRZ organizations, economic development agencies, and cultural associations



## Merchant and Visitor Surveys

### Merchant's Top Issues / Expectations

- Parking
- Public Safety
- Cleanliness
- Economic / Retail Revitalization
- Cultural Destination

### Visitor's Top Issues / Expectations

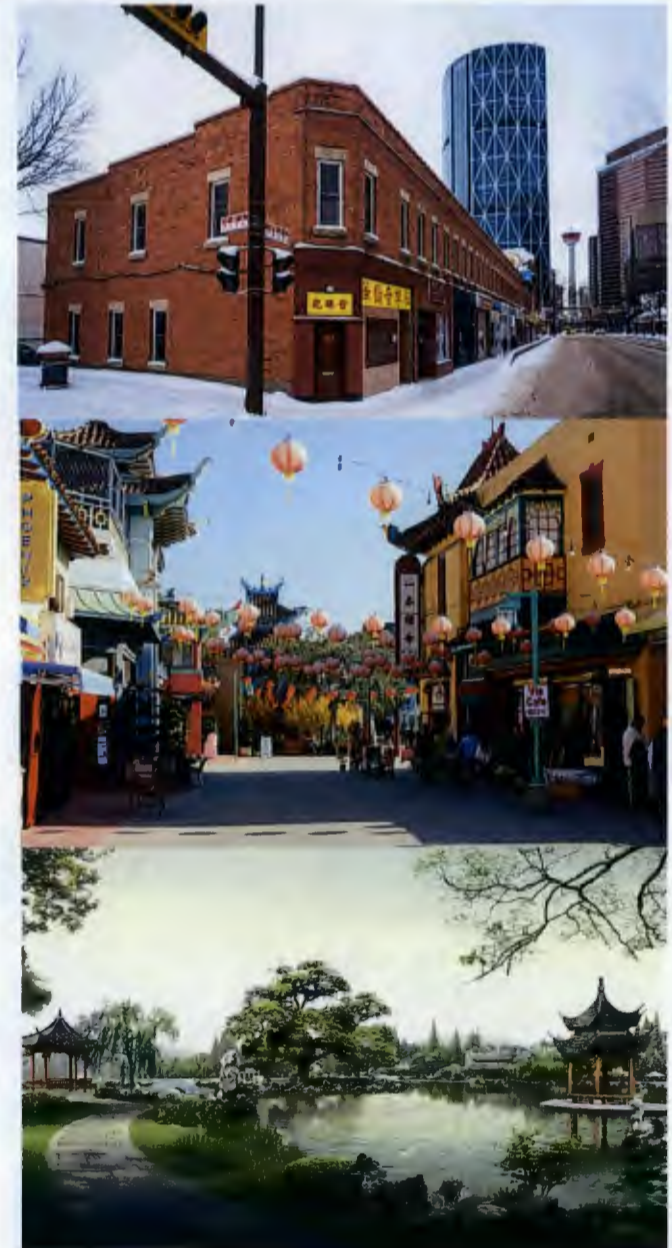
- Parking
- Attractive, Asian Streetscape
- Shopping / Dining Variety
- Park and Green Space
- Recreation Facility





## Opportunities

- Engagement Process
  - Highlighted support for a BRZ to address enhancements to the streetscape, improved accessibility to Chinatown, addition of green space and improved business vibrancy
- Visitors' Experience
  - Additional street level retail
  - Better walking and cycling amenities
  - Asian-inspired streetscape
  - Recreation facility
  - A museum and art gallery
  - Craft and gift stores
  - Live stage shows
  - Park and/or garden
  - Covered parking structure





## Recommendations

That the Priorities and Finance Committee recommend that Council:

1. Give three readings to the proposed Bylaw to Establish the Chinatown District Business Revitalization Zone (Attachment 1);
2. Appoint, by resolution, the individuals listed in Attachment 2 as the interim Chinatown District Business Revitalization Zone Board until 2015 December 31.

