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PFC 2015-0665
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Establishment of the Chinatown District Business Revitalization Zone

Presentation to PFC

2015 October 27



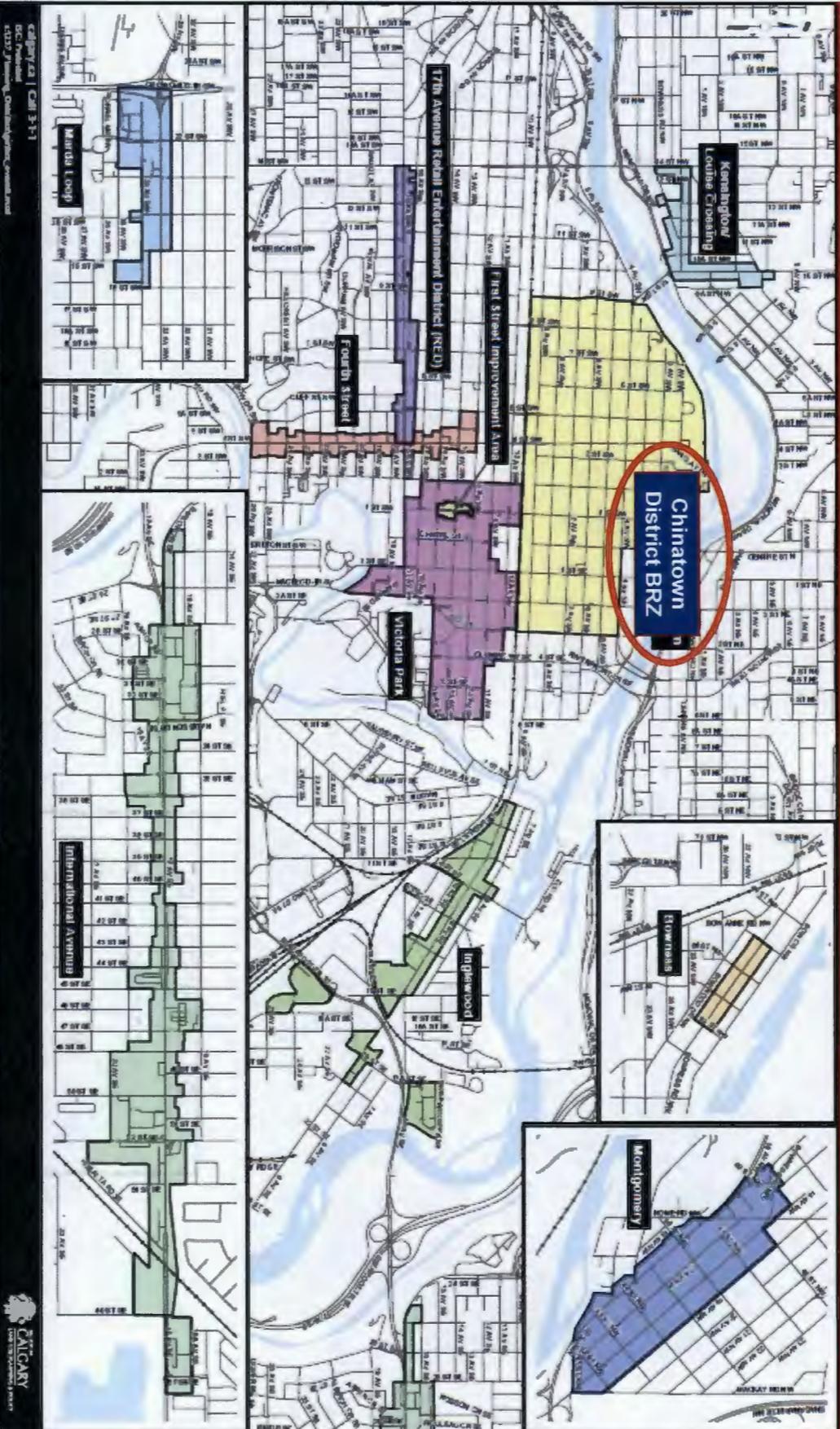
Calgary



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



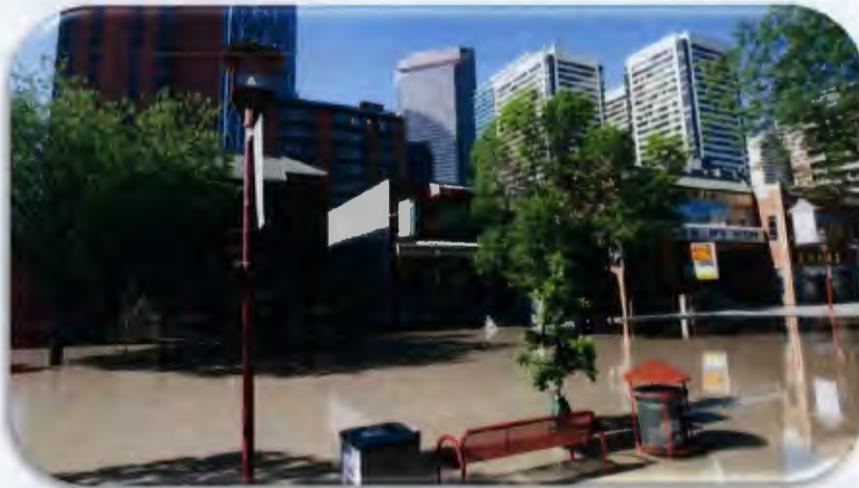
Request for a Chinatown District BRZ

- 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

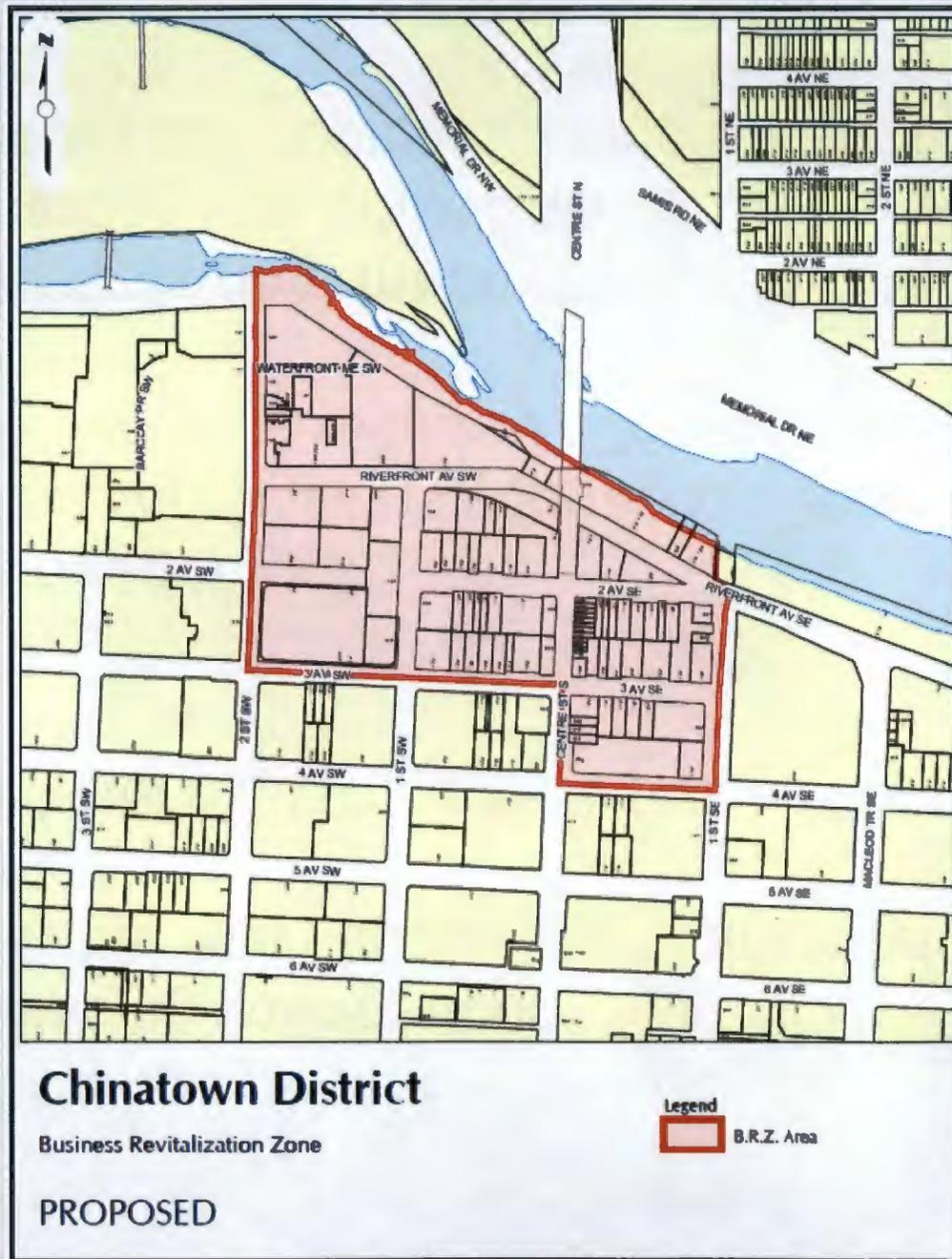




Why Establish a Chinatown BRZ?



- 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

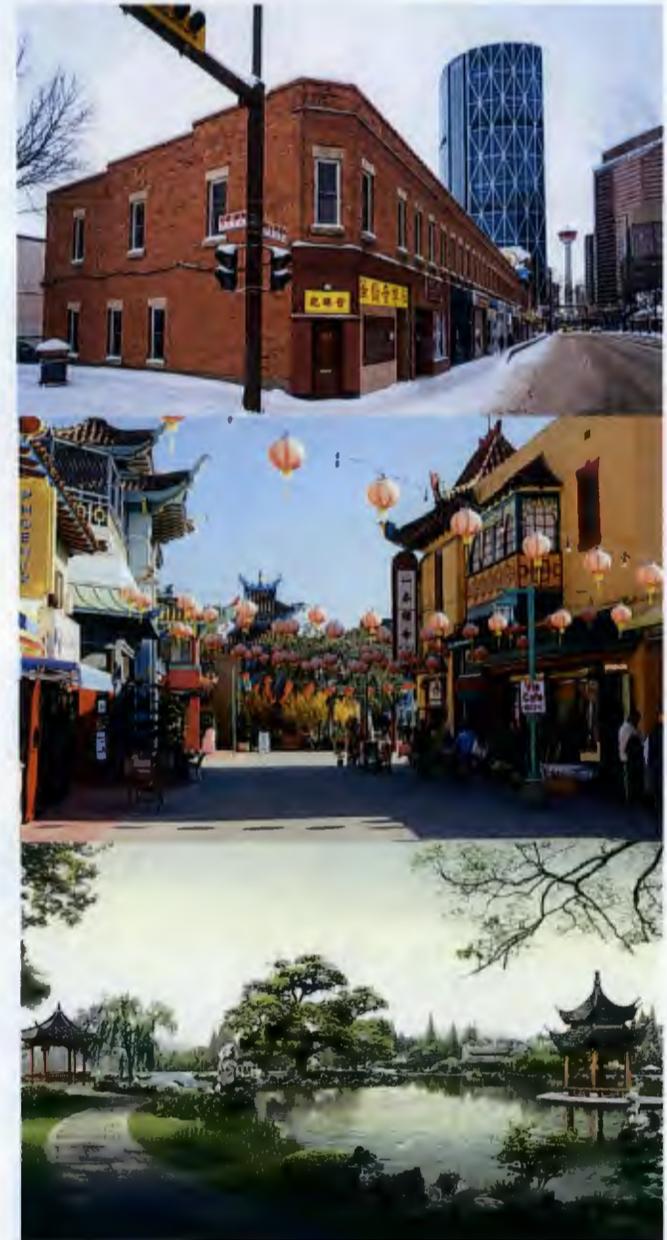




Opportunities

- 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.

