

JAN 07 2014

ITEM: PFC2014-0061



REVITALIZING CALGARY COMMUNITIES

THE POSITIVE SOCIAL, ECONOMICAL & CULTURAL IMPACTS OF CALGARY'S BRZS

Calgary is home to ten Business Revitalization Zones (BRZs) that make up many of the established streetscapes of shopping, dining and working that we have all come to love. Listed in alphabetical order Calgary's BRZs include 17th Avenue, Bowness, Calgary Downtown Association, Fourth Street, Inglewood, International Avenue, Kensington, Marda Loop, Montgomery and Victoria Park.

As an "economic incubator" of small business in this city, Calgary's BRZs collaborate with their business members, community associations, The City of Calgary and other key stakeholders to shape an environment that fosters economic well-being, attracts new business and improves the quality of life of those doing business and living or working in the area. Calgary's BRZs are primarily funded through a tax levy collected by The City of Calgary from the business members in the defined boundaries of each zone. When possible, these funds are leveraged with additional revenue from grants, subsidies, special contracts, events and fundraising.

Governed by volunteer boards of directors, each BRZ works on a variety of fronts to enhance vibrancy, public appeal, public safety and marketability.

LEVERAGING OUR TAX DOLLARS

Calgary BRZs actively leverage tax dollars and create economic spins-offs and more sustainable solutions to make Calgary a better place to live, work and play.

- BRZs leverage their dollars through sponsorships, cash and in-kind donations and volunteer time
- BRZs contribute thousands of hours in volunteer time through board representation, major events and other volunteer initiatives that engage their members and the community.

IMPROVING ENVIRONMENTS/ QUALITY OF LIFE

Calgary's BRZs continually work to enhance and revitalize our city's best known and most loved neighborhoods:

- BRZs play a lead role in creating awareness and working with community associations and the community at large on public safety and crime prevention initiatives
- Each BRZ has a distinct and appealing character that is valued by its members, residents and visitors
- BRZs collectively offer an international array of cultural, exotic and unique shops and services, restaurants and coffee shops
- BRZs invest in public art, streetscape beautification and parks and green space enhancements
- BRZs host and sponsor some of Calgary's most popular public events
- BRZs engage with a variety of city departments to resolve operational issues in their areas, including physical improvements, maintenance, traffic, parking, urban design, signage, redevelopment, land use, parks and green spaces

Calgary's BRZs work to promote and support their members, to maintain a clean and safe environment, to improve the public realm, and to attract new visitors and businesses to their area. Their independent and collective programs, services and events enhance the economic climate of community and the city at large.

ONGOING ENHANCEMENTS

Calgary BRZS collectively spearhead a variety of initiatives on an annual basis that enhance the community:

- Streetscape improvements
- Urban development & planning
- Street maintenance, public safety & social issues
- Special events
- Marketing & promotions

"Our commercial corridors are our best opportunity for bringing services, jobs, and housing options into our neighborhoods. Our BRZs are a key part of making this happen." - Rollin Stanley, General Manager of Planning, Development, and Assessment, The City of Calgary

"BRZs are not only incubators for small businesses, they also bring small business owners and residents together to create more complete communities. BRZs are the natural locations for implementation of the vision of a more sustainable, more densely populated, more vibrant inner Calgary." - Bruce Graham, President & CEO, Calgary Economic Development

"BRZs go beyond ensuring clean and safe streets and organizing events. They transform business districts into vibrant destinations that offer unique experiences to visitors, workers and Calgarians alike and make our communities vibrant, active and wonderful places to be. Their hard work to support local business owners and entrepreneurs is vital to the health and diversification of our economy." - Adam Legge, CEO, Calgary Chamber of Commerce

"Business Revitalization Zones bolster Calgary's most vibrant streets, ensuring that local businesses flourish." - Druh Farrell, Councillor Ward 7, The City of Calgary

"BRZs create a strong sense of place through clean and safe programs and beautification, and regularly collaborate with Calgary Parking Authority to produce street festivals, night markets, seasonal parking incentives and promotions that bring vitality and free family friendly activities to all Calgarians." - Troy McLeod, General Manager, Calgary Parking Authority

"Our Calgary's historic main streets are the places that serve their local communities, incubate creativity and culture, drive community development, and draw Calgarians and visitors alike. Our BRZs sit at the heart of our city's increasingly vibrant street life and the heart of this urban shift. I look forward to a future of greater revenue sharing with BRZs of the wealth they create for Calgary." - Gian-Carlo Carra, Councillor Ward 9

"The secret to dealing with crime is promoting business in BIDs (sic BRZs)." - Mayor Michael Bloomberg, New York City (World Downtown Congress IDA Conference, October 2013)

**"Calgary's BRZs
strategically allocate
their dollars into
community for the most
impact."**

- CBIZ (Calgary Business Revitalization Zones)

**TOTAL COLLECTIVE ANNUAL TAX
LEVY FOR CALGARY'S TEN BRZS IN 2012
\$3.25 MILLION**

EXAMPLES OF COLLECTIVE 2012 SPENDING:

**MARKETING/COMMUNICATION
\$1,000,000**

**SPECIAL PROJECTS/EVENTS
\$802,610**

**STREETSCAPE/BEAUTIFICATION
\$416,850**

**PUBLIC SAFETY/SOCIAL ISSUES
\$302,732**

**Note: The numbers provided above
are estimates of example areas of
collective spending for Calgary BRZs
in 2012.**

CALGARY BRZS

POSITIVE SOCIAL, CULTURAL
AND ECONOMIC IMPACTS

REPORTED/ABATED **12,500+**
GRAFFITI TAGS

INSTALLED/MAINTAINED **1,400+**
STREET BANNERS

ENHANCED **7** PARKS & GREEN SPACES

INSTALLED/MAINTAINED APPROX.
500 FLOWER PLANTERS/BASKETS

ALLOCATED **6,000+** HOURS IN
LITTER PICKUP & REMOVED 3,600+
POSTERS

COMMISSIONED/MAINTAINED **125**
STREET ART & PUBLIC ART PROJECTS

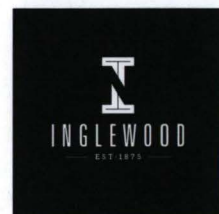
HOSTED/PRODUCED OVER **60**
STREET FESTIVALS & PUBLIC EVENTS

2012 stats
* APPROXIMATE



Brought to you by Calgary Business Revitalization Zones (CBIZ). CBIZ is the umbrella organization of Calgary BRZs and a collaborative group of eight of the ten BRZs that work together to promote the use and enhancement of each zone, develop sustainable and practical solutions, and demonstrate economic, social and cultural benefits to all of Calgary. CBIZ is a non profit organization governed by a volunteer board of directors, each who represents one of the eight CBIZ members.

CBIZ MEMBERS



*Notes: The 2012 statistics in this document are estimates provided by member organizations of CBIZ. Published December 2013.

www.c-biz.ca

CALGARY BRZS

POSITIVE SOCIAL, CULTURAL
AND ECONOMIC IMPACTS

"We are aiming for collaborative initiatives and creative partnerships to identify positive social, cultural and economic impacts in our zones - day-to-day and year-to-year. We advocate, promote and create vibrant commercial areas where community and business flourish."

- CBIZ (Calgary Business Revitalization Zones)

**REVITALIZING
CALGARY
COMMUNITIES**

2012 stats

* APPROXIMATE

ACCOUNTED FOR **20%**
OF CALGARY BUSINESSES

TOTALLED **5,200** BUSINESS
MEMBERS

PAID **\$47 MILLION** IN
ANNUAL BUSINESS TAXES

GENERATED **\$11 MILLION**
IN PARKING REVENUE

ACCOUNTED FOR **220+** CITY
BLOCKS OF BUSINESSES

ATTRACTED **600,000** VISITORS
TO FESTIVALS/PUBLIC EVENTS

**CALGARY
BRZS**
POSITIVE SOCIAL, CULTURAL
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