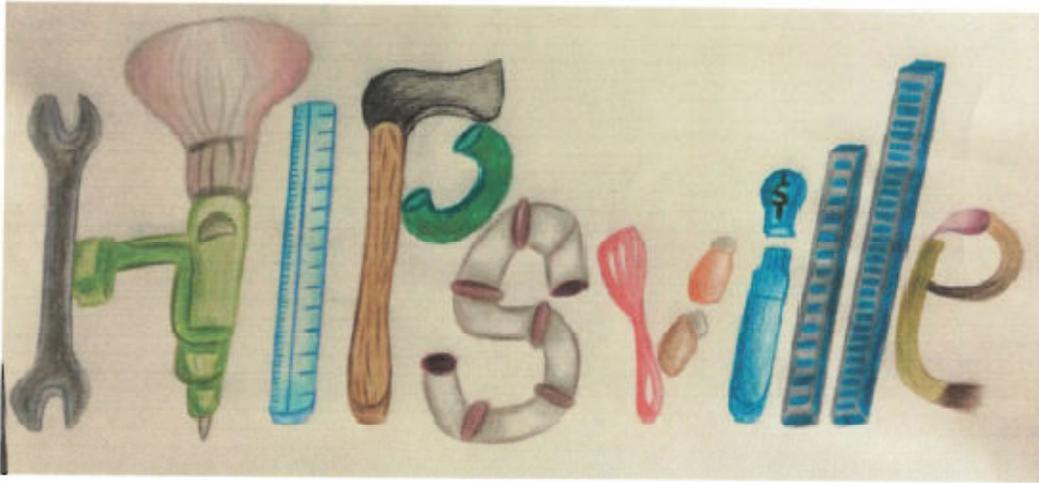


Documents Related to the Request to Establish the HIPville Business Improvement Area



BIA Establishing Committee for the HIPville Business Improvement Area  
4143 Edmonton Tr. NE  
Calgary, Alberta

March 31, 2017

City Clerk's Office  
Ground Floor, Administration Building (Municipal Complex)  
313 - 7th Avenue SE  
Calgary, Alberta

RECEIVED  
2017 MAR 31 PM 3:15  
THE CITY OF CALGARY  
CITY CLERK'S

ATTN: LORELEI HIGGINS, Business Revitalization Zone Liaison

On behalf of the BIA Establishing Committee representing a consortium of businesses operating in the Highland Industrial Park area, we hereby petition for the establishment of a Business Improvement Area hereafter referred to as the "HIPville Business Improvement Area".

**Reason for this Request**

The purpose of the HIPville Business Improvement Area is to enable businesses in this community to work together in improving the economic and social interests of the area by-

- Deploying and implementing the BIA/BRZ mandate successes of the Calgary Downtown Association, Kensington, Inglewood, Marda Loop, International Avenue, and other established BIA's and BRZ's.
- Engage 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, revitalization, special events, etc.

- Advocating for improved safety, functionality and appearance of public infrastructure (i.e. roads, streetlights, street signs, cleanliness, etc.).
- Working with The City, HIPville business operators, residents and other stakeholders to research and plan economic development, social/ cultural diversity initiatives and environmental renewal.
- Promoting area development and business opportunities in the HIPville district to new entrepreneurs and established businesses that want to grow in a thriving renewal business area.
- Marketing this district as an area to shop locally and centrally for a variety of goods and services offered by local business owners.
- Implementing a community economic development program to promote and enhance the local economy, improve economic prosperity and quality of life for residents and business owners in the area.

#### Proposed 'HIPville District BRZ' Boundary

The boundaries of the HIPville District Business Revitalization Zone are –

**NORTH-** Following the 32 Ave NE Connector to Edmonton Trail NE, then up both sides of 41 Ave NE to 41 Ave NW.

**EAST-** Nose Creek

**WEST-** South from 41 Ave NW along 1 Street NW to 40 Ave NW, then east and down the lane way dividing Centre B Street NW and Centre Street N.

**SOUTH-** 32 Avenue (North East and North West).

A map illustrating these boundaries is included in Appendix 'A'

#### **Process of Community Engagement:**

**On Feb. 23, 2016 a Small Business Summit was held** at Tuxedo Community Hall and attended by over 100 members of the local business community, City Councillors Sean Chu, Druh Farrell, Gian-Carlo Carra and the MLA for Calgary Klein, Craig Coolahan.

∴ Issues of concern to local business owners were identified, discussed and prioritized. These issues included 1) Area security and policing, 2) Business taxation, 3) Condition of streets and infrastructure in the area, 4) Local economic conditions and 5) Community economic development. A consensus agreement was made that an organization should be formed to manage these and other issues for the area businesses.

**A follow-up meeting was held on Tuesday, June 7, 2016** at Centre Street Church. Small Business Summit Part II: Solutions Slam reviewed three options for incorporating an organization- 1) Volunteer-led model, 2) Co-operative and 3) Business Revitalization Zone. After presentations for each of the three models, local business owners discussed the advantages and disadvantages for each. It was agreed that a BRZ/BIA model presented the most benefits and a decision was made to pursue organization as a Business Improvement Area.

**On Jan.11, 2017 an open reception was held** at Franca's Italian Specialties on Edmonton Trail to inaugurate the BIA Petition drive. Approximately 75 people were present, including area business owners, City Councillor Sean Chu, and Ms. Lorelei Higgins BRZ Liaison for the City of Calgary.

Notices of these meetings and newsletters are included in Appendix 'B'

### **Supportive Taxable Businesses**

Of the approximately 300 City-identified taxable businesses operating in this district, 92 have signed a declaration indicating their support. This level of support meets or exceeds the 25% requirement for establishing a Business Improvement Area.

These signed sheets are included in Appendix 'C'.

We look forward to your favourable consideration of this BIA request.

Signed:

March 31, 2017 in Calgary, Alberta.

APPENDIX 'A'

Proposed 'HIPville District BRZ' Boundary

# PROPOSED - Hipville Business Improvement Area

DRAFT  
For discussion purposes ONLY



APPENDIX 'B'  
Process of Community Engagement

# SMALL BUSINESS SUMMIT

**GOVERNMENT, BUSINESS, AND  
COMMUNITY WORKING TOGETHER**

**TUESDAY, FEBRUARY 23RD  
TUXEDO PARK COMMUNITY ASSOCIATION  
202-29TH AVE NE  
7 PM - 9 PM**

---

**LEARN ABOUT GOVERNMENT SUPPORTS, EXPLORE  
SOLUTIONS TO SURVIVE OUR ECONOMIC DOWNTURN &  
THRIVE BEYOND IT**

Craig Coolahan,  
MLA Calgary-Klein



Ward 4, Sean Chu  
Ward 7, Druh Farrell  
Ward 9, Gian-Carlo Carra

**KINDLY RSVP TO [calgary.klein@assembly.ab.ca](mailto:calgary.klein@assembly.ab.ca)**



# **SMALL BUSINESS SUMMIT**

PART II:  
**SOLUTIONS SLAM!**

TUESDAY, JUNE 7<sup>TH</sup>

CENTRE STREET CHURCH  
WEST ENTRANCE, 3900 2 ST NE

7 PM – 9 PM

---

A showcase of inspiring partnerships that can  
help your business grow and thrive!



KINDLY RSVP TO:  
[tammy@seachangenation.com](mailto:tammy@seachangenation.com) | 403.831.4503

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PLEASE FORWARD THIS TO NEIGHBOURING BUSINESSES- WE ONLY HAVE A PARTIAL E-MAIL LIST

January 2017

## HIPville Reception Launches BIA Drive



It was a successful reception at Franca's Italian Specialties to launch the petition forming a Business Improvement Area (BIA) in our area. About 50-70 business owners from Highland Industrial Park and Greenview Industrial showed up to sign the petition to form the BIA. As always, the food and hospitality were first class at Franca's. If you haven't tried this great HIPville restaurant...

City Councillor Sean Chu was also on hand to answer questions and talk about the current tax initiatives (see below). Councillor Chu expressed his support for small business owners and the adverse effects of the tax increase.

The BIA drive involves signing a petition to the City of Calgary to form a Business Improvement Area in Highland Industrial Park to improve services, do marketing for the area (like Merida Loop, Inglewood, etc.) and represent business owners' interests in the success of the area. It is managed by the local business owners who also set the budget. For more information, see the article at the end of this newsletter.

Your support is important for this BIA to be formed. The petition requires 25% of the business owners to sign it. If you would like to sign the petition or have any questions, call Jim Wright (Wheel Pro's) directly at 403-709-8160 or by...

## What is a Business Improvement Area (BIA)?

Formerly called "Business Revitalization Zones" (BRZ), a Business Improvement Area (BIA) is a self-help program by which businesses in an area can jointly raise and administer funds to improve and promote their businesses.

BRZ roles:

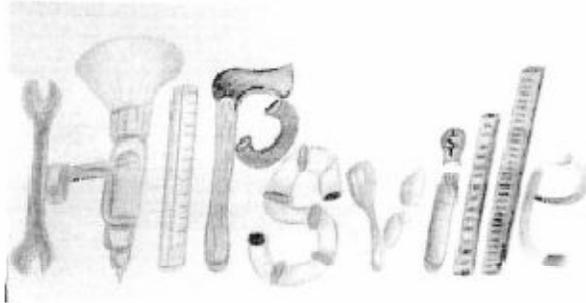
- Enhance the economic development of an area through promotion and marketing.
- After the initial capital investment, BRZs invest annually in promotion, special events, street maintenance and improvements.
- Work collaboratively with The City in delivery of municipal services in their zones.
- Advocate for policies and practices that support economic vitality in their zones.
- BRZs represent about 20 per cent of all Calgary businesses.
- BRZs provide input on policies to support economic health.
- Successful BRZs include [Kinsmen/Starbucks](#), [Inglewood](#) and [International Business](#).
- For more information, click [here](#).

PLEASE FORWARD THIS TO NEIGHBOURING BUSINESSES- WE ONLY HAVE A PARTIAL E-MAIL LIST.

STAY CONNECTED- We've got a Facebook page to LIKE



PLEASE FORWARD THIS TO ANY OTHER BUSINESS OWNERS! WE ONLY HAVE A LIMITED TIME LEFT!



March 2017

## HIPville BIA Petition Drive- Have you signed up? Do it NOW!

We're halfway through our petition drive to form the HIPville Business Improvement Area. Have you signed up, yet? Area marketing, collective advertising, Rides n' Routes- there are many opportunities to increase your business when you're part of a Business Improvement Area. Taxes, property protection municipal services- there are many issues affecting small businesses in Highland Industrial Park that need to be addressed through a Business Improvement Area.

The BIA drive involves signing a petition to the City of Calgary to form a Business Improvement Area in Highland Industrial Park to improve services, do marketing for the area (like Martel Loop, Inglewood, etc) and represent business owners' interests in the success of the area. It is managed by the local business owners who also set the budget. For more information, see the article at the end of this newsletter.

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**What is a Business Improvement Area (BIA)?**  
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Back to edit

Email Preview

Desktop Mobile

Send a Test Email

Save
Preview
Continue

**Build**   Images   Design

  
Image

  
Text

  
Header

  
Divider

  
Space

  
Social

  
Video

  
More

**Layouts**

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- BRZs represent about 20 per cent of all Calgary businesses.
- BRZs provide input on policies to support economic health.
- Successful BRZ's include [Substation](#), [Highcroft](#) and [International Parkway](#).
- For more information, click [here](#).

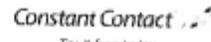
PLEASE FORWARD THIS TO NEIGHBOURING BUSINESSES- WE ONLY HAVE A PARTIAL E-MAIL LIST

STAY CONNECTED- We've got a Facebook page to LIKE



HIPville HQ | 4143 Edmonton Trail NE, Calgary, AB T2E1V5 Canada

[Unsubscribe \(recipient's email\)](#)  
[Update Profile](#) | [About our service provider](#)  
 Sent by [jim@wheelspros.ca](mailto:jim@wheelspros.ca) in collaboration with

  
 Try it free today

City of Calgary Numerical Count of Signatures and Threshold Calculation of Request to  
Establish the HIPville Business Improvement Area

A numerical breakdown of the signatures counted on the request to establish the HIPville Business Improvement Area (BIA) and threshold calculation is provided below.

Request to Establish the HIPville BIA	
	Number
Signatures on Request	97
Signatures Excluded from Count	10
Signatures Counted	87
25% Threshold Calculation	
Total Number of Potential Ratepayers	304
Total Number of Signatures Counted	87
Percentage of Signatures	28.6%