

Community Services Report to
SPC on Community and Protective Services
2018 December 05

ISC: UNRESTRICTED
CPS2018-1098

HIPville Business Improvement Area Update

EXECUTIVE SUMMARY

The HIPville Business Improvement Area (BIA) board has requested a name change to “Greenview Industrial Business Improvement Area”. An amendment to the HIPville Business Improvement Area Bylaw 40M2017 is required to make this change. As the request meets all criteria and requirements it is recommended that Committee recommend that Council give three readings to the proposed amendments to Bylaw 40M2017 to make the change requested by the HIPville BIA board.

ADMINISTRATION RECOMMENDATION:

That the Standing Policy Committee on Community and Protective Services recommend that Council give three readings to the proposed bylaw (Attachment 3) to amend the HIPville Business Improvement Area Bylaw 40M2017.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2017 November 13, Council approved that the recommendations in CPS2017-0648 be adopted as follows: That Council: 1) File the Administration Recommendations contained in Report CPS2017-0648; 2) Give three readings to the proposed Bylaw to establish the HIPville Business Improvement Area; 3) Appoint by resolution, the individuals listed in Attachment 2 as the interim HIPville Business Improvement Area until 2017 December 31; and 4) Direct Administration to continue to work with key stakeholders on the implementation of the HIPville Business Improvement Area.

BACKGROUND

Under the Municipal Government Act (Alberta) (MGA) municipalities can create bylaws to establish Business Improvement Areas (formerly referred to as Business Revitalization Zones). The bylaw establishes a Board of Directors that governs the BIA, and all board members are appointed by Council. Currently, BIA operations are funded through the collection of a BIA levy from all businesses that operate within the BIA boundary. The levy enables the BIA to collectively fund activities that promote and improve the economic vitality of their area for the purposes set out in the MGA, including improve, beautify and maintain property in the zone; develop, improve and maintain public parking; and, promote the zone as a business or shopping area.

Currently, Calgary has twelve BIAs and the HIPville BIA is Calgary’s newest business improvement area. Established in 2017 November, HIPville is particularly unique as it is Calgary’s first BIA in a predominantly industrial area.

Administration has been working with the HIPville Board of Directors to support the establishment of the BIA operations and best practices for governance, engagement and strategic planning.

Under provincial legislation, changing a BIA’s name requires approval of the BIA Board of Directors and approval of Council.

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INVESTIGATION: ALTERNATIVES AND ANALYSIS

2018 March 29, the HIPville Board submitted a Change in Name Request (see Attachment 1 for Documents Related to the Change in Name Request) to Administration. The Board is requesting to change its name from HIPville BIA to “Greenview Industrial BIA”. The Board’s rationale for the name change is that “the existing name is not supported by member businesses and that the community in which the businesses are located is Greenview Industrial Park. The Board did consider Highland Industrial Park as a potential name but was not able to find any history of such a district.” A BIA Boundary map is included as Attachment 2.

The Board’s request meets the criteria for a bylaw amendment to be considered for approval and is compliant with the MGA and the BIA Regulation. Administration is recommending that Council give three readings to the proposed bylaw to amend the HIPville Business Improvement Area Bylaw 40M2017 (Attachment 3).

Stakeholder Engagement, Research and Communication

Administration has communicated with adjacent communities that this report will be going to the Standing Policy Committee on Community Protective Services on 2018, December 5 and that public submissions can be submitted prior to that date or presented to the Committee.

Strategic Alignment

Council’s direction and the work discussed in this report aligns with the Citizen Priority of A Prosperous City in One Calgary 2019-22, “Calgary continues to grow as a magnet for talent, a place where there is opportunity for all, and strives to be the best place in Canada to start and grow a business.”

The work of BIAs also supports and aligns with Calgary in the New Economy: an updated economic strategy for Calgary. BIAs are included as part of the Economic Development & Tourism service line.

Social, Environmental, Economic (External)

BIAs play an important role in supporting economic activity and neighbourhood revitalization.

Financial Capacity

Current and Future Operating Budget:

There are no operating budget implications associated with this report.

Current and Future Capital Budget:

There are no capital budget implications associated with this report.

Risk Assessment

The change in name to “Greenview Industrial BIA” is a departure from “HIPville”, which is more closely associated with the community of Highland Park. There is risk the bylaw amendment will not be agreeable to the original stakeholders involved in the BIA application/establishment process. This risk has been mitigated through efforts by Administration to bring various stakeholders from the adjacent communities together with the BIA board to share concerns, develop a better understanding of the rationale for a name change, and to build working relationships.

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REASON(S) FOR RECOMMENDATION(S):

The request for a change in name from HIPville BIA to Greenview Industrial BIA meets all legislative requirements.

ATTACHMENT(S)

1. Attachment 1 - Documents Related to the Change in Name Request
2. Attachment 2 - BIA Boundary Map
3. Attachment 3 - Proposed text for a bylaw to amend the HIPville Business Improvement Area Bylaw 40M2017