

Community Services Report to
SPC on Community and Protective Services
2019 May 08

ISC: UNRESTRICTED
CPS2019-0537

Change in Name of the Chinatown District Business Improvement Area

EXECUTIVE SUMMARY

The Chinatown District Business Improvement Area (BIA) board has requested a name change to “Chinatown Business Improvement Area”. An amendment to the Chinatown District Business Improvement Area Bylaw 43M2015 is required to make this change. As the request meets all criteria and requirements, it is recommended that the Committee recommend that Council give three readings to the proposed amendments to Bylaw 43M2015 making the change requested by the 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 2) to amend the Chinatown District Business Improvement Area Bylaw 43M2015.

PREVIOUS COUNCIL DIRECTION / POLICY

On 2016 November 7, Council approved that the Administration Recommendation contained in Report C2016-0854 be adopted, as follows: That Council give three readings to the proposed Bylaw 49M2016 to amend the Chinatown District Business Revitalization Zone Bylaw 43M2015.

On 2015 November 10, Council approved that the recommendations in PFC2015-0665 be adopted as follows: That Council: 1. Give three readings to Proposed Bylaw 43M2015 Establish the Chinatown District Business Revitalization Zone.

BACKGROUND

Under the Municipal Government Act (Alberta) (MGA) municipalities can create a bylaw to establish a BIA (formerly referred to as Business Revitalization Zone). The bylaw contains the name designated for the area and establishes a board of directors that governs the BIA.

In 2016, the Chinatown District Business Revitalization Zone Bylaw was changed to reflect a new name, Chinatown District BIA, to align with the MGA. Under provincial legislation, changing a name requires approval of the BIA board of directors and Council. On 2019 March 03 the Chinatown District BIA board, on its own initiative, submitted a Change in Name Request (Attachment 1) to Administration.

INVESTIGATION: ALTERNATIVES AND ANALYSIS

Request for a Change in Name Process Summary

The Chinatown District BIA board is requesting to change its name from “Chinatown District Business Improvement Area” to “Chinatown Business Improvement Area”. The board provided its approval at the 2019 January 17 Annual General Meeting (Attachment 1).

The board’s rationale is the name change better aligns with its strategic plan which focuses on a clearer brand and location identifier. The board’s request meets the criteria for a bylaw amendment to be considered for approval and is compliant with the requirements in the MGA and provincial BIA Regulation.

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Administration is recommending that Council give three readings to the proposed bylaw to amend the Chinatown District Business Improvement Area Bylaw 43M2015 (Attachment 2).

Stakeholder Engagement, Research and Communication

The name change request submitted to Administration by the BIA Chair, on behalf of the board of directors, included the required documentation that demonstrated board approval of the name change (Attachment 1). Under the Business Improvement Area Regulation, AR 93/2016, no additional stakeholder engagement is required.

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." Under One Calgary, BIAs are included as part of the Economic Development & Tourism Line of Service.

The work of BIAs in local communities supports and aligns *Calgary in the New Economy: an updated economic strategy for Calgary*.

Social, Environmental, Economic (External)

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

Financial Capacity

Current and Future Operating Budget:

There is 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

There are no risks associated with this report. The change in name to "Chinatown BIA" was supported by the ratepayers at the 2019 Annual General Meeting and better reflects the focus on Chinatown as a community within the ratepayer's mandate.

REASON(S) FOR RECOMMENDATION(S):

The request for a change in name from Chinatown District BIA to Chinatown BIA meets all legislative requirements.

ATTACHMENT(S)

1. Attachment 1 - Documents Related to the Change in Name Request
2. Attachment 2 - Proposed Wording for a Bylaw to Amend The Chinatown District Business Improvement Area Bylaw 43M2015