

**CREATING  
POSITIVE  
SOCIAL,  
CULTURAL  
& ECONOMIC  
IMPACT.**

## **CALGARY BIAs**

# **IMPROVING ENVIRONMENTS AND QUALITY OF LIFE**

**Calgary's BIAs continually work to enhance and activate our city's best-known and most-loved neighbourhoods. A few of the areas BIAs contribute to are:**

- Public safety and crime prevention initiatives.
- Developing a distinct and appealing character for each BIA valued by its members, residents and visitors.
- Clean and safe programs to maintain and improve the public realm.
- Investment in public art, streetscape beautification, parks and green space enhancements.
- BIAs host and sponsor some of Calgary's most popular public events, attracting hundreds of thousands of visitors to their communities.
- BIAs 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, and parks and green spaces.

Working together to encourage and create positive social, cultural and economic impacts throughout Calgary business districts. We advocate, promote and create vibrant commercial areas where community and business flourish.

"The vibrant areas that serve as backdrops to some of our favourite memories and the ones that we all love to show off to our out-of-town friends wouldn't be what they are without all the hard work behind the scenes. Calgary's BIAs have been supporting our local business community for over 35 years, and our city is a much better place because of their work." **Mayor Nenshi**

"Small businesses are the cornerstones of great communities and the support that BIAs provide them is essential in ensuring these businesses not only survive but thrive. Our BIAs are catalysts in helping make sure the heart of each neighborhood, a thriving main street, continues to enhance the quality of the community and the City as a whole." **Mary Moran, CEO, Calgary Economic Development.**

"BIAs are not only anchors for neighbourhoods, but conduits that enhance safety and the spirit of community on many of Calgary's most treasured streets. They bring together local businesses and residents, initiate events that bolster vibrancy, and overall contribute to making Calgary a great place to live, work and play." **Richard Hinse, Director, Calgary Community Standards, City of Calgary**

"BIAs support amazing destinations for Calgarians and promote great business and dining experiences and are integral to supporting the vibrancy of our city. We regularly collaborate through enhanced services in these areas to allow businesses to be open and accessible." **Troy McLeod, Director, Roads, City of Calgary**

"Calgary's BIAs have been part of our local business community for 30+ years, and a partner to the City of Calgary. Their focus on the work needed to support both businesses and citizens within their BIA communities has helped to sustain the vibrancy and diversity of our local businesses, even in hard times." **David Duckworth, City Manager**

"Calgary's BIAs are vital to the well-being and success of our local business community. By building and evolving each business district into vibrant spaces, their hard work ensures our city is a destination of choice to live, work, and play." **Murray Sigler, interim CEO, Calgary Chamber.**

"Guided by Calgary's Destination Strategy, Tourism Calgary and our city's BIAs continue to work in close collaboration to evaluate and advocate for opportunities that enhance pride-of-place, support local businesses and grow our city's shareable experiences. These valuable partnerships and coordinated destination development efforts continue to ensure the vibrancy, accessibility and safety of Calgary's culturally-important neighbourhoods for the benefit of Calgarians and visitors." **Cindy Ady, CEO, Tourism Calgary**

## **BIAs ARE VALUED CITY STAKEHOLDERS AND ADVOCATES FOR THEIR BUSINESS DISTRICTS.**

**CUT RED TAPE • CLEAN TO THE CORE • 311  
PARKING STRATEGY • CROSSWALK SAFETY  
PARKING REVENUE REINVESTMENT  
PARKING RELAXATIONS • LAND USE CHANGES  
BONUS DENSITY AGREEMENTS • MAIN STREETS  
HERITAGE • DEVELOPED AREAS GUIDEBOOK  
LOCAL AREAS PLANS • COMPLETE STREETS  
AREA REDEVELOPMENT PLANS (ARP) DEVELOPMENT  
DOWNTOWN STRATEGY • FINANCIAL TASK FORCE  
ESTABLISHED AREAS GROWTH AND CHANGE  
TRANSPORTATION PLANNING • RIDE SHARING  
RETAIL TRUCKS • FOOD TRUCKS • BUSKERS  
FESTIVALS AND EVENTS • SNOW BAN IN BIAS  
THIRD PARTY ADVERTISING • PATIOS • HERITAGE  
DEVELOPMENT PERMITS STREAMLINING  
WAYFINDING • SIGNAGE GUIDELINES  
DESIGN GUIDELINES • ACCESSIBILITY  
BIKE LANE • E SCOOTERS • CENTRE CITY PLAN  
CROSSWALK SAFETY • CANNABIS STORES  
CANNABIS STORES WINDOW COVERINGS IN BIAS  
POP-UP PATIOS • BUSINESS TAX CONSOLIDATION  
PROPERTY TAXES • TAX ASSESSMENT  
BUSINESS SECTOR SUPPORT TASK FORCE (BSSTF)**

# CALGARY IS HOME TO 15 BUSINESS IMPROVEMENT AREAS (BIAs) THAT CONTRIBUTE TO THE ESTABLISHED STREETSAPES OF SHOPPING, DINING, LIVING, PLAYING AND WORKING IN THE CITY.

As an economic incubator of small business in this city, Calgary's BIAs collaborate with business members, community associations, The City of Calgary and other key stakeholders to foster economic well-being, attract new business and improve the quality of life of those doing business and living or working in the area. Calgary's BIAs 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 BIA works on a variety of fronts to enhance vibrancy, public appeal, public safety and marketability.

## LEVERAGING OUR TAX DOLLARS

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

Attracting sponsorships, monetary and in-kind donations and volunteer time.

Contributing thousands of hours in volunteer time through board representation, major events and other initiatives that engage members and the community at large.

**\$5,347,211** CONTRIBUTED BY MEMBER BUSINESSES TO BENEFIT THE COLLECTIVE

**240** CITY BLOCKS OF BUSINESSES ARE LOCATED IN A BIA

**1,500+** STREET BANNERS INSTALLED AND MAINTAINED

**400** FLOWER BASKETS INSTALLED AND MAINTAINED

**7,000+** HOURS ALLOCATED TO LITTER PICKUP AND POSTER REMOVAL

**GRAFFITI AND TAGGING** REGULARLY REPORTED AND ABATED WITHIN BIA BORDERS

**STREET ART AND PUBLIC ART** COMMISSIONED AND MAINTAINED WITHIN BIA BORDERS

**BIAs IN ACTION**

# CALGARY BIAs

- 17TH AVE RETAIL & ENTERTAINMENT DISTRICT
- 4TH STREET SOUTH WEST
- BELTLINE
- BRIDGELAND
- CALGARY DOWNTOWN ASSOCIATION
- CHINATOWN
- CRESCENT HEIGHTS VILLAGE
- GREENVIEW INDUSTRIAL
- INGLEWOOD
- INTERNATIONAL AVENUE
- KENSINGTON
- MAINSTREET BOWNESS
- MARDA LOOP
- MONTGOMERY ON THE BOW
- VICTORIA PARK

# BIAs INFLUENCE

6,210 BUSINESSES ARE REPRESENTED BY BIAs

BIAs REPRESENT APPROXIMATELY 20% OF CALGARY BUSINESSES

CALGARY'S OLDEST BIA IS 36 YEARS OLD

\$250,000 IN COMMUNITY STANDARDS FUNDS ALLOCATED TO BIA PROJECTS IN 2019

GENERATED \$5,926,316 IN PARKING REVENUE IN PARTICIPATING BIAs FROM 2016-2019

\$1,637,665 SURPLUS PARKING REVENUE INVESTED IN PUBLIC REALM ENHANCEMENTS IN PARTICIPATING BIAs FROM 2016-2019