

# KENSINGTON BRZ

## 2015 YEAR IN REVIEW

### Board Volunteer Metrics

Hours at Board Meetings.....	200
Chair.....	340
Streetscape Chair.....	295
<b>Total Board Hours.....</b>	<b>835</b>

### Streetscape

- Banners maintained..... 150
- Street decorations maintained ..... 100
- Tree lights installed ..... 13,000
- Clean to the Core graffiti removals..... 256 \*
- Ramp-It-Up Project (handicapped ramps installed) ..... 6
- Chrones & Collitus "Go-Here" National Project launched in Kensington
- \$4.5 million fund for streetscape improvements Augmented with:
  - + \$500,000 in trees
  - + \$1,000,000 in new traffic signals

### Marketing

- Marketing & events team hired
- Free publicity campaigns:
  - Yelp (Spring 2015)..... 1 week
  - CED Instagram (Spring 2015) ..... 1 week
  - Twitter 5,021 followers (up 1,534) ..... 3,590 tweets
  - Facebook 2,616 followers (up 392) ..... +300 posts
  - Instagram 2,378 followers (up 1,624) ..... 157 posts

### Market Retail & Data Collection

- 80 UofC student's survey of businesses
- Free market retail analysis confirmed Phase II of City Mainstreets Project

### Landlord Engagement

Work deferred until Municipal Gov'n't Act amendments are completed in 2017

# \$67,809

### Sponsorship Raised to Date

*Funds raised beyond the levy budget*

Yellow Pages Shop the Neighbourhood prize .....	\$5,000
Yellow Pages Subsidy .....	\$500
Event Sponsorships.....	\$50,159
In-kind Donations.....	\$11,500
City of Calgary Subsidy.....	\$750

### Thank you to our Sponsors:

- ATB Financial
- Telus
- Car2Go
- City of Calgary
- Calgary Parking Authority
- Yellow Pages
- Bucci Developments
- Battistella Developments
- Swizzlesticks Salon & Spa
- Social Sesame
- Ezra
- Cheecha Puffs



### Membership Engagement

- Member get-togethers ..... 6
- Newsletters from the ED..... 20
- Letters from the Chair ..... 11
- Letters from Event Organizers ..... 16
- Canada Post all-member mailings..... 2
- ED responding to members..... 142 hrs
- Email contact list updated and member-engagement tracking implemented
- City of Calgary survey of membership (Fall of 2014)

### Events

- Shop the Neighbourhood
- Christmas in Kensington (4 weekends)
- Easter in Kensington
- Media Event
- Beach in the City
- Movie Nights (4 weekends)
- Beakerhead

### Municipal Government Act

C-Biz meeting with Deputy Minister of Municipal Affairs regarding changes to BRZ Provincial regulations

### Developments

- ED hours dealing with on-street & construction issues..... 166 hours \*\*
- Multi-Stakeholder Task Force tool developed with City and HSCA to engage developers

### C-Biz/City Liaison

- Kensington ED is Chair of C-Biz
- City of Calgary approved BRZ business plan City staff hired (BRZ liaison) ..... 2 Funding (2015-2017)..... \$100,000 (to negotiate SLAs with City depts and a Calgary BRZ resource guide) Governance Workshop for BRZs Enhanced 311 access for BRZs
- Townhall meeting re: construction

### Parking

- 34 Additional ParkPlus parking stalls leased for 7 years in St. John's on 10th building
- Calgary Parking Authority free 2 hour parking giveaways during Christmas in Kensington

### Society

Activated 2015

2015-2018 STRATEGIC PLAN PROGRESS

\* Additional public realm cleaning provided through C-Biz: 129 additional garbage cans emptied | 1,560 hours removing litter | 94 hours removing garbage from tree grates | 16 hours handling snow/ice issues | 8 hours pressure washing to remove gum | 823 stickers, posters, tags removed  
 \*\* Pedestrian safety, new development problems on-site, signage monitoring and reporting, posters removal and reporting, graffiti removal, garbage, social disorder