

2016

YEAR IN REVIEW

C-Biz/City Liaison

- Kensington ED is Chair of C-Biz
- City of Calgary approved BRZ business plan
- Handbook for Calgary BRZ Executive Directors under development
- Parking revenue-sharing in negotiations
- Negotiating Service-Level Agreements with City of Calgary
- 311 app for BRZ EDs
- Provincial Organization of Alberta BRZs formed (first provincial meeting will be held in Kensington in October 2016)

Website

New website with integrated membership directory launched July 2016

Society

Eligible to apply to do casinos in 2017

City of Calgary
Satellite Public Library
Opened in Kensington
September 2016

Norfolk Tree
Placemaking Project
Circular bench, no cost to members
Coming 2017

Streetscape

Tree lights installed..... 13,000
Clean to the Core Grant \$26,000
(garbage and sidewalk cleaning)
Off the Wall Graffiti Removal Team (summer months)
New trees donated by Forestry \$500,000
Traffic signal upgrades, *no cost to membership* est. \$1,000,000

\$4.5 million in streetscape improvements at

no cost to membership:

- 18 blocks of new sidewalks
- 35 new LED streetlights
- 25 new pedestrian streelights
- 20 new benches
- 35 bike racks
- 35 new garbage cans
- 9 new media corrals
- 3 new crosswalks on 10th Street
- 2 crosswalks updated for enhanced safety on Kensington Rd
- Wheelchair ramps and mobility aids installed at all intersections

Bike lane upgrades at 10th Street & 5th Avenue, *no cost to membership*

Beakerhead
Interactive
Public Bench
Installed September 2016

City Funded
“We’re Into
Kensington”
publicity campaign
2015-2016

Landlord & Developer Engagement

Municipal Govn’t Act work deferred until amendments are completed in 2017

On-going build/construction impact management

Media & Events

See full media report on reverse.

2015 Events:

- Shop the Neighbourhood
- Christmas in Kensington (4 weekends)
- Christmas breakfast party for members
- Christmas evening party for members

2016 Events:

- Valentines underwear promotion
- Mothers Day cocktail and jewellery party
- Music & Culture Week
- Lido sign unveiling lunch
- Branded Cocktail party
- **Harry Potter Diagon Alley** (est. attendance 35,000)
- August Outdoor Movie Nights
- Beakerhead Installations

Municipal Government Act

- Bill 20 Approved
- BRZ name changed to “Business Improvement Areas (BIAs)”
- Stakeholder engagement regarding new description of BRZs and impact of business tax consolidation on BRZ membership

Community Amenity Fund

Established for public realm projects in Hillhurst/Sunnyside/Kensington \$312,000 in fund

\$25,645
Amount of Levy Dollars
spent in 61 member businesses

Membership Engagement

- Member get-togethers6
- Social media seminars3
- Events round-table discussion2
- Construction open house/update 1
- Newsletters from the ED.....7
- Letters from the Chair6
- Letters from Event Organizers 45
- City Notices Circulated to Membership 16
- Canada Post all-member mailings 1
- ED member requests responded to 112
- ED visits to members (to date) 257

175 MEMBERS
+10 new businesses
since 2015 AGM
+8 more pending

Governance Review

- Risk analysis of all BRZ activities
- Internal best practices review
- Insurance audit
- BRZ bylaws updated
- City BRZ bylaws updated
- Alignment with best practices for not-for-profits
- Succession planning underway

Market Retail & Data Collection

Kensington market retail analysis received Phase II of City Mainstreets Project

Board Volunteer Metrics

Hours at Board Meetings..... 160
Chair.....320
Streetscape Chair 50
Total Board Hours..... **530**

Parking

- Parking revenue sharing negotiations underway
- 35 Additional ParkPlus underground parking stalls in Lido
- Calgary Parking Authority free 2 hour parking giveaways at Christmas in Kensington 2015
- Parking map integrated into website and Parking Awareness campaign launched with CPA
- Parking audit completed ParkPlus onstreet512
Parking Lot spots207

Thank you
to our Sponsors:

ATB Financial
Telus

Audi
Car2Go

City of Calgary
Calgary Parking Authority

Yellow Pages
Bucci Developments

Battistella Developments
Swizzlesticks Salon & Spa

Truman Developments



Kensington voted

Best Neighbourhood

Best of Calgary Awards



2016 MEDIA REVIEW

Unpaid Radio

2015: 76 spots
2016: 118 spots

Unpaid TV

2015: 3
2016: 5
Value: \$25,600

Unpaid Editorial

pieces including articles in:
Culinaire
Where
Avenue
Branded
Calgary Herald
Calgary Sun
City Palate

Unpaid Showcasing

Calgary Food Tours

Volunteer Hours for Events

Jul - Dec 2015: 226 hrs
Jan - Aug 2016: 110 hrs



Social Media



Facebook:
+ 553 new followers in 2016
3,253 current followers



Twitter:
+ 1,299 new followers in 2016
6,786 current followers

Oct '15 - Sep '16:
192,121 Impressions
20,124 Profile Visits
2,791 Mentions



Instagram:
+ 7,400 new followers in 2016
12,000 current followers

282 Instagram posts since January 1, 2016

Events & Publicity Coverage:

Pre-Mother's Day Shopping Cocktail Party 2016

Avenue Magazine
To Do Canada
Family Fun Calgary

Kensington Fashion Trends

CTV Calgary

Summertime in the City 2016

Evensi
Virgin Radio
Calgary Arts Development
Where Magazine
CTV News
660 News
CTV Calgary
CTV Calgary (onsite)
Calgary Buzz
Daily Hive
Huffington Post)

Summertime Outdoor Movies 2016

CTV Calgary (onsite)
Calgary Movies
Canada.com
To Do Canada
The Daily Hive
Where Magazine
Calgary Herald
Brunch news
CBC Online
Calgary Arts Development
Calgary Buzz
Family Fun Canada

Halloween 2015

CTV News
All Events
Avenue Magazine
It's Date Night
Where Magazine

Christmas 2015

Family Fun Canada
To Do Canada
Visit Calgary
Where Magazine
Calgary Sun
Avenue Magazine
Global TV
It's Date Night
Branded Magazine

Main Streets: The History of Kensington

CBC Homestretch

Music & Culture Week 2016

To Do Canada
Avenue Magazine
It's Date Night
Branded Magazine
Visit Calgary
All Events
Push Play
Calgary Culture
BT Calgary Online
Global TV
Calgary Buzz
Huffington Post

Additional Coverage:

Canadian Living

Andrea Karr



Western Living

Passport, Steven Bereznai

Amanda Green Bottems
(American media)

THE GLOBE AND MAIL

Trimm Travels Blog
Plain Chicken Blog
Mike's Bloggity Blog

Total Media Reach:

55 Million in Canada
+100 Million Canada & US combined