



\$503,677

Total Value to Kensington

Levy + In-Kind, Sponsored & Granted Projects + Surplus Parking Revenue + Media & Events

2017  
YEAR IN REVIEW



\$220,000

Levy / Budgeted (no increase in levy since 2015)

## 264 Members

+11 new businesses since 2016 AGM  
+ 7 new businesses pending  
- 11 businesses closed

### Membership Engagement

- Member get-togethers ..... 6
- Newsletters from the ED..... 6
- Letters from the Chair ..... 3
- Letters from Event Organizers ..... 64
- Canada Post all-member mailings..... 1
- ED member requests responded to ..... 97

## Updates on Strategic Plan Budgeted Items

### C-Biz/City Liaison

- City of Calgary BRZ policy being developed
- Handbook for BRZ EDs complete early 2018
- Parking Revenue Sharing approved by Council
- Co-founder & Co-Chair of newly formed Provincial organization of Alberta BRZs the AbBIA
- BRZ Business Plan on-track with implementation

### Municipal Government Act

- BRZ name changed provincially to “Business Improvement Areas” BIA - Kensington bylaw changes slated for 2018
- Representation of Calgary BRZs via Kensington BRZ to Provincial Government
- Meeting with Minister of the Environment

### Website

- Upgand & ported-over raded to larger server to meet higher visitor demands

### Marketing

- Market retail recruitment and retention investigation currently underway

### Parking

- Awareness Campaign underway, Stage 1 complete

## \$13,861

Amount of Levy Dollars  
spent at member businesses

### Streetscape

Tree lights installed..... 15,000 lights  
Crosswalks repainted  
New lamp-post banners  
Off the Wall Graffiti summer program ..... 580  
(tags, stickers and posters removed from June-August)

### Professional Development

City of Calgary ..... \$500 grant  
International Downtown Assn..... \$1,000 award

### Community Amenity Fund

- BRZ representation at the Board
- Proposal for 3 Ave upgrade made, Spring 2017

### Landlord & Developer Engagement

- Welcome kits delivered to new condo residents at The Kensington, Lido, Pixel & HSCA)
- Outreach started to build contact list

### Governance Review

- Fall Board retreat 2017
- Strategic Planning scheduled for early 2018
- Insurance & liability risk assessment completed
- Updated Bylaws submitted and approved by Council



\$112,750

In-Kind, Sponsored  
& Granted Projects

### Beautification & Art Projects

Sidewalk Rain Art project ..... \$6,000 in-kind  
Plaza planters (4) ..... est. \$1,200 in-kind  
Beakerhead Mural ..... \$2,000 in-kind  
Norfolk Alley placemaking..... \$2,000 grant  
Norfolk Circular Bench..... est. \$10,000 in-kind  
Red Bicycle sculpture (fall 2017) ..... est. \$1,000 in-kind  
Utility / Signal Box Art Project..... \$20,000 In-kind

### Calgary Roads Dept

Pilot projects assistance..... est. \$5,000 in-kind

### Calgary Parking Authority

Christmas Parking Elves project..... \$1,500 in-kind

### Event Subsidies

City of Calgary ..... \$6,050 subsidies

### Annual Grants

Clean to the Core  
(garbage and sidewalk cleaning) ..... \$26,000 grant  
Off the Wall Graffiti  
Removal Team (summer months)..... est. \$2,000 in-kind

### Event Sponsorships

Platform 9 3/4 Transformation..... \$1,000 sponsored  
Ministry of Magic phone booth ..... \$5,000 sponsored  
Giant Street-Chess Game ..... \$2,000 sponsored  
Harry Potter Station 9 3/4 transformation ..... est. \$15,000 in-kind

### City of Calgary Pilot Projects in Kensington

Blue Recycling bins..... \$5,000 in-kind  
Black Recycling bin signage ..... est. \$2,000 in-kind  
Age Friendly Calgary program, launched in Kensington  
Get Moving YYC, launched in Kensington

## Project Partners

#### City of Calgary

- Calgary Transit
- Age Friendly Calgary
- Recreation
- Roads Department
- Calgary Police Service
- Neighbourhood Services
- 311

- Recycling
- Calgary Arts & Development
- Calgary Parking Authority
- Forestry
- Special Events
- Bylaw Services

#### Beakerhead

ACAD  
Truman Homes  
Red's Diner  
Orange Fitness  
Calgary Downtown Association  
HSCA



\$39,652

Surplus Parking Revenue

This is a new annual revenue stream derived from a percentage of surplus parking generated in Kensington the previous year. After years or negotiation with some City BRZs with ParkPlus parking and Calgary Parking Authority, City Council approved this policy spring 2017. Funds are held by the City to only be spent on public realm projects and cannot be spent on operations or events. Funds available in 2017 represent Kensington's share of the 2016 surplus. Unspent funds can be carried forward. Funds spent in 2017 include \$8,250 for new streetlight banners and \$15,450 for tree lights.

## Additional Metrics

### Board Volunteer Metrics

Hours at Board Meetings..... 160  
Chair..... 300  
Total Board Hours..... 460

### Harry Potter "Spend a Day in Diagon Alley" Metrics

# of participating business members ..... 47  
BRZ levy funds spent..... \$19,789  
Estimated sales generated on festival day ..... \$250,000  
# of outside vendors (outside of BRZ boundaries) ..... 6  
# of food trucks ..... 0  
City of Calgary event subsidy ..... \$6,050  
Estimated attendance ..... 65,000

**Street activations** - live owls, Storybook Theatre performance, Calgary Philharmonic musicians performance, Quidditch games, LRT station transformation, large street chess games, Comicon costume contest, entertainment stage, Open Streets' pennyfarthing bike, Ministry of Magic phone booth

# 2017

MEDIA & EVENTS REVIEW

Communications & Events  
Contractor: Parker PR

## Social Media



**Facebook**  
+ 491 new followers in 2017  
3,253 current followers



**Twitter**  
+ 1,098 new followers in 2017  
6,786 current followers



**Instagram**  
+ 5,300 new followers in 2017  
17,300 current followers  
538 posts since January 1, 2017

## Unpaid Editorial (estimated value \$18,000)

- |                     |                |
|---------------------|----------------|
| Avenue Magazine     | Upaid Radio:   |
| Culinaire           | CBC News       |
| Where Magazine      | 90.3 AMP Radio |
| Metro               | News Talk 770  |
| Calgary Herald      | 660 News       |
| Calgary Sun         | Virgin Radio   |
| The Calgary Journal | X92.9          |
| City Palate         | Kool 101.5     |
| Beatroute           |                |

\$131,275

## Total Est. Media & Events Value to Kensington

Unpaid Editorial + Events Coverage  
+ Sponsorship Raised + In-Kind Funds

## Events Organized & Publicity Coverage (estimated value \$37,500)

### Halloween 2016

Avenue  
Evensi  
Daily Hive Calgary  
To Do Canada

### November 2016 Calgary Gives Camaign

Avenue Magazine

### Christmas in Kensington 2016

Avenue Magazine  
To Do Canada  
Evensi  
It's Date Night  
Visit Calgary  
SAIT  
EventBrite  
CTV News  
CBC News

### Date Night at The Plaza 2017

Bring it On (March 21)  
Clueless (April 18)  
Legally Blonde (May 16)

### Easter in Kensington 2017

The Calgary Sun  
Evensi  
Global News (on-location)  
CTV (on-location)  
CBC (on-location)  
CBC Radio  
Calgary Herald

### Summertime Outdoor Movies 2017

Eventbu  
Avenue  
All Events (blogger)  
Local Scene  
Carpe Diem  
Daily Hive  
CBC News

### Media Bloggers Event

Miss Foodie  
Rachel Antony  
jfbabby  
Bernice Hill  
Mr. Fabulous  
Metro  
Rob Gairns  
City Palate  
Culinaire  
ATB Financial  
CTV News  
Avenue Magazine  
CBC News  
The Daily Hive  
The Globe & Mail

### Kensington Foodie Festival 2017

Evensi  
Daily Hive Calgary  
To Do Canada  
All Events  
City Palate  
Visit Calgary  
Avenue  
Culinaire  
The Event Blog  
CTV

### Spend a Day in Kensington's Diagon Alley

CBC News  
CTV News  
Calgary Sun  
Calgary Herald  
CBC French  
Family Fun Canada  
Daily Hive  
Avenue Calgary  
YYC Now  
660 News  
Global Calgary  
CTV on location  
CBC Canada  
Reimagine Local  
Metro Calgary  
90.3 AMP Radio  
Virgin Radio  
X92.9 Radio  
Kool FM 101.5

### Non-Event Coverage

CBC News (Garbage  
Can Pilot Project)  
  
CBC News, Metro (Tim Hortons)

Global News, CBC, CTV,  
NewsTalk 770, 660 News  
(Safeway barrier project)

San Fransico Chronicle  
article, Summer 2017

### #KensingtonLove Campaign

Buttons distributed: 500 Christmas,  
5200 #KensingtonLove

126,660,032  
Total Media Impressions

23,908,539 Online impressions  
102,751,493 Traditional impressions

8 Unpaid TV Spots  
\$40,000 Value

500+ Volunteer  
Hours for Events

\$30,775  
Sponsorship Raised

Thank you to our Sponsors:

- |                           |                    |
|---------------------------|--------------------|
| Audi                      | Mac's              |
| Calgary Parking Authority | Convenience Stores |
| CIBC                      | Servus Bank        |
| City of Calgary           | Stantec            |
| Dobbin Group              | Telus              |
| Ezra                      | Truman Homes       |

## In-Kind Funds (est. \$5,000)

Thank you to our Sponsors:

Calgary Reads  
OtaFest

## Project Partners

- |                       |                    |
|-----------------------|--------------------|
| Calgary Philharmonic  | FairyTales         |
| Alberta Birds of Prey | Go Green           |
| Storybook Theatre     | Tourism Calgary    |
| It's Date Night       | Tourism Alberta    |
| ComicCon              | Calgary Society of |
| Benchmark Angus       | Independant        |
| Alberta Farm-to-Table | Filmmakers         |
| YYC Food Tours        |                    |
| Otafest               |                    |
| Arusha / Open Streets |                    |



KENSINGTON  
— VILLAGE —