

2018 YEAR IN REVIEW

 **\$220,000** Levy / Budgeted
(no increase in levy since 2015)

271 Members

13 new businesses since 2017 AGM
3 new businesses pending
8 businesses closed

\$19,757 Levy Dollars Spent at Member Businesses

Membership Engagement

Member get-togethers 3
Newsletters from the ED..... 17
Letters from Event Organizers 36
Canada Post all-member mailings 1

Updates on Strategic Plan Budgeted Items (2015-2018)

C-Biz/City Liaison - 4 letters to Council, plus meetings attended: Community Representation Task Force, Cannabis Retail, City Resiliency, Calgary Economic Development flood risk, Chamber of Commerce seminar on business, BRZs update at Council. Stakeholder for inner City Clean to the Core refresh meetings

MGA/Provincial - 3 City level briefings and 1 provincial briefing about changes to the Municipal Government Act regarding BRZs, meeting with Minister of the Environment, meeting with EA of Minister for Economic Trade and Development

AbBIA (provincial BRZs organization)
2 provincial meetings plus a survey of membership completed. Meetings to work on forming a National BRZs/BIA organization – 2 conference calls, one in person interview plus two national meetings

Website - Cloud storage, directory updated, 10 business blogs, landing page updated

Parking Awareness – Use of St John’s School Parking lot evenings and weekends (next step: Land Use change), Parking APP developed by Calgary Parking, Ins and Outs of Kensington Parking developed by Calgary Parking, Christmas Elves, statistics on parking occupancy supplied by Calgary Parking

Governance - Best Practices and Kensington Operational files updated, audit completed, 1 day Calgary board leadership conference plus 2 governance webinars, two board guests re society governance and best practices

Kensington Society – name change, bylaws updated, AGM held, annual return filed

Streetscape – Fifty-three 311 reports, 4 garbage audits, 7 graffiti audits, cross-walks repainted, 3 urgent snow removal audits, 20 new bike rack locations identified, media boxes permits, repair of alley potholes requested, tree health audit, 40 businesses assessed for tree lights, banners changed out twice, 80 new summer banners purchased (with parking revenue dollars), broken banner brackets identified and replaced, traffic calming measures requested for Kensington Rd.

Member Engagement - trade show at 2017 AGM, 3 listening/learning meetings, 1 member Christmas party, member newsletters: Who to Call and When, Crime Prevention Tips, Ins and Out of Kensington Parking, Arranged for Minister of Economic Trade and Development to meet one-on-one with businesses (21 businesses invited, 9 participated)

- Guest lecturer at Haskayne School of Business at University of Calgary, Master class, Winter 2018 to talk about the Kensington BRZ.
- Applied to Haskayne School of Business at University of Calgary, Winter/spring 2018 for 5 businesses to participate in research/business analysis projects by graduate students (reports provided). Accepted.
- Applied to Haskayne School of Business at University of Calgary, Fall 2018 for BRZ to be chosen for a graduate project addressing member engagement disconnect. Accepted.

Succession Planning progress

BIA Toolkit, City of Calgary Webpage Links for BIAs

Retail Curation

Retail recruitment and retention report written

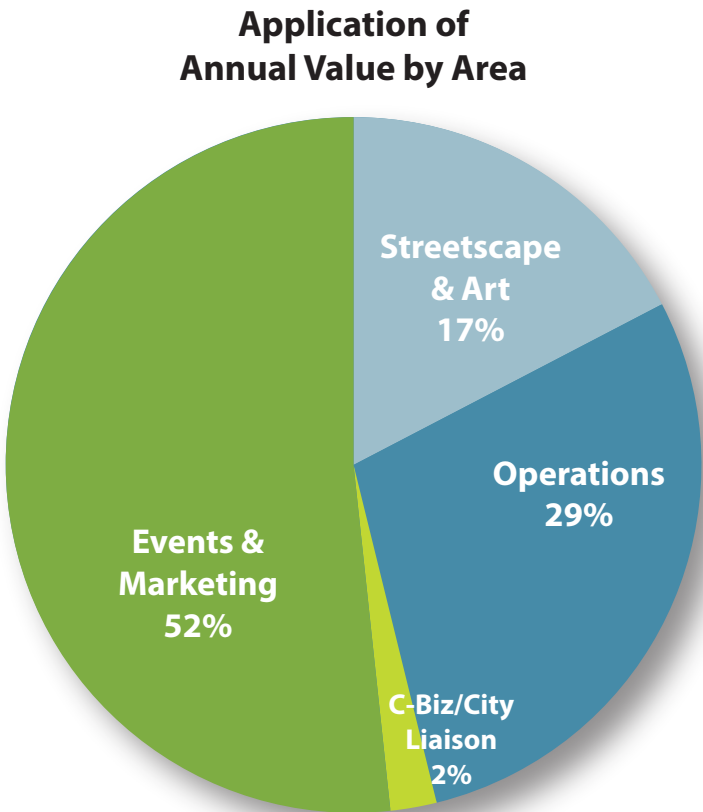
 **\$422,897**

Total Value to Kensington

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

 **\$9,077**
Surplus Parking Revenue

This annual revenue stream is derived from a percentage of surplus parking generated in Kensington the previous year. Calgary Parking Authority, City Council approved this policy in the spring of 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 2018 represent Kensington’s share of the 2017 surplus. 2017 parking revenues were significantly reduced due to the economic downturn. Unspent funds can be carried forward, current fund balance is \$26,073.



Board Volunteer Metrics

Hours at Board Meetings..... 160
Chair..... 200
Total Board Hours..... 360

 **\$102,945**
In-Kind, Sponsored & Granted Projects

Beautification & Art Projects

Norfolk Alley activation.....\$500 grant
10th Street Alley activation (BRZ, ACAD, Beakerhead collaboration)
City of Calgary \$2,000 grant
Canada Crown Council Grant..... \$9,000 grant
Alberta Beverage Container Recycling Corp (3 bins) \$7,000 grant

City of Calgary Community Partners

BRZ Business Plan 2018-2020 implementation (\$100,000)
Kensington (1 of 11 BRZs) \$9,090
Deliverables: Surplus parking revenue sharing,
BRZ/BIA Printed Tool Kit (online in development)

Calgary Parking Authority

Christmas Parking Elves project.....\$1,500 in-kind
Parking Awareness campaign & parking map.....\$1,000 in-kind

City of Calgary

Forestry - Fire pit and firewood, 4 weekends\$4,000 in-kind
Events - Subsidies \$8,825
Roads - 3 benches replaced..... \$9,000 in-kind
Roads - 1 media box repaired \$200 est
Community Standards street lights
anti-graffiti paint pilot project.....\$5,000

Provincial Government

Strategic Planning Facilitator.....\$2,000 est

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

Entrepreneurial Development Conference
& Expo, tickets donated\$1,330
Business coaching breakfast \$2,000 est
Commercial leasing breakfast \$800
Truman parking lot use \$300 est
Norfolk boardroom meeting room rentals \$2,400 in-kind est
Probono legal advice \$300
Higher Ground hot chocolate & coffee \$600 est

In-Kind

Storage Space (Truman)\$7,200 est
Strategic Planning meeting space (Prairie Sky)..... \$400 est
AGM meeting space (Hillhurst United Church) \$300 est
AGM Food (Prohibition) \$200 est

\$17,625 Sponsorship

Thank you to our Sponsors:

- Anthem Properties
- CIBC
- DMW
- Dobbin Group
- GlobalPayments
- HarmanPOWAR
- Julio's Barrio
- Orange Theory Fitness
- Red's Diner
- TELUS
- University of Calgary

Project Partners

- ACAD
- Alberta Birds of Prey
- Arusha / Open Streets
- Beakerhead
- Calgary Downtown Association
- Calgary Quidditch Association
- Calgary Society of Calgary Tourism
- ComicCon
- DMW
- Dobbin Group
- FairyTales
- Filmmakers
- Higher Ground
- HSCA
- Independant Society of Filmmakers
- Julio's Barrio
- Kid's Code
- Norfolk House
- Orange Theory Fitness
- Red's Diner
- Strategic Group
- TELUS
- The Camera Store
- Tourism Alberta
- Tourism Calgary
- Travel Alberta
- Truman Homes
- University of Calgary
- Department of Chemistry
- YYC Food Tours
- City of Calgary
- Calgary Transit
- Roads Department
- Calgary Police Service
- Neighbourhood Services
- 311
- DOAP Team
- Development & Permitting
- Festivals & Special Events
- Bylaw Services
- Calgary Parking Authority
- Forestry

33,271,500

Total Media Impressions

Kensington was a finalist for "Best Neighbourhood" category in Best of Calgary both 2017 and 2018

Host venue for Go-Media Canada Annual event connecting top international and domestic media

Social Media



Facebook

+ 974 new followers in 2018

4,227 current followers



Twitter

+ 1,659 new followers in 2018

8,455 current followers



Instagram

+ 2,100 new followers in 2018

19,400 current followers

280 posts since January 1, 2018

Unpaid Media

(estimated value \$35,750)

Unpaid Editorials

\$11,250

Unpaid Radio

\$4,500

- Avenue Magazine
- Culinaire
- Calgary Herald
- Calgary Sun
- City Palate
- The Gauntlet
- CBC News
- News Talk 770
- 660 News
- Country 105

Unpaid Online

\$5,000

Unpaid TV

\$15,000

- Family Fun Canada
- The Daily Hive
- Date Night YYC
- To Do Canada
- Visit Calgary
- Where Magazine
- Global
- CTV
- Breakfast Television

Events Organized & Publicity Coverage

(estimated value \$37,500)

Halloween 2017

Avenue

To Do Canada

Christmas in Kensington 2017

To Do Canada

Family Fun Canada

The Gauntlet

My VIP Concierge

My Vibe YYC

Xmas Gift Guide (Avenue Magazine)

Easter in Kensington 2018

CTV

Calgary Herald

Family Fun Canada

To Do Canada

Avenue Magazine (online)

Calgary Herald (online)

Summertime Outdoor Movies 2018

Avenue Magazine (online)

To Do Canada

Calgary Herald (online)

Family Fun Canada

Magic & Fantasy Faire

Calgary Calendar

Calgary Transit

Daily Hive

Avenue Magazine (online)

It's Date Night

Family Fun Canada

YouTube - Remembered Reads

University of Calgary Events

Calgary Arts Development

Where Magazine (online)

All Events

Breakfast Television

CBC (online)

Global News

CTV Live-On Location

660 News

Calgary Herald

Non-Event Coverage

Patios in Kensington

Avenue Online

Beakerhead Alley Activation

Best of Calgary

Everyday Tourist

AlbertaFood Tours

Kensington Magic & Fantasy Faire Metrics

of participating business members61

BRZ levy funds spent.....\$15,613

of outside vendors (outside of BRZ boundaries).....6

of food trucks0

City of Calgary event subsidy\$8,825

Estimated attendance25,000

Street Activations - live owls, Quidditch games, large street chess games, Comicon costume contest, entertainment stage, Open Streets', Ministry of Magic phone booth, Living Backwards Society, Alberta Medieval Settlement, Heritage Park, Alberta Alliance, Madame Saffron's Parasol Duelers, Scottish Storyteller, Plaza Theatre author readings and free movie, University of Calgary Science Experiments, Saber Force sword-fighting, The Forge Martial Arts, Red Stags of Red Deer fighting demonstrations, Victorian Society of Alberta steam-punk group