

\$495,457<sup>est.</sup> TOTAL VALUE TO KENSINGTON!

Read All About It! Levy + In-Kind, Sponsored, Hosted & Granted Projects + Surplus Parking Revenue + Media & Events = Big Value for Our Village in the City

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

<b>254 Members</b>	<b>Member Engagement</b>	<b>Board Volunteers</b>
4 new businesses since AGM	Member get-togethers .....2	Meetings..... 158 hrs
6 new businesses pending	eNewsletters ..... 17	Chair..... 192 hrs
16 businesses closed	Canada Post all-member mailings .....1	Total Board Hours..... 350 hrs

Levy Dollars Spent at Member Businesses ..... \$39,406.34

\$23,600 ParkerPR, \$1,156.35 AGM, \$10,200 Rent, Xmas in K (\$1,000 member Xmas party, \$950 Hot chocolate, \$1,800 plaza movies, \$300 candy canes, \$200 food for volunteers)

\$159,000<sup>est.</sup> In-Kind, Sponsored, Hosted, & Granted Projects

U of C Haskayne School of Business	Storage Unit (free rent) .....	\$6,000 est. (\$500/month) est.
2 projects, member engagement.....	Near Here Wayfinding Project .....	\$4,000 est. \$1,000 est.
Norfolk Alley Activation grant .....	Pole Bench .....	\$2,000 est. \$10,000 est.
CBiz professional development grant .....	(storage for 2+ years, 3 picker truck moves)	\$2,000
Community Standards (C2C) grant .....	Dale the Origami Horse .....	\$26,000 \$10,000
Community Standards non-stick streetlights	Parking Elves (Christmas in Kensington) .....	
2018 Pilot project .....	Loading Zones Pilot project .....	\$5,000 \$2,000 est.
2019 Awarded grant .....	Crosswalk upgrade (12th St/K Rd) .....	\$15,000 \$4,000 est.
Alley Beautification Project spring 2020 .....	Listen and Learn Breakfast on HR .....	\$30,000 \$1,000 est.
(sponsorship raised to fund project)	Park(ing) Day event .....	
Uncover Kensington Event .....	Shop Local Campaign to help	\$2,000 \$2,000 est.
Kensington Crescent public realm .....	Calgary businesses .....	\$2,500 est. \$25,000 est.
(planters, manhole repairs)		

\$44,707 Surplus Parking Revenue

This annual revenue stream is derived from a percentage of surplus parking generated in Kensington the previous year. Calgary Parking Authority and 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 2019 represent Kensington’s share of the 2018 surplus. Our ED helped negotiate this unusual agreement for 7 BRZs/BIAs with pay parking.

Update on Reverse!

\$71,750 Media & Marketing


**Print Media** - 10 spots ..... \$20,000 value  
*Cat reunion, Op Ed, Japanese magazine, Toronto, R White/Everyday Tourist, Avenue magazine (x 4), Where*

**Online Articles** - 18 spots ..... \$18,000 value  
*Calgary Tourism (x2), Calgary Business/Toneguzzi, YYC District Guide/Hive, Family fun Xmas, to do Canada Xmas, Global news on line Xmas, Daily Hive Xmas, theyycscene Xmas, 8 random on line*

**Radio** - 2 spots \$2,000 value

**TV Coverage** - 7 spots ..... \$33,750 value  
*CTV Xmas, Global Xmas, CTV tax shift, CBC tax shift, CBC B Callebaut, CTV and CityTV 660 News Starbucks*

Social Media

	<b>Facebook:</b>	+ 587 new	4,817 followers
	<b>Twitter:</b>	+ 230 new	8,685 followers
	<b>Instagram:</b>	+ 1,400 new	20,800 followers
	<b>Total Reach:</b>	<b>+ 2,217 new</b>	<b>34,302 followers</b>

Notable Coverage

*Calgary Tourism (Spend a day in Kensington), Mario Tonguzzi, Richard White, Daily Hive, CH editorial, Dale publicity, Global TV Xmas*

2015-2018 and 2019-2021 Strategic Plans Work

**CBiZ/City** – Advocacy work with: One Calgary budget, Calgary BRZs/Calgary Economic Development/Calgary Chamber/BOMA Tax Shift Coalition, Established Areas Growth and Change (EAGCS) Advisory committee, EAGCS financial and funding tools working group, EAGCS policy and planning working group, Community Amenity Fund, Advocates into Main Streets (AIMS), Three year bridge pageantry banners project, Shope Local campaign, City Financial Task Force.

**MGA** – BRZs work is complete; policy changes on hold until revised MGA is proclaimed by provincial government.

**AbBIA (provincial BRZs organization)**  
One provincial meeting at BIABC, private Facebook pages for information sharing.

**Parking** - Loading Zone pilot project (2 locations), Calgary Host for Park(ing) Day event. Christmas Parking Elves free 2 hour parking.

**Governance** – Board Retreat resulting in newly revised Strategic Plan for 2019-2021.

**Kensington Society** –Annual return filed, bylaws updated, address change filed

**Streetscape** – Beautification project for Kensington Crescent (manhole buried, flower planters installed), loading zones pilot project, non-stick streetlights pilot project, another safer crosswalk installed, alley mural, Dale the Origami Horse, pole bench, new summer and winter banners (contest to choose new designs)

**Member Engagement** – Member Christmas party, Haskayne School of Business research project on member engagement, member walkabout spring/summer 2019, updates to website to provide more member resources including a new member resources page on the website, web links document for members, Listen and Learn Breakfast, September 2019.

**Website** – new website, updated member directory.

**Succession Planning** – BIA Toolkit published, web links document completed.

**Tax Shift & Public Realm Advocacy** - Representation of Kensington business member’s interests regarding non-residential property taxes and the tax shift as well as outstanding projects in Kensington that require funding (3rd Ave south side re do and Plaza update) through membership on four City of Calgary committees. *More information on this on the flip side of this page.*

NEWS & UPDATES

**Shop Local Campaign Fall 2019** - Campaign to benefit small businesses in the BRZs/BIAs - proposed and spearheaded by the Kensington BRZ. Partners: Mayor’s office, City administration, Calgary Economic Development, Tourism Calgary, Calgary BIAs. Roll-out in fall of 2019. Estimated value for Kensington: \$25,000.

**National Summit** - The Kensington BRZ/BIA is one of the founding members of the first national organization of Canadian Business Improvement Areas (BIAs). Our ED was one of two Alberta EDs invited to represent the 32 Alberta BRZs/BIAs in Ottawa for the first National Summit of the newly formed first Canadian national organization of BRZs/BIAs.

**BIABC Award** - The Kensington BRZ/BIA won an award for Downtown Leadership and Management at the BIABC/IDA (Business Improvement Areas British Colombia/International Downtown Association (Western Canada/Pacific Northwest US) Conference for taking the lead on the creation of the Calgary BIAs Toolkit. The Toolkit is a manual for new executive directors, a primer for business districts hoping to form a BIA and a great resource for all things BIA for City administration and City Council. This is the second time Kensington has won this prestigious award.

**Bow to Bluff Funded** - Our ED sits on the C.A.F. Committee which recently used \$560,000 of accrued funds from the developer bonus density contributions in the Community Amenity Fund as seed money to secure an additional \$4M in funding.

**Events Organized/Hosted/Promoted** - Christmas in Kensington, Christmas Late Night Shopping Night, Uncover Kensington, Sun ‘n Cerveza, Pride Block Party, Breakfast Listen and Learn, Park(ing) Day.

**Christmas in Kensington 2018** - 3 weekends of horse and wagon rides, strolling Santa, petting zoo, free movies at the Plaza, member Christmas party, parking elves. Sponsorship raised \$12,700.

CONNECTIONS

**Thank You to Our Sponsors** - TD Bank, TELUS, Annex, 420, Camera Store, Graywood, Anthem, Dream Development, Norfolk House

**Partners** - ACAD, Norfolk House, Curiosity, Calgary Tourism, University of Calgary Haskayne School of Business, Calgary Parking Authority, Community Standards, Calgary Economic Development, Calgary Tourism, Calgary Downtown Association, Higher Ground, Hillhurst Sunnyside Community Association, YYC Food Tours, Calgary Chamber, CBiZ, Community and Neighbourhood Services, Advocates into Main Streets (AIMS), Anthem Development, Dream Development, Carvel Creative, Blank Page Studios, City of Calgary: Calgary Transit, Roads Department, Calgary Police Service, Neighbourhood Services, 311, DOAP Team, Development & Permitting, Festivals & Special Events, Bylaw Services, Forestry, The Mayor’s Office

**Charities** - United Way, Inn from the Cold

Quotes

“Kensington is always near the top of the list for retailers looking for a street front location in Calgary.”  
~ Colliers International... Spring 2019

“One of North America’s healthiest urban villages.”  
~ The Everyday Tourist

“Kensington is a cosily quaint, ultra-hip neighbourhood...bursting with energy and filled with loads of unmistakable character and inspiration.”  
~ The Daily Hive

“It’s only fitting that @kensingtonyyc was chosen to host [Park(ing) Day] as it was the first neighbourhood in Calgary to allow businesses to open up patios in parking stalls.” ~ Avenue Magazine, Fall 2019



# What has your Executive Director been up to this year?



Annie MacInnis, Executive Director of Kensington BIA

It became apparent shortly after last year’s AGM that commercial property taxes were going to be a big problem for our members this year.

The Board supported Annie’s recommendation to join some City committees working on issues of critical importance to the City as a whole but also most relevant to Kensington BRZ members.

Advocacy work at City Hall on behalf of Kensington businesses regarding non-residential property taxes and the tax shift as well as outstanding projects in Kensington that require funding (3rd Ave south side re do and Plaza update) has taken a significant amount of the ED’s time this year.

The commercial property taxes issue alone consumed 290 work hours and other advocacy work used up a further 121 hours.

While this work has not ‘solved’ the high taxes issue the following accomplishments can be attributed to the networking opportunities that have come out of this work:

- Presentation to Council during November 2018 budget discussions about the potential impact of the proposed taxes on Kensington BRZ members
- Raised my concerns about looming commercial taxes with other Calgary BRZ EDs on numerous occasions between November and February, urging a group response.

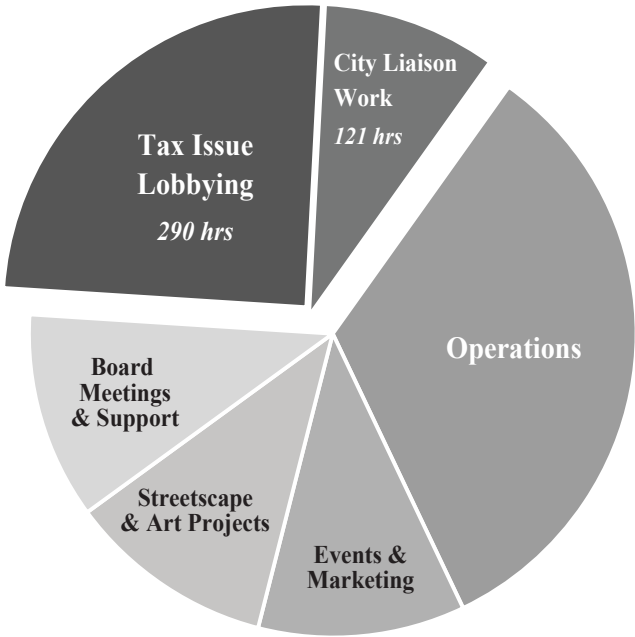
- Spoke with the Mayor and specifically discussed the challenges facing Kensington businesses
- Talked to the City Manager about the challenges facing Kensington businesses
- Spoke with both the CEO and the Chair of the Board of Calgary Economic Development (CED) regarding the challenges facing all small businesses in Calgary
- Ensured BRZ members and the EDs had an opportunity to participate in a City survey about the impact of current property taxes on businesses by getting the deadline for the survey extended.
- Other EDs became concerned about this issue in February when I got the survey deadline extended and contacted them about it.
- Several meetings of Calgary EDs resulted in a meeting with three EDs, several other stakeholders and the Mayor to discuss commercial property taxes.
- Calgary EDS wrote a position paper which was presented to the Mayor at that meeting.
- Posted survey information on our website and sent more than 150 personal letters to BRZ members urging them to fill out the survey, write a letter (template of letter included), attend the workshop organized by CED, and attend Council budget public hearing.
- Got a meeting organized by CED for all City stakeholders regarding the property tax dilemma. City Manager attended and reported back to Council and administration.
- Got a workshop scheduled for BRZ EDs, businesses, and landlords to strategize solutions to the property tax dilemma facing the City. Survey results were reported to Council.
- Discussed Kensington concerns with Ward Councillor several times.
- Published an editorial in the Calgary Herald about the challenges facing small businesses in Calgary.
- Kensington ED is the only BRZ ED serving on a City committee trying to solve the problem of commercial business taxes by identifying more cost savings and possible revenue streams.

## What has been achieved?

Well the tax issue is not solved yet but Council and administration are much more aware of how critical the small businesses in the BRZs are to the City’s economic health.

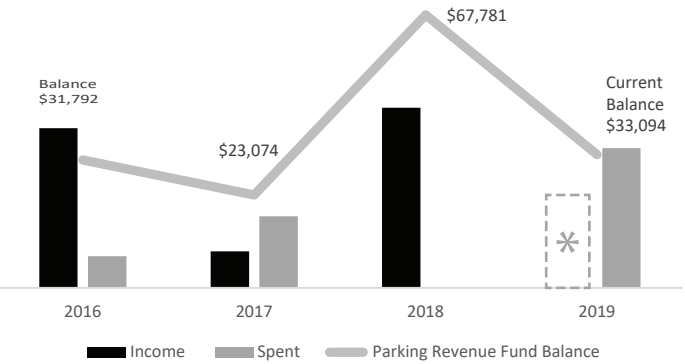
- Tax ratio has been shifted from 53% paid by businesses and 48% paid by residents to 51% paid by businesses and 49% paid by residents.
- \$130M in City funds used to offset 2019 commercial property taxes
- \$60M in City budget cuts made to further offset 2019 commercial property taxes
- I asked the Mayor’s office and CED to fund a ‘shop local’ campaign to help small businesses this fall/winter. The campaign will launch during small businesses week October 21-25 and includes Calgary Tourism’s loveyyc day on November 2. The campaign is being funded by the Mayor’s office and will run several months with promotional help from CED, Tourism and City Hall.
- The work of the committees our ED is on is not complete so stay tuned for more developments.

Kensington Executive Director  
Approximate Hours per Project Area  
Nov 2018 - Oct 2019



## PARKING REVENUE UPDATE

This annual revenue stream is derived from a percentage of surplus parking generated in Kensington the previous year. Calgary Parking Authority and 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.



2017 – Surplus received from 2016 revenue .....	\$39,652
Replacement light-pole banners.....	(\$7,860)
2018 – Surplus received from 2017 revenue .....	\$9,077
Tree lights replacements and new .....	(\$14,795)
2019 – Surplus received from 2018 revenue .....	\$44,707
Tree lights .....	(\$18,600)
New winter and summer banners .....	(\$16,087)

\* 2019 - Surplus revenue is calculated in early 2020

**Current Fund Balance.....\$36,094**  
These funds are being held as seed money for 3rd Ave public realm (project identified and approved in the HS ARP).

## BRAND NEW ONLINE DIRECTORY!

If you haven’t checked out our website lately you’re missing out! Recently Kensington launched a new business directory featuring a member listing page and photos for every one of our businesses. This year we also launched the Instagram feed landing page which keeps our homepage colourful and refreshed throughout the week.

New sections and content on the site focus on Art and Events, and a dedicated page showcases articles Kensington has appeared within in local and even international media publications and digital platforms. The Local News section provides information on happenings and issues in that affect our members and the About Us section has grown to explain what your BIA does fo you, our current Board and several years worth of AGM materials are available. The Resources section offers articles and materials available to our members to help with business growth and management. Recent postings include: Commercial Leasing Space - 10 Questions to Ask Your Landlord, AGLC Patio Policies, the recent CBRE Market Report and access to a list of City of Calgary Resources.

Check it out today at:  
**KensingtonYYC.com**

