



KENSINGTON
— VILLAGE —

CITY PAYS 2020 MEMBER BUSINESS BUDGET OF \$220,000

While maintaining the same \$220,000 budget for the sixth year in a row, BIA advocacy for small businesses resulted in the City of Calgary covering the entire levy cost for our member businesses (a direct-to-business support).

2021
YEAR IN REVIEW

Municipal Advocacy

- Advocated for and secured City payment of the 2020 levy for all Calgary BIA member businesses. **Value to Kensington \$220,000.**
- Advocated for continuing City promotion of Shop Local campaign.
- Rush Hour parking restrictions lifted during COVID.
- Free parking during COVID.
- First 15 minutes free for pickups and drop offs.
- Advocacy and letters written to Council to ensure a 2020 10% cap on increases in property taxes. Council committed \$21M city wide.
- Advocacy for pop up patios and for fees waiver for all patios. Value \$12.6M city-wide.
- Advocacy for Kensington and Shop local branding for patio barricades.
- Advocated for and helped secure a re-launch grant for all eateries/pubs that invested in pop up patios then had to close them.
- Advocated for and helped secure a re-launch grant for fitness and other businesses that were closed long term. **Average grant \$7,500.**
- Advocated for and helped secure waiver of all City permit fees for 2 years.
- Negotiated to have **\$74,320** in In Lieu funds transferred to surplus parking revenue account to enable more flexible use of these funds.
- Advocated for and helped secure a grant to help with costs to check vaccine status, average grant of **\$2,000 per business.**

Provincial and Federal Advocacy

- Helped negotiate the Alberta provincial relaunch grant for small and medium sized businesses in Alberta. Original grant (SMERG) was for \$5,000 but increased to \$30,000 per business.
- Helped with more advocacy for revamp of federal rent subsidy so that businesses could apply themselves if landlord did not.
- One of two Alberta reps and one of 16 national reps for International Downtown Association Canada chapter "One National Voice Recovery with Resilience" work as well as IDA Canada position paper "A Reply to the Fall Economic Response Statement" to advocate at the federal level for help for business districts and main streets.
- Advocated multiple times to provincial government for a cap on food delivery fees. Not successful.
- 5 Advocacy letters written and sent as Co-Chair of Alberta Alliance of BIAs (ABBIA). Letters available on our website under About Us / AGM.

Advocacy Committees

- Attended 20 meetings of Business Sector Support Task Force (BSSTF).
- BSSTF has transitioned to a committee of the Business Advisory Committee that advises Council about business issues. Attended 3 meetings.
- Attended 44 meetings of Calgary BIAs.
- Twenty meetings with Co-Chair of the Alberta Alliance of BIAs (ABBIA).
- Attended 4 provincial meetings of the Alberta Alliance of BIAs (ABBIA).
- Attended 6 meetings of the International Downtown Association, Canada Chapter.
- Invited panelist for 3 International Downtown Association, Canada Chapter.
- Attended 3 meetings of the International Downtown Association.

\$52,500 Spent in our member businesses

- Xmas in Kensington 2020 - \$1,500 in Kensington for prizes plus \$500 for hot chocolate and another \$500 prize, total spent in Kensington is **\$2,500.**
- Façade improvements/art as part of the Kensington Bright campaign. **\$10,000** of the BIA budget spent to benefit Kensington business. Three building façade improvement projects.
- Kensington LOVE Letters campaign **\$40,000** being spent in our businesses + 6 months of live entertainment on Saturdays, \$1,000 worth of gift cards awarded weekly. Estimated value to member businesses **\$40,000** spent in our business will generate approximately 30% more in additional sales as gift cards are used.

#KENSINGTONLOVELETTERS \$40K GIVEAWAY!

This successful social media marketing campaign has resulted in over 600 hand-written, delivered in person to Kensington letters submitted to date with beautiful messages and works of art shared. All the letters have been kept and an art installation is planned. Small-scale weekend programming and performances brought local shoppers and neighbours into the area weekly for Covid-safe activities.

DEAR KENSINGTON:

I have been coming to see you for decades, drawn by your unique, eclectic inner-city break from the big box ordinary. Thank you for always being there! ♥

Dearest Kensington,

i ♥ your public art
i ♥ your coffee shops
i ♥ your shopping
i ♥ seeing happy dogs walking with their happy owners

Thank you for being such a whimsical neighbourhood. I wouldn't want to live anywhere else!

P.S. you are a beautiful community.

The Board voted to expand the reach of the campaign with a TV commercial campaign with Bell Media for \$9,868, running ads for 4 months, July - November.



BRZ projects completed

- Culinaire Advertising insert (fall 2020 issue).
- Light Up Kensington project (paid for with surplus parking revenue) light strings on streetlight poles.
- Late night Xmas shopping event.
- Christmas in Kensington 5 weekends.
- Kensington Heart Bench.
- Chinook Blast/Kensington LOVE event.
- Kensington Bright art project with Theodore colourful hoarding with coloured lights and three matching colourful façade art projects on K businesses est value \$45,000 (\$35,000 est. from Theodore plus \$10,000 from the BRZ).
- \$40,000 gift card Giveaway 6 months of activations for #KensingtonLoveLetters campaign.
- Plaza activations.
- 7 Surprise and delight activations (floral, balloon and umbrella installations).
- New PRIDE banners.
- A Taste of That Thing in The Desert music event on Kensington Close.
- CTV commercial and CTV advertising (\$9,868).
- Beehive mural to help improve appearance of 10th Street.
- Tourism Calgary Visit Calgary Kensington website entry updated and expanded.
- City-wide Shop Local campaign initiated by Kensington in 2019 continued throughout 2020 and 2021.
- Art Walk Map and art / mural documentation section added to the website.
- Umbrellas in Plaza trees art activation.



\$2,055,000+ Value Added through Sponsorship/In Kind Funds /Grants/Advocacy

- **\$2,300** - Water for Riley sponsorship - \$2,300 from this project used to purchase gift cards from K businesses.
- **\$35,000** est. - Kensington Bright campaign. Investment by Theodore/Graywood.
- **\$4,000** - Telus sponsorship for Christmas in Kensington 2020.
- **\$1,000** Dobbin Group donation to benefit businesses. Spent to fund five \$200 business grants.
- **\$10,280** - Chinook Blast/Kensington LOVE event. Secured a grant to pay cost of month long event in February 2020.
- **\$15,000** est. - City paid for and installed the parklet.
- **\$25,000** - City investment in citizen engagement and plaza activations spring 2020 to spring 2021. Three fire pits throughout February for Kensington LOVE campaign. This summer flower planters, new seating, activations and programming.
- **\$9,998** - Secured Federal grant for an event to pay for new banners and balloon and floral activations.
- **\$1,000** from the City. Umbrellas in trees art activation.
- **\$40,000** est. in kind value - Eight pop up markets in Purr parking lot. No cost to the BRZ.
- **\$12,000** est. Barricades supplied and set up by City.
- **\$27,000** Clean to the Core grant for added public realm cleaning.
- **\$74,320** from In Lieu Parking Funds repurposed and added to Surplus Parking Revenue for public realm improvement projects.
- **\$1.5M** in promised City funding retained despite COVID and economic downturn to update the plaza area and the south side of 3rd Ave from 10A St to the LRT activated and planning underway for construction in 2022.
- Additional funding secured from City of Calgary Established Areas Growth and Change fund for improvements to 4th Ave from 10th St to the LRT tracks and for crosswalks in Kensington. Amount to be determined.
- **\$46,667** for Light Up Kensington project funds accessed from Surplus Parking Revenue fund.
- **\$6,000** est. Kensington and Shop Local branding added to all barricades.
- **\$10,000** est. Two jersey barricades with murals painted on them plus multiple smaller jersey barricades painted blue.
- **\$15,000** grant for 2021 Christmas in Kensington.
- **\$220,000** levy paid for by the City of Calgary.

+\$273,500 Media Value

Oct 1, 2020-Sept. 29, 2020



Top Instagram image of 2021

♥ 1,524 🗨 98



Facebook
+ 207 new
5,262 current



Twitter
+ 217 new
8,934 current



Instagram
+ 1,039 new
23,639 current
196 posts this year

37,835 Followers

2021 MEDIA HIGHLIGHTS

Events Organized & Projects

- Late Night Shopping in Kensington
- 12 Days of Telus
- Christmas in Kensington
- Kensington Art Walk
- Chinook Blast event

#KensingtonLoveLetters

26 Weekend Activation
Local charity or non-profit organization included each month as part of activation schedule. Over 600 letters received to date!

Media Coverage from Campaign:

- 660 News
- CTV News
- Global News Coverage
- Sue & Andy 770
- Daily Hive
- Virgin Radio - Mark Villani

Additional News Coverage (Unpaid):

- CBC
- Calgary Herald
- Global News
- Avenue Calgary
- Calgary Sun

QUOTES FROM OUR MEMBER BUSINESSES

"I wanted to share that we had the Kensington Village brochure dropped off and we also saw it in the community. Well done! Looks amazing and does a great job of promoting the Kensington businesses and the area. So nice to see this branding."

"We absolutely love the string lights hanging along Kensington Rd. So much so that we have purchased them and will be hanging them on our awning and 2 rows of them on the main and top floors of the building (just as soon as the weather warms up a bit)."

"We just wanted to say along with a bunch of regulars how great all the new lights hanging in Kensington look. Always glad we chose Kensington to build our business."

"Thanks for all your support and everything you do to help the businesses. It does not go unnoticed."

