



2021 ANNUAL REPORT

October 1, 2020 – September 30, 2021



Vaneesa Cline

NOTES FROM THE CHAIR

This has been an action-packed year for Crescent Heights Village. We've accomplished a great deal in our strategic priorities including Marketing Communications, Advocacy and Engagement, Events, Streetscape and the financial and administrative aspects of running the BIA.

Coming out of a pandemic (fingers crossed), I am continually amazed and inspired by the creativity and resilience you have all shown over the past 20 months. It's because of you we do this work and strive to make Crescent Heights Village a place where everyone belongs to shop, eat, work, live and play.

Remember, this is **your** BIA! Reach out, get involved and participate in building a strong and vibrant Crescent Heights Village!

2021 BOARD OF DIRECTORS/STAFF



Vaneesa Cline,
Chair

Associate Member



Jennifer Black,
Past chair

Associate Member



Monty Parmar,
Treasurer

Crescent Liquor



Akshay Jerurkar,
Director

UPS Store



Alice Lam,
Director

Tigerstedt Flea



Gibert Ng,
Director

CHV Dental



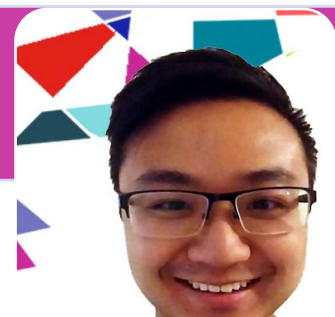
Michael Bischoff,
Secretary

Three Peaks Clinic



Yukio Cummings,
Vice-Treasurer

Czechowsky, Graham &
Hanevelt



Vincent Chau,
Director



Camie Leard,
Executive Director

BIA Staff



STRATEGIC PRIORITIES





MARCOM GOAL

Create value for the
ratepayers through
marcom

To attract
local
consumers



Objectives



To engage
ratepayers



To engage
real estate
stakeholders



To attract
wider
Calgary
consumers

STRATEGIES

- Build the Brand
- Pedestrian experience
- BIA Loyalty Program
- Signage and Pageantry
- Advertising
- Website
- Social Media
- Traditional Media



KEY ACCOMPLISHMENTS

Brand

- Continued to build brand awareness through street signage, advertising, social media, media relations, etc.

Advertising

- Digital and Crescent View
- Partnership with Tourism Calgary
- Partnership with Chinook Blast
- Community Seacan

Digital *(last 12 months)*

Website:

Visits: 7,511
Pageviews: 21,341
Length: 1:35
Bounce: 60.05%

Social:

FB Likes: 278
FB Reach: 41,567
Insta Followers: 1,000
Insta Reach: 10,211
Engagements: 14,181

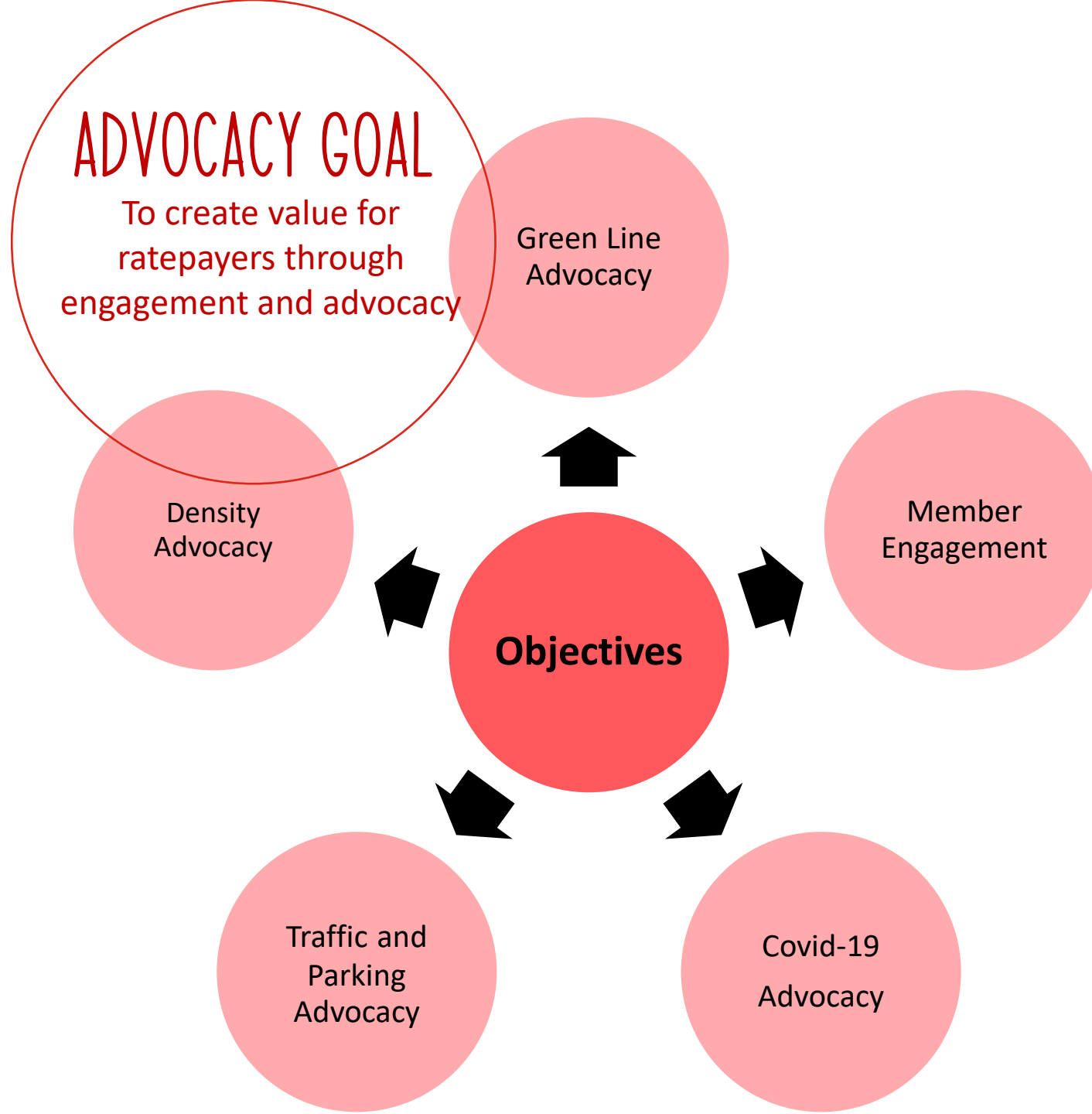
Member Comms:

Emails Sent: 70
Open Rate: 38%
Click Through Rate: 4%
Highly Engaged: 45%

Media

Media stories (TV, Web and Radio)

- You Belong Art Benches
- BIAs during Covid
- Centre St. Advocacy



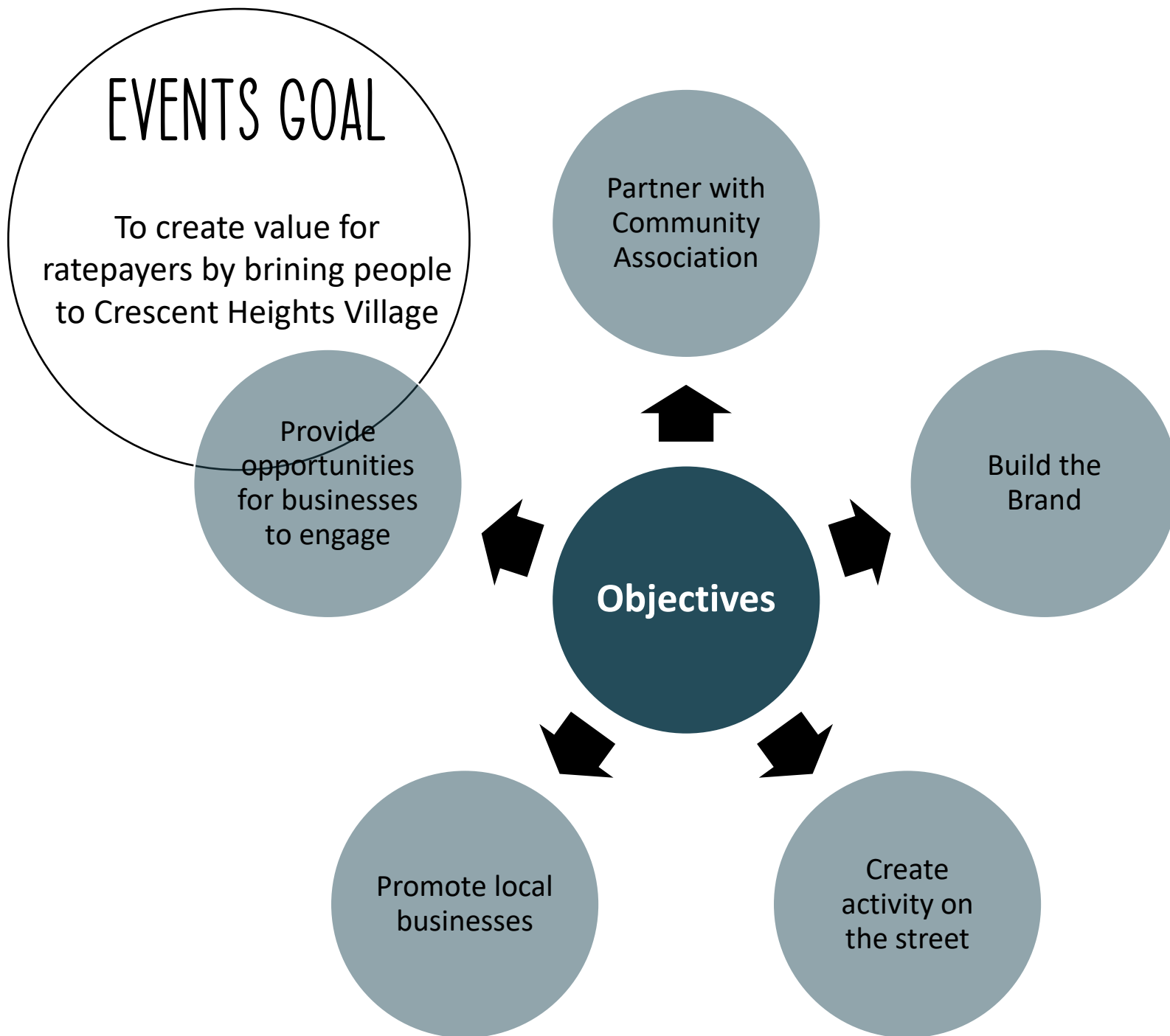
STRATEGIES

- Work with council and administration to represent BIA interests
- Advocate for grants, tax relief, recovery funding and restriction management regarding COVID-19
- Work with Council and administration on North Hill Local Area plan to advocate for density and other interests
- Work with the City and community association to find traffic and parking solutions
- To engage ratepayers in the issues
- To create business growth opportunities for ratepayers



KEY ACCOMPLISHMENTS

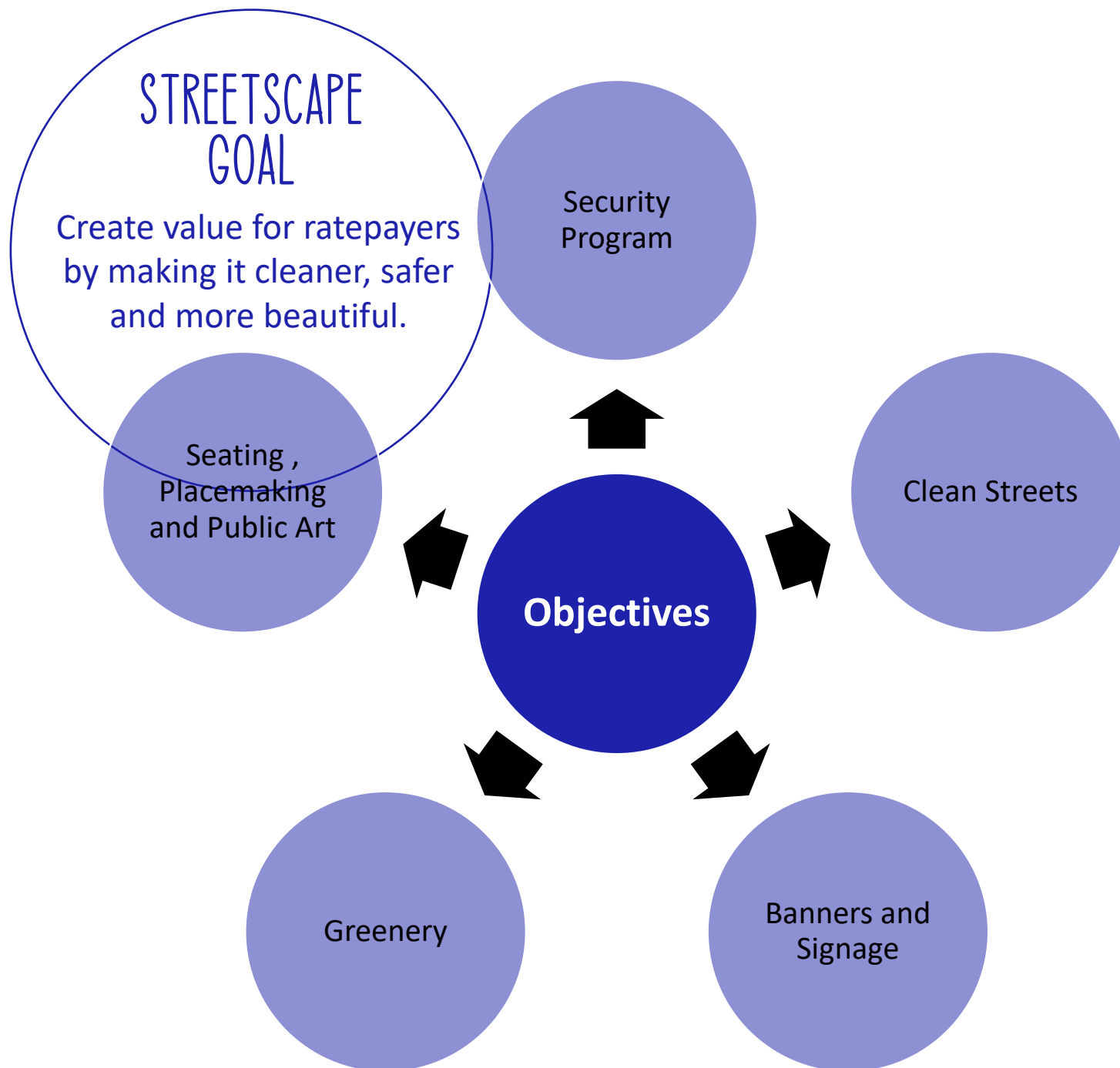
Advocacy	Engagement	Covid-19	Traffic and Parking	Density
<ul style="list-style-type: none">• Hours: 158 (34 on greenline)• Served on Business Support Advisory Panel• Began advocacy campaign for interim plan for Centre Street• Meetings with city staff, councillors, other BIAs, MLAs, etc.	<ul style="list-style-type: none">• Weekly Bulletins• 12 Free Videos with high social engagement• FB Group• 1-on-1 meetings• Posters and resources• Marketing Opportunities• Event Opportunities• New Board Members	<ul style="list-style-type: none">• BIA Levy waived for 2021• Levy smoothing• Ongoing comms on grant opps, restrictions, etc.• Resource webpage	<ul style="list-style-type: none">• Open letter to council/ candidates advocating for removal of lane reversal, protected parking lanes, slower speed limit and integrated parking on residential streets	<ul style="list-style-type: none">• North Hill Communities LAP: Spoke at public hearing in support of Guidebook for Great Communities and this plan. Reason: Density





EVENTS KEY ACCOMPLISHMENTS

AGM	Crescent Moon Fest	YYC BBT Fest	Trunk Show	Diversity Dance Party
<ul style="list-style-type: none">• Had to have online due to COVID restrictions• Had 4 voting members in addition to the board present	<ul style="list-style-type: none">• Lit 10 new art benches over two weekends in February• Engaged 27 volunteers• Engaged 11 businesses• Spent \$2,500 at BIA Businesses• Chinook Blast partnership/grant: \$2,500• 1293 Page views	<ul style="list-style-type: none">• Partnership with Chinatown and International Ave.• Engaged five businesses• Raised \$ for Act2End Racism• 7,006 Page views• FB Page Reach: 4,469• IG reach: 1,664• Engagement: 14,493	<ul style="list-style-type: none">• Partnership with Community Association• Created excellent foot traffic on Centre St.• Businesses reported increased traffic• Centre Street slowed• 1,600 FB Reach	<ul style="list-style-type: none">• Mostly virtual event for social media• Had folks film themselves dancing at the mural for prizes• 7,700 FB Reach



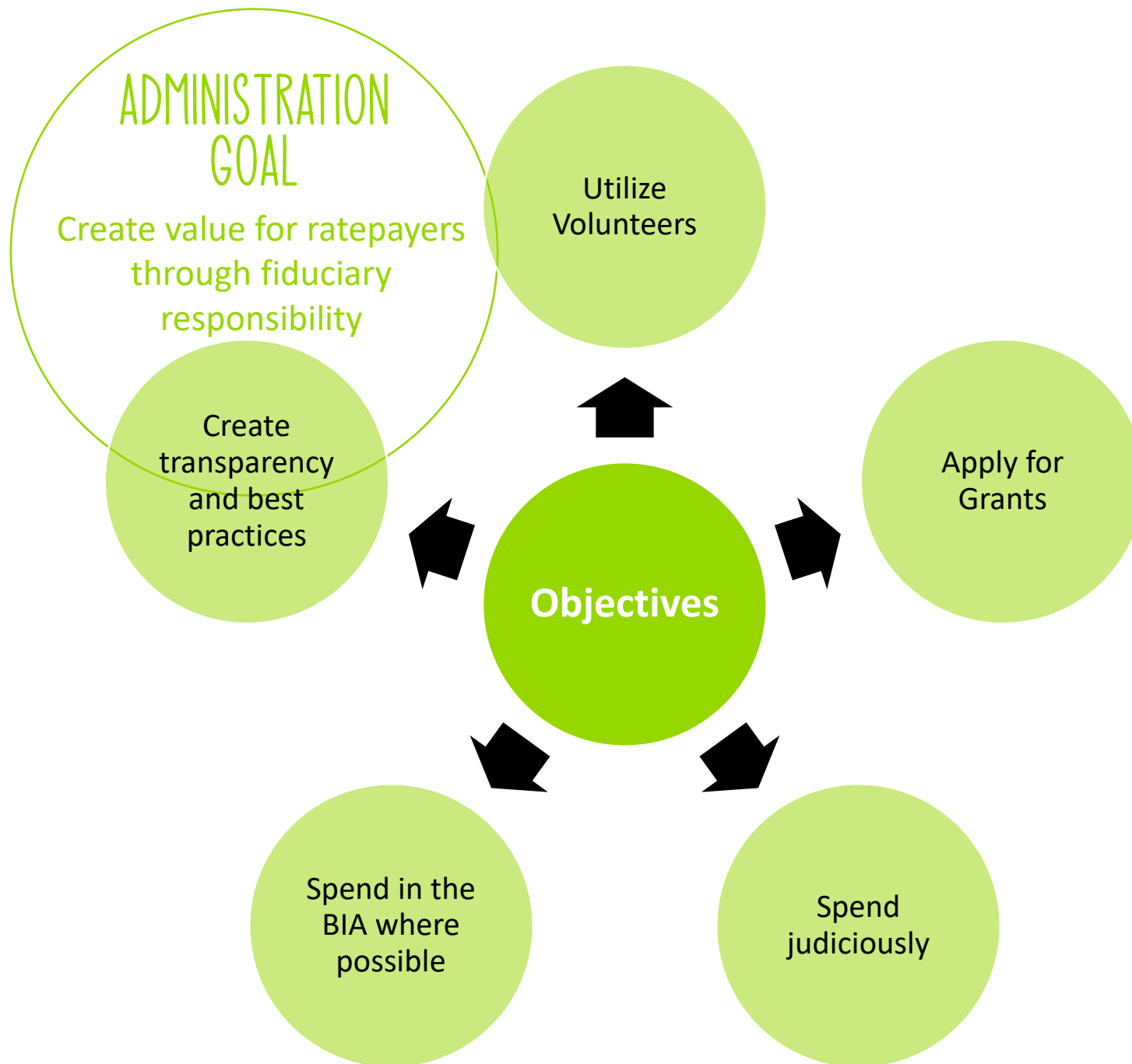
STRATEGIES

- Engage a security company for nightly patrols
- Engage a company to pick up litter biweekly
- To create banners and signage to build the brand and add colour
- To implement a planter program to bring year-round greenery to the area
- You Belong Art Benches
- Diversity Dance Mural
- Banners and signage



KEY ACCOMPLISHMENTS

Security Program	Clean Streets	Banners/Signage	Greenery	Seating, Placemaking & Public Art
<ul style="list-style-type: none">• 700+ nighttime patrols on Centre St. and in the alleyways behind.	<ul style="list-style-type: none">• 8 reused and refurbished garbage cans and 7 recycling bins• Negotiated free nightly pickup• Biweekly litter pick-up year round• Engaged Youth Central for regular summer clean-ups	<ul style="list-style-type: none">• Approved for Grant funding• Banners on Bambu railing and UPS fence• 12 Sandwich boards• Double-sided, branded banners on seven poles through the BIA• Community sign is in design	<ul style="list-style-type: none">• 12 Planters installed along Centre Street with year-round greenery	<ul style="list-style-type: none">• 10 You Belong Art Benches• 1318 Mural• Diversity Dance Mural



STRATEGIES

- Research and apply for BIA-eligible grants
- Identify volunteer tasks
- Get multiple quotes on products/services
- Use BIA businesses where cost is within 15% of other quotes
- Identify opportunities to reduce, reuse and recycle
- Create transparent timesheet, bookkeeping and expense reporting
- Spend ED time according to priorities

KEY ACCOMPLISHMENTS

Utilize Volunteers	Apply for Grants	Spend Judiciously	Spend in the BIA	Financial Snapshot
<ul style="list-style-type: none">Public Art Care teamYouth Central VolunteersEvent VolunteersAdmin VolunteersBoard Members <p>Total volunteer hours: 450 hours Wage equivalent (\$28.54/hour): \$12,843</p>	<ul style="list-style-type: none">Chinook Blast grantStepping Stones grantCrescent Heights Community GrantWestern Diversification Grant <p>Total 2021 Grants: \$ 16,525</p>	<ul style="list-style-type: none">Got free garbage cans from Downtown BIANegotiated free recycling bins from Calgary TransitNegotiated free nightly waste removal <p>Total Savings: \$54,000</p>	<ul style="list-style-type: none">SignageGift CardsOffice SuppliesComputer maintenanceVideo shoots <p>Total BIA spend: \$6,808.97</p>	<p>2020 Revenue \$120,481 (levy + interest) \$50,000 (City grant)</p> <p>Expenditures \$73,163</p> <p>Carried to 2021 \$47,318 from levy \$47,300 from city grant</p> <p>2021 Revenue \$120,000 (City-paid levy) \$16,525 (BIA grants) \$47,300 (city grant)</p> <p>Total 2021 Value: \$183,825</p> <p>Total 2021 levy: \$0</p>



GRANT SPENDING

City of Calgary: \$50,000 for Public Realm/Streetscape (2020)

- Pageantry Flags: \$2,700 - installed
- Garbage Cans - \$10,000 – installed
- Art Benches - \$12,000 - installed
- Community Sign - \$20,000 – Installation November 2021
- Permanent Benches - \$5,300 – Installation Spring 2022

Tourism Calgary: \$2,275.71 for Chinook Blast

- Crescent Moon Festival expenses

WED: \$10,000 for Reopening Marketing

- Banners at Bambu and UPS sites
- Flags
- Marketing videos
- Online Directory improvements

Stepping Stones and CHCA: \$2,500.00 for Diversity Dance Party

- Artist fees, paint, video, communications (not on our books)

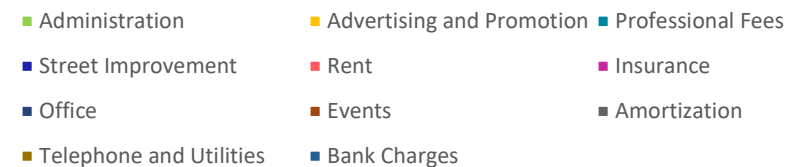
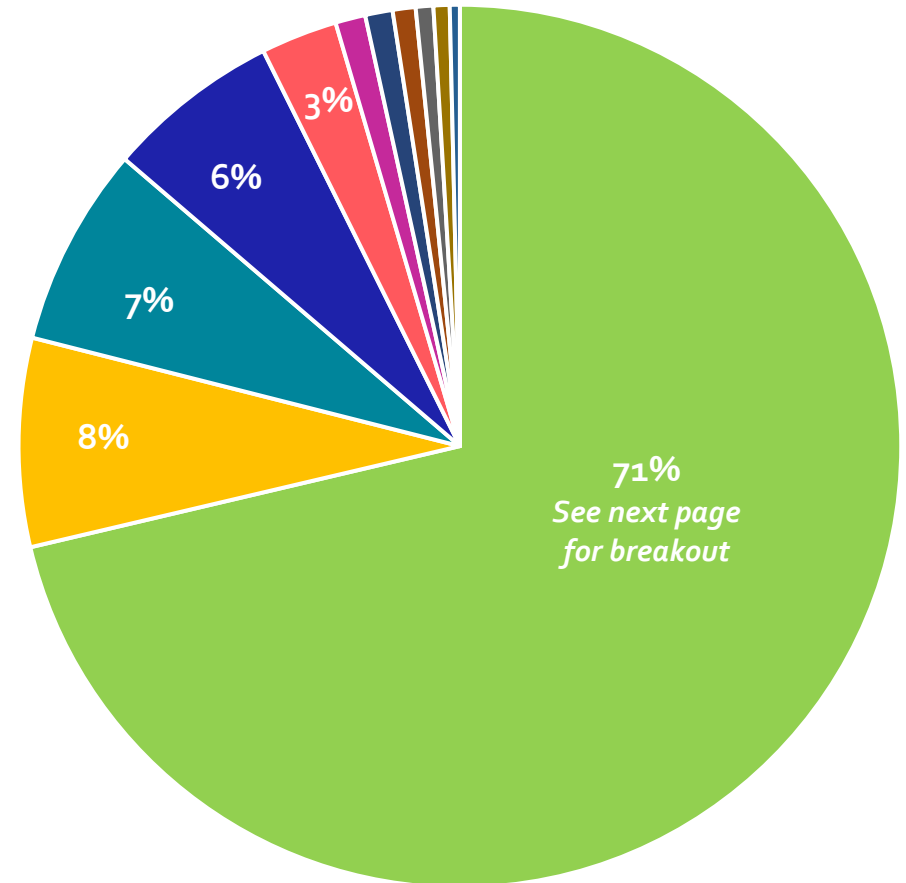
2020 FINANCIALS

Revenues

BIA Tax Levy	\$120,000
Interest	\$481
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	\$120,481

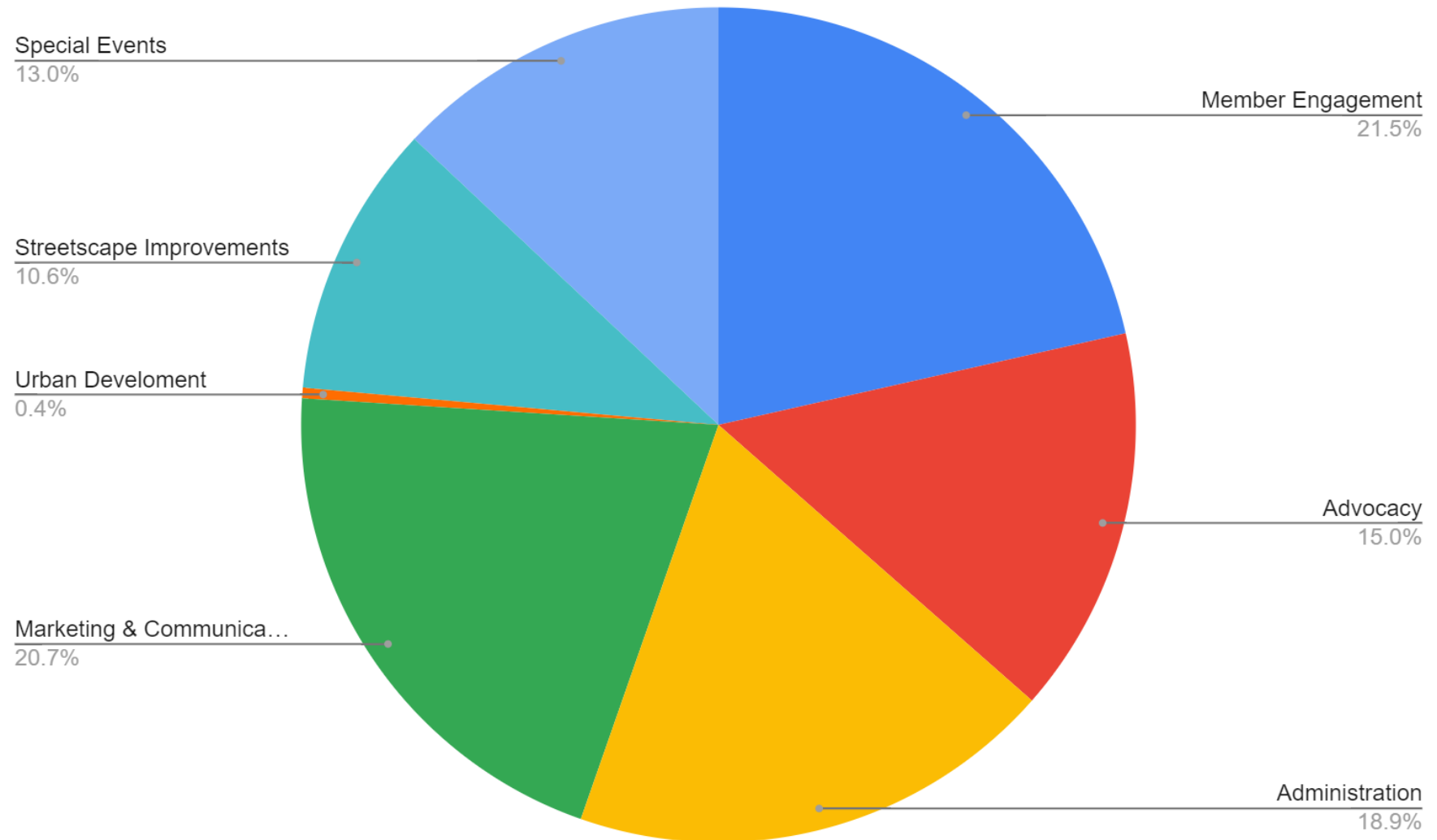
Expenses

Administration	\$52,179
Advertising and Promotion	\$5,585
Amortization	\$470
Bank Charges	\$269
Events	\$614
Insurance	\$804
Office	\$735
Professional Fees	\$5,355
Rent	\$2,050
Street Improvement	\$4,669
Telephone and Utilities	\$433
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	\$73,163
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Total Revenue over expenses	\$47,318



Audited financial statements available upon request

EXECUTIVE DIRECTOR'S TIME ALLOCATION





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Calgary, AB T2E 2R2

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