FAST FACTS

- The expansion would **grow the footprint** to include Centre St. up to 20th Ave., 16th Ave. from 4th St. NW to Edmonton Tr. and Edmonton Tr. from 16th Ave. to 6th Ave. NE.
- The expansion would **increase the number of businesses** in the BIA from 120 to 290, which is the average size of a BIA in Calgary.
- With more businesses contributing, we'll be able to **lower the current levy rate** (0.02734%) bringing it more in line with the average.
- The expansion would **increase our annual budget** while **remaining below the 2023 average**.
- If approved, the new boundaries, levy rate and budget would be in effect for 2024.

Crescent Heights Village Business Improvement Area is applying to expand its boundaries.

In the first three years of operation, the BIA helped businesses navigate the pandemic, added tens of thousands of dollars of grants and sponsorships, developed security, streetscape, marketing, events and community initiatives and advocated for the businesses of the area with the City and Province.

With a larger community, we can do more and pay less.

Learn more here

CRESCENT HEIGHTS VILLAGE
BUSINESS IMPROVEMENT AREA
南薰促进區 商业促进区

PROPOSED EXPANSION

I HAVE QUESTIONS

WHY EXPAND?

HOW WILL EXPANSION BENEFIT MY BUSINESS?

MORE BENEFITS WITH LESS MONEY

A small number of businesses currently carry the operations of the BIA including staff, events, marketing, streetscape, public art, advocacy and more. The result is a tax rate that is at the higher end compared to other BIAs. Expanding the BIA will allow us to **bring our tax rate down while significantly expanding our activities.**

BETTER VISIBILITY

Including 16th Avenue in our BIA allows us to create **highly visible gateways** into our BIA at Centre St. and Edmonton Tr. drawing interest into the community.

A LOUDER VOICE

More than twice the number of businesses more than **doubles our influence** at City Hall.

DIVERSITY OF BUSINESS TYPES

The expanded area creates more diversity in the types and sizes of businesses in our community. That means **more opportunity for partnerships, collaborations and cross marketing** with your neighbours.

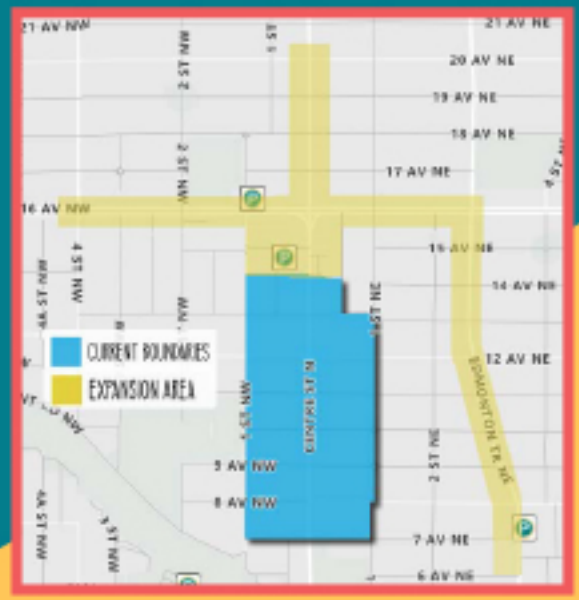
ECONOMIES OF SCALE

The BIA will be able to **negotiate better pricing** on all of our marketing, streetscape, event and other expenses with larger numbers.

MORE SUPPORT

With an increased budget, the BIA will be able to **hire more support** for ratepayers, programs, grant applications, advocacy and our other activities.

PROPOSED EXPANSION FOOTPRINT



For more information, contact:
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