



June 13, 2023

RE: Application for Expansion of Crescent Heights Village BIA

Dear Business Owner:

As you may have heard through various communications channels, your Board of Directors has begun the application process to expand the Crescent Heights Village BIA.

What does this mean for your business?

- **Expanded Activities, Decreased Tax Rate:** 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 community at Centre St. and Edmonton Tr.
- **Diversity of Businesses:** 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 Sway at City Hall:** Growing our BIA means growing our influence in our advocacy efforts.

Information on the new footprint, timelines and other details are available on our website at crescentheightsvillage.ca (scan the code up top to get there). We would also like to invite you to attend any or all of the following engagement opportunities to communicate your thoughts, ask questions and get involved!

Wednesday, June 28, 7-9 p.m.

Tuxedo Community Association
202 29 Ave. N.E.

Tuesday, July 11, 9-11 a.m.

Elite Brewing
1319 Edmonton Tr. N.E.

Thursday, August 10, 2:30 – 4:30 p.m.

Crescent Heights Community Centre
1101 2nd St. N.W.

In the meantime, we welcome your questions at the coordinates listed in the top right-hand corner. We will also be set up at the Crescent Heights Village Night Markets all summer every second Wednesday from 4:30 – 9:30 starting June 21. We hope to see you there!

Yours truly,

The Crescent Heights Village BIA Board of Directors