



## Business Revitalization Zones (BRZ) Overview



What is a Business Revitalization Zone (BRZ)?

How are BRZ's organized?

How does the City of Edmonton Support BRZ's?

What are the benefits of a BRZ?



BRZ's are regulated, or allowed, under provincial legislation – The *Municipal Governance Act* – which sets out the procedures for establishing the BRZ and further allows the ability to collect a levy (tax) from businesses operating in the area.

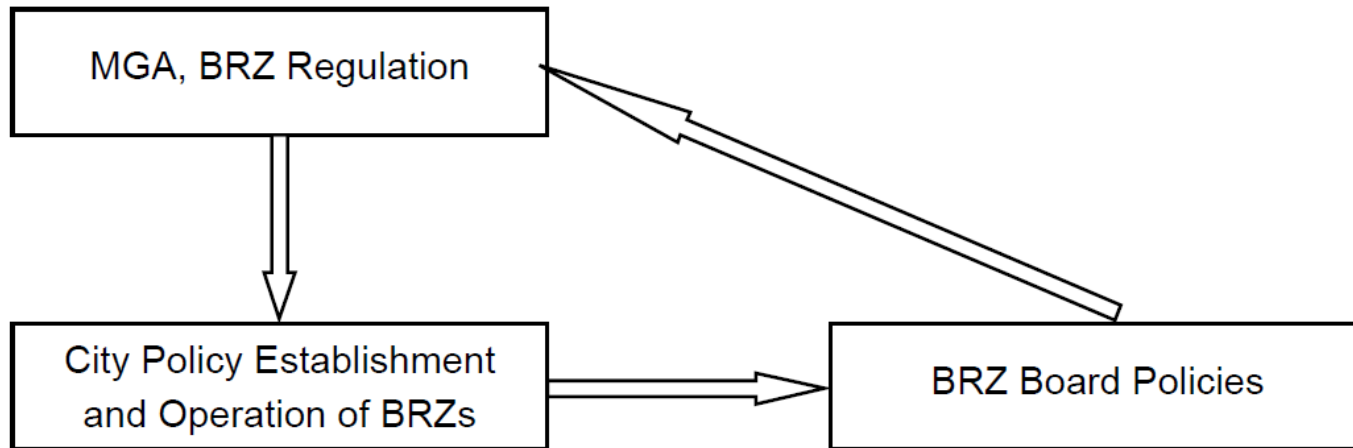
The City of Edmonton works closely with the business community to ensure the successful creation of and maintenance of the BRZ.

## How are BRZ's organized?

Each BRZ is an independent non-profit entity. They are managed by a Board of Directors and an Executive Director hired by the Board.

In Edmonton, the 13 BRZ's collectively work together through a Council Board with each Executive Director holding a position.

Figure 1: Mandate of BRZs under varying levels of regulation.



Funding for each BRZ comes from a tax levy of each business in the area. It is collected by the city and the full amount is returned to the BRZ association for use in achieving their goals.

<b>Area</b>		<b>Net Annual Rental Rate</b>		<b>Business Assessment</b>
1,000 m <sup>2</sup>	X	\$10	=	\$10,000

<b>Business Assessment</b>		<b>BRZ Levy Rate</b>		<b>BRZ Tax</b>
\$10,000	X	2%	=	\$200

## How Does the City of Edmonton Support BRZ's?

- Assistance and advice in the formation of a BRZ, and any boundary changes
- Assistance and advice in the formation of strategic business plans
- Collect and distribute the tax levy
- Coordinate city services and resources
- Offer business expansion, retention, and attraction support and/or programs
- Offers stimulant grant programs – Façade Improvement Program & Development Incentive Program



## Façade Improvement Program (<http://bit.ly/COEFIP>)

- Encourages commercial building owners to invest in façade renovations and storefront upgrades by providing matching grants to cover a portion of renovation costs.

## Development Incentive Program (<http://bit.ly/COEDIP>)

- This is a grant funding program designed for revitalizing and reinvesting in Edmonton's main street commercial areas that need added support. Grants support commercial, mixed use, and residential construction.

## What are the benefits of a BRZ?

### Businesses Point of View

- Increased exposure from collaborative marketing
- Provides a unified voice working with the City of Edmonton and other levels of government
- Receive support and programs delivered by the Executive Director and the City of Edmonton
- Improve the physical environment of your business

## What are the benefits of a BRZ?

### Municipality Point of View

- Increased tax base, increased property values and strong local economy
- Promotes a positive perception of the commercial area
- Enhances local heritage, tourism opportunities and cultural diversity

## Questions?

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