



**KINGSWAY**  
**DISTRICT ASSOCIATION**



*It starts right here!*

# What is a BRZ/BID Association?

A BRZ is a Business Revitalization Zone that falls under the Alberta Municipal Government Act.

A BRZ is a non-profit association of business owners that join together

- to promote and improve the economic vitality of their business district.
- to promote their mutual interest.
- Maintain a community business relationship standard

It is an Association established through a bylaw passed by City Council at the request of the local business community.

The Kingsway Business Association was established 27 years ago.

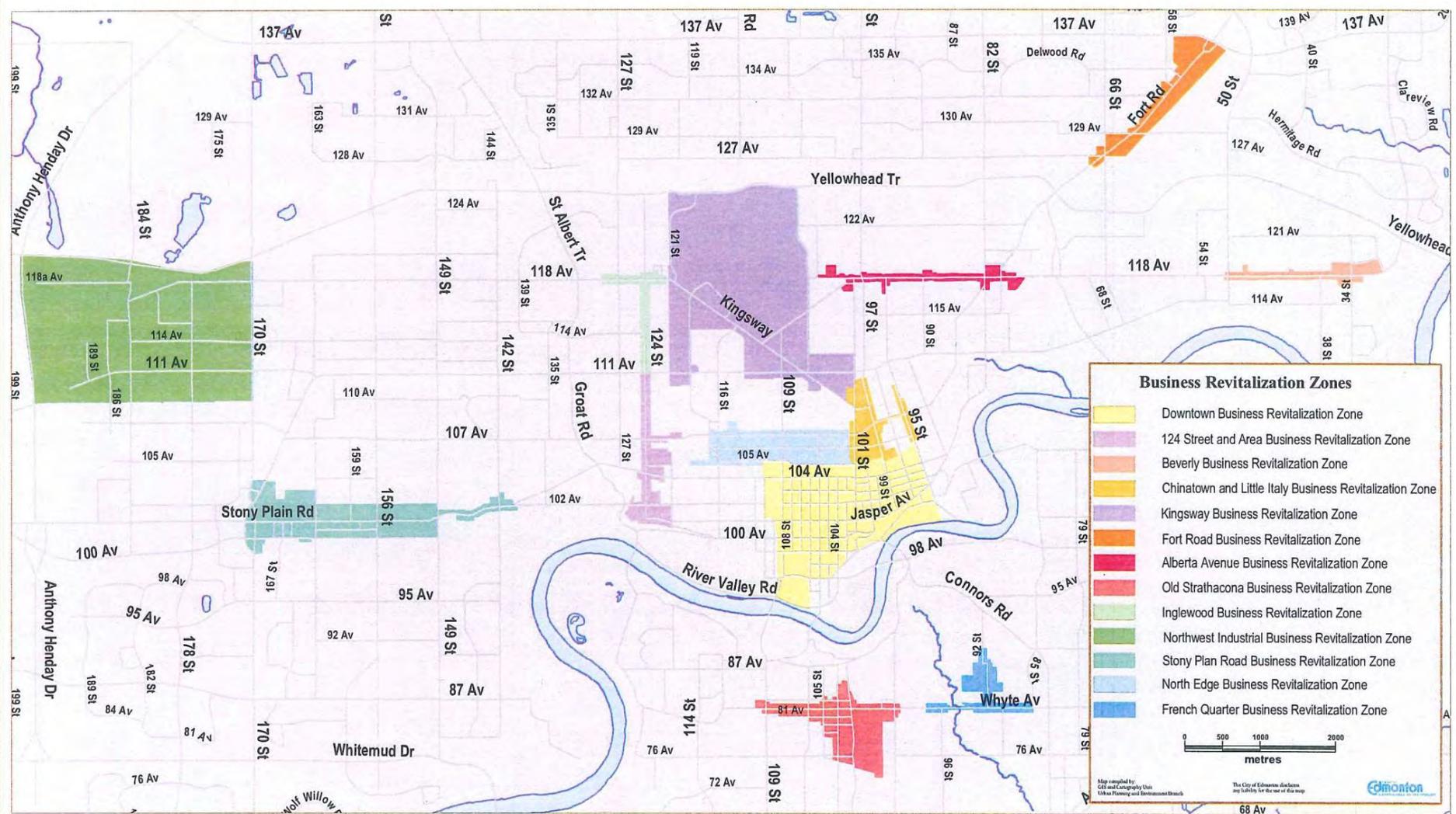
# How is a BRZ Association funded?

- Each year, The Board of Directors of the Business Revitalization Zone (nominated by the Membership) approve the BRZ's budget.
- The Annual Budget is presented to its members at the Annual General Meeting.
- Each business members' share of the annual budget is proportionate to their share of the total taxable assessment within the BRZ boundaries.
- The budget is submitted to City Council for approval, as required by legislation. After approval, a special levy sufficient to raise the approved budget amount is added to the Municipal Tax for all businesses within the BRZ area.
- The levy is collected by the City through the normal tax billing process and distributed to the BRZ in quarterly payments.

# How many BRZs in Edmonton?

13 BRZs

## Business Revitalization Zones



# The Role

## Marketing, Beautification, Parking Issues

Create targeted marketing of our specific area on all levels to solicit new business or support existing businesses

- We support business with applications for City Grants for Façade or Development
- We support and promote tourism with a District focus
- Provide networking opportunities for business members
- We maintain the area and area, issues like;
  - Graffiti
  - Vacant Building Monitoring to avoid derelict buildings
  - Run the Communities in Bloom Program
  - Area Lighting and Flag program
  - Parking Issues Monitor, report or lobby for change

# The Role cont.

## Additional area business issues

**Our BRZ works to support our businesses and bring forward strategies  
That enhance the business climate**

- **We create committees to focus on a variety of issues;**
  - **homelessness in the area**
  - **Crime**
  - **Marketing**
- **Provide support to businesses**
- **We support other community initiatives through community leagues, non profit associations, partnerships**
- **Education and awareness Initiatives**

# BRZ Examples of initiatives

- **Graffiti Partnership, work with business that is continually hit to have a graffiti artist paint a mural cost shared**
- **Clean Up Program, solicit homeless population for an honorarium to assist with garbage clean up, we supply vests, garbage sticks, bags, lunch and a small honorarium.**
  - **Promotes awareness of homeless population, removes fear**
  - **Promotes shared responsibility to keeping the area vibrant**
  - **Brings business support to donate food, etc.. Gift cards**

## **Supporting City Events**

- **Flag Display**
- **Promotional Kits for City Wide events Rodeo etc..**

# Focus is driven by business

- The focus is driven by what are deemed to be the priorities of the businesses in the area.
- This is key to ensuring maximum involvement is the basis for need
  - Each business has a say
  - Every business pays the levy and has a vested interest/Can't opt out
  - The businesses in the area directly see the return on investment they made and support those decisions

# Does Yellowknife Need a BID?

- **The decision to move forward with a BID must come from the business community itself and must be City supported**
- **A needs assessment needs to be done**
- **The BID role has the potential to support economic development initiatives and to further marketing plans**
- **The “players” are the key to success through a solid Board of business owners in a specific area with a common interest**