

THE CITY OF EDMONTON

BYLAW 16523

**FRENCH QUARTER AND AREA BUSINESS REVITALIZATION ZONE BYLAW
AMENDMENT No. 1**

WHEREAS Edmonton City Council received a request from the Board of the French Quarter Business Revitalization Zone, pursuant to section 7.1(1) of the Business Revitalization Zone Regulation (AR 377/94), to change the boundaries of the French Quarter Business Revitalization Zone as appended hereto as Appendix I;

AND WHEREAS pursuant to section 7.1(2) of AR 377/94, reasonable steps were taken to ensure that notice of the proposed bylaw to amend the boundaries of the French Quarter Business Revitalization Zone was mailed or delivered to every taxable business in the French Quarter Business Revitalization Zone and to every business that would be a taxable business under the change in boundaries;

Edmonton City Council enacts:

- 1 Bylaw 16219, the French Quarter and Area Business Revitalization Zone Bylaw, is amended by this bylaw.
- 2 The name of Bylaw 16219 is amended by deleting “and Area” and adding “ / Zone de revitalisation commerciale du quartier francophone” after “French Quarter Business Revitalization Zone”.
- 3 Section 2 is amended by adding “ / Zone de revitalisation commerciale du quartier francophone” after “French Quarter Business Revitalization Zone”.
- 4 Section 3 is amended by adding “ / Association des entreprises du quartier francophone” after “French Quarter Business Association”.
- 5 Schedule B is deleted and replaced with the new Schedule B attached hereto as Appendix II and forming part of this bylaw.
- 6 Schedule C is deleted and replaced with the new Schedule C attached hereto as Appendix III and forming part of this bylaw.
- 7 The amendments set out in this bylaw are incorporated into Bylaw 16219.
- 8 The consolidated Bylaw 16219 created by incorporation of its amendments pursuant to section 7 is hereby adopted by Council as the official version of Bylaw 16219.

- 9 The consolidation of Bylaw 16219 comes into effect when this bylaw comes into effect.
- 10 This bylaw comes into effect on January 1, 2014.

THE CITY OF EDMONTON

MAYOR

CITY CLERK

Appendix I



French Quarter Business Association

July 8, 2013

Mr. Simon Farbrother
Office of the City Manager
City of Edmonton
3rd Floor, City Hall
1 Sir Winston Churchill Square
Edmonton, Alberta
T5J 2R7

Re : Expansion of French Quarter Business Association and;
Modifications to Bylaw 16219 - French Quarter and Area Business Revitalisation
Zone Bylaw

Dear Sir;

The French Quarter Business Association hereby requests amendments to the boundaries of our Business Revitalisation Zone (BRZ). And Secondly we request adding the French names as describe lower in this request.

The Expansion Request

The proposed expansion is to include additional lands as shown on the attached map.



French Quarter Business Association

Justification:

The BRZ, the French Quarter Business Association (French Quarter) was officially established by Bylaw 16219, October 17, 2012. On March 8, 2013, an Executive Director was hired and work on planning our direction for the future commenced. Our first order of business was to meet all of our members and discuss with them the direction and the future of the BRZ.

Some elements became obvious, particularly as it relates to the Bonnie Doon Shopping Centre. We realised that the LRT, which is to be constructed on 83 Street located on the East side of the Shopping Centre, must become an asset for our BRZ. We plan on working closely with the City and create a French Quarter theme at the main station to be located at this location. To do this effectively we needed to include the Bonnie Doon Shopping Centre in order to create a congruous BRZ. Other opportunities exist with the added new businesses and it is important to note that the additional revenue it would create will ensure the viability of a healthy and vibrant business association for our district.

Our Executive Director spent several days at the Bonnie Doon Shopping Centre to evaluate the number of French speaking customers who come to the Centre. He approached them and engaged them in an informal conversation in French and presented them with the concept of the French Quarter. Many ideas, such as extending the outreach of thematic weekends that are currently held annually along 91 Street near La Cité francophone and in the Millcreek Ravine were discussed.

We, as a Board concluded that to proceed with the expansion to include the Bonne Doon Shopping Centre was a sound and important strategic decision in favour of the BRZ and all of its current and future members.

Expansion Area (see map)

The expansion will include 83 Street to 85 Street (both east and west boundaries of the Bonnie Doon Shopping Centre) bound by 82 Avenue and 90th Avenue. It will also include a singular vacant commercial property located on the Southeast corner of 86 Avenue and 83 Street. In addition we have included the district on 82 Avenue bound by 85 Street and 83 Street.

Public Consultation Process:

We organised 2 Open House events in a vacant store at the Shopping Center. We wanted to alternate days of the week and times of the meetings in order to ensure a larger



French Quarter Business Association

participation. Our Executive Director, met each business owner or manager of the merchants and businesses in the expansion district and presented them with a letter inviting them to the Open houses and as well as a flyer profiling what we, as a BRZ, are about. (See Attachments)

The 2 Open House meetings were held two weeks apart on different days of the week and at different times in order to create a greater opportunity for merchants to attend:

- **Monday May 13th at 6:00 PM**

At the first Open House, we had our Board present but unfortunately none of the merchants participated. As a result, our Executive Director repeated the personal one-on-one visits meeting each business and their managers where he presented them with a second letter and an FAQ document and stressing the importance of participation. We also indicated that an absence could be interpreted as a show of support for the expansion. (See 2nd letter and FAQ document attached)

- **Thursday May 30th at 8:30 AM**
- **Location: Former Hemp Store located next to Paris Jewellers at Bonnie Doon Shopping Centre**

The second meeting attracted three merchants and of these 2 signed a letter of support for the expansion and the third is waiting for a formal approval from their head office in Toronto. At the time of the signature of this letter we have 5 letters of support from merchants located within the Bonnie Doon Shopping Centre.

Conclusion:

We are convinced that the new businesses to be included in our proposed expansion plans located at the Bonnie Doon Shopping Centre will benefit from the marketing power of a "Pre-branded image", - the French Quarter. They will benefit from our promotions, and special event initiatives with the French Quarter theme, some of which are recurring annual events and new ones which will be organised to reflect and include businesses from the various regions of our BRZ - The Mall, the Whyte Avenue promenades, the West end and the heart of the French Quarter on 91 Street.

The strength that this new expansion will provide our BRZ will benefit existing members and the new members by what we will achieve together in street beautification, thematic events and new businesses that can enhance our theme. Events that are currently hosted



French Quarter Business Association

within our BRZ include: City of Lights; *La Cité en lumières*, and The Flying Canoe Adventure Walk; *L'aventure du canoe Volant*, and also The Fringe BYOV (bring your own venue) this coming Summer at La Cité francophone, Campus Saint-Jean and Rutherford School.

To these events and we are planning on adding others to create a high level of interest to our uniquely themed French Quarter.

Modifications to Bylaw 16219 - French Quarter and Area Business Revitalisation Zone Bylaw

Since the Bylaw is to be reviewed we thought that it would also be an appropriate time to formalise names, titles and/or designations in French, so we are therefore submitting the following translations for your consideration.

New bylaw name:

*French Quarter and Area Business Revitalization Zone /
Le Zone de revitalisation commerciale du Quartiers Francophone et région.*

New zone name:

*French Quarter Business Revitalization Zone /
Le zone de revitalisation commerciale du Quartier Francophone*

New association name:

*French Quarter Business Association /
L'association des Entreprises du Quartier Francophone*

Rationale

Since the designation of our BRZ focuses on the French speaking citizens of our region and the French language is key to creating the essence and flavour of our BRZ, we feel that both English and French need to be utilised in the names of each section; bylaw, zone and association. This allows us to commence marketing and branding with an official designation that these changes will provide.

This change is critically important in our view so that we can proceed in our work of fulfilling the wishes of council for the City of Edmonton. These names will be used on our web site and with any and all marketing materials used to promote our BRZ.



French Quarter Business Association

We sincerely hope that the City of Edmonton will assist us to build a strong, connected and vibrant business district by approving these ammendments and that City council will approve our bylaw during the 2013 fiscal year.

Should you have additional questions please feel free to contact our Executive Director, Mr. Jean Johnson, at your convenience.

Respectfully,

A handwritten signature in blue ink that reads "Patricia Lachance".

Patricia Lachance, Chair
French Quarter Business Association



French Quarter Business Association

List of Attachments for the French Quarter BRZ Expansion

Cover letter

1. May 7th 2013, letter to business owners, Bonnie Doon Shopping Centre –
 - a. Personally delivered by Executive Director.
2. Flyer accompanying May 7th letter
3. May 22, 2013. Letter to business owners, Bonnie Doon Shopping Centre –
 - a. Personally delivered by Executive Director.
4. Frequently asked questions document accompanying the May 22 letter
5. Speaking notes for open house meetings – focus was on being brief so we could engage people into one-on-one discussions.
6. Support letter from Paul Smolik of All Star, Bonnie Doon Shopping Centre
7. Support letter from Richard Nay, Sears, Bonnie Doon Shopping Centre
8. Support letter from Nina Milan, Isabella Milan, Bonnie Doon Shopping Centre
9. Support letter from Tamara Olson, Eye C Custom Picture Framing, Sears, Bonnie Doon Shopping Centre
10. Support letter from Steve Jones, Roxx, Bonnie Doon Shopping Centre



French Quarter Business Association

May 7, 2013

Dear Business Owner/Manager

The French Quarter Business Association (French Quarter) is a new not for profit association of business owners that have joined together to promote, improve and enhance the economic vitality of our business district. As the French Quarter, we have a unique opportunity to create a branding that will allow us to stand out from all other Business Revitalisation Zones (BRZ) in Edmonton. As the French Quarter, we can market ourselves across the City, our province and eventually be a tourist destination point.

As we grow, we will plan a street beautification strategy to further demark our presence. We will work with businesses to see how we can create an ambiance that will nourish our branding strategies.

To be successful we need to grow through an expansion process. Why an expansion? Expanding the boundaries of our BRZ will allow all business owners and merchants to benefit from all forms of activities promoting our uniqueness as a French Quarter and further increase our business members' business volume. Furthermore with the planned LRT line being planned just to the East of the Bonnie Doon Shopping Centre, now is the time to ensure that design will be congruous with the French Quarter major entry point.

If you have received this letter, your business will be included in this expansion area. We want to ensure that all businesses in the proposed expansion area have the opportunity to find out more about this expansion. We encourage you to attend the 2nd and final of the two informational Open Houses. These open-houses will be a good way for you to find out more about the French Quarter Business Association and the benefits of being part of this organisation.

OPEN HOUSE DATES:

Session 1. Monday, May 13, 2013 6:00 PM

Location: Bonnie Doon Shopping Center in the empty space behind the Orange Julius next to Paris Jewelers

Session 2. Thursday, May 30, 2013 – 8:30 A.M.

Location: Bonnie Doon Shopping Center in the empty space behind the Orange Julius next to Paris Jewelers

Refreshments will be served

We have enclosed a document on frequently asked questions about a BRZ association. We would appreciate a confirmation of your presence at either or both of the Open Houses by calling 587-784-3419 or by e-mail at: edfrenchquarters@gmail.com.

Sincerely,


Jean Johnson, Executive Director

014, 8626 rue Marie-Anne-Gaboury (91 Str)
Edmonton, AB, T6C 1N3

Phone : 587-784-3419

E-mail : edfrenchquarters@gmail.com

La joie de vivre!

LE QUARTIER **F** FRANCOPHONE
THE FRENCH QUARTER

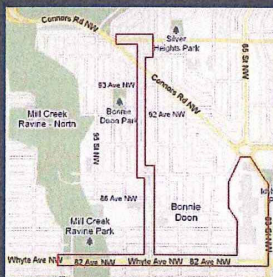
The French Quarter

Celebrating the 'Jolie de vivre' that exists in the community, where Edmontonians, regardless of language, can access and appreciate a part of the City's French heritage.

- Francophone heritage dating back 100 years
- Home to more than 40 francophone organizations and institutions
- Year-round cultural events

Proposed Boundary Expansion

- Bonnie Doon Mall
- From 83 Street to 85 Street and 82 Avenue to 90 Avenue



Jean Johnson
Executive Director
587-784-3419
edfrenchquarters@gmail.com



Business Revitalization Zone (BRZ) EXPANSION Proposal

May 8, 2013

Vision

Capitalizing on the rich and vibrant character of Edmonton's French-speaking community located in the heart of Bonnie Doon, this initiative will provide us with a unique marketing advantage and all the while we are working on **beautifying the district we will work at increasing bottom lines for local businesses by attracting more patrons through events and programming.**



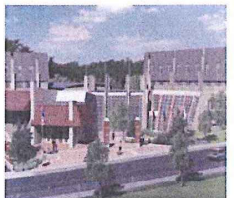
What is a BRZ?

- A Business Revitalization Zone (BRZ) is a business association managed by business owners who work together to promote & improve the economic vitality of a business area.
- It is a vehicle to promote an identity as well as an economic & cultural vitality.
- It supports community planning by reinforcing assets & promoting living local opportunities.
- A special tax levy is collected from the business area by the City and this money is returned to the Business Association to promote this BRZ area.



What can a BRZ Association do?

- **Attract and retain clients, customers and shoppers** through umbrella advertising (website, promotions and special events).
- **Encourage new businesses to start up** in the area to complement existing businesses or the BRZ theme.
- **Provide a unified voice** and work on behalf of area businesses in liaison with the City of Edmonton and other levels of government.
- **Improve the physical environment** of commercial areas such as safety, maintenance, urban design and streetscaping, amenities, physical improvements, redevelopment, traffic, parking and so on.
- **Improve communications and involvement** within an area's business community, as well as between businesses, residents and cultural/educational institutions.





How is a BRZ established?

- Group of local businesses submit a formal request to the City to establish BRZ, signed by at least 25% of the business taxpayers.
- The City mails a notice of the proposed BRZ to all businesses within the proposed area. If the City receives a petition signed by more than 50% of taxable businesses objecting to the BRZ, the BRZ cannot be implemented.
- If there is no objection, the City establishes the BRZ through a bylaw that defines the physical boundaries and the purposes of the BRZ.

Good Neighbors Approach

A BRZ isn't just about its business community. The French Quarter BRZ is committed to working together with businesses, the Bonnie Doon Mall, residents, and other local organizations and institutions that contribute to the area's *joie de vivre!*

Learn more...

- Monday, **May 13** from 6:00 p.m. **Bonnie Doon Shopping Center in the empty space behind the Orange Julius next to Paris Jewelers**
- Thursday, **May 30** from 8:30 a.m. **Bonnie Doon Shopping Center in the empty space behind the Orange Julius next to Paris Jewelers**

How is a BRZ funded?

- Each year, members of the BRZ approve their budget at their annual general meeting. The budget is then submitted the City for approval.
- Following City Council's approval of the budget, a special levy sufficient to raise the budget amount is approved and added to the municipal business tax for businesses in the BRZ area.
- The special levy is collected by the City through the normal business tax billings process and the full budget amount is returned over to the BRZ Association in quarterly installments.



French Quarter Business Association

May 22, 2013

Re: Open House Meeting # 2

Attention Business Owner/Manager,

The French Quarter Business Association (French Quarter) is a new not for profit association of business owners that have joined together to promote, improve and enhance the economic vitality of our business district. As the French Quarter, we have a unique opportunity to create a branding that will allow us to stand out from all other Business Revitalisation Zones (BRZ) in Edmonton. As the French Quarter, we can market ourselves across the City, our province and eventually be a tourist destination point.

As we grow, we will plan a street beautification strategy to further demark our presence. We will work with businesses to see how we can create an ambiance that will nourish our branding strategies.

To be successful we need to grow through an expansion process. Why an expansion? Expanding the boundaries of our BRZ will allow all business owners and merchants to benefit from all forms of activities promoting our uniqueness as a French Quarter and further increase consumer traffic in our district. Furthermore with the planned LRT line being planned just to the East of the Bonnie Doon Shopping Centre, now is the time to ensure that design will be congruous with the French Quarter major entry point.

If you have received this letter, your business will be included in this expansion area. We want to ensure that all businesses in the proposed expansion area have the opportunity to find out more about this expansion. We encourage you to attend the 2nd and final of the two informational Open Houses. These open-houses will be a good way for you to find out more about the French Quarter Business Association and the benefits of being part of this organisation.

OPEN HOUSE DATES:

Session 2. Thursday, May 30, 2013 – 8:30 A.M.

Location: Bonnie Doon Shopping Center in the empty space behind the Orange Julius next to Paris Jewelers

Refreshments will be served

We have enclosed a document on frequently asked questions about a BRZ association. We would appreciate a confirmation of your presence at our last information Open House by calling 587-784-3419 or by e-mail at: edfrenchquarters@gmail.com.

Sincerely,

Jean Johnson, Executive Director

014, 8626 rue Marie-Anne-Gaboury (91 Str)
Edmonton, AB, T6C 1N3

Phone : 587-784-3419

E-mail : edfrenchquarters@gmail.com

Some commonly asked questions about Business Revitalization Zone (BRZ) Associations

What is a BRZ Association?

- A BRZ is a non-profit association of business owners that join together to promote and improve the economic vitality of their business district and to promote their mutual interest.
- An Association established through a bylaw passed by City Council at the request of the local business community

Why would businesses form or expand a BRZ Association?

- To provide a structure that allows separate and sometimes competing local businesses to work cooperatively and collectively to accomplish more than is possible individually
- People want clean, interesting and attractive places to shop, eat, be entertained and conduct other business activities and they choose commercial areas that have those amenities

Who is a member of a BRZ Association?

- Any business that lies within the prescribed BRZ boundaries is a Member of the Business Revitalization Zone and contributes to the BRZ budget by way of the special tax levy.

What can a BRZ Association do?

- BRZs have the ability to use a dedicated revenue stream to promote local goals with businesses in order to improve, market, and promote the business area.
- Create a cleaner, safer and more attractive environment that benefits all businesses operating in the BRZ.
- Some BRZs provide their owners with marketing and promotion campaigns, streetscape improvements, special events, private security, and business recruitment campaigns.
- Organize the business interests, resources and opinions within a commercial area made up of a variety of business types and sizes
- Work on behalf of area businesses through consultation and participation with the City and other authorities on local and city wide economic development issues

How is the BRZ Association different from other Business Associations?

- A BRZ Association is a creation of provincial legislation and City Policy and as such must be approved by City Council; it is formally recognized by municipal and provincial government as representing the needs and interests of businesses within the BRZ area
- Regular funding is assured by utilizing the municipal government's existing tax collection system and the requirement for the City to forward the full approved budget to the BRZ Association
- Regardless of size or affluence, each business within the Association is assured an equal voice in the future directions and decisions of the BRZ Associations

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.
- 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 Business 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.
- Each business members' share of the annual budget is proportionate to their share of the total taxable value within the BRZ boundaries.

What role does the City Administration and City Council play in the operation and maintenance of a BRZ?

- Provincial legislation mandates that a BRZ Association may only be established by a bylaw passed by City Council. City Council has authority to approve the Association's Board of Directors, proposed budget and Levy bylaw.
- The City's Department of Sustainable Development provides the coordinating function for the BRZ Association's interaction with the Civic Administration, prepares reports and bylaws concerning the BRZ for City Council's consideration and ensures that legislative and municipal requirements and all municipal timelines are met
- The Finance Department maintains the current assessment roll upon which the Special Levy is based for the area and collects the special Levy for disbursement to the BRZ Association

For further information:

Karon Kosof, *Executive Director*
Kingsway Business Association
780. 454.9716

Ken Zahara, *Senior Planner*
Business Revitalization Zones
Housing & Economic Sustainability, Sustainable Development Department
City of Edmonton
780.496.6095

Notes for Bonnie Doon presentation

Introduction

Hello Every one, my Name is Patricia Lachance and I am the owner of La Bébé Boutique located on Whyte just west of 91 Street.

I am also Chairperson of the French Quarter Business Association. Some of you may not know this but the French Quarter Business Association was created by City Council late 2012

Present today are Councillor Ben Henderson, Councillor Kerry Diotte, Board members, Daniel Cournoyer, Adam Ziel, John Burnham, Rosalia Yuen, Marc Temblay, and Ray Volmer

Now I would like to introduce you to our Executive Director, Jean Johnson.

What is a BRZ?

- A BRZ or Business Revitalisation Zone is a business association managed by the business owners who work

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together to promote and improve the economic vitality of a particular commercial district.

- It is a method to create a regional theme or branding as an economic & cultural vitality.
- It supports community planning by reinforcing assets and promoting local opportunities.
- A special tax levy is collected from the business area by the City and this money is returned to the Business association to promote the business area.

What can a BRZ Association do?

- **Attract and retain clients, customers and shoppers** through umbrella advertising (website, promotions and special events).
- **Encourage new businesses to start up** in the area to complement existing businesses or the BRZ theme.
- **Provide a unified voice** and work on behalf of area businesses in liaison with the City of Edmonton and other levels of government.
- **Improve the physical environment** of commercial areas such as safety, maintenance, urban design and streetscaping, amenities, physical improvements, redevelopment, traffic, parking and so on.
- **Improve communications and involvement** within an area's business community, as well as between businesses, residents and cultural/educational institutions.

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Good Neighbours Approach

- A BRZ isn't just about its business community. The French Quarter BRZ is committed to working together with businesses, the Bonnie Doon Mall, residents, and other local organizations and institutions that contribute to the area's *joie de vivre!*

Why French Quarters?

- French Quarter is a ready-made branded concept. Louisiana probably has the most famous...

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Why French Quarters?

- French Quarter is a ready-made branded concept. Louisiana probably has the most famous...

- Smart marketing is taking an idea that works in other parts of the world and using it!

Why now?

- The timing could not be more perfect.
 - The LRT will be coming just east of the Shopping Centre on 83 Street
 - We need to be incorporated in the design planning of the French Quarter station or stations.
 - That design will also have a design impact on the entire BRZ

Conclusion.

- We look forward to working with you in the future
- We are there for the collective good of our region
- We are available at all times to discuss any subject of interest you may have or ideas
- We are also a liaison for you with the different departments of the City

Questions?





Bonnie Doon Shopping
Centre, Suite 147
83 Street & 82 Avenue
Edmonton, Alberta, Canada

Phone: 780-465-3771
Fax: 780-450-3738
E-mail: info@allstarcards.ca
www.allstarcards.ca

All Star

June 15, 2013

Ms Patricia Lachance, Chair
French Quarter Business Association
014, 8627 – Rue Marie-Anne-Gaboury (91 street)
Edmonton, AB T6C 1N3

Re : Expansion of the French Quarter Business Association

Dear Ms Lachance,

This letter is to confirm our support for the expansion of the BRZ – French Quarter Business Association to include the Bonnie Doon Shopping Centre and other businesses located in close proximity.

One of the biggest challenges for merchants at the Shopping Center is how to attract consumers to our businesses. I believe that the unique branding that the French Quarter theme allows us to create events and attract people to our Centre.

I am in full support of this initiative and I see our levy as a form of marketing investment that the Business Association will use to create events and create a buzz about our district and hence, we are hopeful that this will revitalise our Mall.

Sincerely,

Paul Smolik
General Manager
All Star

Date June 27th / 2013

Ms Patricia Lachance, Chair
French Quarter Business Association
014, 8627 – Rue Marie-Anne-Gaboury (91 str)
Edmonton, AB T6C 1N3

Re : Expansion of the French Quarter Business Association

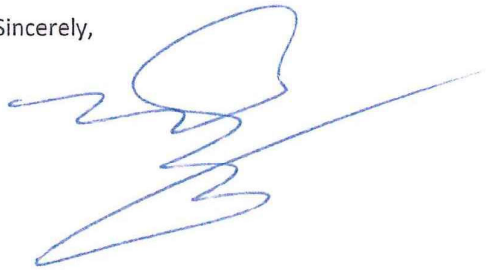
Dear Ms Lachance,

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One of the biggest challenges for merchants at the Shopping Center is how to attract consumers to our businesses. I believe that the unique branding that the French Quarter theme allows us to create events and attract people to our Centre.

I am in full support of this initiative and I see our levy as a form of marketing investment that the Business Association will use to create events and create a buzz about our district and hence, we are hopeful that this will revitalise our Mall.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Richard May', with a long horizontal flourish extending to the right.

Richard May
General Manager
Sears Bonnie Doon

Patricia Lachance
Chair
French Quarter Business Association
014, 8626 rue Marie-Anne-Gaboury (91 Str)
Edmonton, AB
T6C 1N3

TEL: 780-557-4300
www.isabelamilan.com

Isabela Milan
Designer/Academy Director



Dear Ms Lachance

As Manager of Isabela Milan, located at the Bonnie Doon Shopping Centre, I am confirming our full support for the expansion of the French Quarter Business Association to include the Bonnie Doon Shopping Centre. I, the undersigned, am fully authorised to sign this support letter on behalf of our organisation.

This newest Business Revitalization Zone (BRZ) the French Quarter, is hugely important for us and for the Shopping Centre as one of our biggest challenges is finding a way to drive traffic to our shopping centre and this would be an effective way to increase consumer traffic to the Mall. Furthermore, the timing for the expansion to include our business area is ideal as the planned LRT should immediately include in its planning the design of the station and ensure that naming process includes an "entrance feature" to the French Quarter located on the East side of our Centre. In order to succeed, now is the time to act.

We are aware that there is a tax levy which will be issued to us next year, however we see several benefits to our participation in this new BRZ. Our investments will:

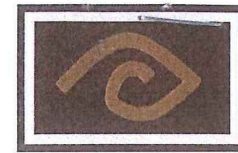
- Provide us with an effective collective marketing tool to promote our district through a variety of cultural events designed to attract a larger audience utilizing the French Quarter branding
- Allow all merchants to capitalize on the French presence and the rich culture that comes with their presence in the Bonnie Doon region.

We look forward to being included in the new BRZ so we can maximize our business opportunities.

Sincerely,

Nina Milan

Patricia Lachance
 Chair
 French Quarter Business Association
 014, 8626 rue Marie-Anne-Gaboury (91 Str)
 Edmonton, AB
 T6C 1N3



Eye C

780-469-7370

Come C us at Eye C Custom Picture
 Framing and Gallery

#181 Bonnie Doon Shopping Center
 82 nd Ave & 83 St., Edmonton AB
www.eyecustompictureframing.com

Dear Mr Johnson

As Manager of Eye-C Custom Picture Framing & Gallery, located at the Bonnie Doon Shopping Centre, I am confirming our full support for the expansion of the French Quarter Business Association to include the Bonnie Doon Shopping Centre. I, the undersigned, am fully authorised to sign this support letter on behalf of our organisation.

This newest Business Revitalization Zone (BRZ) the French Quarter, is hugely important for us and for the Shopping Centre as one of our biggest challenges is finding a way to drive traffic to our shopping centre. Furthermore, the timing for the expansion to include our business area is ideal as the planned LRT should immediately include in its planning the design and station naming process an "entrance feature" to the French Quarter located on the East side of our Centre. In order to succeed, now is the time to act.

We are aware that there is a tax levy which will be issued to us next year, however we see several benefits to our participation in this new BRZ. Our investments will:

- Provide us with an effective collective marketing tool to promote our district through a variety of cultural events designed to attract a larger audience utilizing the French Quarter branding
- Allow all merchants to capitalize on the French presence and the rich culture that comes with their presence in the Bonnie Doon region.

We look forward to being included in the new BRZ so we can maximize our business opportunities.

Sincerely,

Jamara Olson,
 manager.



STERLING SILVER JEWELRY
WOOD CARVINGS, FOSSILS
MINERALS, NATIVE ART

#157 BONNIE DOON
SHOPPING CENTRE
82 AVE & 83 STREET
EDMONTON, AB T6C 4E3

780-472-7292
STEVE & FAY JONES

Patricia Lachance
Chair
French Quarter Business Association
014, 8626 rue Marie-Anne-Gaboury (91 Str)
Edmonton, AB
T6C 1N3

Dear Ms Lachance

As Manager of Roxx, located at the Bonnie Doon Shopping Centre, I am confirming our full support for the expansion of the French Quarter Business Association to include the Bonnie Doon Shopping Centre. I, the undersigned, am fully authorised to sign this support letter on behalf of our organisation.

This newest Business Revitalization Zone (BRZ) the French Quarter, is hugely important for us and for the Shopping Centre as one of our biggest challenges is finding a way to drive traffic to our shopping centre and this would be an effective way to increase consumer traffic to the Mall. Furthermore, the timing for the expansion to include our business area is ideal as the planned LRT should immediately include in its planning the design of the station and ensure that naming process includes an "entrance feature" to the French Quarter located on the East side of our Centre. In order to succeed, now is the time to act.

We are aware that there is a tax levy which will be issued to us next year, however we see several benefits to our participation in this new BRZ. Our investments will:

- Provide us with an effective collective marketing tool to promote our district through a variety of cultural events designed to attract a larger audience utilizing the French Quarter branding
- Allow all merchants to capitalize on the French presence and the rich culture that comes with their presence in the Bonnie Doon region.

We look forward to being included in the new BRZ so we can maximize our business opportunities.

Sincerely,

STEVE JONES



French Quarter Business Association

August 2, 2013,

Mr. Simon Farbrother
Office of the City Manager
City of Edmonton
3rd Floor, City Hall
1 Sir Winston Churchill Square
Edmonton, Alberta
T5J 2R7

Re: modification to French Quarter BRZ expansion.

Dear Sir,

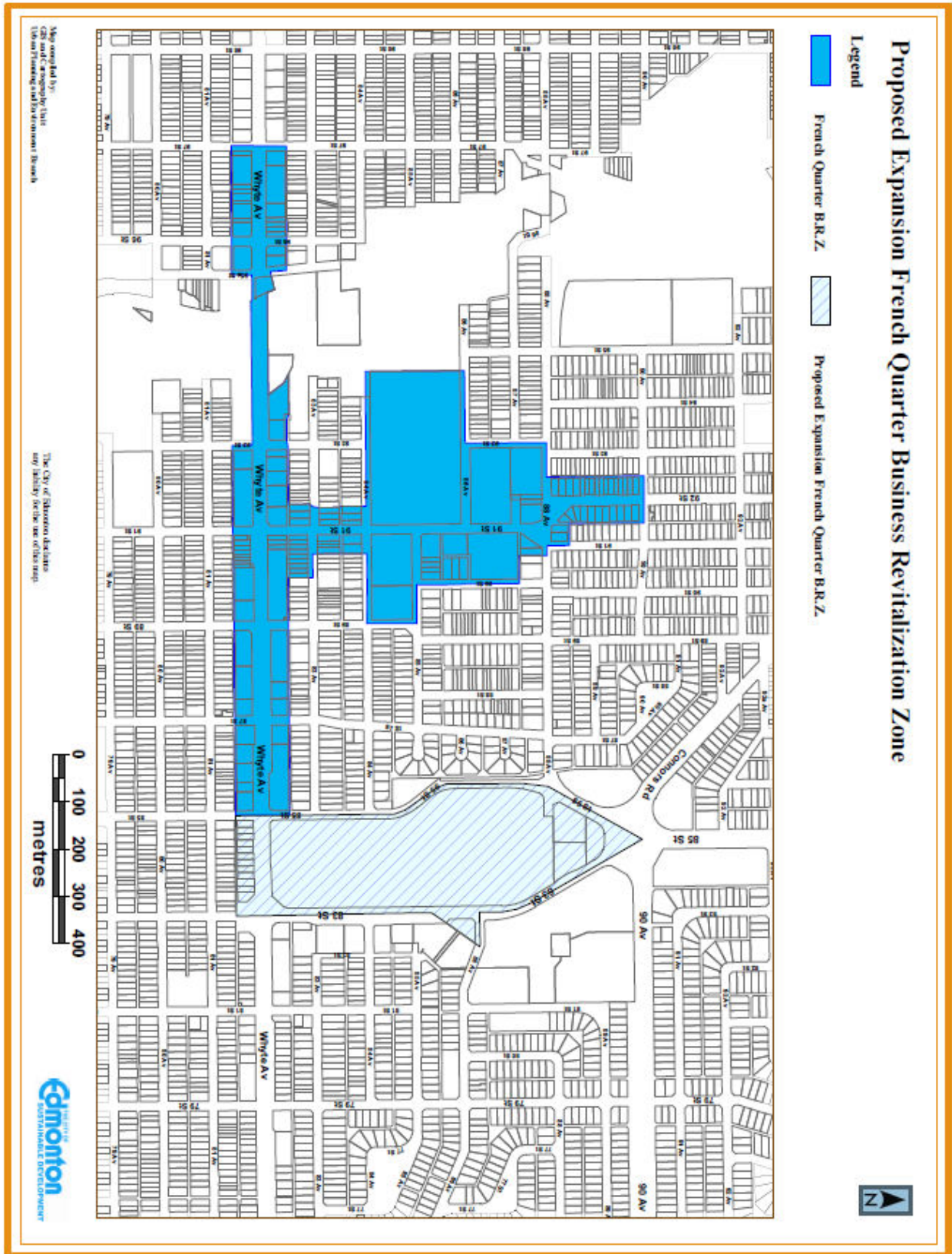
In our letter to you dated July 8th, 2013, we requested an amendment to the French Quarter BRZ Bylaw and it seems that the expansion territory was not made totally clear. This letter is intended to clarify what our BRZ is requesting in the amended bylaw.

In the original proposal, there was a plan to include the businesses located along Whyte Avenue between 81 Street and 83 Street. As this did not become part of our expansion strategy we did not include these businesses in the consultation process. Please refer to the attached map which reflects the actual expansion plan.

On behalf of the Board, we want to thank you for your assistance in this matter.

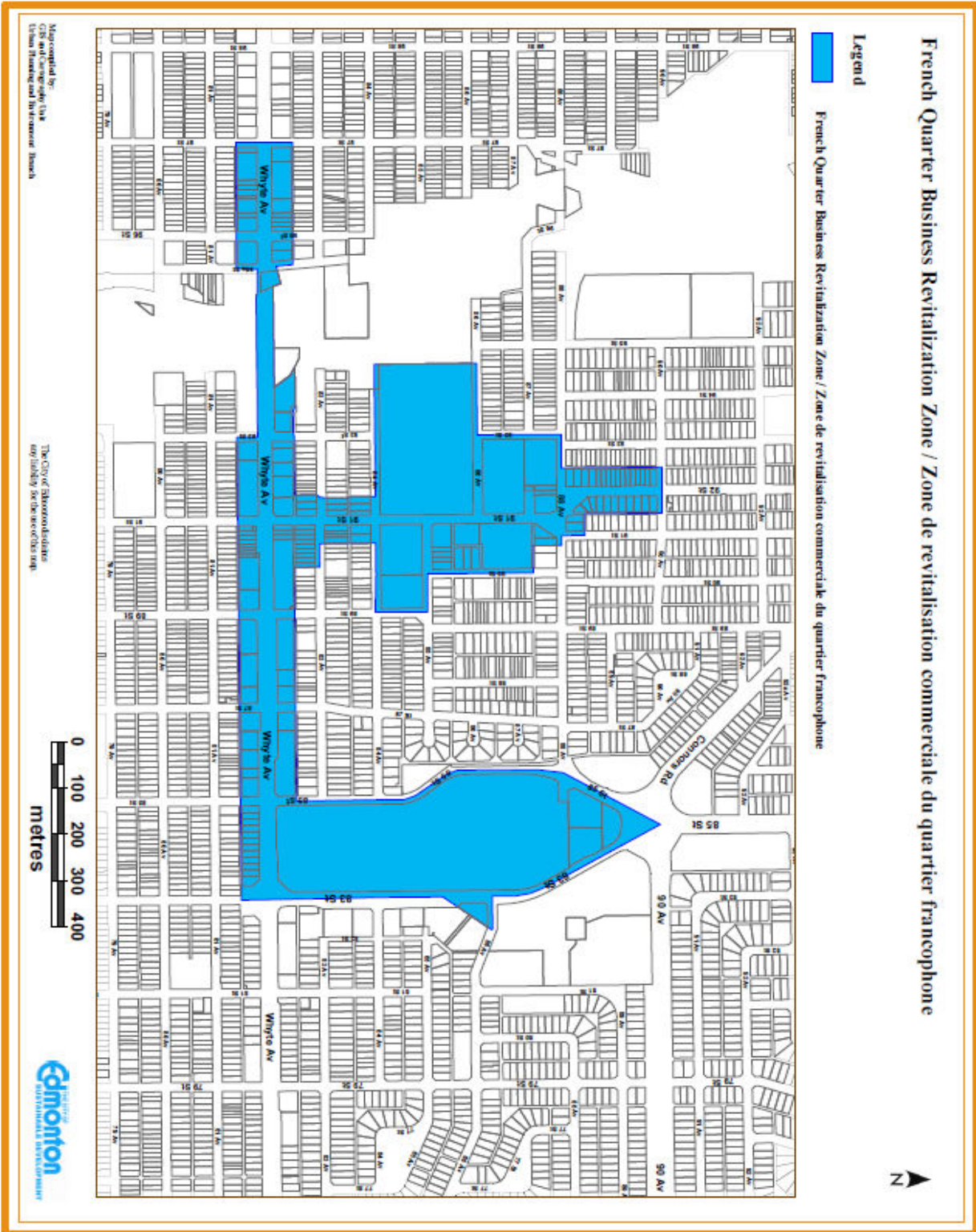
Sincerely,

Patricia Lachance, Chair



Appendix II

SCHEDULE B – BOUNDARY MAP



Appendix III**SCHEDULE C – BOUNDARY DESCRIPTION****BOUNDARIES OF THE FRENCH QUARTER BUSINESS
REVITALIZATION ZONE / ZONE DE REVITALISATION COMMERCIALE DU
QUARTIER FRANCOPHONE**

- Originating at the intersection of 90 Avenue and 92 Street;
- East along the northern boundary of the first lot south of 90 Avenue (legal description: Plan 170HW Block 8 Lot 13);
- South along the eastern boundary of this lot continuing south along the north/south lane east of 92 Street to the northern boundary of the second lot west of the 91 Street and 88 Avenue intersection (legal description: Plan 170HW Block 8 Lot 2);
- East along this lot and continuing east along the northern boundary of the first lot west of the 91 Street and 88 Avenue intersection (legal description: Plan 170HW Block 8 Lot 1) to 91 Street;
- South along the eastern boundary of this lot to 88 Avenue;
- East to the eastern boundary of the third lot west of 90 Street (legal description: Plan 1522AS Block 1 Lot 3);
- South along the eastern boundary of this lot to the east/west lane east of 91 Street
- East along the lane to 90 Street;
- South along 90 Street to 85 Avenue;
- East along 85 Avenue to 89 Street;
- South along 89 Street to 84 Avenue;
- West along 84 Avenue to the eastern boundary of the second lot east of 91 Street and south of 84 Avenue (legal description: Plan 6900R Block 1 Lots 15-16);
- South along the eastern boundary of this lot continuing across the east/west lane east of 91 Street to the eastern boundary of the fourth lot east of 91 Street (legal description: Plan 426HW Block 32 Lot C);
- South along the eastern boundary of this lot to 83 Avenue;
- East along 83 Avenue to the eastern boundary of the first lot east of 91 Street (legal description: Plan 5036S Block 25 Lots 28-36);
- South along the eastern boundary of this lot to the east/west lane east of 91 Street;
- East along the lane to 85 Street;
- North along 85 Street to the intersection of 85 Street, Connors Road, 90 Avenue, and 83 Street;
- South easterly along 83 Street to 86 Avenue;
- East along 86 Avenue to the eastern boundary of the first lot east of 83 Street and south of 86 Avenue (legal description: Plan 5318KS Block 14 Lot 44);
- Southwest along the eastern boundary of this lot to 83 Street;
- South along 83 Street to the east/west lane north of 81 Avenue
- West along the lane to 93 Street;
- North along 93 Street to 82 Avenue (Whyte Avenue);
- West along 82 Avenue (Whyte Avenue) to 95A Street;
- South along 95A Street to the east/west lane north of 81 Avenue;
- West along the lane to 97 Street
- North along 97 Street to the east/west lane north of 82 Avenue (Whyte Avenue);

- East along the lane to 95A Street;
- South along 95A Street to the northern boundary of the first lot northeast of the 82 Avenue (Whyte Avenue) and 95A Street intersection (legal description: Quadrant SE Section 28 Township 52 Range 24);
- East along the northern boundary of this lot;
- South along the eastern boundary of this lot to 82 Avenue (Whyte Avenue);
- East along 82 Avenue (Whyte Avenue) to the western boundary of the second lot west of 93 Street (legal description: Plan 0926715 Block 22);
- North along the western boundary of this lot;
- East along the northern boundary of this lot and continuing east along the northern boundary of the first lot west of 93 Street (legal description: Plan 3915MC Block 8 Lot 1) to 93 Street;
- Continuing east along the east/west lane north of 82 Avenue (Whyte Avenue) to the western boundary of the third lot west of 91 Street and south of 83 Avenue (legal description: Plan 3737AI Block 9 Lots 28-29);
- North along the western boundary of this lot continuing north along the western boundary of the third lot west of 91 Street (legal description: Plan 426HW Block 6B Lot F);
- Continuing north along the western boundary of the third lot west of 91 Street (legal description: Plan 3737AI Block 6 Lots 29-30) to 84 Avenue;
- West along 84 Avenue to the western boundary of the third lot west of 91 Street (legal description: Plan 9023630 Block 15 Lot 1);
- North along the western boundary of this lot to 86 Avenue;
- East along 86 Avenue to 93 Street;
- North along 93 Street to 88 Avenue;
- East along 88 Avenue to the north/south lane west of 92 Street;
- North along the north/south lane west of 92 Street to 90 Avenue; and
- East along 90 Avenue to the intersection of 90 Avenue and 92 Street.