



2012 Board of Directors

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Karon Kosof
KBA, Executive Director

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May 29, 2012

Dear Business Owner,

The Kingsway Business Association is in the process of expanding the boundaries of the Kingsway Business Association Revitalization Zone to include the additional business areas shown on the attached map. If you have received this letter, your business will be included in this expansion area.

The Kingsway Business Association is a non-profit association of business owners that have joined together to promote and improve the economic vitality of our business district and to promote mutual business interests.

We want to ensure that the businesses in the proposed expansion areas have the opportunity to find out more about the expansion. We encourage you to attend one of the two informational Open Houses. This will be a good opportunity for you to find out more about the Kingsway Business Association and the benefits of being a part of this organization.

OPEN HOUSE DATES:

June 20 (Wed) 4:30 – 6:30pm

June 26 (Tues) 4:30 – 6:30pm

LOCATION:

Chateau Nova Hotel & Suites (Both sessions)

159 Airport Road

Blatchford Board Room *(Room to the right after entering main entrance)*

Light Lunch will be provided.

Also enclosed is some commonly asked questions about Business Revitalization Zone Associations. We encourage you to go to our website at www.edmontonkingsway.com. If you have questions, please feel free to contact me at 780.454.9716 or email info@kingswayba.ca.

Sincerely,

Karon Kosof, Executive Director

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:

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Housing & Economic Sustainability, Sustainable Development Department
City of Edmonton
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Kingsway and Area B.R.Z.



-  Existing Kingsway B.R.Z. Area
-  Expanded Kingsway B.R.Z. Area

