



MAILING ADDRESS:
5TH FLOOR,
10250 - 101 STREET NW
EDMONTON, ALBERTA
T5J 3P4

June 11, 2012

Dear Business Owner:

The City of Edmonton has received a formal request from a number of local businesses to establish a Business Revitalization Zone (BRZ) for the Rue Marie-Anne Gaboury (91 Street) and Whyte Avenue area. The proposed BRZ is generally located within the area bounded by Whyte Avenue and 90 Avenue, and 85 Street and 97 Street. If you are a business owner and have received this notice, you are included in this proposed BRZ. Enclosed with this letter is a map that shows the boundary and purposes of the proposed BRZ, together with its proposed objectives.

There is a cost associated with operating a BRZ. This cost is absorbed by the businesses operating in the zone through a BRZ levy, which is calculated and collected in a similar way to business taxes. In order to fund this business association or BRZ for 2013, a levy would be assessed against all businesses operating within this BRZ which do not qualify for a BRZ tax exemption ("taxable businesses"). If the BRZ is established, a formal notice will be sent to you each year to inform you when this BRZ budget is to be considered by Council, after it is approved by the BRZ Board of Directors.

Those wishing to object to the establishment of this proposed BRZ must submit a petition to the Office of the City Clerk objecting to the passing of the Bylaw on or before August 20, 2012. In order to be sufficient, this petition must be signed by persons entitled to this notice who represent more than 50% of the taxable businesses in this proposed BRZ area. There are also a number of formal requirements set out in the Municipal Government Act that must be met in order for the petition to be valid. For directions for petitioning against the formation of this BRZ, contact the Office of the City Clerk at (780) 496-8178.

Up until the August 20, 2012 deadline, Sustainable Development Department staff, namely Ken Zahara, at (780) 496-0787 or Iris Li, at (780) 495-0977, will provide assistance to proponents and opponents of this proposed BRZ.

Once August 20, 2012 has passed, and providing no valid objecting petition has been received by the City, Edmonton City Council will consider a Bylaw to establish this BRZ. The establishment of this BRZ does not take effect until this Bylaw receives three readings by Edmonton City Council.

Yours truly,

A handwritten signature in black ink, appearing to read "Walter Trocenko".

Walter Trocenko, Branch Manager
Housing and Economic Sustainability

WT/

Enclosure