

A new voice for the Bonnie Doon Business Area

Businesses in the Bonnie Doon area are considering joining together to establish a Business Revitalization Zone – a BRZ.

You have received this invitation as your business falls within the geographic boundary of this potential BRZ area. If this business area is approved by City Council, you will be a member.

Learn more... Please attend one of two meetings:

Two open-houses/meetings are planned with our local City Councilors Ben Henderson and Kerry Diotte:

- Tuesday, **March 27** from 6:15 p.m. to 7:30 p.m. at La Cité francophone , Toutant Room, lower level 8627-91 Street
- Tuesday, **April 10** from 6:15 p.m. to 7:30 p.m. at Bonnie Doon Mall, Food Court

The Vision:

Capitalizing on the rich and vibrant character of Edmonton's French-speaking community located in the heart of Bonnie Doon, this initiative will help **beautify the district and increase revenues for local businesses by attracting more patrons.**

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 identity as well as 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 advertizing (website, promotions and special events).
- **Encourage new businesses to start up** in the area to complement existing businesses.
- **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.

La joie de vivre!

LE QUARTIER **F**RANCOPHONE
THE FRENCH QUARTER



Business Revitalization Zone (BRZ) Proposal

March 12, 2012

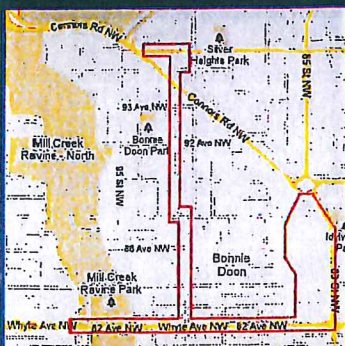
The French Quarter

Celebrating the 'Joie 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 Boundaries

- Whyte Avenue (83 St. - 97 St.)
- 91 Street (82 Ave. - 88 Ave.)
- 95 Ave. (91 St. - 94 St.)
- Bonnie Doon Mall



Vision

Capitalizing on the rich and vibrant character of Edmonton's French-speaking community located in the heart of Bonnie Doon, this initiative will help **beautify the district and increase revenues for local businesses** by attracting more patrons.

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 identity as well as 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.
- 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.



Contact Us

Patricia Lachance
Owner, La Bébé Boutique
780-465-7150
patricialachance@hotmail.com



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...

Two open-houses are planned with our local City Councilors Ben Henderson and Kerry Diotte:

- Tuesday, **March 27** from 6:15 p.m. to 8:00 p.m. at La Cité francophone, Toutant Room, lower level 8627-91 Street
- Tuesday, **April 10** from 6:15 p.m. to 8:00 p.m. at Bonnie Doon Mall, Food Court

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.

Estimated levy based on City of Edmonton data (2009)	Estimated Monthly
Minimum levy	\$17
Median levy (50% above, 50% below)	\$33
Estimated levy based on 1,500 ft ²	\$21
Estimated levy based on 2,400 ft ²	\$42