Tis’ the Season! From the board of CDBRZ: Season’s Greetings!

This month marks our one year anniversary as a BRZ and the Board is very happy that we’ve achieved many of our 2016 goals including hosting Chinese New Years, Canada Day and Mid-Autumn festival events, facilitating 3rd Avenue sidewalk replacement, decorating the sidewalk flower pots, providing IMPARK noon hour parking rate change, decorating Chinatown with festive colours and display items. In preparation of Lunar New Year, we will also be installing all new banners and lanterns to brighten up Chinatown! The BRZ has also been working closely with City Council on a Business Vitality Study to help provide retail strategies and have spent much effort meeting with City Council regarding the proposed land use change for a 30-storey tower (See stories inside).

On another note, in October, the CDBRZ assisted in the election of a Board of Directors for the new Chinatown Community Association. In November, we went to City Council to make our boundary the same as the Chinatown Community District boundary. We also changed our name to Chinatown District Business Improvement Area (CDBIA) to reflect the new Municipal Government Act. We will officially using CDBIA starting next year.

As we move into 2017, we will be hosting our Annual General Meeting on Wednesday January 18th at our offices in Dragon City Mall (2nd Floor) and we invite you to participate. We have also sent out official notification for the Nomination of Board Directors on Saturday December 10th on Facebook and our website. Members should have received the notice either by email or delivery as well. Given that it is New Year’s weekend, nominations are due on Wednesday January 4th instead. Please contact our office for questions regarding the nomination. Last but not least, please save the date: CDBRZ Chinese New Year Celebration will be held on Feb 8th, 2017. More details will follow.

May you and your family have a safe and merry holidays into the New Years!

Danny Ng, Chairman
Chinatown District BRZ
A new **SIDEWALK** for 3rd Ave SE!

After about 2 weeks of construction chaos, 3rd Ave SE is open again! Not only the pavement has been completely re-done, and new furniture and flower pots have been placed to beautify the street for all! When Spring comes, the flower pots will be filled with beautiful flowers and the trees will be blossoming too! During the construction, our Ward Councillor Druh Farrell sent us updates regarding the project; they were posted on our Facebook page. We have included an excerpt here for those who do not have access to internet.

“Dear Chinatown District BRZ members,

...I realize it can be an inconvenience to your regular business operations and so I thank you for your patience in making 3rd Ave safer and more pleasant for residents and visitors... The BRZ is working hard to revitalize Chinatown and make it a better place for all Calgarians to enjoy.

..the sidewalk improvements on 3rd Avenue (creates) potentials for a variety of areas where pedestrians will be encouraged to spend time along the street. The furniture and planters will provide vibrancy, and support residents and patrons to use the space to stay, shop, and experience Chinatown. The planters will have plantings in the spring, and flowering apple trees will add plenty of life and colour to the warmer months. The City has plans to work on the south side of 3rd Avenue in the spring of 2017.”

We will keep you posted about the start day of next year’s work. Stay tuned!

**What about PARKING ?**

The CDBRZ is delighted to tell you that the Impark lot at Harry Hays Building is also offering the Lunch Special rate started on Nov. 1. This is after Lot 265, where the Lunch Special Parking offer saw a 15-18% increase in usage and sale. Thank you for telling your customers about this special offer.

We encourage you to continue to share with your customers the fact that Chinatown has over 1,300 parking spaces and The CDBRZ is working diligently to help ease the high parking costs with initiatives like this. We welcome any suggestions that will help make it more attractive for your customers to come!

**A Parking Revenue Allocation Policy** was presented to the City’s Transportation and Transit meeting in November which proposed that parking revenue in the BRZ will be distributed as a direct dividend back to the BRZs.

This means, pending council approval of the policy, the more your customers come to Chinatown, the more money the Zone will potentially be receiving for better improvement on the streetscapes like more furniture and lamp posts, better signage and more. In turn it will give them reasons to come back!

The Administration will return to Council no later than 2017 January. We will keep you posted in the next newsletter.
BUSINESS VITALITY STUDY

The CDBRZ board continues to meet with J.C. Williams and The City’s BRZ Liaison team to fine tune the Business Vitality Study report to ensure the report will be of the most value to our members.

The CDBRZ will roll out more marketing plans once this report is shared with the members and received their feedbacks.

FLOWER POTS ON 3RD AVE

Did you notice that the newly installed flowers pot got a new look? This is a Christmas present from CDBRZ and The City’s Community Grant. This is only part of our Winter beautification program. Come on down to see them all! Feel free to take some photos and share them on social media!

CHINATOWN DEVELOPMENT

On December 5th, the public hearing regarding Site 1B was held at City Council meeting and to be voted on. Despite over 70 opposition voice was heard by the Council, a majority of the application was approved with some amendments and restriction applied.

Please see the insert “EXTRA” for the details on the result of the meeting and the next steps of the application and the ARP review.

LRT GREENLINE Tunneling Option Update

On October 3, 2016 City Council approved an underground tunnel alignment below 2nd Street downtown for the Green line. This approval was “in Principal” and it is dependant and contingent on overall funding for the Green Line Project. We would like to thank everyone who made presentations from Chinatown and wrote letters recommending the underground alignment. On October 13, 2016 a representative of Directors of the Chinatown District BRZ attended and provided comments at a workshop sponsored by the City of Calgary regarding the Green Line alignment through the Beltline area and its alignment with the downtown route.

Let’s hope that the provincial funding will come through as The Board believes this option is the most beneficial to our members.
NEW Business Recycling By-law in Effect
Is Your Business Compliant?

On Oct 18th, we hosted a Recycling Program Education Session presented by Ms. Alla Guelber from The City's Waste & Recycling Services Department to share with our members what the new Commercial Recycling By-law entails. It was attended by over 15 CDBRZ and community members. Everyone went home with the new knowledge that will help them to be diligent about the new requirement. The new by-law was in effect starting Nov 1. If you have any questions regarding this matter, you can refer to The City's website or visit us at our office for printed material (English only).

ALBERTA TAX CREDIT

The Alberta government has implemented new policies that open our doors to new opportunities, new industries, new investment, diversification and therefore new jobs in 2017. After two years of economic downturn, there are signs of recovery. The government's goal is to grow and diversify the economy to get Albertans back to work through the Alberta Jobs Plan. Here are a few that you should know about:

The Alberta Small business tax will be reduced from 3% to 2% effective Jan 1, 2017, saving small business owners $185 million next year. Small business owners will pay less taxes when they take money out of their business for personal use. Alberta's corporate tax rate remains at 12%.

For our corporate members: “Bill 30: Investing in a Diversified Alberta Economy Act” establishes two tax credits that aims to drive innovation, diversification and job creation. You may benefit from this new bill.

1) **The Capital Investment Tax Credit** encourages large-scale capital investments that will support thousands of direct and indirect jobs.

2) **The Alberta Investor Tax Credit** will be available for companies that are engaged substantially in proprietary technology R&D or commercialization, interactive digital media development, video post-production, digital animation or tourism.

In addition, the Alberta Jobs plan also provides many support and assistance to small businesses such as business loan, small business incubators, innovation and business support and self-employment training etc.

More information on the new business tax credits and the Alberta Jobs plan can be found at http://www.alberta.ca/alberta-jobs-plan.aspx
**CONGRATS! CHINATOWN COMMUNITY ASSOCIATION!**

(Written based on Calgary Sun’s Oct 31st article)

Despite being more than 100 years old, Calgary's Chinatown didn't previously have a community association — a not-for-profit organization run by neighbourhood volunteers that acts as a voice for the community and offers programming close to home. As the one-of-a-kind district that’s home to businesseses and 2,104 people grapples with change and growing pains, neighbours recently came together to form a community association.

After more than a year of discussion, the Chinatown Community Association had its first meeting in mid-October and elected directors. The group’s first board will consist of nine people: six resident directors and three directors from local associations. The CDBRZ was delighted to be there to help with their election process.

The new group will be voicing residents’ concerns to City Hall on issues such as the Green Line LRT or potential amendments to the Chinatown Area Redevelopment plan and land-use designation, unlike what the CDBRZ is doing for our members. We look forward to working closely with the Chinatown Community Association towards the common goal of revitalizing Chinatown as the historic, cultural and business hub of our Asian heritage.

The Chinatown Community Association can be reached at <yycchinatownca@gmail.com>.

**CDBRZ Office Grand Opening**

Our Office was officially opened on September 8th! Our Ward Cllr. Druh Farrell, The City’s BIA Liaison, Calgary Economic Development, Tourism Calgary, Calgary Chinese Community Assn. and many friends from the community were there to celebrate with us! With the blessings of the lions and our supporters, we are ready to serve you! Our office hours and contact information can be found on the back page. We also have more photos on our Facebook Page for your viewing pleasure. Enjoy!

Despite the cold weather, near 20,000 people attended the TD Chinatown Street Festival hosted by Calgary Chinese Merchants Assn. on Sept 4th. As the proud Gold Sponsor of the event, we also hosted a booth on site. This was a new location for CSF after more than a decade being on the east side of Centre Street. A big thank you to the members who participated this year.

We look forward to having more members joining us at the CSF next year!
We frequently receive inquiries about garbage, graffiti and installation of security cameras in the Zone. When these are all legitimate concerns as a member of the community, not all matters can be dealt with by the CDBRZ. For example, according to The City, installing security cameras is the responsibility of property owners/tenants and cannot be paid for by CDBRZ. At the same token, **if your business is on a street front, it could be the property owner, or the renter’s responsibility to clean up the GARBAGE and SNOW in front of your premises depending on the lease you signed.**

If you have concern about garbage and snow around your business, please first refer to your lease until a zone-wide solution is found.

311 Citizen Services is your single point of contact for local government information and non-emergency services. You can connect through a mobile application, website or by calling 311 24 hours a day. **Matters you can call 311 for:**

**Enforcement of the following By-laws:**
- Animal
- Property maintenance
- Graffiti
- Noise
- Sign and Tree infractions
- Untidy private property
- Waste and Recycling infraction

**Other concerns:**
- Business Recycling
- Property Tax Assistance
- Business License compliance
- Roads (maintenance, repair, street cleaning, streetlight maintenance etc.)
- Water (fire hydrant, manhole concerns, temporary water lines etc.)

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**Calendar of Events**

- **Dec. 22th**
- **Dec. 25th**
- **January 1st**
- **January 28th**
- **Feb. 11th**
- **Feb. 14th**
- **Feb. 20th**
- **March 8th**
- **March 17th**

**NATIONAL DAY FOR:**

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**SALE**

**Have an event of promotion coming up? Let US KNOW!**

In addition to promoting Chinatown as a destination for shopping, dining and cultural experience on the larger scale, we will also assist you in your promotion. If you have any events, promotion, sales etc. planned, make sure you let us know and we will post it on our Facebook page and website.

**Questions? Contact the CDBRZ.**

This Calendar serves as a reminder for you to take advantage of the special events, holidays and important festivals on both the Asian and Canadian Calendar. CDBRZ encourages you to create promotional offers targeting these days.
The Centre City Banner Program is an initiative led by The City’s Centre City Implementation Team with the assistance from the Public Art Program. Since 2008, this program has provided local artists with an opportunity to create banner artwork that has contributed to the vitality and attractiveness of Calgary’s urban core.

Banners have been displayed on the Olympic Plaza pergola and up to seven bridges leading into the downtown area, including the Zoo and Centre Street bridge. They also appear in all the BRZs in the City.

Chinatown’s banners have been under the stewardship of Calgary Chinese Merchants Association (CCMA) for the past decade. Back in 2014 a new set of banners was unveiled at Daqing Square as part of a celebration to the resiliency of the Chinatown after the flood. Local artists were commissioned and some wonderful designs had graced the Chinatown streets for over 2 years.

With the establishment of CDBRZ, CCMA has agreed to pass on the baton to allow CDBRZ to take charge of the banner program like other BRZs. The CDBRZ appreciate the contribution of CCMA in the banner program and will continue to work with CCMA on the artistic creation of future banners.

We anticipate a new set of banners will be set up in time to welcome the Lunar New Year next year.

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A beautiful, festive Chinatown in the making!

The CDBRZ is working on decorating Chinatown this holiday seasons to welcome our visitors to celebrate with us from Christmas all the way to Lunar New Year! Make sure you share this good news with your customers.

Our office will be closed for the Christmas holiday from Dec. 16th to the 27th. It will resume to normal hours starting Dec. 28th. However, our administrator will be available as usual vis email and telephone.

Lunar New Year will fall on January 28th in 2017. This year is the year of the Rooster. We are planning for our New Year gala and will keep you posted for other initiatives.

If you need help with or have other ideas, please tell us by mail, email, phone calls, or Facebook, or simply drop in to our office. Most importantly, please do read our emails and follow us on Facebook for time-sensitive, important information!

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How to Contact us

Unit 208-328 Centre Street S.E.
Calgary, Alberta T2G 4X6

Wednesday 10am-3pm
Thursday 10am-3pm
Friday 1:30pm-6:30pm
Saturday 10am-3pm
Or by appointment

BRZ@chinatowncalgary.com
403-668-9798
@Chinatown District BRZ
www.chinatowncalgary.com/BRZ
What does CDBRZ do?

The Chinatown District Business Revitalization Zone (CDBRZ) is a partnership program to enable businesses to work together to raise funds and administer an organization that will serve to improve and promote business in this community. CDBRZ is unique among other Calgary BRZs as it also intends to revitalize the distinct Asian culture and societal diversity of this community and the 100+ years of civic heritage and pride.

Building upon the successes of other Calgary BRZs (e.g. Calgary Downtown Association, Inglewood, Kensington, International Avenue, etc.), CDBRZ will engage downtown city planners, community stakeholders, business owners and future investors.

We will work with The City of Calgary to address parking, roads, transit, land use, building development, parks and riverfront infrastructure issues. We will also advocate for improved safety, security, cleanliness, attractiveness, and community behaviors.

Working with tourist organizations, economic development authorities, and the art and culture community, we will market this district as a visitor and cultural destination. Most importantly, we will promote suitable development and business opportunities in the Chinatown district to new investors and business operators.

Why do we need a BRZ in Chinatown?

Chinatown and the Calgary’s Chinese community has a rich history of contributions to the city’s ethnic diversity, entrepreneurial businesses, cultural experiences, modern innovations, rich and spicy dining, and colorful entertainment. Both local visitors and out-of-town tourists to this unique destination experience many of these opportunities. Through them, we experience economic, market and financial growth.

Over the years, especially since the Calgary 2013 Flood, Chinatown businesses have experienced stagnant, if not negative, growth while the rest of Calgary has experienced record commercial, retail and other business growth.

Surveys following the 2013 flood and during recent BRZ business engagements show that Parking (i.e. the high cost and lack of on-street parking) and Safety / Security (i.e. unsafe roads and sidewalks, lack of evening lighting, unclean sidewalks, double-parked and sidewalk parked vehicles, etc.) are the two prime reasons for visitor decline. The lack of area marketing and tourism promotion were also cited as reasons for the decline in business investors and new startups. CDBRZ sets out to change this.