



MARDA LOOP
where life connects

INTRODUCING THE MARDA LOOP BIA

BE IN THE LOOP

The Marda Loop Business Improvement Area includes about 150 businesses. The BIA works to support the business community, and to improve, promote and enliven Marda Loop. Street banners, planters, festivals like Marda Gras, advertising and promotions, and providing information and advice are some of the things we do. The BIA advocates on issues like streetscape improvement, development, public investment, transportation and parking, etc. We also work with other BIAs on issues like business-friendly policies and tax fairness. The BIA is governed by a Board of business representatives who are elected at the AGM. The board sets the BIA's budget, which is mostly funded by a levy on businesses that is administered by the City of Calgary.

- The BIA works to inform businesses on everything from promotional opportunities to road work to business support programs during COVID.
- **Email is how we keep you informed:** Make sure your business is on our email list and please read our emails - don't let them go to Junk!
- Join our private **Marda Loop Business Owners Facebook page** to share information with your business neighbours.
- Come to one of our Networking and Learning events, in person or online. Get in touch if you are interested in learning more about the BIA Board or one of our Committees, or about any of our programs below:



MARKETING AND PROMOTION

- Our website www.visitmardaloop.com includes an online Business Directory. Contact us to update your listing.
- We are **@visitmardaloop** on Facebook, Twitter and Instagram. Make sure you tag us in your posts using **@visitmardaloop** and use our hashtags **#intheloop #myymarda #meetmeinmarda #mardaloopyyc #mardaloop**.
- We promote businesses every month on social - contact our **Social Media Coordinator Dakota Kidby** for more information at **dkidby@socialcentricinc.com**.
- Marda Gras Street Festival is our signature event, attracting as many as 40,000 people on the second Sunday in August. Find out more at **www.mardagrass.ca**.
- We also do promotions like Eggfest at Easter, Light Up the Loop in December and more.
- Contact us to get involved in our advertising, marketing and event programs.

STREETSCAPE INITIATIVES

- Planters.
- Street Banners.
- Graffiti abatement and litter pick. (contact us for free graffiti clean-up)
- Christmas season lights.
- Street furniture like benches and trash cans.
- Public art and signage.

AREA IMPROVEMENTS

- We want to create an attractive and pedestrian-friendly business area, and we support the Main Streets improvements planned for Marda Loop **www.calgary.ca/mainstreets**
- We support quality development that brings more businesses and residents to the area to build a vibrant and prosperous community.

Follow us on social media
@visitmardaloop



Find out even more about Marda Loop
at: **www.visitmardaloop.com**