



*Marda  
graz*

**Marda Loop Business Improvement Area**

**Festival Society of Marda Loop**

**Annual General Meeting**

**Monday, November 28, 2022**

# 2022 Board of Directors



## Executive Committee

- Mike Bruni, President, Bruni Law
- Whitney Titheridge, VP, Crabapple Clothing
- Nova Kane, Treasurer, ATB Financial
- Mike de Jonge, Secretary, Marda Loop Brewing

## Directors at Large

- Doug Anderson, Ballistic Echo
- Shelley Anderson, Shelley Anderson and Co. Hair
- Paul Morissette, Fresh Kitchen
- Renee Fawcett, Naturalway Chiropractic
- Nick Ossais, Marda Loop Barber

Executive Director: Bob van Wegen

Marketing Coordinator: Dakota Kidby

Marda Gras Manager: Shannon McNally

Admin Support: Margie Hope



# Board Committees / Chairs

- Marketing Committee
  - Whitney Titheridge (chair)
  - Renee Fawcett
  - Paul Morrisette
- Development Committee / Streetscape
  - Shelley Anderson (Development chair)
  - Nova Kane (Streetscape chair)
  - Doug Anderson
  - Mike de Jonge
  - Margie Hope
- Note: Non-board members can be part of some committees!



# About the Marda Loop BIA



**MARDA LOOP**  
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- Founded in 1984 by South Calgary businesses who gave the name “Marda Loop”
- There are 15 BIAs in Calgary; thousands around the world
- Enabled under Provincial legislation; established by City Council
- Businesses elect a Board annually which sets a budget and makes plans
- Budget is funded via a levy on businesses that is set by Board and collected by the City



Larry MacDougal, Calgary Herald

Jon Lord, left, and Pat Mattern are proud of their neighborhood





# About the Marda Loop BIA

- Mission is to promote and improve the area
- Marketing, advertising and promotions
- Banners, “street furniture” like planters, Xmas lights, etc.
- Street maintenance, graffiti abatement
- Festivals and events like Marda Gras, Eggfest, Spook the Loop, etc.
- Communicate info. and support local business
- Representation on issues of development, policy and investment that effect the area



# Agenda



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- Call to Order
- Introductions
- Approval of the Agenda (Motion to Accept)
- Minutes of Previous AGM (Motion to Accept)
- Approval of the 2021 Financials
- 2022 look back
- Marketing and Events Report
- 2023 look ahead
- Bylaw amendments
- Board Elections
- Adjournment
- Main Streets Information



# Financials

- Two sets of Financials:
  - Marda Loop BIA and the Festival Society of Marda Loop.
- The Festival Society was originally set up to access different funds in support of Marda Gras, but didn't work out and we undid this arrangement before 2020.
- We're keeping the Festival Society for now in case it is useful in the future, but it's currently inactive.
- Festival Society financials are reviewed by two members per the Societies Act. Thanks to Dr. Brady Turner of the Eye Gallery and Charmian Chen of Marda Loop Braces.
- BIA financials are audited by Sihota Taylor CPA and have been submitted to the City of Calgary.



# 2021 Financials

## BIA Financials:

- Our major revenue was the BIA levy of 220K followed by City grants and Marda Gras revenue
- Our major costs are in categories of management/admin, marketing and events, street maintenance and decor, and Marda Gras
- In 2021 we received grants aimed at Covid support and events that boosted revenues, enabled events/promos and market research
- The result, given unbudgeted grants and better than expected Marda Gras “Lite” was a surplus of about \$29K
- Unrestricted net assets ~169K (end 2021), up from 137K (end 2020).





# 2021 Financials

## **Festival Society of Marda Loop financials:**

- Transferred \$3000 to BIA to support Marda Gras
  - Funds were from previous Marda Gras surpluses
- Balance at end of 2021: \$87.14
- Continues but inactive



# 2021 Financials

## **Motions re. financials:**

- Motion to accept 2021 Financials of BIA
- Motion to accept 2021 Financials of Festival Society

## **2022 Auditor Appointments:**

- Motion to enable the Board of Directors to appoint the Auditors of the Marda Loop BIA and the Festival Society of Marda Loop.



# 2022 update

- A year of many events
- Absorbing survey results
- Continuing to implement strategic planning
- Email Newsletter launched (more on this later)
- History Project launched
- Engagement on Main Streets detailed design



# 2022 update

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- 170+ businesses in Marda Loop now vs. 148 pre-Covid
- 20% increase in number of businesses in past 5 years
- Expect those numbers to increase quite a bit in the next year
- New commercial developments opening and planned
- Marda Loop BIA has a web page where for lease spaces and development opportunities can be posted.
- Local, loyal, growing customer base





# MARKETING REPORT

2022/2023



## SUMMARY

Social Centric and Co. is proud to report a 95% progress rate for our 2022 planning and implementation. We still have a few items that we are working on getting into place with the Marda Loop BIA but we have seen significant growth, efficiency and capacity building this year. Please see the following information for a high-level report of data, wins and areas of focus for 2023



## DIGITAL NEWSLETTER

- Launch: June 2022
- Editions: Six (June-Nov)
- Audience: 571
- Results: 62% open rate, very low unsubscribe rate (avg: 2-4 per edition)



## BUSINESS IMMERSION AND SUPPORT

- Businesses supported this year: roughly 125.
- Tone and feedback of BIA: positive and helpful.
- Items offered: event participation, social contesting and features, newsletter inclusion and forms for efficiency and data collection.



## EFFICIENCY AND CAPACITY BUILDING

- Event support: Ceilidh Price
- Public relations: Pedestrian PR and SC and Co.
- Graphic design: Kaew Creative
- Partnerships: Daily Hive, Avenue Mag, local influencers and more.



## STONE OLAFSON SURVEY IMPLEMENTATION

We are happy to report that we've been able to implement roughly 75% of requests made from the public and our businesses in our Stone Olafson survey feedback.



## DIGITAL GROWTH

- Website: updates and efficiency added by way of forms and better organization.
- Social media growth overall:
  - 3k + followers
  - 2.7 million impressions
  - REEL and video introduction
  - Contesting introduction
  - 80% increase in business engagement.



## AREA AWARENESS AND EVENT ATTENDANCE

We've seen a record high in terms of event participation from our businesses and the public.

# LOOKING AHEAD TO 2023

Social Centric and the Marda Loop BIA are very excited to move forward with an exceptionally strong foundation into 2023 as we navigate things like Main Streets. Continue onward to see some of the tactics we have planned for 2023.



## DIGITAL NEWSLETTER

The BIA digital newsletter has been a huge success and we plan to continue this tactic through into 2023 with more content and audience growth via event sign-ups and more.



## BUSINESS SUPPORT

The BIA will be offering more business support in 2023 in three new ways:

- Videography (TENT)
- Elevated and discounted services from Social Centric.
- Quarterly open houses.



## EFFICIENCY AND CAPACITY BUILDING

We will also look at on-boarding more volunteers in 2023, a possible addition or different public relations support and possible grant writing and administrative support on an hourly basis.



## PARTNERSHIPS

The BIA will continue to build out partnerships with media, influencers and local digital powerhouses such as Daily Hive for brand awareness and reach to Calgarians - as well as the City.



## DESIGN & BRANDING

The BIA is looking at upgrading some of its brand items, giving its newsletter an individual brand and updating the website with a fresh perspective this year.



## EVENTS AND AREA AWARENESS

In addition to regular programming, which will be slightly adjusted this year to accommodate for Main Streets work, the BIA will heavily focus on smaller events and other opportunities to engage with the area to continue foot traffic in and awareness of Marda Loop throughout 2023.



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# 2023 look ahead

- Continued strategic planning implementation
  - With input from customer and business surveys
  - Employing Marda Loop history as part of our story
- Main Streets implementation
- Enhanced marketing and partnerships to mitigate impacts of construction
- Working with the City on potential future operating costs related to new planters, street electricity for décor lighting, etc. TBD.



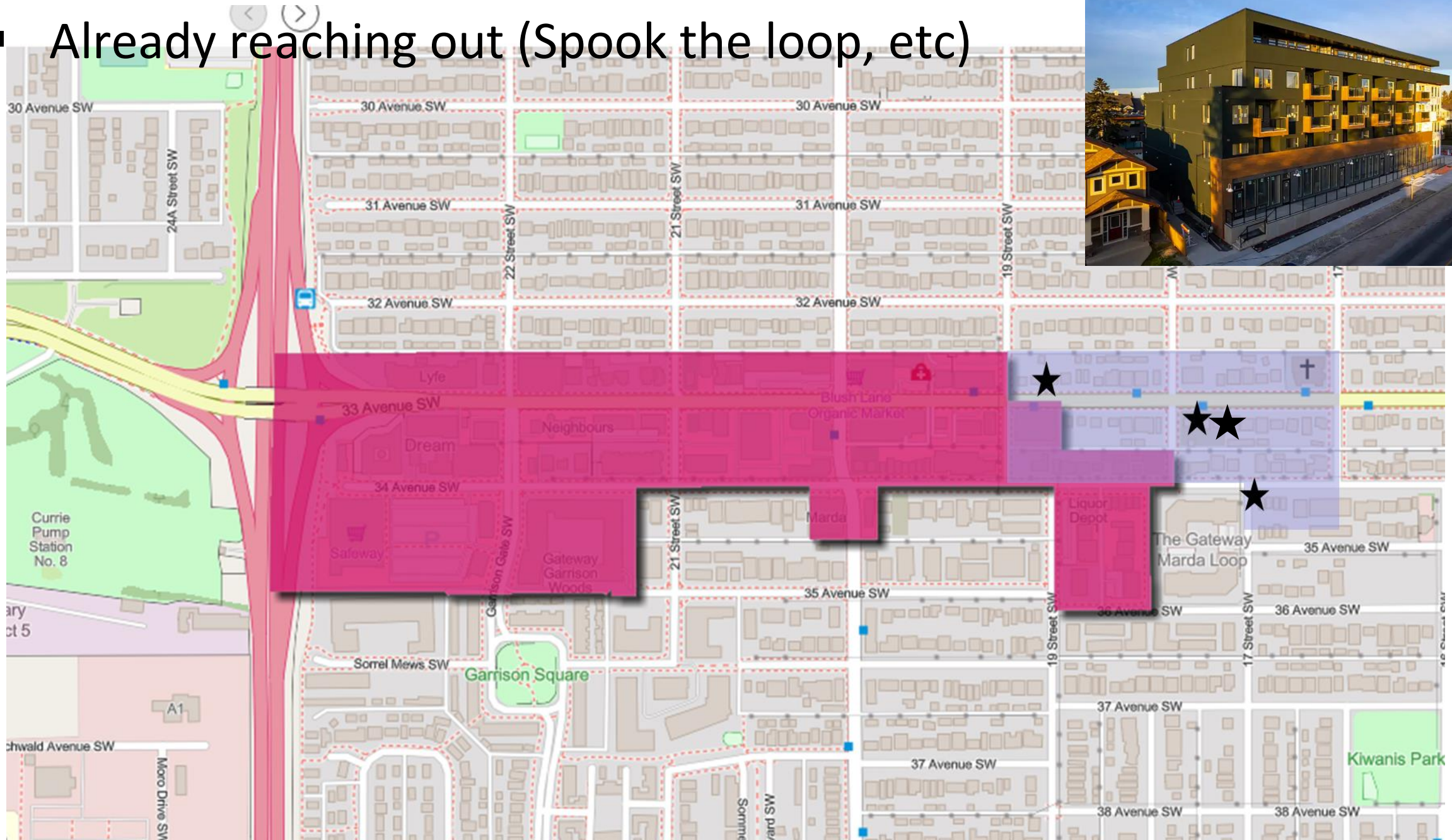


# 2023 look ahead



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- Expansion to include nearby commercial
- Already reaching out (Spook the loop, etc)





# 2022 Budget Update

## **This year to date:**

- Higher than expected events grants
- Better than budgeted Marda Gras, especially sponsorship
- Higher returns from our GICs
- Enabled higher marketing spending, mostly for events, than originally budgeted
- Some higher costs, e.g. insurance
- Expecting small surplus



# 2023 Budget Planning

## Summary Budget main points

- No change in the BIA Levy
  - Expect rate rate to be around our 10 year average
- Dip into reserves this year in order to support enhanced marketing while not raising the levy rate during main streets construction
- Some income expected from grants, sponsors, partners related to events and promotions
- Amortized expense related to new Marda Gras overpass banners (old ones about 10 years old, are failing)
- Questions?



# Bylaw Amendment

- Bylaw Amendment relating to Nominations for the BIA Board of Directors
- The purpose of this amendment is to improve Board member recruitment, and to ensure that new Board members are prepared for the role, by enabling a Nominating Committee.
- If passed, will be in effect for next AGM



# 2023 Board Election

- The board has 10 members. We have 2-year terms.
- The Board selects its own officers at a subsequent meeting
- Thanks to departing member Nick Ossais
- This year we have:
  - 4 members continuing their 2-year terms
  - 6 vacancies
  - 6 candidates who stepped forward by nomination deadline:
    - Doug Anderson, Ballistic Echo (re-election)
    - Shelley Anderson, Anderson & Co (re-election)
    - Stephanie Davis, 360 Brainbody (new)
    - Mike de Jonge, Marda Loop Brewing (re-election)
    - Jonathan Green, Leonard Developments (new)
    - Nova Kane, ATB Financial (re-election)



Motion to accept the candidates as elected



# Adjournment



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- Any other business?
- Motion to Adjourn

**LOOK, CALGARY... Odeon Theatres**

**ODEON HAS MOVED SOUTH-WEST**

**Announcing THE NEW ODEON THEATRE**  
33rd Avenue and 20th Street South-West  
FORMERLY THE MARDA  
TELEPHONE 242-3275

**TODAY**

**PREMIERE PROGRAM**  
— as the latest member of the Odeon Family of fine theatres.

**Rock Hudson and Paul Prentiss**  
Howard Hawks' **MAN'S FAVORITE SPORT?**  
"Girls are Good at it too!"  
TECHNICOLOR

**WE HAVEN'T FORGOTTEN THE CHILDREN...**  
Every Saturday afternoon we will present special children's matinees. The programmes will be most carefully selected for our younger citizens, and they'll be safely supervised while they're in our care.

**YOURS TO ENJOY—**  
the finest first-run films, presented for your pleasure with courtesy and service, in the renowned Odeon manner.

**YOURS TO ENJOY—**  
refrigerated fresh air this Summer for your cool comfort, and pleasantly-warmed surroundings while Winter's still with us.

**YOURS TO ENJOY—**  
happy, relaxed movie-going at The New Odeon, plus—plenty of FREE PARKING.

UNLESS OTHERWISE ANNOUNCED DOORS

