What's a BIA?

- Business Improvement Areas (BIAs) are business organizations that work to improve and promote a district. They are established by City Council in response to an initiative by businesses in a specific area. All businesses within the boundary are automatically members of the BIA.
- There are 15 BIAs in Calgary. Marda Loop BIA was one of the first, established in 1984. There are thousands of BIAs and like organizations in North America and worldwide.
- The BIA is governed by a Board of business reps who are elected by members at an Annual General Meeting. The board sets the BIA's budget, which is mostly funded by an annual levy on businesses that is administered by The City of Calgary.
- Learn More about BIAs at www.calgary.ca/bia

Introducing the Marda Loop BIA

- The Marda Loop Business Improvement Area includes about 170 businesses, and growing
- The BIA works to support businesses by improving and promoting Marda Loop as a friendly, attractive, walkable, and successful business district in the heart of the community.
- Street banners, planters, events, and festivals (like Marda Gras), advertising and promotions, social media, and providing info and support are some of the things we do.
- We also advocate on issues like streetscape improvement and beautification, development, public investment, transportation and access.
- We work with other business groups on issues like business-friendly policies and tax fairness.

Be in the Loop

- The BIA communicates on everything from promotional opportunities to road work to business support programs.
- **Register your business so that you can be in connected:**
  - www.visitmardaloop.com/business-registration/
- Email is how we keep you informed. Make sure you are on our email list and please read our emails - don't let them go to Junk! For Owners, Managers, Marketing people, etc. Fill out the business registration or send a note to info@visitmardaloop.com
- Join our private Marda Loop Business Owners Facebook page to share with 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

Participation in our Marketing and Promo opportunities is typically **free** for our business members:
- 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
- Our monthly **public e-newsletter** goes to over 500 area residents and growing. Sign up at www.visitmardaloop.com/business-registration/
- Join our **Marda Loop Gift Card program**. Email info@visitmardaloop.com for information
- Our website visitmardaloop.com includes an online **Business Directory**. Sign up via www.visitmardaloop.com/business-registration/
- **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.mardagras.ca. Basic participation is very inexpensive for our member businesses, and we also have sponsorship opportunities.
- We also do promotions like *Eggfest* at Easter, *Spook the Loop* at Halloween, *Spirit of the Loop,* and a *Holiday Gift Guide* to kick of the holiday shopping season and more.
- We try to provide opportunities for all businesses to participate in our promotional efforts. Contact us to get involved in our advertising, marketing and event programs

Streetscape Initiatives
- We maintain the planters, provide benches, public garbage cans and other items
- We maintain décor including street banners and seasonal Christmas lights, and public art.
- We also have a litter-pick and graffiti cleaning program (contact us for free graffiti cleaning)

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

Current Priorities

- Mitigating the impact of **Main Streets construction** starting spring 2023. Find our more at: www.calgary.ca/mardaloop and sign up for the City newsletter
- **Marda Heritage Project** to better tell the Marda Loop story in our marketing, beautification, and community engagement efforts. www.visitmardaloop.com/history

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Marda Loop BIA
Bob van Wegen, Executive Director
Mike Bruni, Board President 2023
https://www.visitmardaloop.com/contact/