



MARDA LOOP
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**Marda Loop Business Improvement Area
Festival Society of Marda Loop**

Annual General Meeting

Monday, November 20, 2023

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 / BrokerCore
- Shelley Anderson, Shelley Anderson and Co. Hair
- Steph Davis, 360 Brainbody
- Jon Green, Gardenia / Leonard Developments
- Paul Morissette, Fresh Kitchen

Executive Director: Bob van Wegen

Marketing Manager: Dakota Kidby / SocialCentric Inc.

Marda Gras Manager: Shannon McNally



Board Committees / Chairs

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

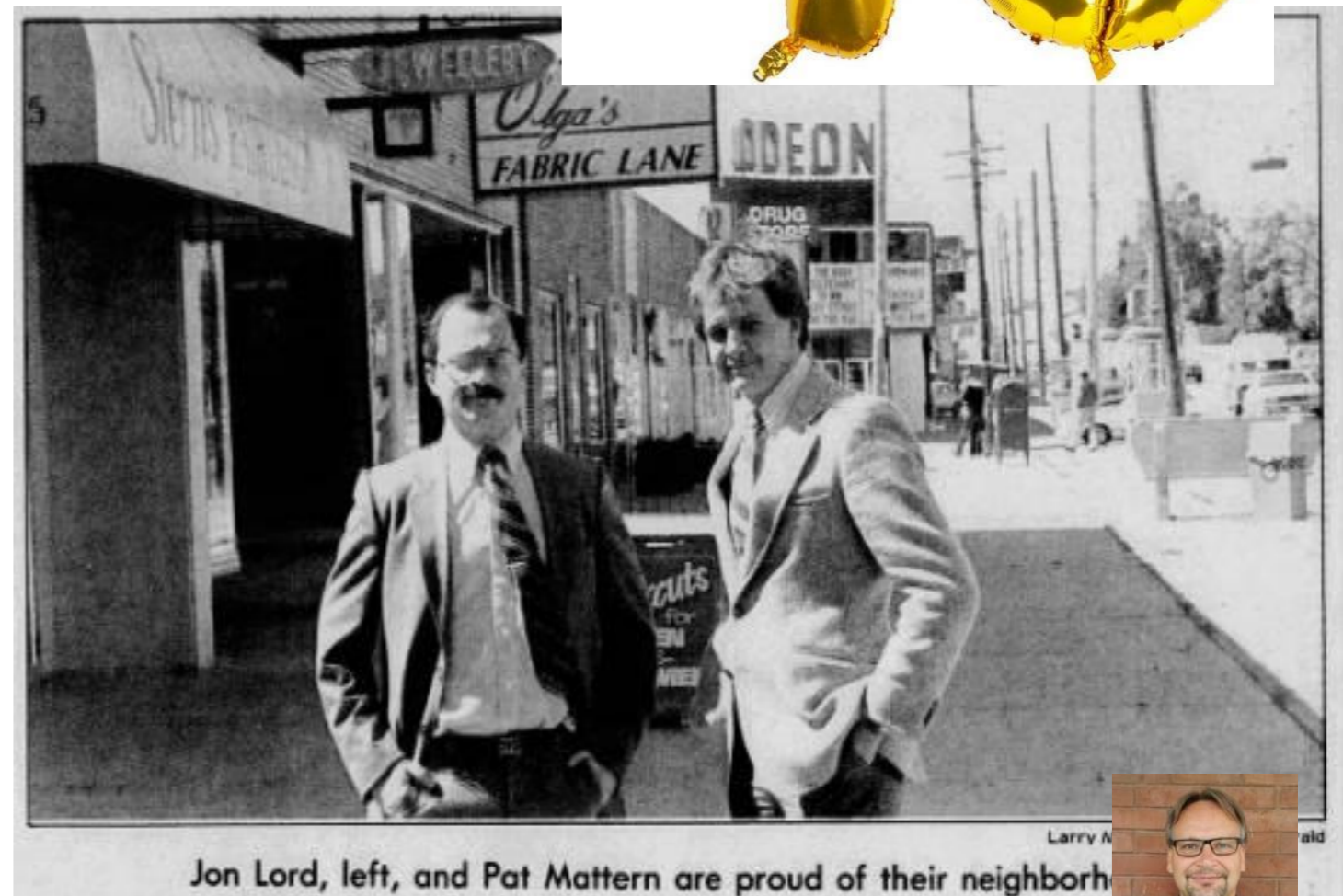


About the Marda Loop BIA



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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 (100% back to the BIA)



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

About the Marda Loop BIA



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- 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 - Marda Gras, Eggfest, Spook the Loop, Spirit, 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)
 - Minutes of Previous AGM (Motion)
-
- Approval of the Financials
 - 2023 look back / 2024 look ahead
 - Board Elections
 - Adjournment
 - Info items:
 - Marketing and Events
 - Development
 - Main Street and Other items



2022 Financials



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BIA Financials:

- BIA financials are audited by Sihota Taylor CPA and were submitted to The City of Calgary back in June.
- Our major revenue was the BIA levy of 220K followed by Marda Gras revenue and City grants
- The City grants were quite significant - the tail end of Covid grants mostly to support events programming
- Our major costs were in categories of management/admin, marketing and events, street maintenance and decor, and Marda Gras
- The result, given unbudgeted grants, better than expected Marda Gras some lower than budgeted costs, was a surplus of almost 20K
- Unrestricted net assets grew from ~169K to ~185K



Financials



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- Second set of Financials: the Festival Society of Marda Loop.
- The Festival Society was originally set up to access different funds in support of Marda Gras, but it 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.
- No significant activity in the Financials



2022 Financials



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Motions re. financials:

- Motion to accept 2022 Financials of BIA
- Motion to accept 2022 Financials of Festival Society

2023 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.



2023 retrospective and update



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- Main Streets Construction
- Mitigate the impact
 - Marketing and Events
- BIA expansion to 17th Street
- Implement strategic planning
- Martel Block and Harrison
- Over 170 businesses in the loop
- History Project



Expansion map

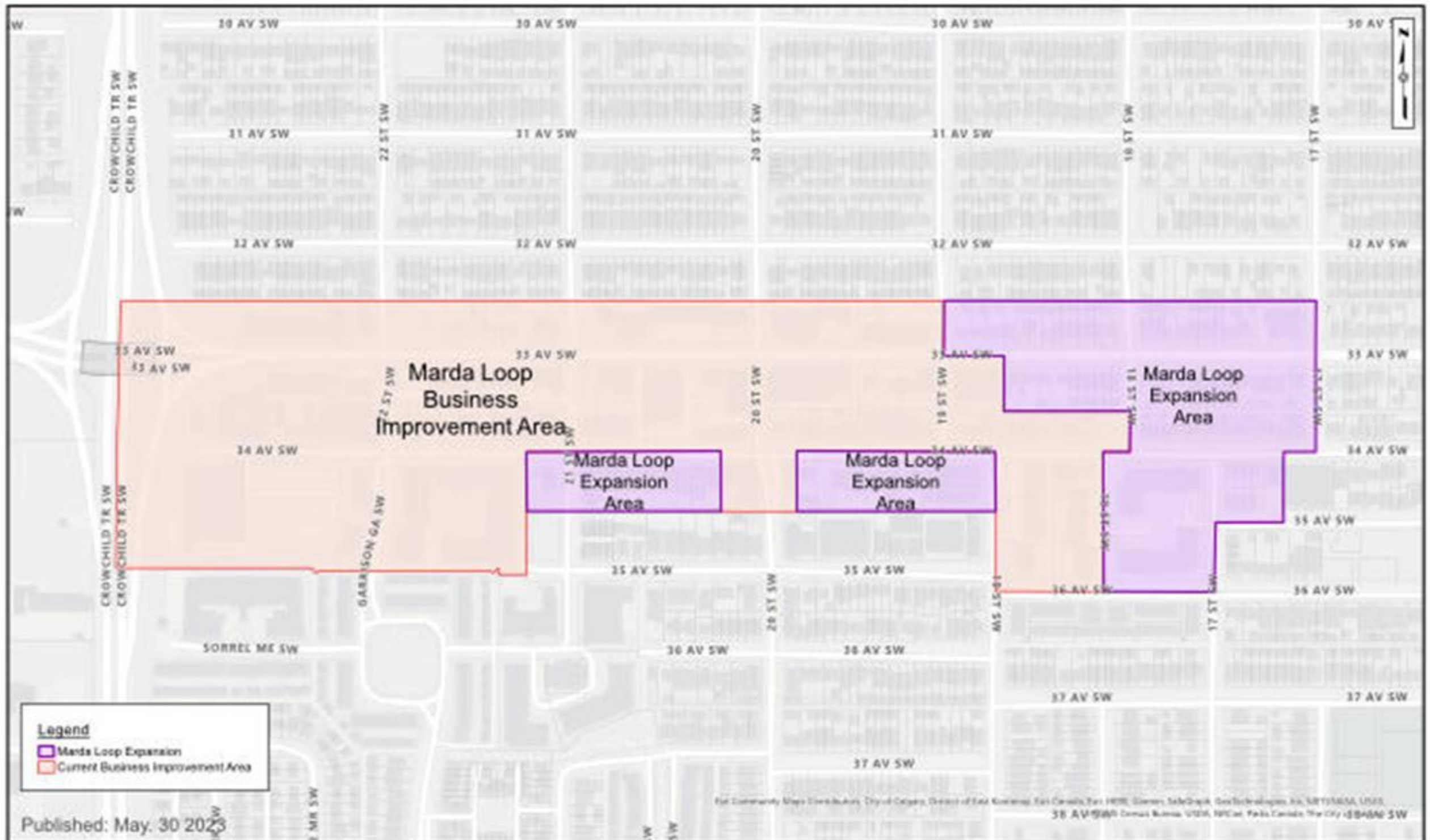


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Map of the Proposed Changes to the Marda Loop Business Improvement Area



2024 look ahead

- Completion of Main Streets project
- Investment in marketing and events to support business during construction, then pivot to “grand reopening”
- Update of Strategic Planning – looking past the construction
- “West Elbow” planning
- New Main Streets infrastructure – potential for new décor:
 - New Planters
 - Lighting
 - New Banners
 - Public art opportunities
- Marda Loop history as part of our story



2023 Budget Update



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This year to date:

- Grant from the City to support business during construction, which was unexpected at the beginning of the year (20K)
- Much better than budgeted Marda Gras enabled a surplus in spite of higher costs in some areas
- Very good returns from our GICs
- Much lower streetscape costs than budgeted due to construction (low planter costs for example)
- Marketing and events spending is pretty much on budget
- Some higher costs, e.g. insurance
- Expecting a small surplus possibly in the 20K range



2024 Budget Planning



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Summary Budget main points

- No change in the BIA Levy (sixth year running)
 - Not the time to raise the levy with construction going on
 - Expect “mill rate” to be around our 10-year average
- Dip into reserves (a.k.a. past year surpluses) in order to:
 - Support enhanced marketing efforts and costs
 - Capital expenditure on street décor that we can deploy because of new Main Streets infrastructure
 - Meet some expected inflation costs
- Will still leave us with a good reserve at the end of the year
- Questions?



2024 Board of Directors

- The board has 10 members. We have 2-year terms.
- The Board selects its own officers at a subsequent meeting
- Thank you to departing member Renee Fawcett
- Nominating Committee was put in place this year; candidates come forward at least one month prior to AGM, per the Bylaws
- This year we have:
 - 6 members continuing their 2-year terms
 - 3 members seeking re-election
 - 1 vacancy to be filled at a later date by the Board
 - Seeking re-election:
 - Mike Bruni, Bruni Law
 - Paul Morissette, Fresh Kitchen
 - Whitney Titheridge, Crabapple Clothing



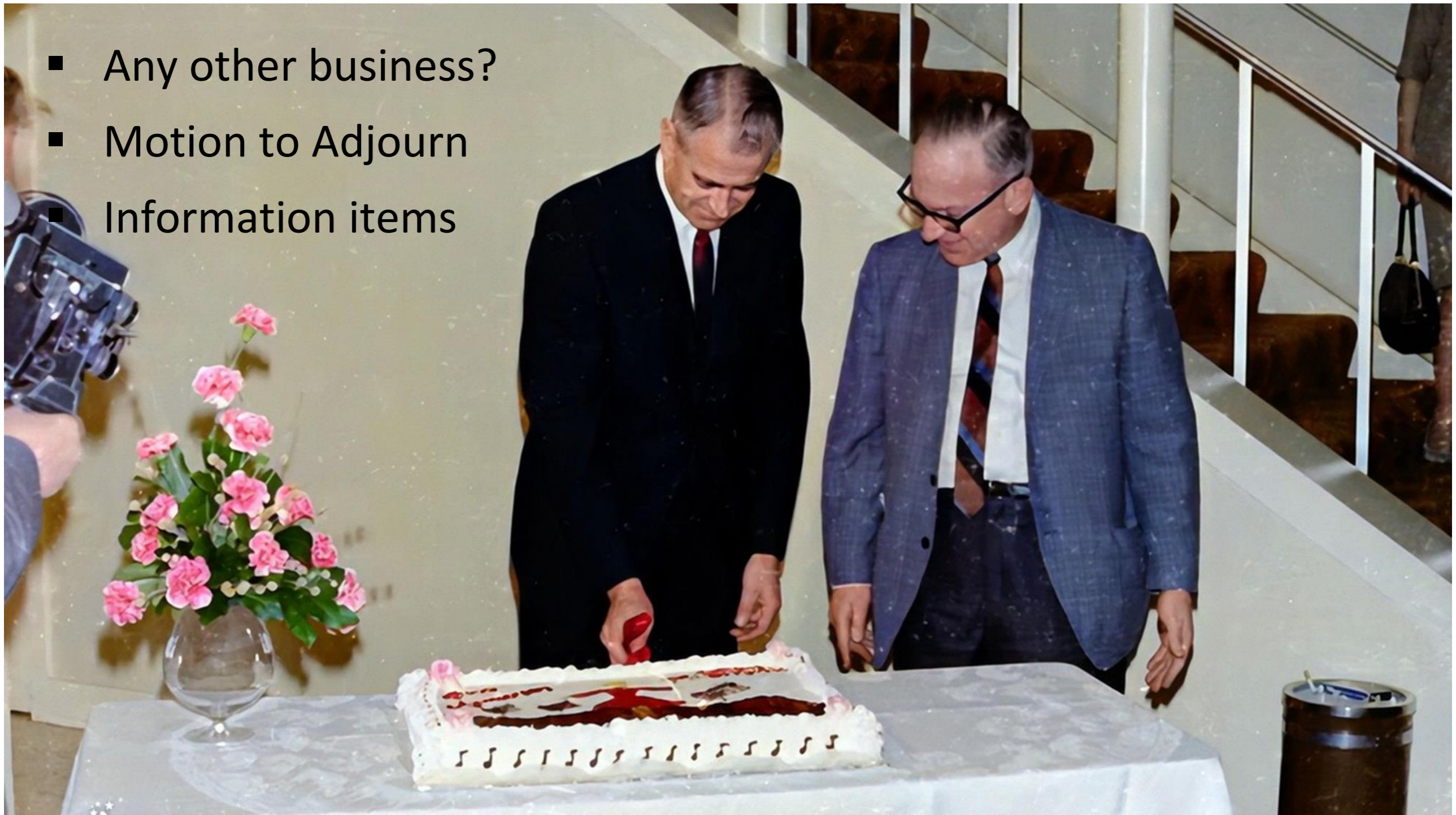
Motion to accept the candidates as elected

Adjournment



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- Any other business?
- Motion to Adjourn
- Information items



Marketing and Events

- Growth in social media.
 - Competitive with BIA peers; 3rd biggest followership
- E-mail newsletter has grown to 1000 members since launching in mid-2022. Open rate over 60%.
- Huge participation in Eggfest, Spook the Loop, Marda Gras
- Area wide Gift Card launched - 27 business participating
- “Coney the Traffic Cone” campaign/signage
- Avenue Magazine, community newsletters
- Door-hanger campaign to thousands of residents
- Marketing Supports page on the website
- **What’s next?**



2023 Festival Recap

Marda gras

SUNDAY, AUGUST 13
10AM - 5PM
MARDA LOOP

33RD AVENUE SW
FROM 19TH TO 22ND STREET



Festival Manager: Shannon McNally



*Marda
gras*



Calgary's Longest Running Street Festival
Sunday August 13, 2023



- 40,000 Attendees
- 225 Vendors
- 30+ Live Performances
- 100 Volunteers



Event Highlights & Community Benefits

13th Annual Pet Pageant

Grows in popularity each year

Featured 30 contestants + a dog show

Proceeds go towards animal charity

Small Business Participation

40+ Marda Loop Businesses

90 Artisans and Makers

Helpful City Partners

Kept informed on main streets construction updates

Free to Attend

Accessible & family friendly

Business & Community Awareness

Promotes the live, work, play nature of the area

Builds Connections

Engage with the community

Showcases Arts & Culture

Discover Calgary's vibrant creative economy

Sponsorship

Public engagement and branding opportunities available





Next Year's Date: **Sunday August 11, 2024**

Registration Open in January

- 10 x 10 space and one 8-foot table provided

Email: mardagrascalgary@gmail.com



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NIGHT MARKET

- Markets were established in 2022
- 5:00 – 10:00 pm with dates in June, July and September
- 75 curated vendors featuring locally made products
- 10,000+ attendees
- Fully programmed live music stage
- Kids craft and games
- Adjacent licensed patio at Marda Loop Brewing



Vibrant City
EVENTS • PRODUCTIONS

Development watch



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Development Map (PDMAP) x +

developmentmap.calgary.ca/?redirect=/pdmap

YouTube Maps SRC News | SkyriseCities condo bridge - Goo... Explore / Twitter Council and Commi... One platform to co... Whitehern Museum... Log In - Visit Marda... All Bookmarks

Calgary Development Map

Find Location/File Number

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GROWCHILD TR SW GARRISON GA SW SORREL ME SW

51°01'26"N 114°06'08"W

Esri Community Maps Contributors, City of Calgary, District of East Kootenay, Esri Canada, Esri, HERE, Garmin, S...

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Main Streets



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