



MARDA LOOP
where life connects

HELLO FROM THE MARDA LOOP BUSINESS IMPROVEMENT AREA!

WHO ARE WE?

Hey there Marda Loop business, we're the Marda Loop Business Improvement Area (or BIA for short) and in case you haven't yet met us or are not quite sure what we do or what your levy is for, this is our way of informing you!

Our vibrant neighbourhood is made up of around 200 businesses.

The BIA works to support the business community, and to improve, promote and enliven Marda Loop. Our Board and team does a lot of great stuff in our community including but not limited to: streetscape maintenance, liaising with the City of Calgary and other municipal bodies to advocate for our area, putting on festivals and events year-round such as Marda Gras; managing a large social media audience as well as communicating with our businesses and the public through channels like our Marda business e-newsletter and our public facing e-newsletter "in the loop" and, managing the Marda Card gift card and community-wide marketing opportunities. 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.

STAY IN THE LOOP WITH US

Why Staying in Touch with the Marda Loop BIA Matters!

Being part of Marda Loop means more than just a great location—it means exclusive perks, marketing support, and opportunities to help your business thrive.

Your levy includes access to exciting marketing and promotional activities, plus discounts on event & festival involvement! Our team is always looking for new ways to amplify your business and share your story.

 **Join us at our business member meet and greet social events this year!**


A casual meet-up where store owners, managers, and business leaders can connect, chat about the Loop, and engage with the BIA.

**SIGN-UP
HERE:**



 **Want to Get More Involved?**


If you're interested in learning more about the BIA Board or one of our Committees, we'd love to hear from you!

 **Check out the details below to stay up to date and make the most of your Marda Loop membership!**



HELP US MARKET YOUR BUSINESS

Check out our website and get listed:

Contact us regularly to update your listing and stay on top of your information. 

Our website is www.visitmardaloop.com

Get social with us:

Follow, tag and make us your brand collaborator! We are @visitmardaloop on Instagram, Facebook and TikTok.

Tag us in your posts using [@visitmardaloop](#) and use our hashtags #intheloop #mardaloopyyc #mardaloop so we can repost your content. If you're on Instagram, you can also make us a brand collaborator and your content will land directly on our feed if it is up to brand standards.

Note: we try to give everyone fair airtime but the more you tag us, the more you'll get posted. So get tagging!

Free social media postings and features:

We regularly promote businesses every month on our social channels and in our public e-newsletter. BUT, as a BIA member, you also get ONE FREE OF THE FOLLOWING: a 30 min marketing consult, REEL, or newsletter feature with our social team each year, your choice!

Contact dkidby@socialcentricinc.com for more information and to book and also, for major BIA discounts on marketing services after your freebie is used up!

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, Spook the Loop in October, Light Up the Loop in December and more, see the schedule attached to this sheet for the full 2025 event line-up so you can plan ahead.

REGISTER YOUR BUSINESS AND GET LISTED ON OUR WEBSITE

Also get the inside scoop on:

- ✓ Upcoming events & promotions
- ✓ Construction news & streetscape updates
- ✓ Local business stats & marketing insights
- ✓ A subscription to our biz newsletter



AREA IMPROVEMENTS

- We have been working hard to create an attractive and pedestrian-friendly business area, including the Main Streets improvements planned for Marda Loop **Stay up to date here:** 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



MARDA 2025/26 EVENTS

DON'T MISS OUT ON THESE AMAZING EVENTS, GET PLANNING!

EGGFEST: SATURDAY, APRIL 19TH - 11AM-2PM (STAY TUNED FOR NEXT YEAR)

Join us and 300+ families as kiddos and their parents take over the Loop to hunt for chocolate eggs. Welcome spring by offering family-friendly specials and discounts!

MARDA GRAS: SUNDAY, AUGUST 10TH - 10AM-5PM

Marda Loop's premier festival event, Marda Gras brings more than 40,000 people to the area each August to shop local and enjoy our streetscape - we highly recommend businesses get a discounted Marda Loop business booth for this event. More information can be found at: www.mardagrass.ca

SPOOK THE LOOP: SATURDAY, OCTOBER 25TH 1PM-4PM

Get spooky with us at our annual safe trick or treating event and join in all sorts of fun as a candy stop! This event sees around 300+ kiddos and their families come through the area, so we highly recommend doing something spooky at your storefront to draw visitors. **Join at QR code below.**

SIP AND SUPPORT LOCAL

Sip and Support local is our *new* holiday shopping experience that brings together hot and festive refreshments (on the BIA) with enticing shopping, sampling or experiential opportunities for businesses to shine - we will announce this event in the summer this year, so keep your inboxes open so you can plan ahead and get involved! Last year, we had 200 folks come down to shop the streets and grab a beverage. **Stay tuned for sign-up opportunities.**

SPIRIT OF THE LOOP: SATURDAY, DECEMBER 6TH 1PM-4PM

Spirit of the Loop is our year-end celebration where folks come down to get a snap with Santa at our 34th Avenue headquarters and to shop the area for last minute gifts. We highly recommend having a pull to your storefront or offer for this event as the marketing team will promote it for you.

**SIGN UP FOR ALL OF THESE EVENTS ON
OUR MARKETING SUPPORTS PAGE:**

