



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

# **Annual General Meeting**

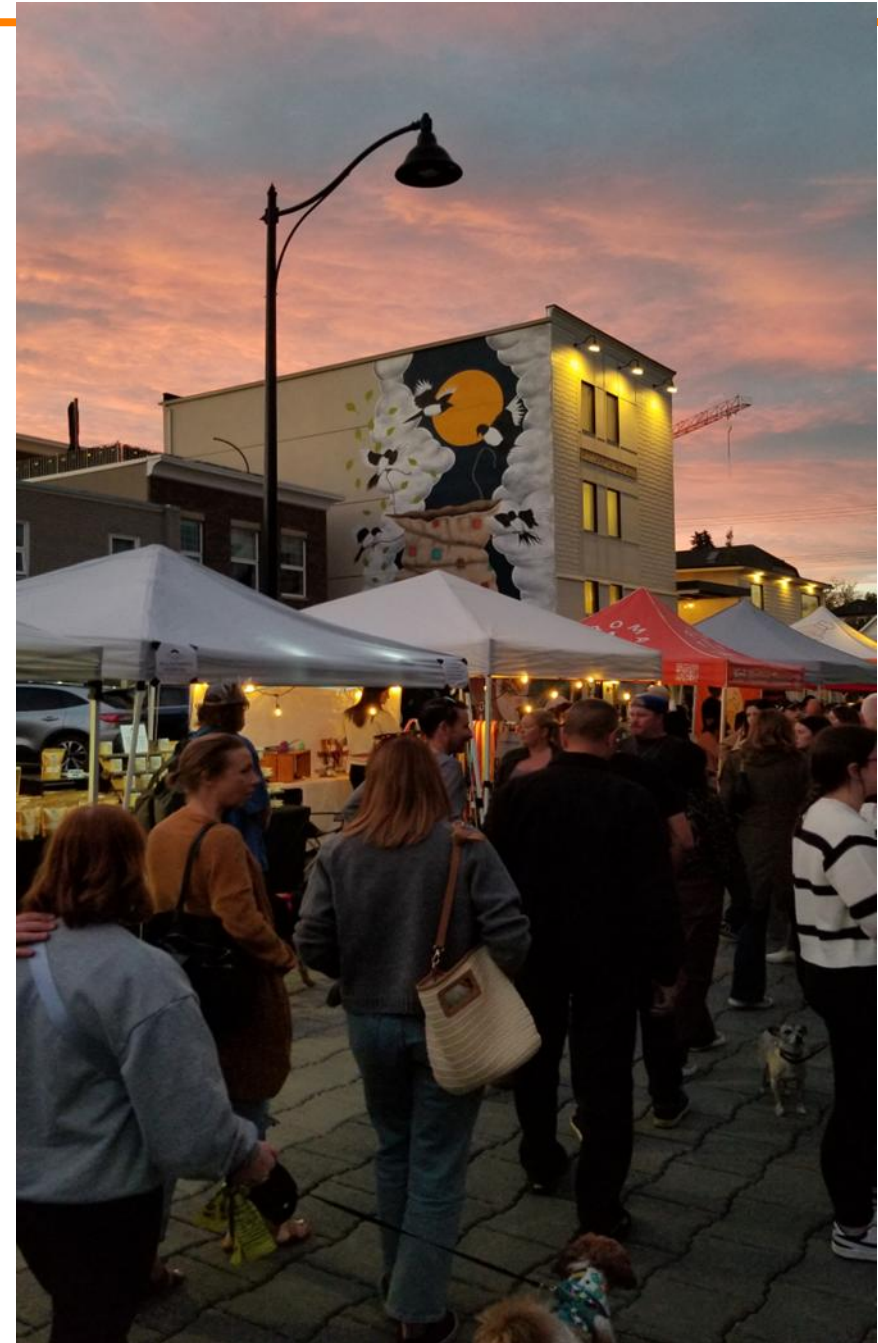
**Monday, November 24, 2026**

# Agenda



**MARDA LOOP**  
*where life connects*

- Call to Order
  - **Approval of the Agenda (motion)**
  - Introductions
  - Minutes of Previous AGM
  - Approval of 2024 Financials
  - 2025 look back
  - 2026 look ahead
  - 2026 Summary Budget
  - Board Election
  - Adjournment
- 
- Information and Discussion
    - Marketing and Events
    - Development and Streetscape
    - Other items



# 2025 Board of Directors

## Executive Committee

- Paul Morissette, President, Fresh Kitchen
- David Jannard, VP, Blush Lane
- Nova Kane, Treasurer, ATB Financial
- Mike de Jonge, Secretary, Marda Loop Brewing

## Directors at Large

- Doug Anderson, Ballistic Echo / BrokerCore
- Cameron Fraser, Fraser and Fig
- Jon Green, Gardenia / Leonard Developments
- Lachlin Muir, Distilled
- Whitney Titheridge, Crabapple Clothing

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Executive Director:

Bob van Wegen

Marketing consultant:

Dakota Kidby, SocialCentric & Co.

Marda Gras/Events:

Shannon McNally

Events consultant:

Ceilidh Price

Admin and Support:

Margaret Hope





# Board Committees / Chairs

## Marketing

- Whitney Titheridge (chair)
- Cameron Fraser
- David Jannard
- Paul Morissette



## Development

- Doug Anderson (Chair)
- Shelley Anderson
- Mike de Jonge
- Margaret Hope
- Nova Kane
- Lachlin Muir

## Streetscape

- Nova Kane (Chair)
- Shelley Anderson
- Jon Green
- Michelle Bowland

- Over 400 hours of volunteer effort
- Non-board members can be on committees!



# About the Marda Loop BIA



**MARDA LOOP**  
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- Founded in 1984 by South Calgary businesses who branded the area “Marda Loop”
- There are 15 BIAs in Calgary thousands around the world
- 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, collected by the City, goes 100% back to the BIA



# About the Marda Loop BIA



- Mission is to promote and improve the area and serve business needs
- Marketing, Events and Promotions
- Marda Gras, Eggfest, Spook the Loop, Sip and Support, Spirit of the Loop, etc.
- Banners, planters, lighting, etc.
- Litter and graffiti abatement
- Communicate info. and support local business
- Advocacy on issues that effect the area





# 2024 Financials

## BIA Financials:

- The BIA financials, audited by Sihota Taylor CPA, were accepted by City Council back in June.
- Our major revenue was the BIA Levy, Marda Gras and City grants.
- Our major costs were marketing and events, administration and management, and Marda Gras.
- We had low streetscape costs due to construction (e.g. no planters to maintain)
- We dipped into our reserves, as we had budgeted, to keep the levy the same while still supporting the business district.
- Ended 2024 with net assets of about 147,000



# Financials

- Second set of Financials:
  - the Festival Society of Marda Loop.
- There is no significant activity
- The Festival Society was originally set up to try to access different funds for Marda Gras but it is currently inactive.
- Financials are audited by two members per the Societies Act and have been submitted to the Province.
- Thank you to Dr. Brady Turner of the Eye Gallery and Charmian Chen of Marda Loop Braces.





# 2024 Financials

## Financials Motion:

- Motion to accept 2024 Financials of both the Marda Loop BIA and the Festival Society of Marda Loop

## Auditor Appointments Motion:

- Motion to enable the Board of Directors to appoint the 2025 Auditors of the Marda Loop BIA and the Festival Society of Marda Loop.



# 2025 retrospective and update

- Main Streets construction concluded
  - A difficult final few months
- Very successful Marda Gras, Eggfest and Spook the Loop
- 40<sup>TH</sup> Anniversary of Marda Gras and Marda Loop
- Litter Pick with RadiCare
- Member Engagement with Parsons Dialogue
- Morning coffee Meet and Greet
- Banners, lighting, refurbished signs, utility boxes
- PR re-launch

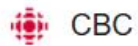


# Media / PR re-launch



**MARDA LOOP**  
*here life connects*

## News about Marda Loop



Marda Loop shop owners optimistic after 2 years of construction wraps up

1 hour ago



Marda Loop welcomes back shoppers following more than two years of disruptive...

12 hours ago



Calgary's Marda Loop officially reopens after lengthy construction period

21 minutes ago



'A long haul': Marda Loop eager to get back to business as two years of constructio...

3 hours ago



Marda Loop shop owners optimistic after 2 years of construction wraps up

2 hours ago



CBC Calgary Headline News October 15: Marda Loop reopens, Stoney Tr....

7 hours ago



CBC Calgary Headline News October 15: Marda Loop reopens, Stoney Tr....

7 hours ago



'A long haul': Marda Loop eager to get back to business as two years of constructio...

3 hours ago





# 2026 look ahead

- Continue to work to bring people back to Marda
- Build on the feedback from member engagement
- Pivot to streetscape needs – planters, etc.
- Keeping an eye on upcoming developments
- Marda Loop history as part of our story



Irene Horn, the lady who named Marda Loop



# 2025 Budget Update

## This year to date:

- Strong Marda Gras revenue, record year
- Lower than budgeted Streetscape costs due to ongoing construction into early fall
- Last year we again budgeted to dip into our unrestricted net assets reserve to support the area during construction without raising the levy
- We expect the reserve to be about 75K at the end of 2025, which is about 25K more than we had planned
- We carry that amount forward to continue to support the BIA during recovery months ahead



# 2026 Budget Planning

## Summary Budget main points

- Summary budget has been approved by the Board
- No change in the BIA Levy - eighth year with no increase
  - Expect your BIA tax rate to be similar
- Look for more revenue via Event Sponsorships and Grants
- Dip into reserves again in order to:
  - Support streetscape items, planters, cleaning
  - Support Events and Marketing
- Will leave us with a reserve of \$30K at end of 2026
- Need to plan in 2026 for next steps on spending and revenue





# 2026 Budget Planning

Marda Loop BIA 2026 Summary Budget					
This summary budget has been passed by the Board of Directors and is submitted at the AGM for information					
This summary budget is partly based on the template we provide to the City of Calgary for approval					
The budget that is mailed to you by the City will be slightly different because their official template combines more categories. There might also be changes due to new information.					
REVENUES	2026 Budget (\$)	2025 Budget (\$)	2025 Projections (\$)*	Budget to Budget (\$) Variance (Inc./Dec.)	Budget to Budget comment
BIA Levy	\$ 220,000.00	\$ 220,000.00	\$ 220,000.00	\$ -	No change (no increase since 2019)
City of Calgary Grants/Funds	\$ 30,000.00	\$ 15,000.00	\$ 20,000.00	\$ 15,000.00	More City grants expected
Grants- Other Sources	\$ -	\$ -	\$ -	\$ -	Will explore but being conservative
Marda Gras - table rentals	\$ 60,000.00	\$ 55,000.00	\$ 60,271.00	\$ 5,000.00	Same as 2025 actual
Marda Gras - sponsorship / grants	\$ 40,000.00	\$ 30,000.00	\$ 40,200.00	\$ 10,000.00	Same as 2025 actual
Interest Revenue	\$ 1,500.00	\$ 5,000.00	\$ 3,300.00	\$ (3,500.00)	Lower reserves and interest rates
Misc. Revenue (other event sponsorships)	\$ 10,000.00	\$ 15,000.00	\$ 1,200.00	\$ (5,000.00)	Other event sponsorships
Transfer from Reserves	\$ 45,595.00	\$ 74,300.00	\$ 47,702.49	\$ (28,705.00)	This will leave approx. 30k in reserve at end of 2026
<b>Total Revenues</b>	<b>\$ 407,095.00</b>	<b>\$ 414,300.00</b>	<b>\$ 392,673.49</b>	<b>\$ (7,205.00)</b>	
EXPENDITURES	2026 Budget (\$)	2025 Budget (\$)	2025 Projections (\$)	Budget to Budget Variance (Inc./Dec.)	
Administration (e.g. salaries, office, insurance, etc.)	\$ 136,095.00	\$ 145,000.00	\$ 136,251.75	\$ (8,905.00)	Similar to 2025 actual
Strategic Planning / Engagement	\$ -	\$ 12,000.00	\$ 10,000.00	\$ (12,000.00)	2025 engagement completed, no major new costs planned
Marketing/Communications/Advertising general	\$ 71,500.00	\$ 62,000.00	\$ 74,400.00	\$ 9,500.00	New website is the main difference, some other savings
Marketing - Events and Promos	\$ 40,000.00	\$ 45,000.00	\$ 43,000.00	\$ (5,000.00)	Similar, some savings
Festivals and Events - Marda Gras	\$ 90,500.00	\$ 79,300.00	\$ 88,021.74	\$ 11,200.00	Similar to 2025 actual
Streetscape Improvements / Maintenance	\$ 67,000.00	\$ 60,000.00	\$ 30,000.00	\$ 7,000.00	Planters, cleaning, décor post-construction
Capital Assets	\$ 2,000.00	\$ 11,000.00	\$ 11,000.00	\$ (9,000.00)	Fewer capital expenditures in 2026
Transfer to Reserves				\$ -	
<b>Total Expenditures</b>	<b>\$ 407,095.00</b>	<b>\$ 414,300.00</b>	<b>\$ 392,673.49</b>	<b>\$ (7,205.00)</b>	



# 2026 Board of Directors

- The Board has 10 members on two-year terms
- 7 Board Members were elected last year, and are not up for election
- 2 expiring Board Members are seeking re-election, and we have one open space for a new Board Member.
- Several expressions of interest were received for Board positions by the Nominating committee. We will seek to involve all of these members in Committees, and for future Board vacancies
- The following slate of nominees fills the three Board positions:
  - Paul Morissette (re-elect)
  - Whitney Titheridge (re-elect)
  - Chynna Winter (new member)

**Motion to Approve**



# Adjournment



**MARDA LOOP**  
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- Motion to Adjourn
- **Information items and Discussion**
  - Marketing and Events
  - Development and Construction
  - Streetscape



Mayor Jack Leslie and Odeon (Marda) Theatre owner Jack Barron celebrate a year of The Sound of Music playing at the Odeon, 1966





# Marketing and Events

- **Marketing Committee meets monthly - we welcome new people and ideas!**
- Need to keep people coming / and bring them back
- Have a strong program of well-attended events, with strong business participation
- Growth of the email newsletter, well-read
- Strong growth of social channels
- Big PR push to announce the end of construction
- Launch Marda Loop again in 2026



# Christmas Plans



MARDA LOOP  
connects

## SIP & SUPPORT LOCAL SATURDAY HOLIDAY ACTIVATIONS NOV. 22 - DEC. 20

NOV. 29



Located at Marda Loop Brewing Patio  
Supporting Parachutes for Pets

DEC. 4 & 11 **WE'RE OPEN LATE** TIL' 9 PM

Store Window Decal & Customer Passport with Giveaway

*looking for late night  
shopping participants!*

DEC. 6

Annual **SPIRIT OF THE LOOP** 1 pm - 4 pm

DEC. 13

**COFFEE GIVEAWAYS**

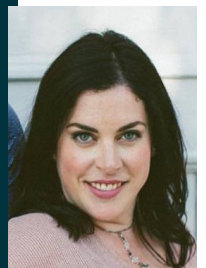
DEC. 20

**THAT'S A WRAP, MARDA LOOP!**

Complimentary wrapping of gifts purchased in Marda Loop  
Located at Marda Loop Brewing Patio  
Supporting The Discovery House

*looking for wrappers!*

**COFFEE GIVEAWAYS EVERY SATURDAY**  
11 AM UNTIL SUPPLIES LAST







# Marda Gras

## A LOOK AT THE NUMBERS



FESTIVAL GOERS

40 000

BIKES CORRALED

est. 100

\$ RAISED FOR  
PARACHUTES FOR PETS

850

PET PAGEANT  
CONTESTANTS

20

LIVE PERFORMANCES

30

FESTIVAL BLOCKS

4

SPONSORS

11

VENDORS

240

VOLUNTEER HOURS

2000

FACES PAINTED

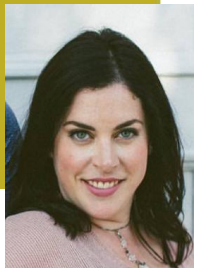
350

COMMUNITY POSTCARDS  
CREATED

400

COMMUNITY IMPACT

Limitless!





# Development and Streetscape



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# Better construction practices



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# A LOOP IN TIME

*A History of the Marda Loop Neighbourhoods  
Historical Context Paper*