



MARDA LOOP
where life connects

WELCOME TO MARDA LOOP!

WHO ARE WE?

Hey there! We're the Marda Loop Business Improvement Area (BIA) — and if you haven't met us yet or aren't quite sure what we do, this guide is a great place to start.

Our vibrant neighbourhood is made up of more than 200 incredible 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.

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 and we work with a great marketing subcontractor to promote the Loop!

GET IN THE LOOP WITH US:

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

Staying connected with the BIA and fellow businesses is also a great way to increase your visibility in the neighbourhood while building awareness and strengthening your presence in the community.

Take a look at our **5-point checklist** to make sure your business is taking full advantage of everything available to you:

One: Get signed up for our next Coffee Meet and Greet

We host up to four Business Member and BIA Coffee Meet & Greets each year, bringing our community together for updates, conversation, and opportunities to connect with fellow Marda Loop business owners.

**SIGN-UP
HERE FOR
OUR NEXT
EVENT:**



Two: Get listed on our website

Our website listings page sees more than 50,000 views per month. Get listed and contact us regularly to stay on top of your information.

Our website is www.visitmardaloop.com

GET LISTED HERE:



Three: 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](https://www.instagram.com/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 local businesses each month through our social media channels and public e-newsletter.

As a BIA member, you are also entitled to one complimentary promotional feature per year, your choice of:

- A 15-minute marketing consultation with our social team
- A custom post featuring your business.
- A dedicated newsletter feature

Sign up now at:

visitmardaloop.com/about/marketing-support/

Four: Sign up for our newsletter

Stay informed with the BIA's regular business e-communications, featuring:

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

Email: info@visitmardaloop.com to sign-up



Five: Get involved in one of our signature events

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 2026 event line-up so you can plan ahead.

Follow us on social media
[@visitmardaloop](https://www.instagram.com/visitmardaloop)



Find out even more about Marda Loop at:

www.visitmardaloop.com

MARK YOUR CALENDAR!

MARDA 2026 EVENTS

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

EGGFEST: SATURDAY, APRIL 4TH - 11AM-2PM

Join us and 500+ families as kiddos and their parents take over the Loop to hunt for chocolate eggs. Welcome spring by offering family-friendly specials and discounts! **Join at QR code below.**

MARDA GRAS: SUNDAY, AUGUST 9TH - 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: LAST SATURDAY OCTOBER (TBD)

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 500+ kiddos and their families come through the area, so we highly recommend doing something spooky at your storefront to draw visitors. **Stay tuned for sign-up opportunities.**

IN MOTION: SPRING AND SUMMER SERIES

Spring and summer in Marda Loop are all about bringing the community together. Our seasonal event series will be designed to increase neighbourhood traffic, support local businesses, and create vibrant experiences for residents and visitors alike. From community events and family-friendly activities to patio experiences and special promotions, these events help showcase everything that makes Marda Loop a unique place to shop, dine, and explore.

We encourage businesses to get involved by participating in promotions, activating your storefronts, and helping us create an exciting atmosphere throughout the neighbourhood.

Stay tuned for event details and opportunities to participate throughout the season.

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

