



# MARDA LOOP

*where life connects*

## **Marda Loop BIA on one page**

### **Mission**

- To promote and improve the Marda Loop business district, and to serve the needs and interests of the diverse Marda Loop business community.

### **Vision**

- We aspire to be a leading BIA and business area
- We work to foster Marda Loop as a friendly, attractive, walkable and successful business district that is the heart of its neighbourhood

### **Values**

- We work for the collective good of the business district and the Marda Loop area
- We offer all member businesses opportunities to participate in BIA initiatives
- We are open and collaborative with community partners, peer BIAs and The City of Calgary
- We strive to understand the needs of our businesses and broader community
- We support the growth of the Marda Loop area, to create an interesting and livable neighbourhood with a great business environment

### **Toolbox**

- Area branding, marketing, public and media relations, events and festivals
- Streetscape beautification and décor
- Delivering information to our businesses
- Advocacy for public investment, good urban planning and good development
- Aspiring to attract businesses and development that supports the growth and improvement of Marda Loop (e.g. vacancies list, relations with commercial real estate brokers, industry)
- Work with other groups on issues that affect businesses (e.g. other BIAs and BIA groups, and business groups like Chambers of Commerce, etc.)

### **Current priorities (2024)**

- Mitigate the impact of the Main Streets construction, especially through promotional and marketing efforts and events
- Plan for the completion of Main Streets construction with new décor, banners, lighting, etc.
- Complete and launch the Marda Loop History Project

### **Updated by Board of the Marda Loop BIA**

July 2024