

BRIDGE LAND North of normal

“To promote the diversity and evolution of the Bridgeland Business community through advocacy and community stewardship. To make Bridgeland a destination of choice and an economic centre that supports the entire community.”

Our second year as a BIA included some exciting foundational pieces that will ensure our organization continues well past this founding board into the future.

We welcomed our first Executive Director Sandra Yaworski which we will thank for her work in the early start of 2021. We now welcome Jacqui Sanderson to our team as our new Executive Director. Thank you, Jacqui, for being with us. Earlier this year, we started two subcommittees consisting of board members, stakeholders, and community members. These committees included our Strategic Planning committee, as well as our Brand and Marketing committee. Our strategic plan can be found on our newly formed website which also includes the outline of our new brand. We strongly encourage our stakeholders to utilize our website, in particular the resources page. We have a business directory and request you ensure your businesses are properly represented there, as well as staying in contact so that we may help to amplify any specials, deals, or events going on in Bridgeland.

As part of our submission for the Federal Government Safe and Vibrant Public Grant that we ultimately did not receive, we reached out to Jenkins Architecture to have a master plan done for future beautification and community planning. This plan ensures coherence between our brand, projects initiated by the community association, as well as the City of Calgary which ultimately creates Bridgeland into a destination of choice. Members of the BIA have sat on sub committees for The City of Calgary’s major projects coming to our neighborhood including the Gateway Project and the Main Streets Initiative, ensuring businesses affected are being represented. We will continue to post pertinent information in our resource section on our website relating to these projects.

The Bridgeland Business Improvement Area has contributed funds, sweat equity, and firepits to our community and the community association. To date we have vied for \$9656.81 of grants, created a strong strategic plan, a cohesive brand, a website, a social media following, and have been featured in Avenue Magazine in one of our first marketing pushes amplifying the tag “Treat Yourself #inbridgeland”. We look forward to the near future of Bridgeland with events planned, the continuation of development, and

the opportunity to thoughtfully contribute to our retail mix. Thank you for being part of the energy here; we are all a little “North of Normal” in Bridgeland, let's shine together.

Alena Jenkins

Chair Bridgeland BIA