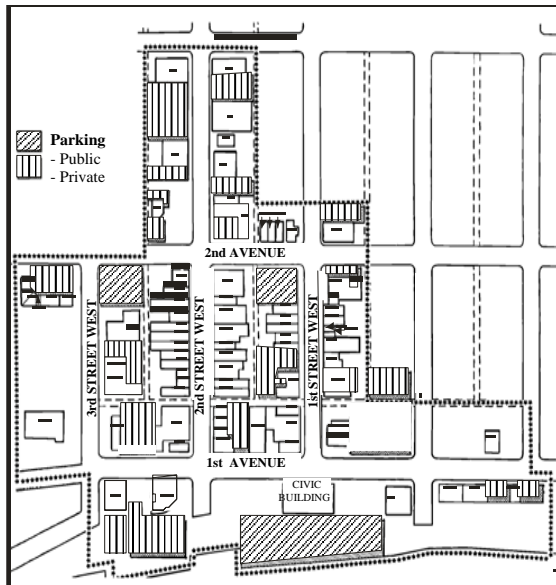


Map of the Brooks Town Centre Revitalization Zone



What is a Business Revitalization Zone?

A Business Revitalization Zone (BRZ) is a self-help mechanism which enables business people in a commercial district to form an organization for the purpose of attracting and retaining customers, shoppers and clients to the business area. It is a useful solution for helping business and retail operators organize for mutually beneficial cooperative actions, such as joint advertising, programming special events, managing the business area and for the physical revitalization of the area.

Financing a Business Revitalization Zone

- A BRZ is a non-profit corporation, the purpose of which is to stimulate increased business activity in an area.
- It is established under the Municipal Governments Act .
- All businesses within the boundaries of the BRZ are considered members. There are no exclusions.
- The BRZ is financed by its members by way of a self imposed business tax.
- The tax is levied against the business occupant not the property owner.
- The Board of Directors for the BRZ establish the budget.
- The Budget is the outline of funding that enables the BRZ to accomplish its goals for the current year.
- This Budget is approved by City Council.
- The City of Brooks directs payment of the approved budget amount to the BRZ, and then imposes a levy by way of a business tax, on the member businesses to recover the payment.
- In the Brooks Town Centre Revitalization Zone the business premises are assessed by the City Assessor and the assessed value is determined by the square footage of the business premises:

Class	Square Footage	Assessment
1	Less than 750	\$ 1,000
2	750 – 2,500	2,000
3	Over 2,500	3,000
- This assessment is used to calculate what portion of the budgeted amount the business owner is required to pay.

What are the Benefits of a Business Revitalization



- A BRZ enables business people to work cooperatively, pooling financial and volunteer resources. Collectively more can be accomplished than if attempted by individuals.
- Regular funding is assured.
- It creates an atmosphere where City Council and a BRZ can work cooperatively.
- BRZ funds may be used for an economic and physical revitalization strategy.
- The funds can be used to promote the BRZ as a business or shopping area.
- The BRZ can improve, beautify, and maintain municipally-owned land (such as sidewalks) or buildings in the BRZ area.
- Property can be acquired or leased for uses like off-street parking.
- The BRZ can carry out studies for the BRZ area (such as marketing analysis, consumer surveys, planning studies or streetscape designs).
- The BRZ can hire a professional to manage: joint promotions, special events planning, streetscape improvements, etc.

“A Business Revitalization Zone helps to stimulate increased business activity in an area.”



Revitalization Projects

The Brooks Town Centre Revitalization Zone has worked to revitalize the parking lots located at 2nd Avenue and 1st Street West, 2nd Avenue and 3rd Street West and on improvements in front of the City of Brooks Civic Building. A portion of Veteran's Park has been revitalized and we look forward to additional improvements to the park.

We continue to look for opportunities to enhance the physical appearance of Brooks Town Centre and to develop partnerships with the City of Brooks and our members to achieve these goals.

Events and Marketing Highlights

- Our always popular annual Christmas in the Park and Moonlight Madness kicks off the Christmas retail selling season.
- We successfully work with the local print, radio and television media to provide special cooperative advertising to our members.
- Events are planned throughout the year to increase public awareness of our business area.
- We have partnered with the Brooks and District Chamber of Commerce to create a larger lobby to deal with problems and concerns relative to doing business in Brooks Town Centre.
- Newcomers and tourists are also the focus of our promotional plans.



General Information

Brooks Town Centre Revitalization Zone is the largest shopping area in Brooks. It offers over 70 unique stores and professional services.

We are a non-profit, membership funded organization dedicated to improving the physical, economic and social environment of Brooks Town Centre. The Business Revitalization Zone was established in 1992 through a bylaw of the City of Brooks under Provincial legislation.

Funding for our activities comes from a special levy on businesses within our business area. Our Board of Directors develop strategies to achieve our goals and these are implemented by our member businesses who volunteer time and expertise to committees.



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Designed by the Digital Copy Centre at Brooks Stationers Ltd.

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INFORMATION GUIDE FOR MEMBERS



Brooks Town Centre Map

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The Essential Reference Guide for
Brooks Town Centre Revitalization
Zone Members