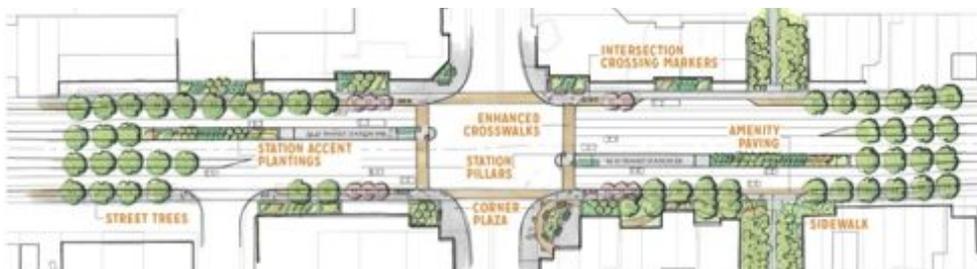




CONSTRUCTION PLANS - OPEN HOUSE, JUNE 1 & 2

Plans should be available shortly of the parking on the sidestreets and service roads. The City is planning another Open House the first week of June on Wednesday and Thursday, June 1 and 2 from 11 am to 8 pm at ArtBOX on 17E to answer any questions you may have. The construction is planned to begin in mid-July with access to businesses being paramount. A number of the existing trees which can be relocated will be in the Fall. The next three years will be one of change and we hope to minimize the impact as much as possible. You can look forward to the incorporation of public art throughout the street, safe crosswalks and public gathering spaces. Stay tuned.

Urban design inspiration



courtesy The City of Calgary

UPCOMING BRZ EVENTS:

- Transportation Open House on SE17** - ArtBOX 1807 42 St SE- Wed. June 1, Thurs. June 2, 11am-8 pm
- 6 Steps to a Better Business Seminar** - Wednesday, June 8, 8:30 -10:00 am
- Around the World in 35 Blocks Food Tour** - Saturday, June 11- SOLD OUT
- Social Media and Digital Presence Seminar** - Tuesday, June 28, 8:30-10:00 am
- Best of the East Stampede Breakfast**- BRZ Minipark (3111 17 Ave SE)- Thursday, July 14, 8:30-11:00

WHAT'S UP?

Free Breakfast Seminars for you: 6 Steps to a Better Business

Wednesday, June 8 from 8:30 -10:00 RSVP
before May 30 to 403-248-7288

Social Media and Digital Presence, Tues- day, June 28, 8:30 - 10:00 am

What is a tweet anyway? Join Becca, our social media guru, at a free breakfast seminar on Tuesday, June 28th from 8:30-10:00 to learn the basics to get your business known on social media and the internet. RSVP by June 23rd

Best of the East BRZ Stampede Breakfast-

Thursday, July 14 at 8:30 a.m. BRZ Unity Park-3111 17 Avenue SE. A perennial Calgary favorite and some say the best breakfast in town. Don't miss it.

EMERGE-The Heart of the New East

Market – new businesses can test their products in this new local market. The Market will be totally portable and run over the weekend. Nic naks, art, and complimentary retail items will enhance the IA shopping experience. This market will be at the Art-BOX on 17E Friday night, Saturday in the day and Sunday beginning this summer. Stay tuned for more.



Begim Restaurant is the newest restaurant on the Avenue and is very unique. Nodir Begim will showcase his Uzbek culinary skills at this great restaurant. Located at 4413 17 Avenue SE you can enjoy the culmination of delightfully complex flavors only found at Begim.

6 STEPS TO A BETTER BUSINESS

Wednesday, June 8th- 8:30-10:00 a.m. includes breakfast

Do you want to make more money? Do you want control of your time? Do you want to find and keep good people on your team? Join Kevin Simpson who has 25 years leadership and consulting experience. He has grown his business by over 100% and developed custom training programs for retail stores, restaurants and some of the world's leading sporting goods companies. This seminar will provide six steps to a better business and many helpful tips including:

- How to work ON your business instead of IN your business.
- How to turn your advertising and marketing into an investment instead of an expense.
- How to leverage your time to maximize efficiency and profits.
- How to recruit, motivate, educate and retain exceptional employees.

To sign up for this free breakfast seminar please e-mail intave@shaw.ca or call 403-248-7288 by June 3. See you there.

OUR PEOPLE

Our People campaign is continuing to generate interest! We all know that our business area excels in customer service. Becca, our Social Media specialist, has been taking photos of business owners and including them on the website with the caption: "Our People Welcome You". So keep up the good work and we look forward to highlighting your business soon.

We hope to expand the campaign to be included in the upcoming construction communication. "Our People Welcome you and are making the area a better place."



Fabulous people of Pacific Hut restaurant

UPDATES

Best in the West Award x 2:

International Avenue BRZ was awarded a Best in the West Award for our Great in Greater Forest Lawn event and an award for stakeholder engagement for the SE17 Transitway. The awards were presented by the Pacific Northwest Regional Conference of the BIA/International Downtown



Alison receiving award (right)

Association in Vancouver last month.

Alison was a featured panelist along with George Brookman, Councillor for Ward 9, Gian-Carlo Carra at the re-

cent CoreNET discussion on what makes Calgary special... Betcha can guess?... International Avenue.

Congratulations to Becca (Social Media specialist) who was a featured speaker at the SAIT Student awards. We are so happy to have her working with us.

Earth Day Clean Up a Success!

Mother Earth is smiling a little brighter after the clean up success on Earth Day on International Avenue. ATB Financial, BRZ staff, CIES made a real dent on the garbage in the area. Over 70 bags of litter was picked up by volunteers. All businesses are encouraged to sweep and pick up garbage daily. Thanks for making the community a whole lot nicer!



CALGARY FILM STUDIO



Sharon and Alison recently took the Calgary Film Commission Team out for a tour of International Avenue in a sleek 1963 Valiant convertible. The Studio will be located at 5750 76 Avenue S.E. and feature 50,000 sq ft of purpose-built sound stages. The Centre will also include 20,000 sq ft of warehouse space with an additional 15,000 sq ft of multi-purpose space (office, workshop/production,

props, sets, wardrobes, etc.) William F. White International will be the anchor tenant. Three TV shows will be filmed in the Calgary area this season including the award winning Fargo who is no stranger to what Forest Lawn has to offer in terms of film locations.

The Calgary Film Commission Team were impressed with the variety of shops in the area, possible locations for film shoots and catering opportunities. Just 10 minutes away we are standing by to connect them however we can. Take one!



L-R: Luke Azevedo, Jolayne Lotiuk, Alison, Sharon and Lissa Craig

Calgary Police International Ave Beat Team

You're encouraged to contact the officers for any recurring problems/suspicious activity which requires long term solutions, or general inquiries on safety or security issues. One number will reach the team day or night.

Call: **403-510-9004** BEAT TEAM
or IABT@calgarypolice.ca

If there is a specific immediate complaint, please continue to call (403)266-1234 or in case of emergency call 9-1-1.

RECYCLING PILOT PROJECT

The International Avenue BRZ installed six recycling containers this April for cigarettes along the south side service road from 33-36



Streets and at 4200 block as a pilot project. Every year, billions of cigarette butts end up in dump-

sters and landfills, or get tossed as litter on shorelines, parks, and sidewalks across Canada. You can change all that with this innovative program. The waste collected through the Program is recycled into a variety of industrial products, such as plastic pallets, and any remaining tobacco is recycled as compost.

The company we are using is called TerraCycle who have recycled more than 51 million pieces of cigarette waste from locations ranging from individuals at home, business locations, entertainment venues, and from city collections throughout North America. Currently they have an active program in Vancouver, and 15+ cities across the US. International Avenue is the first to take on this initiative in Alberta.

The Company Vice President Abe Zakes, of Terra Cycle says: "We take all of the waste, the leftover plastic, aluminum from

the packs, the cigarette butts, and any of the organic leftover material: paper, unused tobacco and ash. All of that material gets shredded and the organic material gets separated out. The paper, ash and tobacco is then composted, and there are strict regulations about composting tobacco products." The rest of the material is then used to create various industrial and business-to-business products.

If the pilot project is successful, up to 40 butt bins could be added across International Avenue. So spread the word and let's keep International Avenue green and clean!



Follow us on Twitter- [@intavebrz](https://twitter.com/intavebrz)



Like us on Facebook

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