





# The Village of Carp BIA

*Annual Report – 2021 / 2022*

# Overview



- Board of Directors
- Strategic Goals
- Activities to Support Businesses
- Ongoing Projects
- Budget Overview

# Board of Directors



- Jennifer Stewart, Board Chair
- Greg LeBlanc, Treasurer
- Tara Azulay, Director
- Neil Falls, Director
- Lisa Kyte, Director
- Devon Larock, Director
- Natalie Wilson, Director



# Strategic Goals



## Strategic Goals 2021

- Promote small businesses through digital channels, publications, outreach and engagement
- Highlight businesses in the media where and when possible
- Be an active voice for business as it pertains to advocacy and community development

# Activities to Support Businesses

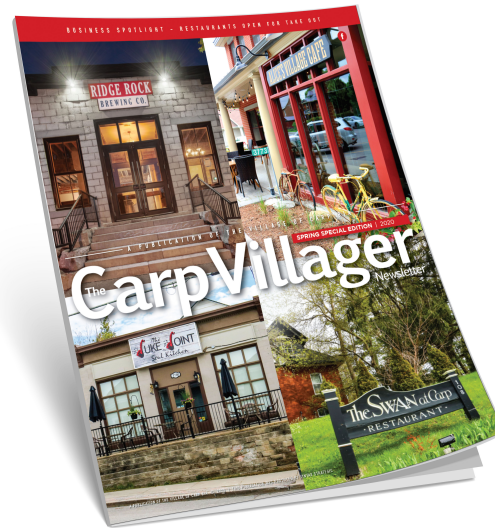


## 2021 Accomplishments

Business profiles  
via 'The Villager'

3 issues complete

Distributed throughout the Village



# Activities to Support Businesses



## 2021 Accomplishments

Continued partnership with West Carleton Online, featuring monthly business profiles of members



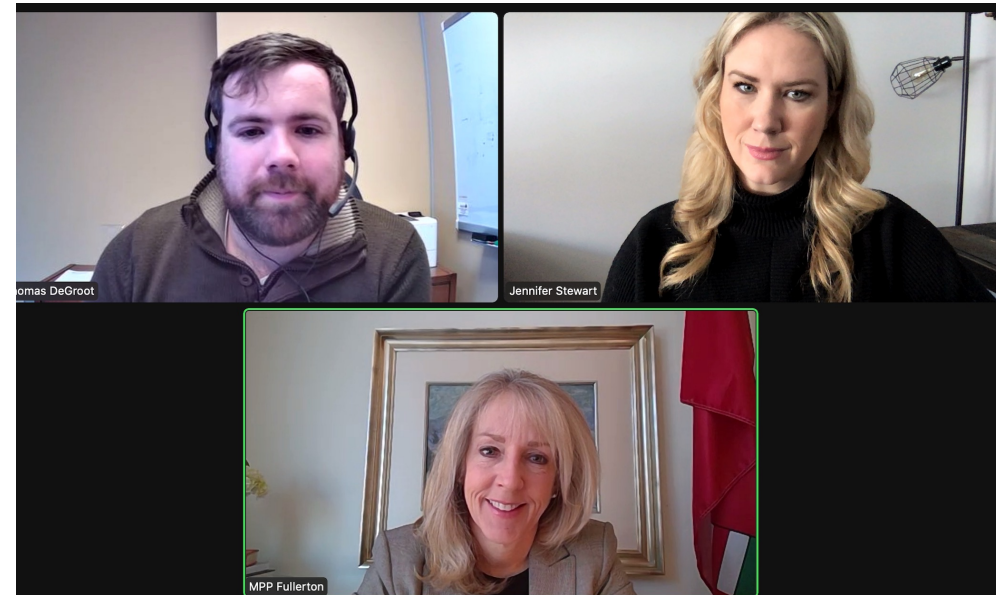
**Shop local**  
Shop the  
**Village of Carp**

# Activities to Support Businesses



## 2021 Accomplishments

Ongoing, active engagement with government of all levels in non-partisan way



# Activities to Support Businesses



## 2021 Accomplishments

Light up the Village Campaign (second year) – to encourage all residents and businesses to decorate for the holidays and boost morale

**LIGHT UP THE VILLAGE**

THE VILLAGE OF  
**CARP BIA**

**To bring a little cheer to our village, we are encouraging residents to decorate their business and homes this holiday season!**

The BIA will be offering bragging rights & prizes to the best-lit business & residential home during the campaign. The winning entries, as picked by the BIA board, will be awarded a trophy & prizes for their efforts in January 2021. To be eligible to win, send West Carleton Online an email ([westcarletononline@gmail.com](mailto:westcarletononline@gmail.com)) with a photo of your place of business or home decorated for the holidays.

**Let the best lights win!**



# Activities to Support Businesses



## 2021 Accomplishments

- Two Village of Carp signs (Carp Rd / March Rd and Donald B. Munro Drive / March Rd)
- Funded in part by the BIA and the City of Ottawa (Winter Grants program)



# Activities to Support Businesses



## 2021 Accomplishments

Had planned toward active participation in 'Doors Open Ottawa' (cancelled due to COVID-19)



# Activities to Support Businesses



## 2021 Accomplishments

Strong social media management via The Village of Carp BIA Facebook page



**The Village of Carp BIA**

@VillageofCarpBIA · Community

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# Ongoing Projects



## **Community Collaboration: Carp Heritage Walk**

Janet Mason is spearheading this project and has reached out to several key organizations for help, including the BIA. An initial core group met on January 19th - Janet & Josee LeBlanc representing Friends of the Carp River, Jan Guillemot representing Huntley Township Historical Society, Judy Makin & Pam Meunier representing Huntley Community Association, and Tara Azulay representing Carp Health Access (and for this meeting, the BIA on Jen's behalf). This would be the core steering committee and it will tap other community organizations along the way as needed.

## **What is the Carp Heritage Walk?**

- A set of interpretive signs located in the village, at the Diefenbunker, at the Riverwalk, and at the Carp River
- Each sign highlights human or natural history information about Carp and the immediate area
- The Walk loops through the downtown business area and out to the Diefenbunker
- Could include a large “welcome” sign in the downtown core with the map
- Could include a fitness component (optional)

# Ongoing Projects



## Why have a Carp Heritage Walk?

- Supports local businesses
- Encourages visitors to explore the village and surroundings on foot - educates and informs in a way that is fun and healthy, teaches the area's history, people learn about the environment
- Carp is cool. Carp as a destination - another activity to do in the village and area. Adds to the village vibe and fosters civic pride
- Supports the Community Design Plan
- Create a printed (and downloadable) brochure showing the walk - one side is the map showing the sign locations, perhaps with ads around the frame. The other side could list “things to do in and around Carp”



# Budget Overview



## Budget 2021

Accepted the \$13,000 levy for 2021

Leveraged Winter Grant Program for signage, which included \$22,636.46 in reimbursed costs

Annual budget allocated to the following efforts:

- Support Local campaign
- Continued publication of *The Villager*
- Promotion through local newspapers of businesses / events
- Taking part in grant applications for future beautification / community initiatives
- Supporting other associations in their mutually beneficial endeavours

# Budget Overview



## Budget 2022

Accepted the \$13,000 levy for 2022

Annual budget allocated to the following efforts:

- Support Local campaign
- Continued publication of *The Villager*
- Promotion through local newspapers of businesses / events
- Taking part in grant applications for future beautification / community initiatives
- Insurance, etc.

Thank You!

