

# ZAC VANIER BIA

## AGM - AGA 2022



# BOARD MEMBERS

## MEMBRES DU C.A.



**Mark Kaluski**  
Chair/Président



**Morgan Eadie**  
Treasurer/Trésorière



**Fil Correia**  
Director / Directeur



**Drew Dobson**  
Director / Directeur



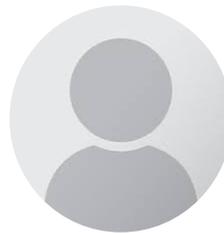
**Ryan Goldberg**  
Director / Directeur



**Chris Penton**  
Director / Directeur



**Catherine Strevens-Bourque**  
Director / Directeur



**Rob Ireland**  
Director / Directeur



# MUNICIPAL COUNCILORS CONSEILLERS MUNICIPAUX



**Mathieu Fleury**  
Councilor/Conseiller



**Rawlson King**  
Councilor/Conseiller



# 2021

**YEAR IN REVIEW,  
BILAN DE L'ANNÉE**



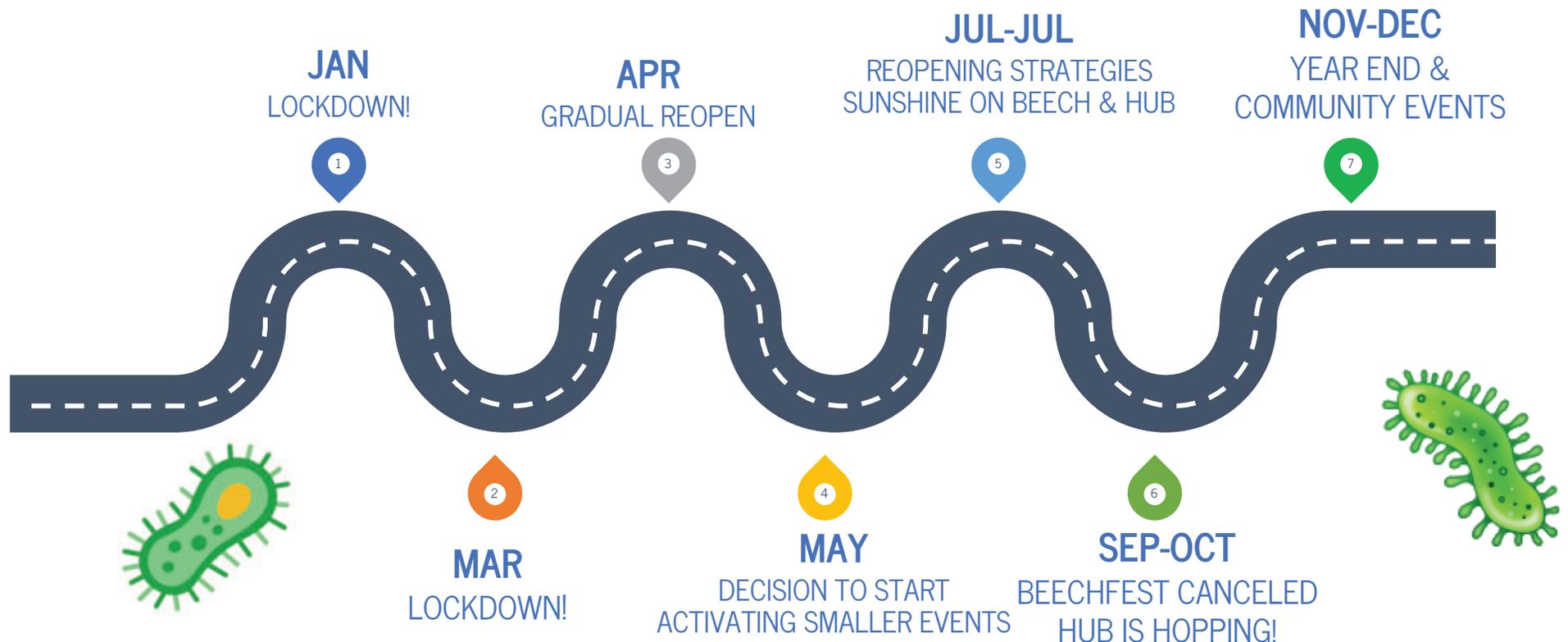
# 2021 GOALS/OBJECTI

- 1. COVID: Events, Advocacy, Promotions**  
/ Événements, lobbying et Promotion
- 2. Physical and Economic Development:**  
/ Développement physique et économique  
(Development files, Official Plan, Economic Development)
- 3. Merchant Engagement / Engagement des commerçants**  
(Safety, Digital, Economic Recovery / Sécurité, numérique, reprise économique)
- 4. Marketing and/et Promotions**  
(BIA Store, Social Media, Community Events:Partage and Snowflake  
/ Magasin ZAC, Medias sociaux, événements communautaire)
- 5. Advocacy & Partnerships / Lobbying et partenariats**  
(Gouvernement, OCOCBIA, etc)



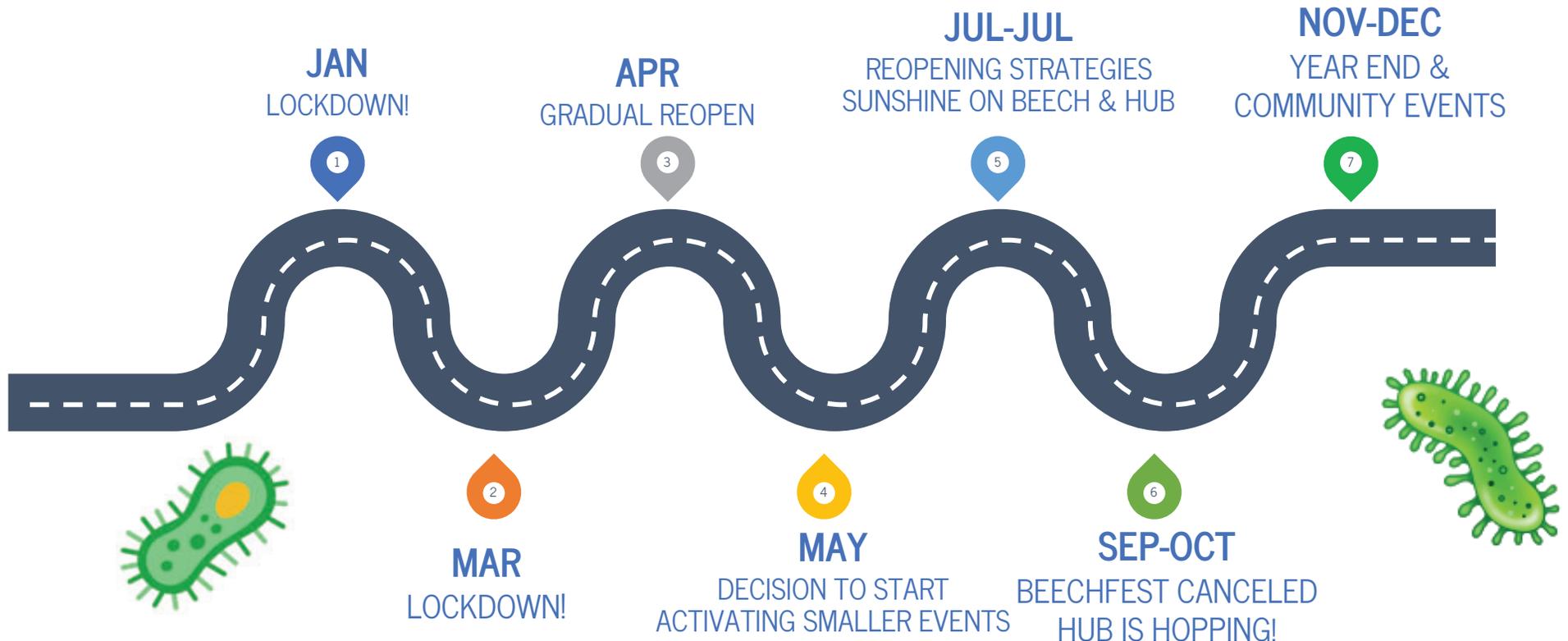
# COVID-19 en 2021

As we continued to face the **global pandemic** and months in lockdown, we continued to press on with online promotions and advocacy. At every turn we **supported our members** in one on one discussions, info emails, online supports and more. Our investments in Social Media continued to **drive traffic to members**. We spent hours in briefings with OCOBIA, OPH, Municipal, Federal and Provincial Governments. Plans changed weekly. We had weekly media hits and were interviewed regularly on TV and Radio. We spear headed **RestoHST.ca** during the toughest of the lockdown. We applied for and received thousands in grants that allowed us to host 3 Sunshine on Beechwood Events and launched the Community Hub. We bought 2 shipping containers and had them painted by local artists. The Board **allocated reserve funds to Beechfest** which we planned as a smaller more controlled version. We held a very successful Partage Beechwood event in the cemetery that raised 10K for our foodbank and then BeechFest **was cancelled**. We pushed on at the hub hosting dozens of events including the Cranium Festival, Skating nights, Tool library Repair Café and a very successful Halloween party.



# COVID-19 in 2021

Alors que nous continuions à faire face à la **pandémie mondiale** et aux mois de confinement, nous avons continué nos efforts de promotions et de lobbying. À chaque tournant, nous avons **soutenu nos membres** dans des discussions individuelles, des e-mails d'information, des supports en ligne et plus encore. Nos investissements dans les **médias sociaux** ont continué à porter fruit. Nous avons passé des heures en séances d'information avec la COZACO, SPO, les gouvernements municipaux, fédéral et provinciaux. Nous avons été interviewés régulièrement à la télévision et à la radio. Nous avons aussi créé la campagne **RestoHST.ca**. Nous avons demandé et reçu des subventions qui nous ont permis d'organiser 3 événements Sunshine on Beechwood et de lancer le Hub communautaire. Nous avons acheté 2 conteneurs maritimes et les avons fait peindre par des artistes locaux. Nous avons planifié et par la suite annulé **Beechfest et Partage Beechwood** fut un grand succès qui a permis de recueillir 10 000 \$ pour notre banque alimentaire. Le Hub a vu des dizaines d'événements, dont le festival Cranium, des soirées de patinage, le café de réparation de la bibliothèque d'outils et une fête d'Halloween très réussie.



# 2021 HIGHLIGHTS FAITS SAILLANTS



Despite setbacks the ZAC Vanier BIA managed to secure some big wins in 2021 including a great partnership with CSCV and the VCA within the creation of the Community Hub. It also solved our storage issue!

# ARTS!

Malgré les déboires, la ZAC Vanier a réussi à remporter de gros gains en 2021, dont un excellent partenariat avec le CSCV et le VCA dans le cadre de la création du Community Hub. Cela a également résolu notre problème de stockage !



# ARTS!



# ARTS!



# COMMUNITY HUB!



# HUB COMMUNAUTAIRE



# BIA STORE

In addition to driving traffic to merchant online stores had another very successful t-shirt year. We took our store on the road to outdoor markets and Beechwood Market selling record numbers of shirts

En plus de générer du trafic vers les magasins en ligne des marchands, nous avons connu une autre année de t-shirts très réussie. Notre magasin est aussi devenu mobile se déplaçant vers les marchés extérieurs le marché Beechwood



# DIGITAL MAINSTREETS



# PARTAGE BEECHWOOD



# PARTAGE BEECHWOOD

This event saw a huge success in 2021 with almost 100 guests at our table. We increased sponsorship and an anonymous donation during the event helped us make a **\$10,000 donation to Partage Vanier Foodbank!**

Cet événement a connu un énorme succès en 2021 avec près de 100 convives à notre table. Nous avons augmenté les commandites et un don anonyme lors de l'événement nous a permis de faire un don de **10 000 \$ à la banque alimentaire Partage Vanier!**



# GRANTS! / SUBVENTIONS!

GRANT / SUBVENTION	PROJECT / PROJETS	TOTAL
City Research Grant/ Subvention de recherche	Impact study of markets in BIAS Étude de marchés agricoles dans les ZACs	\$7,000
City Mural Grant / Subvention pour murale	Beechwood Mural and Montreal Rd piece Murale Beechwood et oeuvre sur ch Montréal	\$5,500
Canada Summer Jobs Emploi d'été Canada	3 summer students 3 étudiants d'été	\$15,000
ACFO – French Digital Mainstreets	French Influencers Projet influenceurs	\$20,000
ACFO – “Placemaking”	Community Hub containers Conateneurs dans le Hub	\$10,000
ACFO – Murales historiques / Historical Murals	Historical Murals / Murales historiques	\$10,000
City Winter Cities Grant Subvention des villes d'hiver	Lighting on Beechwood and McArthur Éclairage sur Beechwood et McArthur	\$25,000

**\$92,500**

# MEDIA!

OTTAWA CITIZEN

Local News / Local Business / Columnists

## Egan: Why Vanier's other car should proudly be a Porsche

Kelly Egan  
May 20, 2021 • May 20, 2021 • 4 minute read • 7 Comments



Mark Kaluski, chair of Vanier BIA, poses for a photo near the corner of Montreal Road and St Laurent Blvd in Ottawa Wednesday. PHOTO BY TONY CALDWELL /Postmedia

Ottawa Citizen

## COVID-19: Federal officials 'cautiously optimistic' about COVID trajectory; 563 new cases in Ontario; new outbreak at Civic

File :Mural artist Dominic Laporte, in collaboration with the ZAC Vanier BIA mural in tribute to health care workers on the front lines of...

Nov 5, 2021



Ottawa

## Businesses ready to welcome more clients as COVID capacity limits lifted



Virologist urges caution about reopening too quickly

Natalia Goodwin - CBC News - Posted: Oct 25, 2021 4:00 AM ET | Last Updated: October 25, 2021



Ontario restaurants and bars can now open to full capacity after the Ontario government lifted capacity limits for certain businesses that require proof of vaccination. (Lars Hagberg/Reuters)

## Businesses limited to 50% capacity across Ontario, 6 people per table at Ottawa restaurants as of Monday

CBC News - Posted: Dec 19, 2021 5:28 PM ET | Last Updated: December 19, 2021



With a climbing COVID-19 case count driven by the Omicron variant, the Ontario government has implemented capacity restrictions for retailers, including restaurants, gyms and malls. (Olivier Plante/Radio-Canada)

# MEDIA!

Ottawa Citizen

**COVID-19: Federal officials 'cautiously optimistic' about COVID trajectory; 563 new cases in Ontario; new outbreak at Civic**

File :Mural artist Dominic Laporte, in collaboration with the ZAC Vanier BIA mural in tribute to health care workers on the front lines of...

Nov 5, 2021

Ottawa Citizen

**Egan: Why Vanier's other car should proudly be a Porsche**

BIA executive director Nathalie Carrier said there are roughly 7,500 new housing units in the pipeline in their boundaries within the next...

May 20, 2021



**RADIO-CAR** TOPIC:  
Local

SHARE:



**PUBLISHED:**  
Mar 15, 2021 5:39pm EDT

0 COMMENTS

BY:  
OBJ staff

OTTAWA  
BUSINESS  
JOURNAL



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# MEDIA!

Ottawa

## Bowlers mourn loss of Ottawa's last ten-pin alley



McArthur Lanes a staple of Vanier neighbourhood since 1962

Darren Major - CBC News - Posted: Jun 11, 2021 4:00 AM ET | Last Updated: June 14, 2021



McArthur Lanes, a staple of Ottawa's Vanier neighbourhood for nearly 60 years, has closed its doors for good after the owner sold the property. (Hugo Bélanger/Radio-Canada)

## ICI Ottawa-Gatineau

À la une En continu Arts Sports Vidéojournal

ACCUEIL | SANTÉ | CORONAVIRUS | COVID-19 : TOUT SUR LA PANDÉMIE

## COVID-19 : Santé publique Ottawa prédit un retour en zone rouge



### Ontario businesses feeling left out as Quebec prepares to loosen restrictions

Nathalie Carrier, executive director of the Vanier BIA, said businesses in her end of the city are also worried about the mismatching health...

Feb 5, 2021



### Campaign on to encourage holiday shopping at local businesses

"Without a doubt, they are worried," said Nathalie Carrier, executive director of the Vanier BIA. "There is stress. Nobody's looking at a..."

Nov 28, 2020



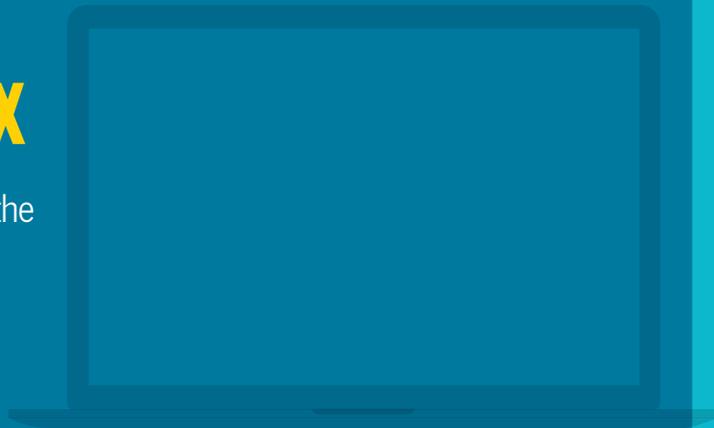
# ORDER OF OTTAWA!



# SOCIAL MEDIA MÉDIAS SOCIAUX

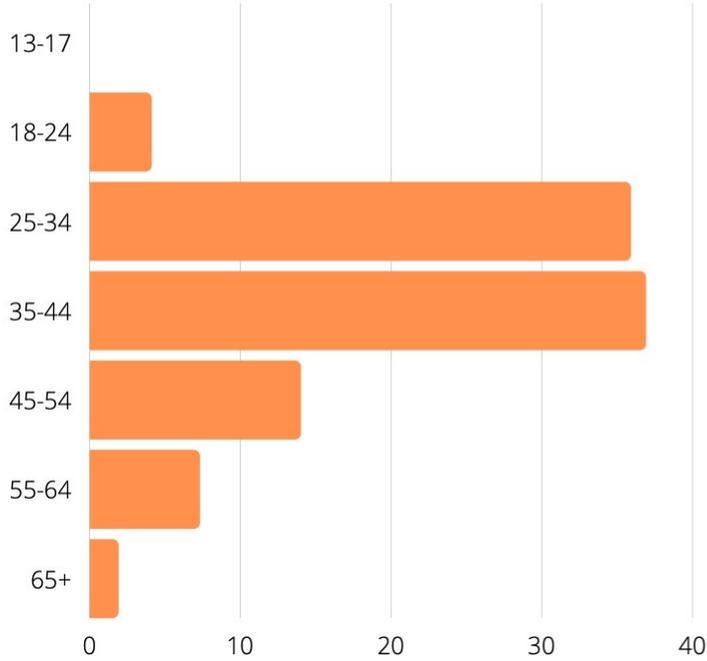
Through the months of lockdowns the Vanier BIA ramped up socials.

Malgré les confinement la ZAC a misé sur les médias sociaux

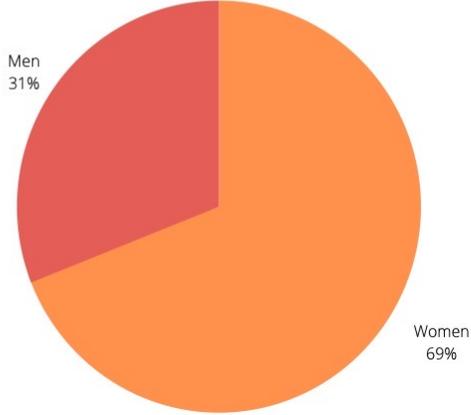


# SOCIAL MEDIA / MÉDIAS SOCIAUX

## Instagram Analytics Age Range of Followers



**29 Likes per post avg.**  
**310 views per post avg.**  
**Gained 445 followers**



# SOCIAL MEDIA / MÉDIAS SOCIAUX

## Most Popular Posts



**zacvanierbia**  
Cypress Hill • Latin Thugs (feat. Tego Calderón)

**zacvanierbia** A fantastic weekend of community dancing and art! Thanks to all who participated, attended, or just rolled through to see what was good!

Thank you @theflavafactory for bringing Jack in the Block to our neck of the woods and for @lolaskitchen613 for joining us with their unbelievable BBQ skills!

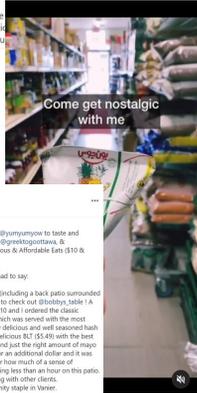
Props to @cscvanier\_official and the Vanier Community Association for helping us make this wonderful day happen!

Video Footage: @al.fergani + @tommyrad85  
Editing: @sarasmine

Une excellente fin de semaine de danse! Merci à tous ceux et celles qui ont participé, venus faire un petit tour pour voir ce que...

Liked by tommyrad85 and 38 others  
AUGUST 17

Add a comment...



**zacvanierbia**  
Otis McDonald • We Made It

**zacvanierbia** 🌟 Check out all the amazing finds @halagirls613 scoped out at Vanier's Al-Mokhtar Food Centre 🌟

Al-Mokhtar Food Centre  
📍 383 McArthur Avenue

27w

**halagirls613** Thank you so much for the opportunity! Highlighting these small and halal businesses in Vanier was such a pleasure. 🍀🍀

27w 1 like Reply

**chef\_matejg** Super kind and knowledgeable people there 🙏🍀

27w 1 like Reply

Liked by guy\_thairault and 62 others  
APRIL 19

Add a comment...



**zacvanierbia**  
Original Audio

**zacvanierbia** Vanier's locally owned business @thegrovetowana has you covered for all your cannabis needs and inquiries! 🌿

We can't get over their beautifully decorated space! 🍷

📍 381 Montreal Road , Vanier, ON K1L 6A8  
+1 613-745-9333

L'entreprise locale de Vanier, @thegrovetowana, répond à tous vos besoins et à toutes vos questions concernant le cannabis! 🌿

Nous ne pouvons pas nous passer de leur espace magnifiquement décoré! 🍷

📍 381 Rue Montreal, Vanier, ON K1L 6A8  
+1 613-745-9333

Liked by diffusart and 75 others  
MAY 5

Add a comment...



**zacvanierbia**  
Original Audio

**zacvanierbia** We finally did it. WE NOW HAVE TICKETS! Find us on TikTok @zacvanierbia or through the link in our bio 🍷

Nous avons finalement fait. NOUS AVONS MAINTENANT UN TICKET! Retrouvez-nous sur TikTok @zacvanierbia ou via le lien dans notre bio 🍷

27w

Liked by calebcecar and 46 others  
MAY 28

Add a comment...



**zacvanierbia**  
Original Audio

**zacvanierbia** We partnered with @janyanyamyo to taste and honestly review @bobby\_table @thegrovetowana, @astecasas as part of her Delicious & Affordable Eats \$10 & Under series.

Check out what @janyanyamyo had to say

For that classic diner experience (including a back patio surrounded by beautiful local art) you've got to check out @bobby\_table! A big part of their menu is under \$10 and I ordered the classic breakfast \$7.50 before 11am which was served with the most perfectly cooked eggs, and really delicious and well seasoned hash brown omelette. We also got a delicious \$11.95 \$10 with the best crispy but not too crispy bacon and just the right amount of maple (so key)! We added on an egg for an additional dollar and it was perfectly jammy!! I can't get over how much of a sense of community I felt just from spending less than an hour on this patio. Such wonderful service & chatting with other clients.

@bobby\_table is a true community staple in Vanier.

Liked by calebcecar and 47 others  
MAY 21

Add a comment...

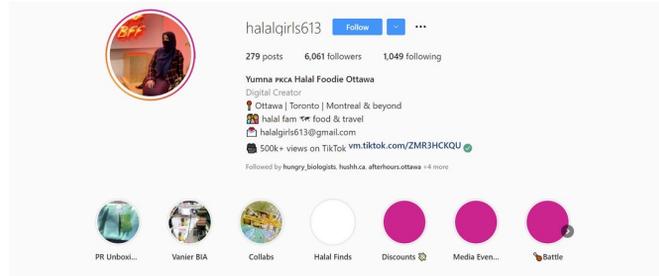
Delicious & Affordable Eats in Ottawa pt. 6

# SOCIAL MEDIA / MÉDIAS SOCIAUX

@halalgirls613

4,928 views per video  
4 videos made total

Businesses Highlighted:  
Al-Mokhtar Food Centre  
After Hours  
Le Suq  
Moussa Mini Market

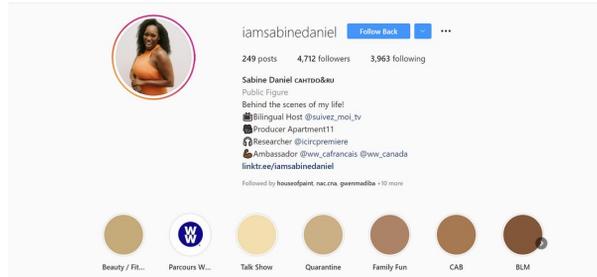


# SOCIAL MEDIA / MÉDIAS SOCIAUX

@iamsabinedaniel

454 views on video  
1 video made total

Businesses Highlighted:  
**Voix Visuelle**



# SOCIAL MEDIA / MÉDIAS SOCIAUX

@melshangrytable

14.8K views on average per video

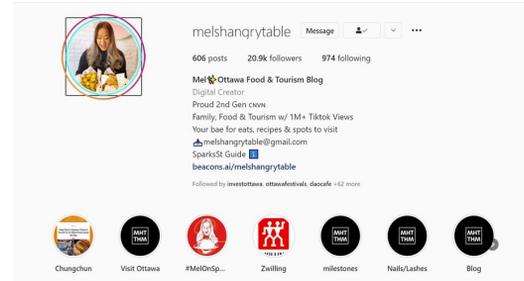
3 videos made total

Businesses Highlighted:

Le Suq

BiBi's

Wing Chinese Food Take-Out



# SOCIAL MEDIA

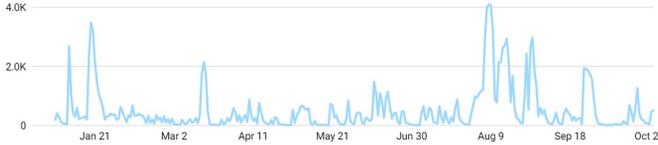
“Working with the Vanier BIA, and in particular, Melissa from Mel’s Hangry Table, has been extremely beneficial to our business. We are an new quick service restaurant that opened in the community just a few weeks before the pandemic hit, so getting the word out during was tough, but thanks to the BIA’s wonderful work in the community and Mel’s impactful presence online, we definitely saw a bump in sales after her video went live. We even had guests all the way from Stittsville to Orleans make the trip out because they saw her video post. We are so glad to see the Vanier BIA partner with an influencer who is so down to earth and cares so much about the community and its small businesses. We love her content - it always brightens our day, and we hope to work with her and the BIA many more times in the future!”

- BIBI’s -

Facebook Page Reach

70,097 ↓ 33%

# Facebook Analytics



Instagram Reach

36,010 ↑ 2.1K%

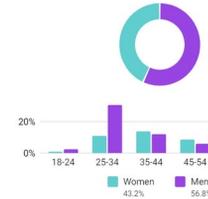


Recent content	Type	Reach	Likes and	Comment	Shares	Results	Cost per result	Link clicks
The wait is ... Thu Aug 5, 8:0...	Facebook	13.1K	88	16	21	--	--	1.6K
Partage Be... Thu Aug 12, 2...	Facebook	11.5K	11	1	6	--	--	737
Vanier's loc... Wed May 5, 1...	Instagram	8.9K	76	0	12	--	--	--
The Vanier ... Thu Aug 26, 2...	Instagram	7.9K	59	1	4	--	--	--
Le 25 sept... Sat Sep 25, 8...	Facebook	6.5K	58	7	4	--	--	188

Facebook Page Likes

3.4K

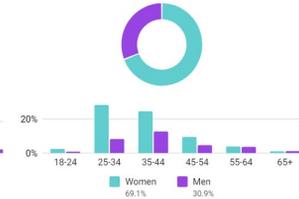
Age & Gender



Instagram Followers

1.3K

Age & Gender



**BUDGET**



# BUDGET 2021

	Budget	Actuals
<b>REVENUES</b>		
Levy /Prélèvement	\$ 281,313	\$ 280,437
Reserves/Réserves 2020	\$ 55,000	\$ 0
Grants/Subventions	\$75,000	\$ 92,500
Remissions	-\$ 10,000	-\$ 31,150
<b>TOTAL</b>	<b>\$401,813</b>	<b>\$445,976</b>
<b>EXPENDITURES / DÉPENSES</b>		
Administration	\$211,250	\$238,831**
Advertising & Promo	\$6,563	\$9,500
Maintenance	\$89,000	\$84,432
Digital Mainstreets	\$ 25,000	\$23,630
COVID	\$ 95,000	\$79,233
<b>TOTAL</b>	<b>\$401,813</b>	<b>\$441,652</b>

\*Final numbers are not yet in for 2021

\*\* Summer Job Grant not yet in for 2021

# BUDGET 2022

## REVENUES

Levy /Prélèvement	\$375,350
Reserves/Réserves 2020	\$0
Grants/Subventions	\$45,000
<b>TOTAL</b>	<b>\$420,350</b>

## EXPENDITURES / DÉPENSES

Administration	\$66,625,250
<i>Compensation</i>	<i>\$ 196,625</i>
Advertising, Events & Promo	\$68,750
<i>BeechFest/Sunshine/Partage</i>	\$25,000
<i>Hub/Bradley/Francophonie</i>	\$20,000
<i>McArthur</i>	\$10,000
Maintenance	\$47,000
COVID/Economic Development	\$38,000
<b>TOTAL</b>	<b>\$420,350</b>

# COVID 2021

COVID-19		
	Advertising & Promo	\$25,000
	Professional Services	\$13,000
	Community Events	\$ 5,000
	Artist Services	\$15,000
	Artwork	\$10,000
	<b>TOTAL</b>	<b>\$401,850</b>

# ZAC VANIER BIA

