



YEAR IN REVIEW

DOWNTOWN

BANK STREET BIA

ANNUAL GENERAL REPORT

2021



AGENDA

- 6:00pm: Welcome message from the Chair | Michael Wallack
6:05pm: Message from Councillor | Catherine McKenney
6:10pm: Agenda
6:15pm: 2021 minutes | Approval
6:20pm: Introduce Board members | Michael Wallack
6:25pm: 2022 budget presentation & approval | Christine Leadman
6:35pm: Events | SabriNa Lemay
6:40pm: Communications | Stephanie Wawrzynczak
6:45pm: Ambassador program | Jordan Treimanis
6:50pm: Executive Director Report | Christine Leadman
7:00pm: Q & A
7:15pm: Closing | Christine Leadman

BANK STREET BIA STAFF & BOARD

Board Members

Michael Wallack, Chair
Councillor McKenney, Director
Maren Rea, Director
Adam Wilson, Director
Vinayak Ethiraju, Director
Stephanie Appotive, Director
Jeff Russell, Director

Staff

Christine Leadman, Executive Director
SabriNa Lemay, Assistant Director
Stephanie Wawrzynczak, Communications and Digital Coordinator
Jordan Treimanis, Ambassador

MESSAGE FROM THE CHAIR OF THE BOARD

As the Chair of the Board, my objective alongside the Board of Directors and the BIA team is to help shape the bright future of this community while supporting and advocating on behalf of our business members. Our hope is to make Downtown Bank Street the destination of choice for Ottawa residents and visitors and the heart of our great city.

Downtown Bank Street is a thriving neighbourhood of businesses and residents that is constantly evolving. The transformation of this neighbourhood has been extraordinary to watch. I look forward to continuing to build on the great work that has been achieved to date.

As we move forward into 2022, wonderful things will be taking place on Bank Street. In conjunction with Karma Dharma, a premier marketing agency, we'll be executing a plan to rebrand Downtown Bank Street, giving it a fresh new look and a more accurate representation.

I look forward to continue working on behalf of the residents and businesses of this great community.

Thank you for the trust you have placed in us.





MESSAGE FROM THE EXECUTIVE DIRECTOR

The BIA Board of Management has kicked off the 2022 year with the commencement of a new Strategic Plan as we try to adapt to the new challenges that have come with the pandemic. It has certainly been a bumpy start with the reinstatement of the pandemic mandates that came along with the new variants, and the recent occupation of our City's core that paralyzed Ottawa's business districts for close to three weeks. The Bank Street BIA teamed up with our downtown colleagues who worked tirelessly throughout the ordeal, engaging local, federal and provincial representatives to push for an end to the occupation along with ongoing requests for support for our local businesses.

The BIA continues to work supporting its members assisting with the many grant programs that have been put in place to provide financial assistance for rent and wages. In addition, we have been selected and funded along with four other Ottawa BIAs to hire on in a new position, Main Street Ambassador, for the year whose work will engage current members and to attract new businesses to Downtown Bank Street.

We will continue to develop new events, promotional campaigns and initiatives to attract people to downtown once again. We are looking forward to a brighter and better 2022.

Gladman



MESSAGE FROM THE ASSISTANT DIRECTOR

For the past two years businesses located on Bank Street have shown true heroic resiliency in the ways that they continue to show up for the community and serve. Our city would not be the same without you.

This year we look towards furthering our creativity through innovation, placemaking and revitalization of the Bank Street Community. I am excited to continue to watch Bank street flourish amongst businesses, into a place that welcomes safety, authenticity, and imagination.

Here is to the rising of our city, the community. to a thriving Bank Street!





MANDATE

The Bank Street Business Improvement Area (BIA) is a 20 block commercial district and community that strives to make the area cleaner, safer, and more vibrant.

The Bank Street BIA is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.



STRATEGIC DIRECTION

The Bank Street BIA works in partnership with a variety of non profits to help improve the quality of life for residents and members.

Representing history, culture, and growth, the Bank Street BIA connects the downtown core to real life. With its close proximity to Parliament Hill, famous Canadian museums and heritage sites, the community of Bank Street attracts residents and tourists alike. We're a bold and vibrant community, and we're proud to celebrate our heritage.

The Bank Street BIA's vision is fostering a vibrant, sustainable, inclusive, and engaged neighbourhood where businesses and community can live, work, play, and thrive.

The mission of the Bank Street BIA is to improve and promote the community and business district through investment and advocacy to become one of Ottawa's primary shopping business and entertainment destinations, for residents and tourists alike.

This year, the BIA will continue to identify initiatives that make the area popular and a primary destination for consumers. The BIA undertake a new strategic review in 2022

Our efforts are designed to build awareness of the services and facilities that Bank Street businesses offer and to ensure that people feel welcome and safe. This includes providing opportunities for on-street engagement with consumers and visitors to Bank Street through our many campaigns and activities that the BIA team produces.

FINANCES

Revenues

BIA Levy / Payment in Lieu	\$815,400
Other Revenue	\$197,450
Remissions	(89,450)
Total Revenue	\$923,400

Expenses

Administration	\$331,100
Facilities Rental	\$50,000
Professional Services	\$50,000
Audit	\$2,000
Legal Services	\$2,000
Insurance (Liability/Bod).	\$8,000
Programming.	\$371,600
Grounds and Maintenance	\$108,700
Total Expenses	\$923,400

2021 HIGHLIGHTS

"OPEN FOR ALL" PROJECT

Bank Street between Queen and Flora became a pedestrian area, closed to motor vehicles, every Saturday throughout the Summer.

These Saturdays were a chance for local residents to get out of their homes and safely shop, dine, and explore Bank Street.



NEW MURAL

Every year, the Bank Street BIA brings new art to the street!

This year one new mural was added to Bank Street at Bank and Lisgar. Thanks to @droppin_soul, alongside @jimmy_baptiste and @art.life.andre for making our community come to life!

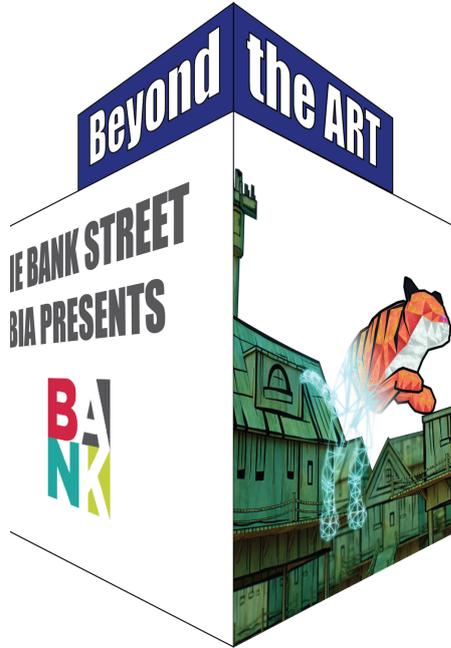
We're always looking for new spaces for murals. If you have a wall that you are willing to volunteer for a mural please let us know.



2021 HIGHLIGHTS

BEYOND THE ART

In collaboration with EXAR Studios, Bank Street BIA presents Beyond The Art an augmented digital experience. Users download the Engage Art App which then enables an audio-guided mural tour featuring sixteen of Bank Streets most iconic murals. The tour also gives the user the opportunity to play augmented reality games and explore the extended worlds of 5 Bank Street murals.



All gifts and prizing are purchased from our Bank Street BIA members

THE JINGLE BUS

Seven days, seven hours and seven chances to win! The Jingle Bus came to Bank Street from December 13th - 19th. The Bank Street BIA created a custom festive ride for the community to enjoy. The tour was filled with music, festive décor, fun-filled trivia, and a Christmas-Music Bingo game. We topped it all off with a chance to win prizes including a holiday dinner package for 4 and \$100 goodie bags.



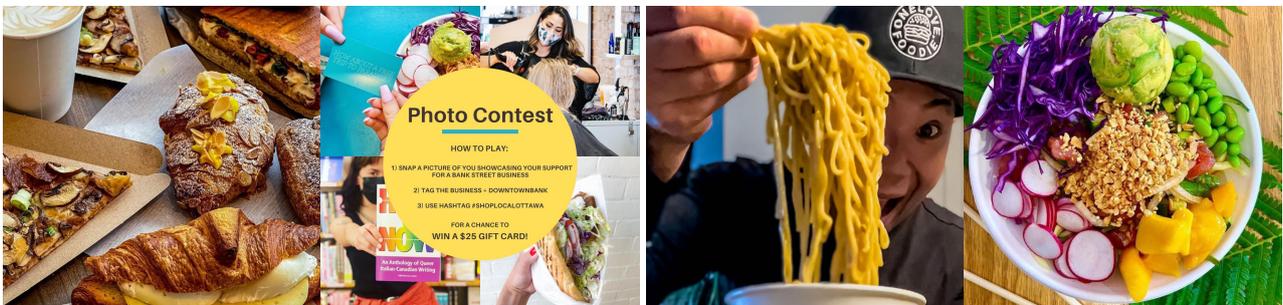
MARKETING & SOCIAL MEDIA

2021 was another incredibly challenging year for our Bank Street BIA members. Our members have faced numerous hurdles that have had enormous impacts on their financial stability, employee retention and support as well as personal health and safety. The Bank Street BIA has worked hard to support its members through this time by implementing valuable campaigns and promotional events to help promote its members and the community.

On social media, more than 100,000 Facebook users are reached by content the BIA produces every month and more than 16,000 users follow Bank Street BIA vs. 13,000 in 2020.

Here are a few of the campaigns the Bank Street BIA team has conducted since our last Annual General Meeting:

Influencer Campaign Go Bank Map
#Shareyourlove #Shoplocal Holiday Videos
Takeaway Campaign Giveaway Wednesdays
and many more!



Here are a few of the ongoing initiatives the Bank Street BIA team is working on for 2022:

Resilience In The Heart Of The City
Fire & Ice Winter Exhibit
GoFundMe
Bank Street Parking Campaign
Bilingual Program



PROJECT PROMENADE

PROJECT SCOPE

The Bank Street Business Improvement Area (BIA) has received a 25,000\$ grant in February 2020 as well as a second grant in August 2020 from ACFO Ottawa, in partnership with Canadian Heritage and the Government of Ontario, under the Ottawa Bilingual Program to promote bilingualism on Bank Street.

With these grants, the Bank Street BIA plans to build on community economic development and capacity-building initiatives to enhance the place of the French language on Bank Street. We're hoping to do our part to make businesses and services more attractive to Francophones in the National Capital Region through this multifold program.



PROJECT TIMELINE - THE FRENCH PORTAL

October 2020 - February 2021

The Portal Project was an opportunity for Bank Street businesses to elaborate strategies and implement tools with a professional consultant to increase bilingual services in Ottawa, promote the French language downtown and participate in creating a more active, vibrant, inclusive and dynamic francophone community in the region.

The Portal is aimed at creating a capacity-building program to enable businesses to offer their services in French with the following goals:

- Connect businesses with a professional consultant who can advise them and help them build a strategy to attract French personnel and customers.
- Each participating member will be given a budget to translate a business tool of their choosing.
- Since there were funds left over, additional rounds have been launched.



Canada 

PROJECT PROMENADE

PROJECT TIMELINE - FRENCH IN BIA'S ACTIVITIES: PAR-DELÀ L'ART

June 2021 - November 2021

Over Summer 2021, the BIA created Beyond the ART, an augmented reality project featuring all of Bank Street's murals. Thanks to the work of EXAR Studios and Capital Content, in collaboration with artists Katie Hession and Corinne Sauvé, Bank Street BIA created a fully bilingual Augmented Digital Reality which takes visitors and residents on a tour of their favourite Downtown Bank Street murals.

Bank Street BIA sought to create a fully bilingual experience from the get-go, launching a new era for the organization regarding event planning. Keeping the French language in mind, Bank Street hired francophone voice actor, Corinne Sauvé, to be the French voice of the experience. Cat Communications also collaborated on this project, producing French content for the experience, translating the walk itself, and creating promotional content for Bank Street's social media platforms for the francophone community.

PROJECT TIMELINE - FRENCH IN BIA'S ACTIVITIES: EXPOSITION DE FEU & GLACE

December 2021 - ongoing

Building on Beyond the Art's success in French inclusion, the BIA sought to produce another bilingual event, this time under the banner of its annual event, Fire & Ice.

Due to its different nature, it wasn't possible to create a fully bilingual experience for participants. The BIA has nonetheless deployed various efforts to better include the French language in its promotional tools, such as social media posts, commercial advertisements and press releases.

We hope to create stronger links with the francophone press community to encourage them to promote our events in the francophone communities they serve.

PROJECT PROMENADE

PROJECT TIMELINE - A NEW FRENCH-INCLUSIVE SOCIAL MEDIA STRATEGY

November 2021 - ongoing

Since November 2021, Bank Street BIA has adopted a bilingual social media strategy to expand its outreach to attract an untapped clientele to the benefit of our Bank Street BIA businesses.

Roughly 20% of Ottawa's population is french-first and over 75% of the neighbouring city of Gatineau is French only. Bank Street BIA has taken on this bilingual strategy to communicate directly to consumers in their language of choice to build a new client base

PROJECT TIMELINE - RESILIENCE IN THE HEART OF THE CITY

December 2021 - ongoing

The past 24 months have been unprecedented and extremely difficult for small business owners. The Bank Street BIA team has directed all of its energies in an effort to support its members through these tough times. As part of this effort the team has launched the Resiliency in the Heart of the City project. This will see the Bank Street team produce commercial ads at no cost to business owners.

In line with our commitment to producing all front-facing content in both official languages, Bank Street has hired translator Catherine Lalonde to subtitle all commercials.

Twenty-four ads will be produced in total, of which three have already been launched. Commercials will be produced in English and subtitled in french to reach as many potential clients as possible.

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