



DOWNTOWN RIDEAU BUSINESS IMPROVEMENT AREA

2021 ANNUAL REPORT

FINANCE

2021 witnessed serious economic and operational challenges on businesses because of COVID-19. Particularly those in key sectors that were heavily impacted by rolling restrictions and lockdowns. The pandemic also presented business improvement areas with the need to reimagine how to best provide value and support to members. Expenditures in key areas were directed to ensure that ongoing programs and initiatives were maintained during a period of transition while advocating for the need to provide relief to businesses impacted by the pandemic.

An ongoing social media presence continued to profile businesses, promote the area, inform audiences, and highlight our members across all available channels. Information sharing was a priority as well as maintaining and enhancing the streetscape and pedestrian experience.

Downtown Rideau BIA's mandate is to serve the needs of the area as a whole and its resources are aimed at complementing the work of its member businesses and property owners. Investments are made to deliver benefit, value, and a tangible return for all members.

SURPLUS

In 2021, the Downtown Rideau BIA met its budgetary goals. It had planned for a deficit of \$56,774 but at year end, posted a deficit of approximately \$13,127. Net financial assets as of December 31, 2021 are currently estimated at \$360,916 with a total accumulated surplus of \$763,521. This will increase when tangible capital assets are booked to reflect the streetscape investments made during the year.

For the year ahead, as we continue to adapt and adjust to an uncertain and ever-changing environment, we will continue to focus on member priorities of marketing, communications, advocacy, and information sharing along with strategic investments in programming and the on-street experience. We will continue to explore funding opportunities that will assist in our recovery efforts and work to advance our goals.

KEY 2021 ACTIVITIES

- Street cleaning and pressure washing program for member alcoves & doorways
- Member advocacy in response to COVID-19 and recovery needs
- Downtown Rideau Street Outreach team
- Graffiti removal on member street level properties
- Ongoing social media posts on Instagram, Facebook and Twitter to profile members
- Further investment in Rideau Street FX Poles

2019-2022 STRATEGIC PRIORITIES

- Promote Downtown Rideau as a shopping, dining, cultural and tourism destination.
- Increase member engagement through improved communication and social opportunities.
- Advocate on behalf of members by strengthening our relationship and communications with the City on key D.R.B.I.A. initiatives.
- Change safety perception by utilizing our collective voice on promotional and advocacy efforts.

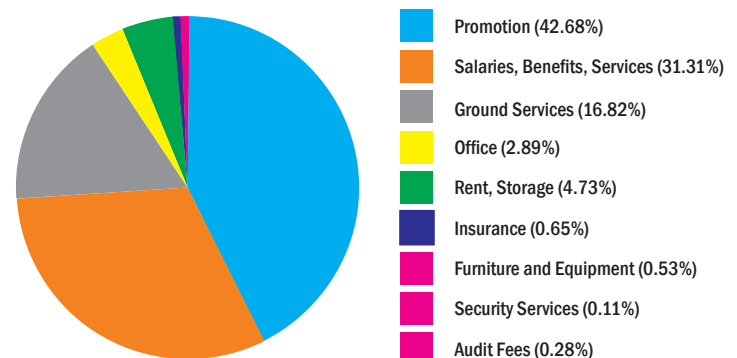
MANDATE

- To promote Downtown Rideau as a shopping, dining, cultural and tourism destination and advocate for its economic viability within the City of Ottawa.

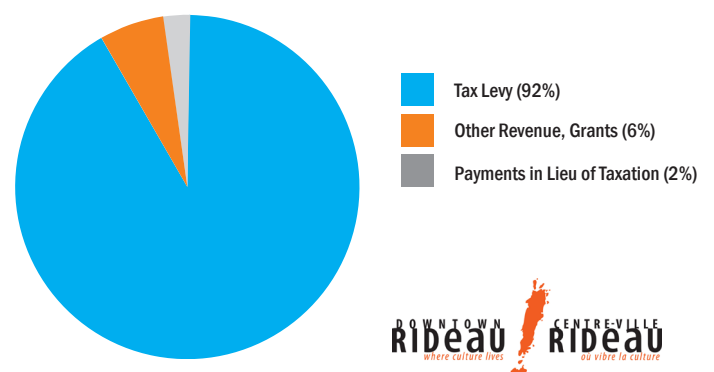
VISION

- To create an inviting, world-class, quality shopping 'Main Street' and 'Cultural Hub' destination.

2021 EXPENSES - ACTUALS



2021 REVENUE - ACTUALS



2022 BUDGET

The Downtown Rideau BIA operating budget has been set at \$976,921 to ensure that there is no levy increase to members in 2022.

2020 AUDITED FINANCIAL STATEMENTS

The financial statements of the Downtown Rideau Business Improvement Area (BIA) are prepared as prescribed by the Public Sector Accounting Board of Chartered Professional Accountants of Canada.

Accrual Accounting Revenues and expenditures are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become earned and measurable; expenditures are recognized as they are incurred and measurable as a result of receipt of goods or services.

Tangible Capital Assets are initially recorded at cost and amortized over their estimated useful lives using the straight-line method. Capital expenditures that do not generate future economic benefit to the BIA are charged to operations in the year of acquisition.

The financial instruments of the BIA consist of cash, account receivable, accounts payable, and accrued liabilities. Unless otherwise noted, it is management's policy that the BIA is not exposed to significant interest rate, currency or credit risks arising from these financial instruments.

The City of Ottawa bills and collects tax levies as well as payment in lieu of taxes on behalf of the BIA annually. Tax revenue consists of non-exchange transactions. It is recognized in the period to which the assessment relates and reasonable estimates of amounts can be made. Annual revenue also includes adjustments related to reassessments or appeals related to prior years.

AUDITOR'S OPINION

We have audited the financial statements of The Rideau Business Improvement Area [the BIA], which comprise the statement of financial position as at December 31, 2020, and the statement of operations, statement of changes in net financial assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2020, and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

THE RIDEAU BUSINESS IMPROVEMENT AREA

STATEMENT OF FINANCIAL POSITION

As at December 31, 2020, with comparative information for 2019

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2020	2019
Cash on deposit with the Corporation of the City of Ottawa	\$559,585	\$388,976
Accounts receivable [note 2]	12,157	978
Total financial assets	571,742	389,954

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2020	2019
Accounts payable and accrued liabilities [note 2]	200,683	55,848
Total liabilities	200,683	55,848
Net financial assets	371,059	334,106

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

Non-financial assets	2020	2019
Prepaid expenses	10,739	17,361
Tangible capital assets [note 3]	394,847	190,326
Total non-financial assets	405,586	207,687
Accumulated surplus	776,645	\$541,793

STATEMENT OF OPERATIONS

For the year ended December 31, 2020, with comparative information for 2019

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2020 [note 5]	Actual 2020	Actual 2019
Tax revenue [note 4]	\$850,556	\$951,290	\$915,241
Sundry	25,106	26,188	51,913
Payments in lieu of taxation	82,591	50,604	24,630
Interest earned on reserves [schedule 2]	1,200	360	1,070
Total revenue	959,453	1,028,442	992,854

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2020 [note 5]	Actual 2020	Actual 2019
Advertising and promotion	562,150	147,292	287,524
Salary	270,050	241,087	273,642
Ground services	205,000	153,668	153,463
Office	65,825	55,197	110,383
Security services	16,200	15,996	31,988
Rent	48,840	48,770	48,934
Depreciation	45,500	45,486	45,486
Other	10,050	11,972	14,244
Insurance	10,000	6,091	6,818
Audit fees	2,700	2,614	3,102
Loss on disposal of tangible capital assets	0	65,417	0
Total expenses	1,236,315	793,590	975,584
Annual surplus (deficit)	(276,862)	234,852	17,270
Accumulated surplus, beginning of year	541,793	541,793	524,523
Accumulated surplus, end of year	\$264,931	\$776,645	\$541,793

STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

For the year ended December 31, 2020, with comparative information for 2019

Table 6 - Statement of Changes in Net Financial Assets

	Budget 2020 [note 5]	Actual 2020	Actual 2019
Annual surplus (deficit)	(276,862)	234,852	17,270
Acquisition of tangible capital assets	0	(315,424)	0
Disposal of tangible capital assets	0	65,417	0
Decrease in prepaid expenses	0	14,420	9,265
Depreciation of tangible capital assets	0	45,486	45,486
Increase (decrease) in net financial assets	(276,862)	44,751	72,021
Net financial assets, beginning of year	334,106	334,106	262,085
Net financial assets, end of year	\$57,244	\$378,857	\$334,106

THANK YOU TO OUR MEMBERS

The last couple of years have put our communities to the test. And yet, throughout the ordeal, we witnessed our businesses and employees working tirelessly to address the challenges of the pandemic while continuing to do what they love to do - serve the needs of and contribute to the quality of life of their patrons. As difficult as the experience has been on everyone, we remain uplifted by how our members and the community have persevered and kept everyone safe. We can now begin the work to fully recover from this difficult chapter and look to better days ahead.

We continue to be inspired by the strength and resilience that's been on display throughout our area and the downtown core. Our members have adapted and adjusted to an ever-changing environment, have followed every protocol and have found new ways to do business amidst the uncertainty. We appreciate everyone in the community and visitors from near and far who have supported the local economy at a time when businesses needed it most. And, we appreciate the leadership we have seen from so many who have done what they can to help our businesses stay afloat and to ensure that those who are hardest hit can survive another day.

Thank you for the strength, perseverance, and dedication of all our members, employees, partners and residents. As we look forward and begin the journey down a new road to recovery, together we'll make things better than ever and celebrate the adventure every step of the way.

