

Manotick Business Improvement Area

2021 ANNUAL REPORT



P.O. Box 414, Manotick, Ontario, Canada K4M 1A4

Phone: (613) 692-7657

www.ManotickVillage.com



Manotick BIA 2021 Budget

2021 Budget - Manotick BIA		
Year to date (YTD) results : January to September 2021		
Cost Centre	Cost Element	2022 Budget
179501 - BIA MNTK Source of Financing	407015 - Other Revenue	-4,800
179520 - BIA MNTK Taxation	407001 - General Taxes	-240,351
	407104 - Payment In Lieu	-5,000
	507431 - Remissions	
	507434 - Vacancy Rebate General Taxes	
Revenues		-250,151
179516 - BIA MNTK Covid-19	407015 - Other Revenue	
179521 - BIA MNTK Special Events	407015 - Other Revenue	
Advertising, Promotion & Events		-
179511 - BIA MNTK Seasonal Decoration	407015 - Other Revenue	
179514 - BIA MNTK Maintenance	407015 - Other Revenue	-7,100
179518 - BIA MNTK Green Project	407015 - Other Revenue	
Maintenance		-7,100
Total Revenue		-257,251
179500 - BIA MNTK Administration	502132 - Voice/Data Network Charges	480
	502310 - Audit Fees	1,850
	502329 - Non Professional Services	20,000
	502330 - Professional Service	2,560
	502373 - Insurance Premiums	2,500
	502392 - Consultants	70,215
	502395 - Corporate Memberships	600
	505990 - Office Supplies	3,500
179523 - BIA MNTK Web Design/ Brochures/Social Media	502210 - Advertising/Promotion	32,405
Administration		134,110
179516 - BIA MNTK Covid-19	502210 - Advertising/Promotion	
179521 - BIA MNTK Special Events	502210 - Advertising/Promotion	3,500
179524 - BIA MNTK Manotick Village Christmas	502210 - Advertising/Promotion	14,000
179527 - BIA MNTK Dickinson Days	502210 - Advertising/Promotion	5,000
179528 - BIA MNTK Women's Day	502210 - Advertising/Promotion	14,000
179529 - BIA MNTK A Taste of Manotick	502210 - Advertising/Promotion	28,000
Advertising, Promotion & Events		64,500
179511 - BIA MNTK Seasonal Decoration	502210 - Advertising/Promotion	30,275
	502441 - R & M - Grounds	
179512 - BIA MNTK Signage	502210 - Advertising/Promotion	
	505772 - Signage	3,720
179514 - BIA MNTK Maintenance	502441 - R & M - Grounds	10,600
	502896 - Graffiti Removal	8,548
179515 - BIA MNTK Lampest Hydro	505348 - Hydro	2,000
179517 - BIA MNTK Mahogany Harbor	502210 - Advertising/Promotion	
179518 - BIA MNTK Green Project	502441 - R & M - Grounds	
179519 - BIA MNTK Provisions for Unforseen	507998 - Remissions	3,500
Maintenance		58,641
Total Expenses		240,351
Net Year - End Position		
		Balanced



Message from Chair

Resilience is what comes to mind when I think about our Manotick Businesses!

This has been an extremely difficult time for all of us.

However, when I visit all of our businesses and see just how hard we are all working to see this pandemic through, it gives me strength and hope. I know it has been a tough fight to keep our doors open, however, the following is what I know to be true:

- 1) All our Businesses have Phenomenal customer service
- 2) Our Customers and Community are there and have been supporting us through the tough times and will be there when we all wake up from this economic nightmare
- 3) Our Business owners are resilient and are adamant to keep their doors open, regardless of the circumstances

The above three points I know to be true.

The following is a point I know we all need to be extremely careful about, to keep in mind for the lockdown:

- Please keep all your business information, including your social media platforms CURRENT! Everyday our business landscape is changing. Suffice it to say, do a quick scan across all your social platforms to ensure all your messaging is current, up to date and reflects your business currently. For Example, your Website, Your IG, FB and LI platforms and your business phone salutation.
- As a business leader, through the Pandemic, I am so proud of all of you! Some of us were closed, then open, then closed, then open and now closed again. Keep your social platforms fresh. Even though you maybe closed, your customers miss you and want to know what you're up to.
- As a business leader, through the pandemic, I cannot believe how many new businesses we are welcoming to Manotick. There is plenty of room for all of do well and our community needs each one of our businesses. To our new Businesses, Welcome! I am sorry we are not able to meet in person or have an AGM non-virtual, however, this is the reality for our times right now, unfortunately.

Hopefully, soon, we can all meet in person!

When we are able to, I encourage all of us to visit each other's businesses and learn about what each of us have to offer. This way, we can transfer and refer our customers when other services and products are needed. This will keep our customers shopping in Manotick and with each other!

I know each of our Businesses have their own marketing plans which encourage success. I would like to point out one factor that makes our Manotick Village Businesses EXCEL above all other Businesses. The one magic factor is our level of Extraordinary Customer Service! Just this one component, alone, can be one of your keys to success.

As we can and are allowed to, the Manotick BIA will continue to bring more feet to the street!

Do your BEST, Be Your BEST and Give your BEST!

With Regards and Respect,

Dr Salima Ismail,

Chair, Manotick BIA | Owner and Chiropractor, Chiromax of Manotick

   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com



Manotick BIA 2021 Board of Management

Executive

Dr. Salima Ismail – Chair – Chiromax
Michelle VandenBosch – Vice Chair – Rebelpetal
Jim Stewart – Treasurer – Manotick Office Pro

Directors

Michael Mirsky – Landlord Manotick Home Hardware
Dr. Victoria Clarke – Chiromax
Dr. George Michaliszyn – NIN Collection & Boutique
Dot Janz - Black Dog Bistro
Jennifer Holmes - Manotick CIBC
Dianne Pritchard – Just Imagine Transitions
Adam McCosham – Manotick Home Hardware
Councilor Scott Moffatt – City of Ottawa

Community Associate Members

Grace Thrasher – Manotick Village Community Association
Margot Belanger – Dickinson Square Heritage Inc.
Anu DeAngelis– Watson's Mill
Jeffrey Morris – Manotick Messenger
Gary Coulombe – Kiwanis of Manotick

Executive Director – Donna Smith
Administrative Assistant – Stacey Haggart
Social Media – Sherrilyne Starkie

   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com



What is a BIA?

What is a BIA?

- A Business Improvement Area or BIA is an association of local business owners and property owners, who have come together to improve, promote and undertake projects that will result in a stronger and more competitive commercial business district.
- A BIA can only be established through a by-law passed by municipal council at the request of the local business community.
- The Manotick BIA covers the business core, which includes over 125 businesses.
- The Manotick BIA operates with a board of management that is a local board of the City of Ottawa. The board consists of 3 executive positions and 8 directors. Local boards must abide by municipal policies, procedures and by-laws of the Municipal Act. As we work closely with the community we have added in our by-laws and constitution Community Associate Members that do not have a vote, they are the Watson's Mill, the Manotick Village Community Association and the Mill Quarter. Local boards must abide by municipal policies, procedures and by-laws of the City of Ottawa.

A Couple Quick Facts

- First BIA in the world was established in 1970 – Bloor West Village
- Currently there are 300 plus BIAs in Ontario and 19 of them in Ottawa
- BIAs represent over 60,000 businesses across Ontario
- Accumulated levy of Ontario's BIAs is more than 50 million dollars.

Funding:

- Once a BIA is established, every business that pays property tax-including professional, various organizations, retail establishments, restaurants, located within the BIA geographic boundary-contributes to the BIA's budget and is automatically considered a member of the BIA. Memberships in the BIA is limited to property owners and tenants. The levy is collected by the City of Ottawa, but administered by the BIA Board of Management. The BIA budget must be approved by the municipal council. The funds can only be used to upgrades to public property, not private property. The common funds have to be used for the common good.



Staff

- Director (Donna Smith)
- One part time Administrative Assistant (Stacey Haggar)
- Social Media Contract (Sherrilynne Starkie)

Mandate

- To promote the Village of Manotick as a shopping, dining and historical destination and to attract consumers, commercial tenants, and visitors. Advocate for its economic viability within the City of Ottawa.

Vision

- Capitalize on the concentration of unique shops, restaurants, services and historical sites in the area by developing incentives to support them and promote the Village of Manotick as a Destination – a place to experience unique shops, superb dining, rich in history and culture. This in return will cultivate “the vibrant village of Manotick” brand that attracts people to Manotick.
- Contributions the Manotick BIA makes to the local economy
- The Manotick BIA has a positive impact on the surrounding community. It increases foot traffic, revenues for local businesses and a heightened awareness of the uniqueness of Manotick in the Village and outside the immediate area.

Beautification

- Seasonal banners and Christmas décor
- Plantings from hanging baskets to planters and gardens located in the commercial area. Along with the ongoing maintenance and watering.
- Purchasing and installation of benches, garbage cans and the information kiosk along the Main St.
- Decorative lampposts along Main Street, on the bridges and the lighting on the stone walls at the gateway.

Signage

- Designed and manufactured the entranceway signage along with the highway profile signs you see along HWY 416
- Business directional signage
- Community Events sign
- Business Section identification custom sign



   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com





Annual Events 2022

- We are a very event driven BIA. Our events are created to encourage local consumers and external consumers to come and experience Manotick. The thought process is to give visitors a reason to come to the Village. We have been successful in doing this. Our events and attendance have been growing substantially over the past several years.

Dickinson Days- June

- For the past 44 years, this event in June has become a welcome sign of summer. Manotick and Ottawa residents flock to historic Manotick to take part in the celebration of Moss Kent Dickinson's birthday, the founder of the Village of Manotick. This weekend is overflowing with activities for all ages.

A Taste of Manotick - August

- Come and experience all “the flavours” Manotick has to offer. The Main Street will be open to pedestrians. Local businesses line the street showcasing all the Village has to offer, from fantastic specialty/gift stores, stylish clothing, unique dining and many other services. There will be tasting, samples, draws, demonstrations. All the restaurants are open, offering the best service in town. Come out and enjoy live music, entertainment and food at its best.



Women's Day - November

- A day devoted to Women. Come and spend the day in Manotick and enjoy all the Village has to offer. There will be, in store specials, refreshments and free gifts throughout the Village. Bring your friends, sisters, mothers and daughters to browse, shop, learn and enjoy Ottawa's Historic Waterfront Village.



Christmas in the Village – December

- Manotick Village Christmas celebration. From breakfast with Santa and Mrs. Claus to horse drawn wagon rides, parade, carollers and a Craft Market at Watson's Mill This celebration is full of traditional events not to be missed. Refreshments and music everywhere!
- The Village is transformed into a Christmas of yesteryear. Wreaths are hung on lampposts, storefronts are decorated with bows & boughs.

   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com





Look Back at 2021....

As a place to Live, Work, Shop, Dine and Explore ... our #1 goal is to promote and experience the historic Village of Manotick at its finest !

JANUARY

- Spin the Wheel Contest Continued
- Continued Website Updates (Covid Restrictions / Updates / Seasonal Photos etc...)

FEBRUARY

- I Love Manotick – (Social Media Contest)
- Invest Ottawa Grant (\$10,000) – 10 Business Feature Commercials

MARCH

- Spin the Wheel Contest Continued
- Continued Website Updates (Covid Restrictions / Updates / Seasonal Photos etc...)

APRIL

- Spring Fling – Social Media Contest)

MAY

- Mother's Day Contest – (Social Media Contest)
- Mother's Day Signage at the Gateway
- City of Ottawa Work – (removal of dead trees & Interlock at Mill St. Park)

JUNE

- Father's Day Contest – Social Media Contest)
- Father's Day Signage at the Gateway
- Main Street Gateway Revamp (stonewall, fencing and shrubs)
- Landscaping Mill St. Par,
- New Flower Planters at Mill Street Park
- Seasonal Planting (hanging baskets / Mill Street Park / Gateway)



   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com





AUGUST

- Spin the Wheel Contest Continued
- Manotick City of Sounds Music Event / OMIC Concert Series (Mill St. Park)
- Back – To – School (Social Media Contest)
- Little Miss Ottawa Feature & Promotion (YIG McDonough's & Children Wish Foundations)

SEPTEMBER

- 2021 Winter Grant Program (\$14,300)
- Social Media Platform Updates (Instagram / Facebook / Website)

OCTOBER

- Delivery of Pumpkins to all our 125 plus Businesses
- Fall Gateway Décor and Beautification
- Social Media Blitz (#manotickvillage.com)

NOVEMBER

- Remembrance Day Wreath for the Manotick Legion
- Holiday Gateway Décor and Lighting
- Radio Advertising Campaign (Majic 100)



DECEMBER

- Christmas in the Village (Carollers / Musicians – 4 weekends)
- New Shop / Dine and Guide Brochures
- Santa Claus Parade Live Streaming
- Lights for tree light ceremony



   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com



A Look ahead 2022....

- Enhanced Social Media Presence (Instagram / Facebook / Twitter) with Social Media Consultant
- Ecommerce Support and Education
- Manotick Website Updates (Blue Eclipse Maintenance)
- Enhanced Seasonal Beautification / Maintenance in the BIA area
- New Winter Seasonal Banners
- Continued Promotion of Mahogany Harbour Docks
- Seasonal Events as permitted



   #shopmanotick

We have over 125 shops & services
that are here for *you!*

www.ManotickVillage.com



BREAKDOWN OF BUSINESSES

