



SOMERSET STREET CHINATOWN BUSINESS IMPROVEMENT AREA

2021 Annual Report

The Somerset Street Chinatown BIA was established in 1989 by the City of Ottawa. Chinatown is spread over an area of 8 city blocks on Somerset Street West: from Bay Street to Preston Street. A Board of Management governs the BIA. Members of the BIA consist of 180 property Owners and business owners in the area.

The mandate of the BIA includes:

- Maintenance, beautification and enhancement of public area
- Support and enhancement of public safety
- Promote and market local business/tourism
- Encourage and support business development and economic revitalization efforts

2021 Annual Highlights:

- In the second year of the global pandemic, we continued our effort in providing leadership and support to our members.
- Continued to slash the annual levy contribution from members to 50% in 2021 with the intention to support our members during the pandemic.
- Maintain the same level of service with a reduced budget.
- Supported by a grant from the City of Ottawa, two large murals were added in Chinatown.
- Planted and maintained the 22 planters on the street.
- Maintained the decorative lighting installed on our members' properties, and more will be installed before in the following months.
- Conducted Chinatown arch visual inspection and regular maintenance.
- Worked with partnering organizations to address the safety concerns brought up by BIA members.
- Operated the BIA office in a new model achieving more efficiency and cost savings
- Hired a new executive director upon the leave of Grace Xin, and the transition went smoothly.

2020 Audited Financial Statement:

The 2021 financial statement has yet to be received from the city due to a delay in third-party audit.

2021 Strategic Direction:

- Support our commercial district to recover from the concession caused by the pandemic.

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- Undertake a series of projects to beautify our street, including new murals, lightings, planters, face-making installations, etc.
- Working with media platforms and social media influencers, to increase exposure for our businesses, including advertisements and sponsored social media publicity free of charge for our businesses.
- Maintain the streetscape and general order of Chinatown.
- Operate on a reduced budget with efficiency and same service level.
- Continue to work with various agencies and the city to face issues such as increased drug activities and homeless population in our area.
- Respond to safety concerns from the members and mitigate any negative events that threaten the safety on the street
- Continue to safeguard the interest of our members
- Increase social media exposure for our businesses and district

Board of Management

Peter So	Property Owner	
Sonia Del Rosario	Property Owner/Business Owner	del Rosario Financial Services
John Maiorino	Property Owner/Business Owner	Professional Barber Shop &Hairstyling
Beibei Chang	Business Owner	Kowloon Market
Christina Zhou	Branch Manager	Scotia Bank
Terry Cheng	Property Owner	
Fay Meng	Business Owner	MobileNet Plus
Kristen Mikkelsen	Manager	Kelly funeral Home
Catherine McKenney	City Councilor	City of Ottawa
Aaron Cayer	Property/Business Owner	Birling
Mui Manh Ha	Property/Business Owner	Mai Mai Salon

Staff Yukang Li Executive Director

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