

Westboro Village BIA
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ANNUAL REPORT

FY 2021

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Richmond Road & Churchill Ave

2021 Summary: Westboro Village BIA

MISSION

To lead the way in establishing the conditions for Westboro businesses to prosper. We do so by engaging with the community and businesses, staging events, and nurturing relationships with key partners and community associations.

VISION

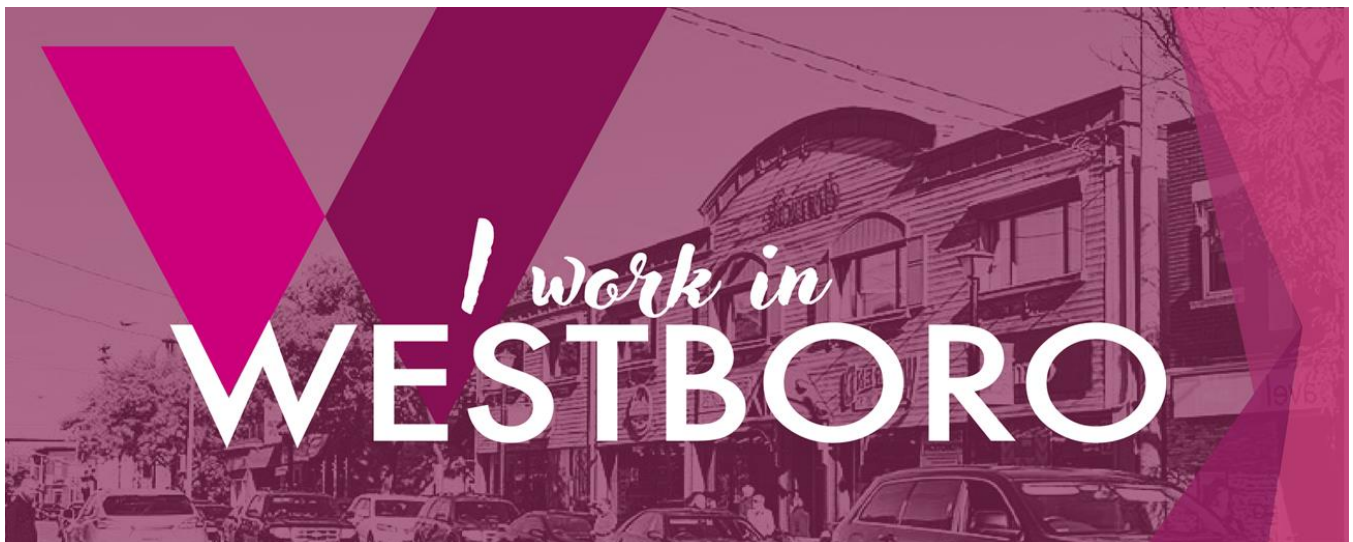
The BIA is connected to the community and business owners they represent and is the voice of the business community. The BIA fully engages with its members, the community at large, community associations, and other BIAs to support an active, vibrant, and evolving Westboro Village.

2021 HIGHLIGHTS – CHAIRMAN’S REPORT (AS PRESENTED AT THE 2021 AGM)

While many of us had hoped we wouldn’t be in what feels like the same position as one year ago, we find ourselves faced with restrictions of businesses and lockdowns of schools and activities. The past 12 months have seen this community ride the waves of hope and doubt and yet we continue to reach out to one another for support. Our BIA office is made up of two people and I’d like to thank Judy Lincoln and Tara Beechy for all their hard work in threading our retailers, restaurants, service providers and community associations together. It is no easy job but their successes are many and I will highlight a few of those here.

I Work In Westboro

As a thank you for shopping locally, our BIA implemented a promotion exclusive to staff and businesses who work and reside in our area. We have a growing list of Westboro businesses who are providing discounts and offers and you can now visit 34 different businesses to receive your offer.



Behind the Business

As of today, twelve businesses have participated in Behind The Business, a special blog series put out by the BIA. This is an insider's look at Westboro businesses and their owners. You can find this feature on the Westboro Village website.

Patio Promotion

With the pandemic raging on, it comes as no surprise that we would be working hard to promote our restaurants. Twenty-eight patio promotions were developed over the year. With restrictions and lockdowns, the office did a fantastic job of promotion our local patios.



Kitchissippi Times

We continued our relationship with our local community paper, The Kitchissippi Times. We advertised the services and businesses in our BIA. This paper has served local readers for more than 17 years, providing a valuable community service that keeps people informed. We have a strong and committed relationship with KT.

Westboro Village is set to see tremendous growth in the next few years - growth that will see an increase in foot traffic to our businesses and an increase in the number of businesses - an opportunity for residents and the business community alike. I hope we can continue to work towards leveraging this growth so that we all benefit.

It has been another year for the record books and I hope as we finally turn the page in the coming months and the global pandemic comes to a stop and we find ourselves on the other side, I believe our community will be stronger than ever.

Thank you, Molly van der Schee Chair, Westboro Village

FINANCIAL HIGHLIGHTS – TREASURER’S REPORT (AS PRESENTED AT THE 2021 AGM)

The 2021 financial results have not yet been audited, however, have been reviewed in detail by City of Ottawa accounting staff in preparation for the annual audit. The audit is generally completed during the summer and presented to members in the fall. The numbers below are projected are expected to be finalized in coming weeks.

Budget Highlights

Revenues

- 2021 operating surplus approximately \$16,000.
- Total Revenues \$335 676, a variance of \$65,595 under budget primarily due to Remissions.
- Remissions over budget
- Other Revenue of approximately \$27,948

Expenses

- The BIA expenses were \$319,747, approximately \$81,524 less than budget.
- Material Variances:
 - o Promotion: \$35,042 lower for the year
 - o Administration\$30,840 under budget

Respectfully submitted,

Alan Whitten

Westboro BIA Treasurer

2021 Financial Summary

Unaudited Operating Results

REVENUE

**Total Revenue
& Grants**

2021 ACTUALS

\$ 335 675

TOTAL

EXPENSES

**Advertising and Promotion
Office and Administration
Maintenance**

\$ 94 878

\$160 669

\$ 64 109

\$319 656

TOTAL

SURPLUS/DEFICIT

**Surplus
(unaudited as presented at the 2021
AGM)**

\$16 091

Strategic Direction

As presented at the 2021 Annual General Meeting, January 12, 2022 by
 Judy Lincoln, Executive Director, Westboro Village BIA

Westboro Village BIA Strategic Plan 2022

Westboro Village BIA Strategic Goals			
Build and Foster a Strong BIA Membership	Engage the Wider Community	Expand Placemaking and Activations	Maximize Resources for Long-Term Stability
Strategic Plan 2022 - The Year to Try New Things			
Strike a Member Relations Sub-Committee 1) Establish a mix of members on new committee 2) Plan and execute all member events on alternating months 3) Engage committee members in all member outreach activities to increase responses	Strengthen Relationship with Community Associations & Groups 1) Continue to engage with community associations on upcoming projects and ideas 2) Make investments in community initiatives led by outside groups for placemaking and events 3) Take advantage of opportunities to support the community and city's goals for active transportation	Build on the Sub-Brands of the BIA 1) Shop the Village - Celebrate the retailers over a multi-week period in May, with an emphasis on story telling and weekend activations 2) Westboro FUSE 3) Wickedly Westboro - Two week scavenger hunt, with weekend activations, and trick or treating stations 4) Light Up the Village - Lighting event, with other activations & connection to foodbank	Use Reserve Funds to Support Members 1) Draw on the reserve to fund new initiatives and maintenance of previous investments. 2) Continue to build a plan for long term sustainment and use of the reserve fund 3) Continue to survey members for feedback on expenditures
Grow the "I Work in Westboro Program" 1) Renengage existing members to renew for additional year 2) Engage with new businesses shortly after opening to sign up and distribute cards to staff 3) Develop a survey for participating members to engage success of the program and gain feedback.	Connect with local chairities and Build on the existing CSR 1) Kichi Sibi Winter Trail Sponsorship 2) Cornerstone Housing - continued sponsorship of key events 3) Dovercourt - Multi decade relationship, continue sponsorship of community building activities 4) Westboro Region Food Bank - donation, and connected activities	Expand on Placemaking 1) Initiate the Bell Box public art project 2) Identify landlords who would be interested in smaller scale public art installations 3) Work with local artists for temporary installations 4) Work with members looking to update existing installations	Build Resources & Knowledge 1) Invest in post-pandemic training for staff 2) Apply for a research grant for a three year marketing plan 3) Invest in the tools and resources to measure activations and events, through education and training 4) Staff develop a quarterly review to be done in person for member feedback
Continue to Support Members with new and ongoing challenges 1) Update "who to call" and continue to advocate for more main street supports 2) Through OCOBIA advocate for post COVID economic development strategies	Connect Members to Chairities & local organizations 1) Help our members to engage in relationships with sponsors 2) Support our members in their philanthropic pursuits	Invest in Memberships & Advertising to Promote the BIA 1) OCOBIA, OOBIA, Ottawa Tourism, OFN 2) Invest in local media for community outreach 3) Develop a fluid social media calendar for promotions	Build on the mix of staffing, volunteers and contractors 1) Maintain two full time staff 2) Hire contractors as needed for programming and communications 3) Finalize an HR policy

Contact Information

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Company Information

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