

**Subject: 2022 Business Improvement Area and Sparks Street Mall  
Authority - Annual Reports and Audited Financial Statements**

**File Number: ACS2023-PRE-EDP-0052**

**Report to Finance and Corporate Services Committee on 5 December 2023  
and Council 6 December 2023**

**Submitted on November 24, 2023 by David Wise, Director, Economic  
Development and Long-Range Planning, Planning, Real Estate and Economic  
Development Department**

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**Ward: Citywide**

**Objet: Zone d'amélioration commerciale et Administration du mail de la  
rue Sparks – Rapports annuels et états financiers vérifiés de 2022**

**Dossier: ACS2023-PRE-EDP-0052**

**Rapport au Comité des finances et des services organisationnels**

**le 5 décembre 2023**

**et au Conseil le 6 décembre 2023**

**Soumis le 2023-Nov-24 par David Wise, Directeur, Développement économique et  
planification à long terme, Services de la planification, des biens immobiliers et  
du développement économique**

**Personne ressource: Mike Bureau, Agent du développement économique,  
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**Quartier: À l'échelle de la ville**

## REPORT RECOMMENDATION(S)

**That the Finance and Corporate Services Committee recommend:**

- 1. Council receive the 2022 Business Improvement Area and Sparks Street Mall Authority Annual Reports and Audited Financial Statements.**
- 2. Direct that the report be submitted to Council for consideration at its meeting of December 6, 2023.**

## RECOMMANDATION(S) DU RAPPORT

**Que le Comité des finances et des services organisationnels :**

- 1. recommande au Conseil de prendre connaissance des rapports annuels et des états financiers vérifiés de 2022 relatifs à la Zone d'amélioration commerciale et à l'Administration du mail de la rue Sparks;**
- 2. demande que le rapport soit examiné par le Conseil lors de sa réunion prévue le 6 décembre 2023.**

## BACKGROUND

A Business Improvement Area (BIA) is an association of commercially assessed property owners and their tenants within a specified geographic area who join together, with approval of the municipality under [Section 204 of the Municipal Act, 2001](#), in a self-funded program paid through a levy collected with annual municipal property taxes. BIAs undertake a variety of beautification, cleanliness and safety, and marketing programs to attract customers and visitors to the area and support their member businesses. The City of Ottawa currently has [eighteen \(18\) BIAs](#). Of note, the ByWard Market BIA began the process to wind down business operations in November 2022, and the BIA by-laws ([2023-393](#)) were officially repealed at the City Council meeting of September 13, 2023.

BIAs are required to submit annual reports to Council, in accordance with [Subsection 207\(1\) of the Municipal Act, 2001](#), which states, "A board of management shall submit its annual report of the preceding year to Council by the date and in the form required by the municipality and the report shall include audited financial statements."

Following Council's approval of the [2014-2018 Mid-term Governance Review](#) report ([ACS2016-CCS-GEN-0024](#)) on November 9, 2016, annual reports of BIAs and other local boards of the City are to be submitted to Council in the form of a written electronic

document and include the mandate of the BIA (or other local board), its strategic directions, annual highlights and audited financial statements.

The purpose of this report is to bring forward to Council the 2022 annual reports of the City's BIAs and the Sparks Street Mall Authority for information, consistent with the requirements set out under Subsection 207(1) of the *Municipal Act*, 2001, and in keeping with the format approved by Council.

## **DISCUSSION**

A BIA is a local board of the municipality that oversees the improvement, beautification and maintenance of public land, buildings, and structures of a specified [geographic area](#). Its efforts extend beyond those provided at the expense of the municipality while also promoting the area as a business or shopping area.

Ottawa's eighteen (18) BIAs include vibrant commercial districts and main streets and encompass more than 6,400 businesses and 128,000 employees. Although BIAs serve the individual districts they represent, they contribute to the health and vitality of the city through community and stakeholder engagement, promotion, and member advocacy. In 2022, BIA members contributed approximately \$7.8 million towards beautification, promotion, cleanliness, and safety within their respective districts to improve the visitor and resident experience and support business growth.

In 2022, Ottawa's BIAs, supported by the advocacy efforts of the [Ottawa Coalition of BIAs \(OCOBIA\)](#), continued supporting their small business members. Economic initiatives such as advertising and promotion, hosting community festivals and events, street enhancements and beautification projects, strategic plans, and other activities were delivered by BIAs in support of their respective districts.

The Bank Street BIA will now be referred to as the Centretown BIA, as requested by the BIA Board of Management through their motion approved at the Board meeting on July 20, 2023.

The Quartier Vanier BIA will now be referred to as Vanier BIA and ZAC Vanier in French, and ZAC Vanier BIA when both languages are required, as requested by the BIA Board of Management through their motion approved at their Board meeting on May 31, 2022.

The 2022 BIA Annual Report highlights the activities and achievements of Ottawa's BIAs (see documents 1 to 20). BIAs were offered the opportunity (voluntary) to write their 2022 brief highlights below.

Below are brief highlights from each BIA:

1. Bank Street BIA

In an effort to support businesses during the challenging landscape of early 2022, the Bank Street BIA partnered with Capital Content to create a series of videos highlighting the voices of business owners on #downtownbank. During March 2022, the Bank Street BIA hosted the Fire & Ice Winter Exhibit in collaboration with the Optimal Show Experience. Stunning light and audio installations were placed along Bank Street from Cooper to Slater creating a unique storytelling experience for participants to be a part of. Every year, the Bank Street BIA brings new art to the street! In 2022, two new murals were added to Bank Street – one at The Great Canadian Pouterie, and another on the wall behind Arlington Five. The Best of Times took place from June 18<sup>th</sup> to June 19<sup>th</sup> between Gladstone and Florence Street. With Buskers, a skating rink, a candy bar, performances and an outdoor bar, the BIA prepared for a fast-paced, thrilling event to rejuvenate the Bank Street community spirit!

2. Barrhaven BIA

In 2022, the Barrhaven BIA shifted its focus to COVID recovery as restrictions were lifted and a return to normal began. The pandemic had left a multitude of challenges for businesses including labour shortages, supply chain issues, inflation, and a slowdown in the economy, but successful advocacy continued with partners such as the Ottawa Coalition of BIAs (OCOBIA), the Ontario BIA Association (OBIAA), and other stakeholder organizations. Membership engagement continued to be a key focus with regular email updates, print newsletters, and opportunities to connect. The easing of restrictions also meant that member business-to-business events resumed and were a key element for networking and engaging within our membership. An event grant was set up to provide businesses with funding to host “back to business” group events at local malls. Key marketing initiatives included a rebrand to “I ❤️ Barrhaven” to draw on the fierce pride of our community and to show support for local businesses. Business profiles on social media, community-wide signage updates, and expanded holiday campaigns were also key focuses.

3. Bells Corners BIA

Bells Corners BIA hosted a successful third annual Summer Bash, which featured four bands and was a free family event which had approximately 2,000 attendees. The “Welcome to Bells Corners” sign was replaced, and the BIA

added a wooden planter around the sign to beautify the entrance to Bells Corners. They updated their overall branding, and the BIA's new slogan is "Village in the Greenbelt". The BIA launched a farmers' market initiative weekly on Sundays, and the event was very successful for its first summer. They launched an updated website and produced a QR code to be placed throughout Bells Corners in local hotels and businesses in order to promote the BIA and its members. Overall, the BIA had a busy and successful year with multiple events to promote the community.

#### 4. ByWard Market BIA

In 2022, the ByWard Market BIA Board began exploring the closing of operations to support the City of Ottawa's desire to consolidate services on the ByWard Market under one single ByWard Authority. In November 2022, the Board voted to formally begin the process of dissolving the ByWard Market BIA in 2023. The BIA outlined significant challenges in 2022 which included COVID-19 closures, the Freedom Convoy occupation, lack of employees in the downtown core, mental health and addictions, and crime (violent and property). On June 14, 2023, City Council approved the [ByWard Market Strategic Alignment Initiative and Public Realm Plan Update](#), and a single district governance and operating model was selected as the preferred approach to revitalize the area. The ByWard Market District Authority will use the existing Municipal Services Corporation legal structure, with a new Board of Governors, expanded operating mandate and new branding.

#### 5. Carp Road Corridor BIA

Carp Road Corridor BIA (CRCBIA) represents the businesses inside of the City's Official Plan Designated Corridor rural business district and the Carp Airport. The business area is immediately adjacent to urban Stittsville and has Ottawa's largest supply of vacant industrial land. The location has the important business, light industry and logistics advantage of proximity to urban Ottawa along with straddling highway 417 giving easy access to the broader supply chain routes in eastern Ontario. Owing to strong interest from the business community, the BIA expanded the number of members on the Board of Management and elected a slate of eleven (11) directors at the AGM. The new Board of Management has confirmed the BIA priority asserting that municipal services extended into the business area will accelerate growth of existing businesses and attraction of new businesses all leading to assessment growth and jobs growth. A new logo was presented to members at the AGM as a very first step in refocusing and

rebranding the CRCBIA role in Ottawa's rural light industry economic development.

#### 6. Carp Village BIA

In 2022, the Village of Carp BIA demonstrated its unwavering commitment to the community through a series of impactful initiatives. Notably, their sold-out Harvest Supper not only celebrated local producers but also raised an impressive \$10,000.00 for the West Carleton Food Access Centre, underscoring their dedication to supporting those in need. The publication of *The Villager* magazine served as a vital platform to spotlight the exceptional work of local businesses, while their newly designed and branded flags grace the main street, contributing to the village's unique identity. The BIAs ongoing partnership with *West Carleton Online* continues to spotlight and support local businesses. Furthermore, securing funding from the City of Ottawa to create a mural for the Carp Memorial Hall in the heart of the village is a testament to their commitment to enhancing the visual appeal and community pride of Carp village. The Village of Carp BIA's initiatives have not only bolstered their local economy but have also fostered a stronger sense of community and support for their member businesses. These accomplishments reflect their dedication to the growth and prosperity of Carp and its residents.

#### 7. Downtown Rideau BIA

The Downtown Rideau BIA was pleased to launch an exciting art installation in Ogilvy Square called Portals: Reflections in Light. The project was made possible by funding through the City of Ottawa's Downtown Recovery Fund. Good to be Back was a collaborative marketing campaign that included 11 downtown neighbourhoods. It aimed to reconnect audiences with businesses severely impacted by the pandemic and subsequent demonstrations. The objective of the awareness campaign was to encourage residents to enjoy their city, encourage visitation to communities and support their businesses. The campaign was made possible thanks to the City of Ottawa's Downtown Recovery Initiative funding. The campaign exceeded benchmark expectations delivering 3,366,193 impressions, 9,495 clicks, and 922,106 completed video views. In an effort to support decision making with strong data and accurate reflections of the area, a robust research program was initiated. A Community Well-Being Survey was developed and shared with members to better understand and evaluate the impacts of ongoing street issues, vandalism, cleanliness, and safety on business through the lens of our members, their staff, and patrons.

## 8. Glebe BIA

The Glebe BIA, in collaboration with other BIAs and the Ottawa Coalition of BIAs (OCOBIA) advocated for government action to alleviate the negative business impacts. In early February, the BIA sent a survey to members about the impacts. The results showed that members were experiencing losses. This was a key piece of evidence that convinced the federal and provincial governments to introduce the Downtown Ottawa Business Relief Fund which provided up to \$15,000 directly to impacted businesses. With support from the City of Ottawa mural program, the Glebe BIA installed a new mural in 2022. The Plants Make People Happy mural was completed by artist, Kasia Niton, on the north-facing wall of Top of the World at 581 Bank Street. In 2022, the Glebe BIA doubled engagement (likes, shares, comments etc.) on their accounts, compared to 2021. They also boosted their followers by 3,500, doubling the increase in the previous year. The BIAs social media told vital stories about their neighbourhood and their members keeping the Glebe top of mind as a premier destination in Ottawa.

## 9. Heart of Orléans BIA

In 2022, the Heart of Orléans BIA participated in a strategic planning session and focused on items they could control with a higher impact and positive results. The Heartbeat Newsletter was regularly sent to members, partners and associate members. The BIA updated their social media strategy for 2022 to align it with their overall strategy and continue to increase social media likes and followers. They partnered with the founder of Orléans Pride and the City of Ottawa to install a Pride crosswalk.

## 10. Kanata Central BIA

In 2022, the Kanata Central BIA installed six pedestrian directional signs, updated their seasonal banners with their theme of “Dine, Love, Play, Shop, Stay Local”, and installed anti-stick wraps on various traffic boxes to beautify the streetscape. They hosted a Christmas holiday lighting event, performed graffiti removal and litter clean-up, and supported business campaigns and grand openings.

## 11. Kanata North BIA

The Kanata North Business Association (KNBA) originated a decade ago, the mission has been to create conditions for business success in the community by fostering an environment where the best talent in the world can live, work, play,

learn, innovate, and make an impact. What a year and a decade of progress, growth and evolution it has been! KNBA continued to support their mandate throughout 2022 by improving annual initiatives as well as introducing new programming. The Discover Technata Career Fair had a record-breaking 4,000 job seeker registrations, showcasing Kanata North as the destination of choice for technical and business talent seeking world-class work with world-class companies. KNBA saw real-time innovation deployed in tech park through the Hub350 x L-SPARK Living Lab Accelerator Program and nurtured a thriving technology community through 5 new thought leadership programs and over 20 new collaborative partnerships. 2022 also saw increased government investments in tech park infrastructure and member companies as well as new corporate, financial, community and post-secondary partners investing in partnerships and dedicated space in the park. Hub350 continued to foster a vibrant social ecosystem that drove purpose and impact for the community at large with 9,219 visitors and 143 events throughout 2022, including Prime Minister Justin Trudeau's "ask me anything" evening with our business leaders. KNBA also celebrated the launch of Hub350's state-of-the-art Digital Media Lab powered by Ross Video that will broadcast news, events, and history from Canada's Largest Technology Park. With continued support from the City of Ottawa, member companies, partners, and stakeholders, KNBA will continue to create conditions for business success in the Kanata North community and foster an environment where the best talent in the world can live, work, play, learn, and innovate.

#### 12. Manotick BIA

The Manotick BIA continued having a positive impact on the surrounding community in 2022, through seasonal banners and Christmas décor, hanging baskets and gardens located in the commercial area, purchasing and installing benches and garbage cans, and decorative lamp posts along Main Street. They continued with key annual events such as Dickinson Days in June, A Taste of Manotick on August 20<sup>th</sup>, Women's Day on November 5<sup>th</sup>, and the Manotick Village Christmas event in December.

#### 13. Preston Street BIA

In 2022, the Preston Street BIA Board of Management voted to approve an increase of 25 per cent, so that members would still retain much of their normal levy payment. This decision was made to support the slow recovery of our local businesses. In March, when businesses in Ottawa were impacted by the

Freedom Convoy Occupation, the BIA worked with the Ottawa Coalition of Business Improvement Areas (OCOBIA) to deliver financial support to businesses through the Downtown Business Relief Fund. Through this program, more than forty of the BIAs main street small businesses received the direct support they needed to recover. The BIA was pleased to have brought in over \$85,000.00 in grant funding for revitalization, programming, animation, and marketing projects in 2022. The BIA introduced new banner flags showcasing a fresh brand that paid homage to their roots, while signifying a new direction for the BIA. New tree guard signs, along with feather banners and market signage, decorated Preston Street during their events in the spring and summer months.

#### 14. Quartier Vanier BIA

Like several other urban BIAs, the Quartier Vanier BIA had to endure the negative impacts of the Freedom Convoy. The BIA applied for several grants and was happy to receive all of them including a Placemaking grant. These grants, including those from the City of Ottawa, were crucial for the BIA in executing their goals including economic development and the HUB expansion. The BIA had record numbers in 2022 relating to media hits being featured weekly for businesses, including their HUB and Montreal Road improvements. The BIA hosted Summer Sun events on McArthur and Beechwood, which were greatly attended by the community. The BIAs HUB saw over 60 events in the summer, attracting over 10,000 people.

#### 15. Somerset Street Chinatown BIA

In 2022, the Somerset Street Chinatown BIA continued its mission of community revitalization, street beautification, and member services. A highlight was the effective use of funding from FedDev South Ontario for key projects, including the Ottawa Chinatown Night Market, Chinatown Bazaar, and social media campaigns. These activities showcased the diverse offerings of Chinatown, attracting a wider audience and boosting the visibility of its members, and enriched the entire community, making 2022 a standout year for Ottawa's Chinatown.

#### 16. Somerset Village BIA

The restaurants and businesses of the Somerset Village BIA mobilized an outdoor summer patio street closure from May to mid-September 2022, which was very successful. Most of the BIAs restaurants had an outdoor patio with a

maximized but safe seating capacity. The closure of Somerset Street West over the weekends was instrumental to business survival in 2022.

#### 17. Sparks Street BIA / Sparks Street Mall Authority

The Sparks Street BIA was able to construct two more Green Zone featuring eight new trees for visitors to enjoy in the spring of 2022. Sparks Street BIA produced and hosted a robust schedule of activations in 2022, including performances and large events starting with Ottawa Ribfest in the first week of June. Along with welcoming back signature events such as Buskerfest and Poutinefest, the BIA hosted two Ottawa Asian Night Markets, numerous film productions, and even a corgi walk in honour of the late Queen Elizabeth. In the summer of 2022, Sparks Street BIA, along with nine other organizations, created the Good To Be Back campaign promoting their neighbourhoods and all the activities they held. The campaign generated hundreds of thousands of impressions from across the city. Their Winter Wander drew visitors to Sparks Street as they look at the Christmas lighting in parks and on buildings throughout the downtown.

#### 18. Wellington West BIA

2022 was a year of optimism for the Wellington West BIA (WWBIA), a year where businesses and the community took their first steps toward reaching pre-COVID levels again. A year where the WWBIA focused on member engagement to build a cohesive vision for the future given their collectively changed circumstances as well as musical and artistic activations to fill the streets with people out to enjoy live music while rebuilding community. They were able to bring the community out and together in order to market Wellington West while raising over \$30,000.00 for charity partners. Finally, looking to the future, they built the skills needed to pursue grant funding and focused on increasing their capacity for activations as a core strategy for marketing the area.

#### 19. Westboro Village BIA

Despite the challenges of 2022, the Westboro Village BIA office continued to connect their community of retailers, restaurants and service providers. Kite Nights launched in 2022, and this was a family-friendly, six-night series where participants brought their own kites and were given a light up kit. It happened just outside the BIA catchment in Westwood Park at the corner of Sherwood and Saville and, from all accounts, the community loved it. Other highlights included Women in Westboro, where the Westboro Village BIA website highlighted

women-owned businesses. Shop the Village continued to evolve in 2022 and has lots of room to grow into 2023 and beyond.

### **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report.

### **LEGAL IMPLICATIONS**

There are no legal impediments in receiving the information in this report.

### **COMMENTS BY THE WARD COUNCILLOR(S)**

The Councillors are aware of this report.

### **ADVISORY COMMITTEE(S) COMMENTS**

N/A

### **CONSULTATION**

No consultations were conducted for this report.

### **ACCESSIBILITY IMPACTS**

Businesses within the City's BIAs are responsible for adhering to the requirements of the [Accessibility for Ontarians with Disabilities Act, 2005](#), which includes but is not limited to providing accessible customer service, training for staff, and access for people with service animals. The City has supported many initiatives that impact accessibility within the BIAs, such as reviewing patio approvals, road closures and other projects using an accessibility lens. This results in a more accessible, inclusive, and welcoming city for all residents and visitors.

### **ASSET MANAGEMENT IMPLICATIONS**

There are no asset management implications associated with the recommendations of this report.

### **CLIMATE IMPLICATIONS**

There are no climate implications.

### **DELEGATION OF AUTHORITY IMPLICATIONS**

The General Manager of the Planning, Real Estate, and Economic Development Department has delegated authority ([section 57](#)), on behalf of City Council, to appoint to

a Business Improvement Area Board of Management those directors who have been selected by a vote of the membership of the improvement area in accordance with Subsection 204(3)(b) of the Municipal Act, 2001.

### **ECONOMIC IMPLICATIONS**

Business Improvement Areas (BIAs) are a critical part of Ottawa's economic development ecosystem representing the interests of small businesses and highlighting the significance of vibrant main streets and commercial districts to economic growth and prosperity. Vibrant neighbourhoods and main streets contribute to quality of life and the attractiveness of Ottawa as a place to live, work, play, invest, visit and learn.

### **ENVIRONMENTAL IMPLICATIONS**

There are no environmental implications.

### **INDIGENOUS GENDER AND EQUITY IMPLICATIONS**

There are no Indigenous, gender and equity implications.

### **RISK MANAGEMENT IMPLICATIONS**

There are no risk management implications.

### **RURAL IMPLICATIONS**

This report provides the annual reports and audited financial statements of the Carp Road Corridor, Carp Village and Manotick BIAs.

### **TECHNOLOGY IMPLICATIONS**

There are no technology implications.

### **TERM OF COUNCIL PRIORITIES**

The recommendations in this report support the following 2023-2026 Term of Council priorities and [2023-2026 City Strategic Plan](#):

- A city with a diversified and prosperous economy.

### **SUPPORTING DOCUMENTATION**

Document 1 Bank Street BIA 2022 Annual Report

Document 2 Barrhaven BIA 2022 Annual Report

- Document 3 Bells Corners BIA 2022 Annual Report
- Document 4 ByWard Market BIA 2022 Annual Report
- Document 5 Carp Road Corridor BIA 2022 Annual Report
- Document 6 Carp Village BIA 2022 Annual Report
- Document 7 Downtown Rideau BIA 2022 Annual Report
- Document 8 Glebe BIA 2022 Annual Report
- Document 9 Heart of Orléans BIA 2022 Annual Report
- Document 10 Kanata Central BIA 2022 Annual Report
- Document 11 Kanata North BIA 2022 Annual Report
- Document 12 Manotick BIA 2022 Annual Report
- Document 13 Preston Street BIA 2022 Annual Report
- Document 14 Quartier Vanier BIA 2022 Annual Report
- Document 15 Somerset Street Chinatown BIA 2022 Annual Report
- Document 16 Somerset Village BIA 2022 Annual Report
- Document 17 Sparks Street BIA 2022 Annual Report
- Document 18 Sparks Street Mall Authority 2022 Annual Report
- Document 19 Wellington West BIA 2022 Annual Report
- Document 20 Westboro Village BIA 2022 Annual Report
- Document 21 Bank Street BIA 2022 Audited Financial Statements
- Document 22 Barrhaven BIA 2022 Audited Financial Statements
- Document 23 Bells Corners BIA 2022 Audited Financial Statements
- Document 24 ByWard Market BIA 2022 Audited Financial Statements
- Document 25 Carp Road Corridor BIA 2022 Audited Financial Statements
- Document 26 Carp Village BIA 2022 Audited Financial Statements

- Document 27 Downtown Rideau BIA 2022 Audited Financial Statements
- Document 28 Glebe BIA 2022 Audited Financial Statements
- Document 29 Heart of Orléans BIA 2022 Audited Financial Statements
- Document 30 Kanata Central BIA 2022 Audited Financial Statements
- Document 31 Kanata North BIA 2022 Audited Financial Statements
- Document 32 Manotick BIA 2022 Audited Financial Statements
- Document 33 Preston Street BIA 2022 Audited Financial Statements
- Document 34 Quartier Vanier BIA 2022 Audited Financial Statements
- Document 35 Somerset Street Chinatown BIA 2022 Audited Financial Statements
- Document 36 Somerset Village BIA 2022 Audited Financial Statements
- Document 37 Sparks Street BIA 2022 Audited Financial Statements
- Document 38 Sparks Street Mall Authority 2022 Audited Financial Statements
- Document 39 Wellington West BIA 2022 Audited Financial Statements
- Document 40 Westboro Village BIA 2022 Audited Financial Statements

## **DISPOSITION**

Economic Development Services will action any direction received from Council with respect to this report. Consistent with previous years, Council will be requested to consider this item in the same calendar year as the report to the Finance and Corporate Services Committee.