

# Byward Market BIA 2022 Annual Report



ByWard Market Business Improvement Area  
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Logo  
Name

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# **BIA**

## **MANDATE**

**To support and promote the health and vitality of the ByWard Market as a unique business district and meeting place for residents and visitors.**

**The ByWard Market is characterized by a wide variety of owner-operated businesses and a farmers' market that contribute to Ottawa's heritage, activity and animation.**

## **CORE ACTIVITIES**

**Marketing and promotion**

**Public and government relations**

**The ByWard Market serves more than 600 businesses and 247 properties**

**In 2022 the 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 BIA in 2023.***

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## BOARD MEMBERS

2019-2022

### **Executive Committee**

Co-Chair Ashley Hopkins - Paradigm Properties

Co-Chair Deek Labelle - Chateau Lafayette

Treasurer Kizil Dunlap - Former Owner Cricket and Company

### **Board Members**

Renée Berezowski - Richard Robinson

John Borsten - Zak's/Zak's Cantina

Shauna Bradley - Heart & Crown

Nancy Champagne - Courtyard Marriott

Elsie D'aoust - Chez Lucien

Stephanie Hault - Former Owner Roadtrip/Trustfund (Co-Chair, Safety and Security Committee)

Pat Nicastro - La Bottega

Michael Osterer - Irving Rivers

Councillor Mathieu Fleury/Councillor Stéphanie Plante (Ex officio)

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## STRATEGIC PRIORITIES

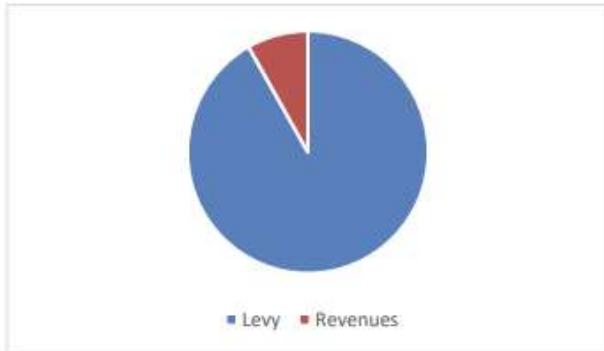
Strategic priorities allow an organization to focus its efforts for efficacy and efficiency. At the ByWard Market BIA, these strategic priorities guide the development of work plans for both the Board and staff. The Board must make strategic choices regarding the key areas where they want to make significant contributions that have lasting impact. The BIA strategic priorities were identified in 2020 through work with consultants and since then work, including new sub-committees and task forces, have been created to implement the priorities. The process is ongoing and welcomes participation from membership.



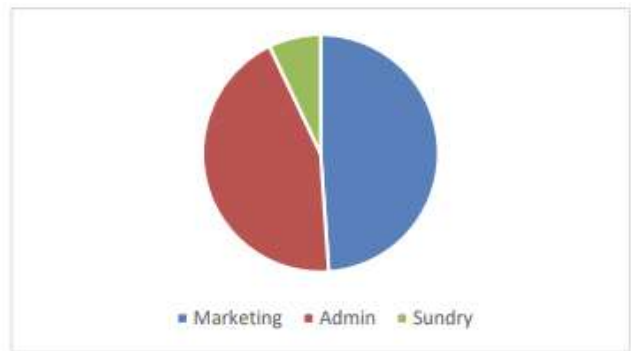
## 2022 FINANCIAL HIGHLIGHTS

The BIA is primarily funded through the BIA levy collected from commercial property owners within the BIA boundaries. In addition to the levy, BIA staff successfully supplement a significant portion of the budget with alternative sources of revenues such as sponsorships (cash and in-kind), grants, sales and partnerships.

2022 REVENUE SOURCES



2022 EXPENSES



## FUNDING PARTNERS



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## FINANCIAL PRACTICES & ANNUAL AUDIT

All financial transactions of the BIA are approved by the Treasurer, monitored by City financial officers, and reviewed annually by independent auditors appointed by the City. The financial numbers of year ending 2022 are available below:

|                                 |                |
|---------------------------------|----------------|
| <b>Total Revenue</b>            | <b>814,384</b> |
| Administration                  | 362,331        |
| Marketing and Promotion         | 39,839         |
| Heritage Displays               | 1,811          |
| Christmas Decor                 | 154,905        |
| Winterlude                      | 16,013         |
| Special Programming             | 91,114         |
| Ambassador                      | 54,535         |
| Brochures                       | 25,498         |
| Banners                         | 35,488         |
| Advertising, Promotion & Events | 419,204        |
| Communications                  | 18,575         |
| <b>Total Expense</b>            | <b>800,110</b> |
| <b>Total Surplus</b>            | <b>14,275</b>  |

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## COMMITTEES

### **Safety & Security Committee**

The Safety and Security Committee meets the 2nd Tuesday of the month at 1pm all 12 months of the year. The meetings are chaired by BIA Board Member Stephanie Hault. Other attendees include: Police, By-Law, Social Service Providers, AGCO, US Embassy, Crime Prevention Ottawa and ByWard Market/Lowertown residents.

2022 successes included: Community Safety and Well Being Plan, a facilitated session to make the committee more effective, Police Neighbourhood Resource Team, Agent Status Project, Street Ambassador Program, ongoing requests and conversations with the City and other relevant bodies for increased outreach in the area, safety and security for summer road closures.

## EXTERNAL COMMITTEES

### **OCoBIA ~ Ottawa Coalition of BIAs**

The Ottawa Coalition of BIAs is a unified voice of the 19 Business Improvement Areas within urban, suburban, and rural Ottawa. Since 2019 Ottawa BIA's paid 1.5% of their levy towards OCoBIA, which meets regularly throughout the year in addition to quarterly meetings with the Mayor. Topics include items of relevance to all BIAs as well as ad-hoc committees. OCOBIA has been a resource for BIAs throughout the pandemic streamlining information from federal and provincial governments that is top of mind for members.

### **Needle Distribution and Retrieval Consultative Group**

The ByWard Market has long been a part of the Needle Distribution and Retrieval Consultative Group, typically with quarterly meetings with the City and other partners.

### **Ottawa Tourism**

ByWard Market BIA and Ottawa Tourism have a long-standing collaborative relationship. In 2021, former Executive Director Jasna Jennings was elected to their Board of Directors.



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### **City of Ottawa Parking Stakeholders Consultation Working Group (PSCWG)**

This Committee is made up of City-wide stakeholders and meets quarterly. Established in 2009, the ByWard Market BIA continues to have a seat at this table and is represented by the Executive Director (appointed by OCOBIA).

### **City of Ottawa – Solid Waste Master Plan Stakeholder Consultation Group**

This sounding board has been established to provide ongoing input to the Project Team at key points in the development of the City of Ottawa’s Solid Waste Master Plan and to help ensure resident and stakeholder feedback is incorporated into the Waste Plan wherever possible.



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## MARKETING & COMMUNICATIONS

Members are continually encouraged to provide feedback on marketing efforts to help steer initiatives and direction. Social Media ByWard Market social media continues to grow each year. Efforts are made to provide engaging content that shares news, events, photos, human interest stories, and member highlights. Businesses are encouraged to interact with BIA social media accounts and the BIA will endeavor to follow, like and share as much content as possible.

## MEDIA

The ByWard Market Buzz on **CTV Morning Live**

**Echo** Had a BIA submission in every edition

Earned Media - The BIA was featured in multiple earned media hits throughout the year including on **CFRA News Talk Radio, The Globe and Mail, CBC, Narcity,** and the **Ottawa Business Journal.**

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## BYWARD MARKET STREET AMBASSADOR PROGRAM

- In 2022 the ByWard Market Street Ambassador Program had 8 incredible students joined the team, serving as eyes and ears throughout the BIA – 7 days a week.
- Canada Summer Jobs funding through Employment and Social Development Canada helped offset the payroll costs of this crucial program

### Core Functions:

- **Safety and Security**
- **Tourism Information - including brochure distribution, hotel outreach and ByWard Market Walking Tours**
- **Surface Ops and area audits**
- **Event Support**

### **2022 CHALLENGES**

Covid closures

Convoy occupation

Lack of employees in the core

Mental health/Addictions

Crime (Violent/property)

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# BIA DISSOLUTION AND TRANSITION PLAN



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## 2022 STAFF UPDATE

In November 2022, the BIA said farewell to Executive Director Kalin McCluskey. We would like to thank Kalin for her service and contributions to the BIA and all of its members and wish her all the best.

### Contact Information

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