



the  
glebe

**GLEBE BUSINESS  
IMPROVEMENT AREA**

# **2022 ANNUAL REPORT**



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# A humble thank you.

Thank you to our board, who saw us through the 2019-2022 term. Our volunteer board members get little glory for their work, but they guided the Glebe BIA through a period of change and challenge. Throughout an unpredictable pandemic, working with brand-new BIA staff, the board's experience, and wisdom were valuable anchor points for the BIA.

Thank you.

In the past four years, the Glebe BIA has accomplished much under your stewardship, including amazing public realm improvements in the form of murals, parkettes and two stunning Glebe signs on the north and south ends of Bank Street. Our events continued to bring life to the neighbourhood; the Glebe Spree in particular reached new heights and sustained its success through the pandemic. Our marketing campaigns successfully supported our amazing businesses that keep bringing people back to their front doors. You also demonstrated fiscal prudence by achieving this all without raising the levy in four years.

Your contributions over the past term have helped us come out of the previous years stronger, with the ability, energy and optimism to plan for better days ahead.

A special thank you to Judy Richards, who has been here since the beginning in 2008 and Al Bateman who joined during the board's first term. Fifteen and twelve years of service. This past term will be Al's last, as he has decided to retire from the board. We will miss his presence on the board immensely.

With gratitude,

Patrick Burke  
Executive Director  
Glebe BIA





# BOARD OF DIRECTORS

2019-2022



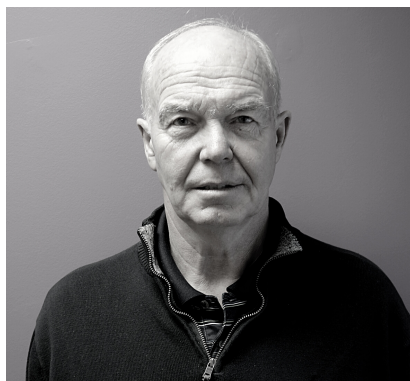
**Stef Sauve**  
Chair



**Judy Richards**  
Vice-Chair



**Eli Saikaley**  
Treasurer



**Al Bateman**  
Director



**Mamadou Kane**  
Director



**Eric Kunstadt**  
Director



**Ronaldo Sayah**  
Director



**Stephanie Spruston**  
Director



**Shawn Menard**  
Councillor



# DEAR MEMBERS

## OF THE GLEBE BIA FAMILY,

Thank you for another year in which you all showed that local businesses build communities. Some expected 2022 to be the year that things finally returned to normal. Instead, it was a year of more change. As COVID restrictions eased in late January, the convoy chilled warmth and excitement on Ottawa's mainstreets. Finally, in spring, the city thawed out and we returned to in-person gatherings in a way we haven't in three years. It was a breath of fresh air for many, but you were here for clients and customers through it all. On cold days, on hard days, on days when health restrictions changed two or three times in an afternoon, you were there for people. And you are appreciated.

The Glebe is a destination because of our unique shops, great restaurants, stellar shows and sports events in a beautiful neighbourhood alongside the Rideau Canal. Last year the Glebe was visited 13.5 million times by 750,000 people. Throughout the year we worked together to give more people reason to visit more often.

Thank you to members who signed up for the Great Glebe Garage Sale (back in person for the first time since 2019!), Glebe Eats, the Winter Window Painting Program and of course Glebe Spree. They were fun events that helped build our community and our brand.

Our Glebe Spree continued to be a community success with over 22,000 ballots cast in 2021, representing \$3.5M in economic activity. Between the Early Bird Prize, Grand Prize and Any Day Prizes, we will have 32 Glebe Spree winners this year.

In 2023, we look forward to hearing from you. We will have a new board of directors; we'll be engaging our membership on what the future looks like and we'll be working with a new city council. It's encouraging to see that many members feel optimistic about 2023, and we're here to help you make the most of it. As in the past, we'll be here for the challenges too.

Here is to our membership; your kindness and engagement are a gift to the neighbourhood and we at the Glebe BIA are grateful for it every day. Thanks for making this the best neighbourhood ever.



# 2022 BY THE NUMBERS

**13.5M** Glebe  
visits

**750,000** visitors

**\$3.5M**  
spending in the Glebe during  
Glebe Spree

our marketing  
campaigns were seen  
**6.8 million**  
times

**\$950,000**  
to Glebe businesses  
in convoy relief  
funding

**80**  
member bulletins

**556**  
graffiti tags removed  
in the Glebe

**81,000**  
pageviews on  
[intheGLEBE.ca](http://intheGLEBE.ca)

**DOUBLE**  
the engagement on social media



# PLACEMAKING

- ✓ Beautify the neighbourhood
- ✓ Welcome people to the Glebe
- ✓ Encourage longer stays & repeat visits

## Banners & Flowers

The Glebe has the best-looking streetscape in the City of Ottawa. We're fortunate to have unique street lighting and bright, full-length banners. Every year we contribute to the look and feel of the neighbourhood by installing 105 banners and 120 floral baskets on Bank Street lamp posts. This year our optimistic pink banners welcomed people to the area and our pink and white flowers grew well over a hot summer.

For winter, we refreshed the banners with a winter-themed evergreen design to greet customers and shoppers during the holiday and Winterlude season.



**The Glebe BIA's streetscape improvements welcome our neighbours and visitors. These investments increase visits and purchases in the area.**





## Parkettes

In recent years, the Glebe BIA has invested in parkettes that allowed people to rest, relax and interact during their visits. They create active, welcoming spaces. The Glebe BIA brings these and other spaces to life in the spring and summer by planting 13 garden beds throughout the neighbourhood.

We also worked with the Glebe Community Association and the City of Ottawa to install a shaded patio with seating beside Il Negozio Nicastro for the summer months, creating another space for people to rest and relax.



## Winter Decor

Cold weather doesn't stop people in Ottawa from getting out, and the Glebe BIA has a winter streetscape program that elevates the look and feel for everyone who visits. In addition to our winter-themed banners, we lit up the neighbourhood again this year with Christmas lights in all our Bank Street trees. Our Winter Window Painting Program brought festive cheer to storefront windows. We worked with artist Kasia Niton once again on this project. Thanks to ALL ECO, Clocktower, Glebe Pilates and others for participating!



## Murals

With support from the City of Ottawa mural program, the Glebe BIA installed a new mural this summer. 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. Taking inspiration from plants and the way they can lift your spirits. The goal of this mural was to add a bright and vibrant visual for the community to enjoy. It can also be used as a photo op backdrop for Glebe residents and visitors!

The Glebe BIA has supported the creation of 17 murals in recent years.





# ADVOCACY

- ✓ Represent members
- ✓ Advocate to governments
- ✓ Influence decision-making

## Downtown Ottawa Business Relief Fund

**\$950,000**

directly to Glebe businesses

We started 2022 in the grips of high COVID cases accompanied by strict public health restrictions. Unfortunately, as the restrictions began to ease, the convoy downtown kept many people from the Glebe. 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, we sent a survey to members about the impacts. The results showed that our members were experiencing losses. This was a key piece of evidence that convinced that federal and provincial governments to introduce the Downtown Ottawa Business Relief Fund which provided up to \$15,000 directly to impacted businesses.

Once the program was rolled out, Ottawa BIAs worked closely with Invest Ottawa to shape the program in a fair and accessible way. The Glebe BIA also hired a grant writer to support member applications. To ensure members knew about the program we sent emails, made phone calls and hand-delivered flyers, supporting members with applications wherever possible. We were also successful in having the application deadline for the program extended until May 15, 2022. The result was that Glebe businesses received \$950,000 in direct relief funding.

## Downtown Ottawa businesses impacted by demonstrations can apply for Government of Canada support as of March 15

From: [Federal Economic Development Agency](#)  
for [Southern Ontario](#)



### Tomorrow: Info Session on Convoy Relief Funding

Glebe BIA businesses are eligible for the Downtown Ottawa Business Relief Fund and applications close on April 30.

Invest Ottawa is encouraging businesses to apply if they lost revenue during the convoy protests. If you have questions, please attend an info session on Friday, April 22 at 10 a.m. using the link below.





## City Hall Presence

The Glebe BIA is a founding member of the Ottawa Coalition of BIAs (OCOBIA), an organization created to coordinate our efforts and increase our impact at city hall. OCOBIA was effective in advocating for convoy recovery programming in 2022.

On December 14, the Glebe BIA supported OCOBIA's breakfast meet and greet with Ottawa's new city councillors. Twenty councillors attended as well as key staff from the mayor's office.



## Key Issues

Throughout the year, Glebe BIA staff advocated for members on key policies items to ensure the needs of local businesses were considered at committee and in council chambers. This included advocacy on:

- Revitalizing Lansdowne
- Convoy recovery programming
- Transportation + parking
- The City of Ottawa Economic Development Plan
- The Bank Street Transportation Study
- QED closures
- Tree guard replacement
- Community safety

The Glebe BIA Executive Director also holds positions on the OCOBIA Board and the City of Ottawa Parking Stakeholder Group.



# MARKETING & EVENTS

- ✓ Build the Glebe brand
- ✓ Increase visits
- ✓ Drive economic development

**\$3.5M**  
in economic  
activity

## Glebe Spree

The Glebe Spree is a cherished holiday tradition that attracts attention from Ottawa media and residents alike. We are so grateful to have an engaged and supportive membership that makes it all happen.

The award-winning contest is a community builder that has continued to see strong results throughout the pandemic.

In 2021, more than 22,000 ballots were entered, representing \$3.5M in holiday spending at Glebe businesses. Ballots were submitted at more than 150 businesses throughout the neighbourhood.

This past holiday season thirty of our member businesses also signed up for a \$100 Any Day Prize, spreading the winnings to more participants over the contest period. Any Day Prize locations were advertised in advance, and we gave cryptic hints each day about our store location, helping to drive interest and traffic in our participating stores.

Our Early Bird Prize winner won \$2,500 to spend in the Glebe by submitting his ballot at Chris Green Stamps. The final draw occurred on Friday, January 13, 2023. We're still counting ballots, but early returns suggest a strong performance for 2022.





WIN A \$10,000  
GLEBE SHOPPING SPREE

**Glebe  
Spree**

**\$2,500** EARLY BIRD  
PRIZE DEC 4

[glebespree.ca](http://glebespree.ca)



**22,000 BALLOTS**



**32 WINNERS**

# Communications

This past year was very successful for our social media performance. In 2022, the Glebe BIA doubled engagement (likes, shares, comments etc.) on our accounts, compared to 2021. We also boosted our followers by 3,500, double the increase in the previous year. Our social media told vital stories about our neighbourhood and our members keeping the Glebe top of mind as a premier destination in Ottawa.

2022 saw a number of new marketing initiatives which included member profiles, newspaper articles, and radio ads. The Glebe BIA started the video campaign “Glebe Makes it Art”, which profiled members and celebrated their contributions to our community. In 2023, we'll continue to build on this initiative.

We told your stories in the Glebe Report, identifying members like Oresta and the Glebe Meat Market who celebrated major milestones during the pandemic.



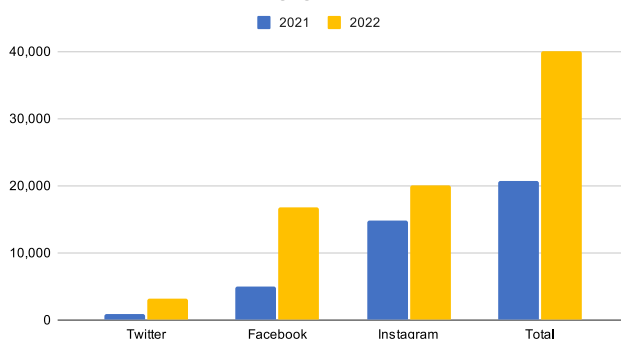
New followers in 2021: **1,100**

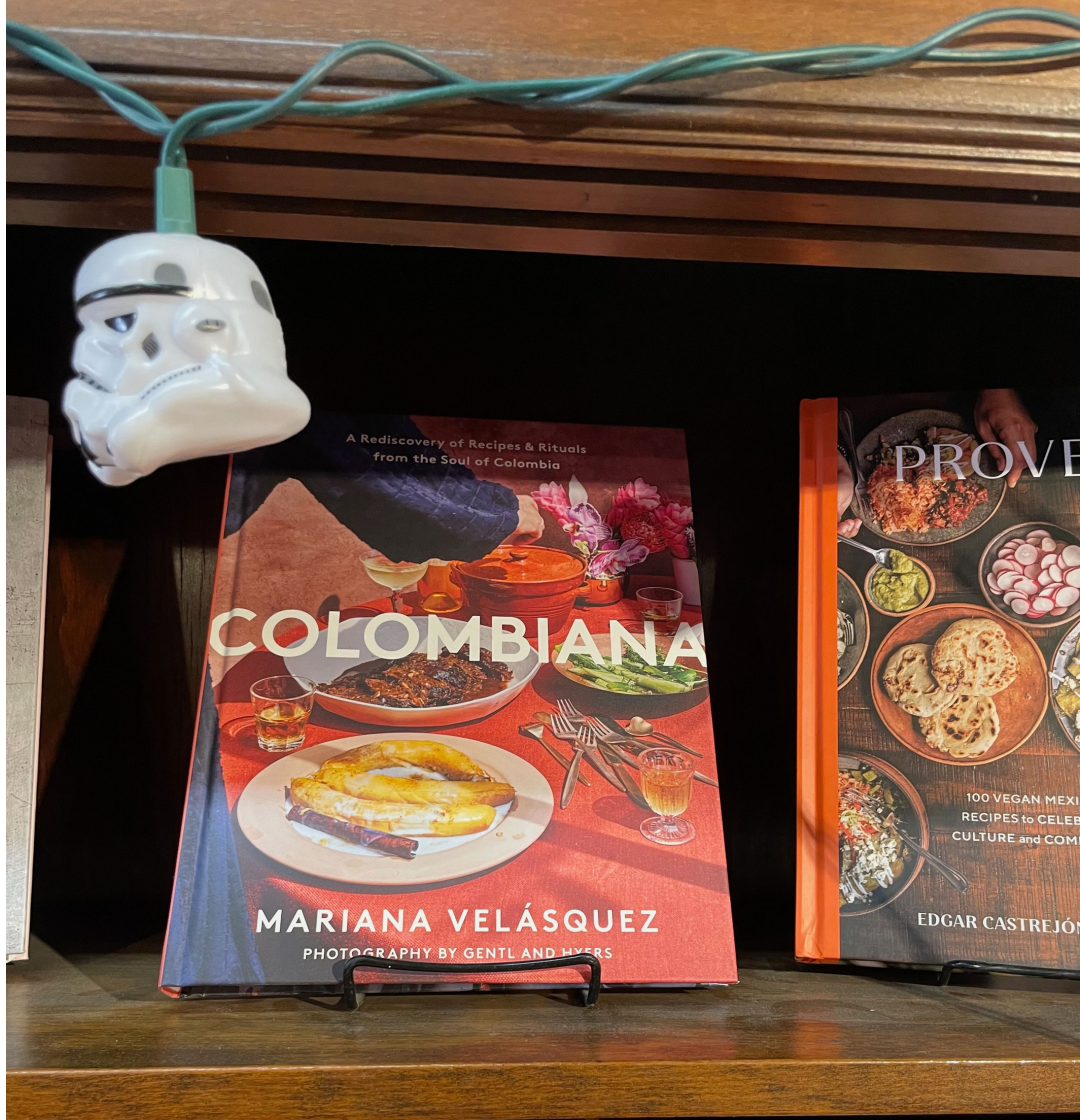
New followers in 2022: **3,575**

We also created our first radio contest in partnership with Lite FM, as a part of our convoy recovery efforts and promoted the Glebe in interviews with CTV Morning Live Ottawa, Daytime Ottawa, the Sam Laprade Show, the Ottawa Business Journal and others.

We kept the lines of communication open with you, our members, sending our three surveys and 80 bulletins to keep you up-to-date on events, road closures and Glebe programs.

Social Media Engagement 2021 vs. 2022





# Great Glebe Garage Sale

It was a delight to see in-person events return in full force in 2022, starting with the Great Glebe Garage Sale on May 28. The event, organized by the Glebe Community Association in support of the Ottawa Food Bank, draws thousands of people to the Glebe.

More than 25 Glebe BIA businesses set up sidewalk sales to participate. Thank you to Top of the World, Ichiban Bakery, Magpie, Where I Thrive, Compact Music and others for participating!



# Gameday

The Glebe BIA was there for the REDBLACKS Home Opener vs. the Winnipeg Blue Bombers on June 17. To amplify the excitement the Glebe BIA sent superfans and bands into the streets.

Stilt-walkers, face painters and balloon artists greeted fans at several locations in the neighbourhood, including on the Clocktower patio, Bank & Fourth and at Lansdowne.







**Whatever  
you want  
or need**

**Get It In**

**the  
glebe**

**intheplebe.ca**



**GLEBE  
EATS**

**July 25-August 7**

Signature dishes  
from your  
favourite Glebe  
restaurants.

**EAT IN • TAKE OUT**

Participating locations only

**GlebeEats.ca**



**the  
glebe**

## Get it in the Glebe

The Get-It-In-the-Glebe marketing campaign ran from September 9 to October 2, with the goal of increasing awareness of and visitation to the Glebe neighbourhood and its merchants.

It reached consumers via Google ads, social media platforms, and online lifestyle magazines.

The marketing campaign, which featured several local Glebe businesses, was seen 2.25M times.

## Glebe Eats

Glebe Eats is an award-winning marketing campaign that celebrates the Glebe as a premier culinary destination.

The program returned this summer with a microsite that encouraged consumers to test out tasty feature dishes at more than 20 local restaurants.

Digital ads for the campaign were seen 1.8M times. The Glebe BIA also introduced its first influencer marketing campaign, working with the Hungry Biologist to create Instagram and Tik Tok videos featuring several of our top restaurants.

# Art & Music



## Live Art

On Saturday, June 11, local Indigenous artist, Stephanie Babij created a 4' x 6' painting at the entrance of the 613Flea market. This painting is now homed at Beandigen Cafe.

## Ukraine Concert

The Glebe BIA partnered with Judit Marton to present the *Playing for Ukraine* concert on May 7. The concert drew about 700 attendees and raised \$5,800 for the for the Canada-Ukraine Foundation's humanitarian efforts.



## City Sounds

In partnership with the Ottawa Music Industry Coalition (OMIC), the Glebe BIA hosted three live music shows featuring local artists throughout July and August.

# RESEARCH

In 2022, the Glebe BIA successfully applied for a research grant with the City of Ottawa. The grant was used to conduct market research on Glebe visitors between September 2021 and 2022 with Environics Analytics. This research has provided key insights into who visits the Glebe, where they come from and what their interests and spending habits are.

## Key findings

### Glebe visitors spend on food, retail and leisure

Average household income is \$135K. Every year, households spend:

- \$5,000 on food at restaurants
- \$4,500 on home furnishings and supplies
- \$3,400 on clothing
- \$3,000 on alcohol
- \$2,700 on personal care



### The Glebe is a destination

In a year, 750,000 people visited the Glebe 13.5 million times  
50% of visitors came from a 20 minute+ drive away



### The Glebe is family oriented

52% of visitors are couples with children at home

Key visitor demographics include

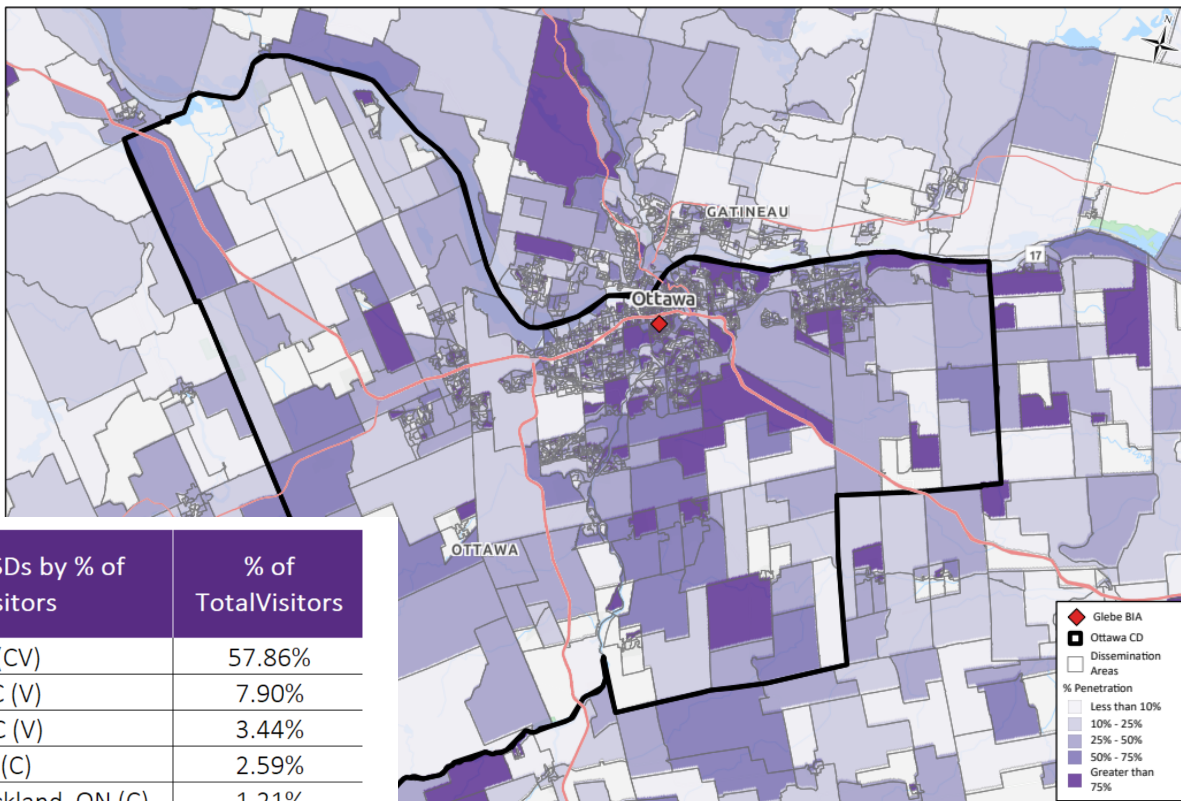
- Suburban families
- Multicultural families
- Families with university-educated parents and high incomes



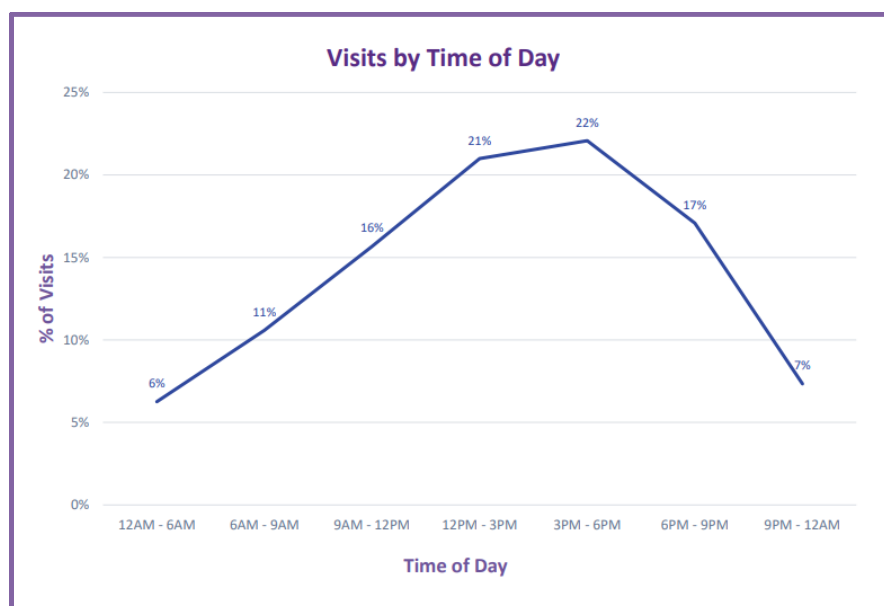
# Research

## Percentage of visitors to the Glebe in each postal code

Over the course of the year, visitors came to the Glebe from across the Ottawa region and beyond. The map below shows what percentage of the population from each postal code visited us. The darkest shade of purple indicates that +75% of all people in that postal code came to the Glebe between Sept. 2021 and Sept. 2022.



Top 5 CSDs by % of Visitors	% of TotalVisitors
Ottawa, ON (CV)	57.86%
Gatineau, QC (V)	7.90%
Montréal, QC (V)	3.44%
Toronto, ON (C)	2.59%
Clarence-Rockland, ON (C)	1.21%





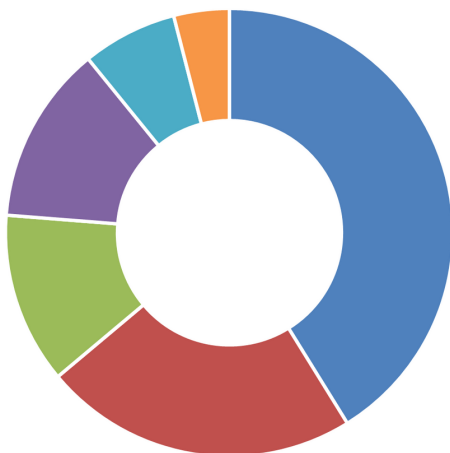


# FINANCE

- ✓ Demonstrate value
- ✓ Exercise prudence
- ✓ Seize opportunities

## 2023 BUDGET

REVENUES	2023 BUDGET	2022 BUDGET	2022 FORECAST
BIA Levy	\$690,000	\$690,000	\$686,229
Grants & Partnerships	\$30,000	\$30,000	\$50,628
City adjustments (remissions)	-\$60,000	-\$30,000	+\$12,170
<b>TOTAL REVENUE</b>	<b>\$660,000</b>	<b>\$690,000</b>	<b>\$749,027</b>
<b>EXPENDITURES</b>			
Marketing & On-Street	\$316,500	\$357,000	\$324,025
Office & Administration	\$271,750	\$277,500	\$246,250
Professional & Consulting Fees	\$26,500	\$11,500	\$33,250
Rent	\$35,000	\$34,000	\$33,939
Insurance	\$7,500	\$7,500	\$7,539
Audit Fees	\$2,750	\$2,500	\$2,539
<b>TOTAL EXPENDITURES</b>	<b>\$660,000</b>	<b>\$690,000</b>	<b>\$645,542</b>
<b>TOTAL SURPLUS/DEFECIT</b>	<b>\$0</b>	<b>\$0</b>	<b>\$103,485</b>



### BREAKDOWN OF 2023 EXPENSES

- Administration (41%)
- Streetscape (23%)
- Events (13%)
- Promotion (12%)
- Consulting (4%)
- Other (7%)

# FINANCE

There has been no increase in our member levy for seven years, and no increase has been proposed for 2023. Through our outreach to members, it is clear that the Glebe BIAs priorities—marketing, events, advocacy, streetscape improvements and information sharing—are key to future success. These initiatives help bring people to the area and remind them to support our great local businesses. In 2021 one event, the Glebe Spree, captured \$3.5M of spending at Glebe businesses. In 2022 our advocacy resulted in almost \$1 million in direct funding to our member businesses. In 2023 the Glebe BIA will continue to add value by delivering established programming that we know works.

Keeping the levy flat once again will allow us to avoid adding any new costs to local businesses and will allow us to accomplish our core activities. We will also reduce spending by \$30,000 to allow us to absorb unexpected changes to remissions. Our accumulated surplus is projected to be \$225,00 at the end of 2022.

## Remissions

BIAs across Ontario lose some of their in-year budget when a commercial property successfully challenges its property tax bill. The five-year average heading into 2021 required the Glebe BIA to pay about \$15,000 in remission per year. However, the pandemic increased the number of property tax challenges and remissions cost the BIA \$142,000 in 2021. These costs were identified by the city August 2022. Due to prudent spending, and a beneficial remission line item in 2022, the Glebe BIA has been able to recover these costs. However, as a matter of prudence, the BIA will double its budget for remissions in 2023

### Independent auditor's report

To the Board Members, Members of Council, Inhabitants and Ratepayers of  
The Glebe Business Improvement Area

#### Opinion

We have audited the financial statements of The Glebe Business Improvement Area (the "BIA"), which comprise the statement of financial position as at December 31, 2021, and the statement of operations, statement of changes in net financial assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2021, and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

#### Basis for opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the BIA in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian public sector accounting standards, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the BIA's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the BIA or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the BIA's financial reporting process.

#### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.



- 2 -

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the BIA's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the BIA's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the BIA to cease to continue as a going concern.
- Evaluate the overall presentation, structure, and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Ottawa, Canada  
October 20, 2022

*Ernst & Young LLP*  
Chartered Professional Accountants  
Licensed Public Accountants



# GLEBE BIA TEAM



Patrick Burke  
Executive Director



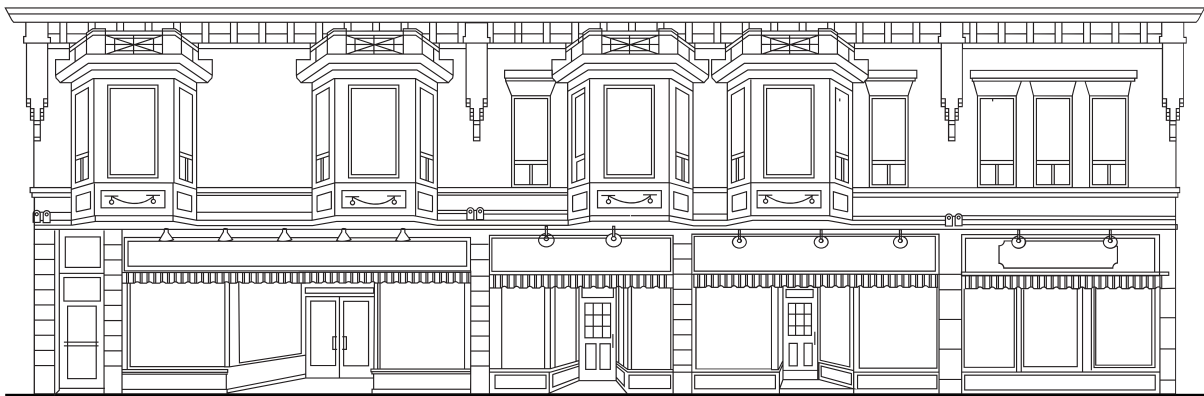
Serena Lemieux  
Communications



Chloe Park  
Programming & Events



# THE GLEBE



← EST. 1837 →



the  
glebe

Glebe

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