

Manotick Business Improvement Area

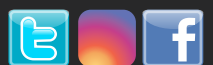
2022 ANNUAL REPORT



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Manotick BIA 2022 Budget

2023 Budget - Manotick BIA		
Year to date (YTD) results : January to October 2022		
Cost Centre	Cost Element	2023 Budget
179501 - BIA MNTK Source of Financing	407015 - Other Revenue	-4,800
179520 - BIA MNTK Taxation	407001 - General Taxes	-274,244
	407104 - Payment In Lieu	-5000
	507431 - Remissions	
Revenues		-284044
Advertising, Promotion & Events		-
179514 - BIA MNTK Maintenance	407015 - Other Revenue	-8546
Maintenance		-8,546
Total Revenue		-292,590
179500 - BIA MNTK Administration	502132 - Voice/Data Network Charges	1,200
	502310 - Audit Fees	1,850
	502329 - Non Professional Services	12,000
	502330 - Professional Service	3,750
	502373 - Insurance Premiums	2,500
	502392 - Consultants	\$50,000.00
	502395 - Corporate Memberships	\$600.00
	505990 - Office Supplies	\$2,500.00
	502619 - Office Space	\$7,000.00
179523 - BIA MNTK Web Design/ Brochures/Social Media	508804 - Late Payment/Interest Charges	
	502210 - Advertising/Promotion	54,208
Administration		135,608
179521 - BIA MNTK Special Events	502210 - Advertising/Promotion	\$3,500.00
179524 - BIA MNTK Olde Fashioned Christmas	502210 - Advertising/Promotion	\$14,000.00
179527 - BIA MNTK Dickinson Days	502210 - Advertising/Promotion	\$5,000.00
179528 - BIA MNTK Women's Day	502210 - Advertising/Promotion	\$18,000.00
179529 - BIA MNTK Taste of Manotick	502210 - Advertising/Promotion	\$28,000.00
Advertising, Promotion & Events		68,500
179511 - BIA MNTK Seasonal Decoration	502210 - Advertising/Promotion	\$34,670.00
	502441 - R & M - Grounds	\$10,600.00
179512 - BIA MNTK Signage	505772 - Signage	\$3,720.00
179514 - BIA MNTK Maintenance	502441 - R & M - Grounds	\$ 10,600.00
	502896 - Graffiti Removal	8,546
179515 - BIA MNTK Lampost Hydro	505348 - Hydro	2,000
Maintenance		70,136
Total Expenses		274,244
Net Year - End Position		
		Balanced



What is a BIA

- A Business Improvement Area or BIA is an association of local business owners and property owners, who have come together to improve, promote and undertake projects that will result in a stronger and more competitive commercial business district.
- A BIA can only be established through a by-law passed by municipal council at the request of the local business community.
- The Manotick BIA covers the business core, which includes over 130 businesses.
- The Manotick BIA operates with a board of management that is a local board of the City of Ottawa. The board consists of a Chair and a Vice Chair. These two positions are elected. We have 11 directors which includes our Elected Councillor. Local Boards must abide by municipal policies, procedures and by-laws of the Municipal Act. As we work closely with the community we have added in our by-laws and constitution Community Associate Members that do not have a vote,

A Couple Quick Facts

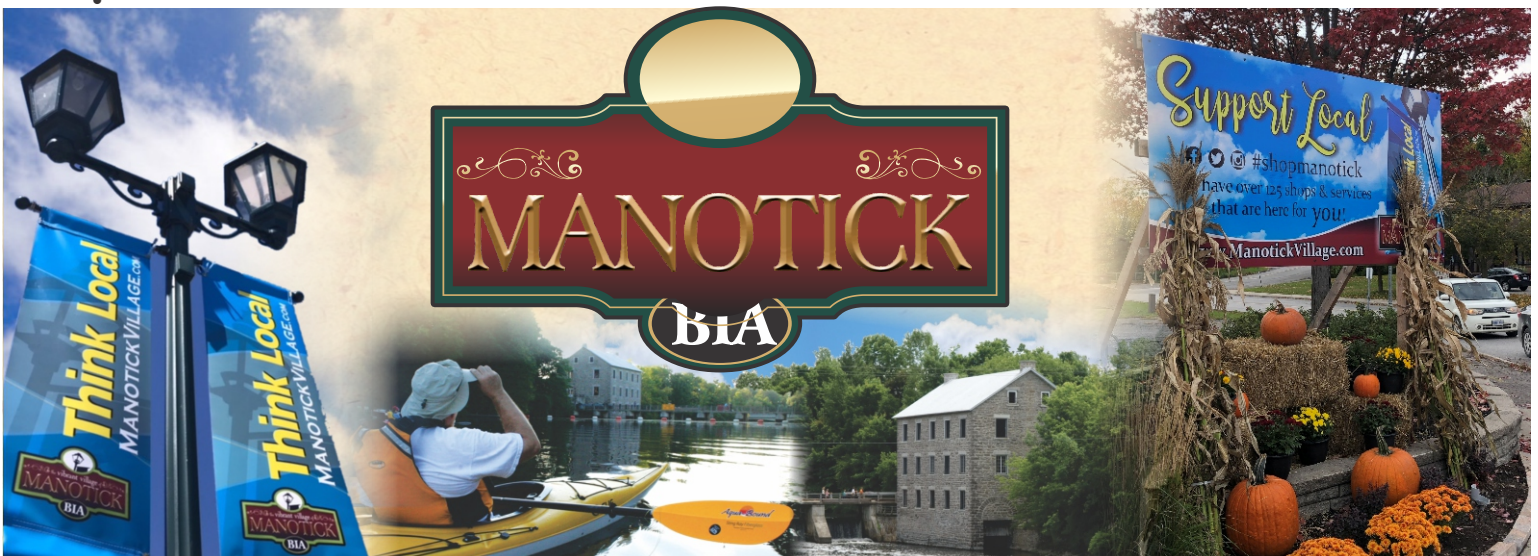
- First BIA in the world was established in 1970 – Bloor West Village
- Currently there are 300 plus BIAs in Ontario and 19 of them in Ottawa
- BIAs represent over 60,000 businesses across Ontario
- Accumulated levy of Ontario's BIAs is more than 50 million dollars.

• Four Pillars of BIA Work

1. Public Realm Investing
2. Area Marketing
3. Policy and Partner Influencers
4. Events and Activations

Funding:

- Once a BIA is established, every business that pays property tax-including professional, various organizations, retail establishments, restaurants, located within the BIA geographic boundary-contributes to the BIA's budget and is automatically considered a member of the BIA. Memberships in the BIA is limited to property owners and tenants. The levy is collected by the City of Ottawa, but administered by the BIA Board of Management. The BIA budget must be approved by the municipal council. The funds can only be used to upgrades to public property, not private property. The common funds have to be used for the common good.



Staff:

- The Manotick BIA has one Executive Director (Donna Smith)
- Administrative Assistant (Stacey Haggart)
- Social Media Contract (Sherrilynne Starkie)

Mandate

- To promote the Village of Manotick as a shopping, dining and historical destination and to attract consumers, commercial tenants, and visitors. Advocate for its economic viability within the City of Ottawa.

Vision

- Capitalize on the concentration of unique shops, restaurants, services and historical sites in the area by developing incentives to support them and promote the Village of Manotick as a Destination – a place to experience unique shops, superb dining, rich in history and culture. This in return will cultivate “the vibrant village of Manotick” brand that attracts people to Manotick.

Contributions the Manotick BIA makes to the local economy

- The Manotick BIA has a positive impact on the surrounding community. It increases foot traffic, revenues for local businesses and a heightened awareness of the uniqueness of Manotick in the Village and outside the immediate area.

Beautification

- Seasonal banners and Christmas décor
- Plantings from hanging baskets to planters and gardens located in the commercial area. Along with the ongoing maintenance and watering.
- Purchasing and installation of benches, garbage cans and the information kiosk along the Main St.
- Decorative lampposts along Main Street, on the bridges and the lighting on the stone walls at the gateway.





Signage

- Designed and manufactured the entranceway signage along with the highway profile signs you see along HWY 416
- Business directional signage
- Community Events sign
- Business Section identification custom sign

Annual Events 2022

- We are a very event driven BIA. Our events are created to encourage local consumers and external consumers to come and experience Manotick. The thought process is to give visitors a reason to come to the Village. We have been successful in doing this. Our events and attendance have been growing substantially over the past several years.

Dickinson Days- June 3rd & 4th

- For the past 44 years, this event in June has become a welcome sign of summer. Manotick and Ottawa residents flock to historic Manotick to take part in the celebration of Moss Kent Dickinson's birthday, the founder of the Village of Manotick. This weekend is overflowing with activities for all ages.

A Taste of Manotick - August 20th

- Come and experience all “the flavours” Manotick has to offer. The Main Street will be open to pedestrians. Local businesses line the street showcasing all the Village has to offer, from fantastic specialty/gift stores, stylish clothing, unique dining and many other services. There will be tasting, samples, draws, demonstrations. All the restaurants are open, offering the best service in town. Come out and enjoy live music, entertainment and food at its best.

Women's Day - November 5th

- A day devoted to Women. Come and spend the day in Manotick and enjoy all the Village has to offer. There will be, in store specials, refreshments and free gifts throughout the Village. Bring your friends, sisters, mothers and daughters to browse, shop, learn and enjoy Ottawa's Historic Waterfront Village.

Manotick Village Christmas – December 2nd & 3rd

- Manotick Village Christmas celebration. From breakfast with Santa and Mrs. Claus to horse drawn wagon rides, parade, carolers and a Craft Market at Watson's Mill This celebration is full of traditional events not to be missed. Refreshments and music everywhere!
- The Village is transformed into a Christmas of yester year. Wreaths are hung on lampposts, storefronts are decorated with bows & boughs.



A Look Back at 2022....

- As a place to Live, Work, Shop, Dine and Explore ... our #1 goal is to promote and experience the historic Village of Manotick at its finest !

JANUARY

- Spin the Wheel Contest Continued
- Continued Website Updates (Covid Restrictions / Updates / Seasonal Photos etc...)

• **FEBRUARY**

- Valentine's Day – (Social Media Contest)

MARCH

- Spin the Wheel Contest Continued
- Continued Website Updates

APRIL

- Spring Fling – (Social Media Contest)

MAY

- Mother's Day Contest – (Social Media Contest)
- Mother's Day Signage at the Gateway

JUNE

- Dickinson Days
- Father's Day Contest – (Social Media Contest)
- Seasonal Planting (hanging baskets / Mill Street Park / Gateway/ planters along Main Street and Side Streets)

July

- Music in the Park

AUGUST

- A Taste of Manotick
- Music in the Park
- Spin the Wheel Contest Continued
- Back – To – School (Social Media Contest)

SEPTEMBER

- Onboarding new Executive Director (Kelly Belair)



OCTOBER

- Delivery of Pumpkins to all our 130 plus Businesses
- Fall Gateway Décor and Beautification

NOVEMBER

- Women's Day
- Remembrance Day Wreath for the Manotick Legion
- Holiday Gateway Décor and Lighting
- AGM

DECEMBER

- Manotick Village Christmas
- Map/Brochure

A Look ahead 2023....

- Enhanced Social Media Presence (Instagram / Facebook / Twitter) with Social Media Consultant
- Website Redesign
- Enhanced Seasonal Beautification / Maintenance in the BIA area
- New Spring/Summer Redesigned Banners
- Manotick BIA Hybrid Office in the Village



BREAKDOWN OF BUSINESSES

