

2022 Annual Report

The Somerset Street Chinatown BIA was established in 1989 by the City of Ottawa. Chinatown is spread over an area of 8 city blocks on Somerset Street West: from Bay Street to Preston Street. A Board of Management governs the BIA. Members of the BIA consist of 180 property Owners and business owners in the area.

The mandate of the BIA includes:

- Maintenance, beautification and enhancement of public area
- Support and enhancement of public safety
- Promote and market local business/tourism
- Encourage and support business development and economic revitalization efforts

2022 Annual Highlights:



ANNUAL REPORT

2022

REVITALIZATION	BEAUTIFICATION	MEMBER SERVICES
<ul style="list-style-type: none"> ✓ Ottawa Chinatown Night Market ✓ Multicultural performances ✓ Ottawa Chinatown Bazaar & Volleyball Games ✓ Business promotions ✓ Funding & outreaching 	<ul style="list-style-type: none"> ✓ Street flowers ✓ New planters ✓ Repainted benches, fences, and signs ✓ LED lightings ✓ Holiday decorations ✓ Murals & graffiti removal 	<ul style="list-style-type: none"> ✓ Safety equipment installation ✓ Communication and responses ✓ Collaborations ✓ Updated website for business/property listings

- With the grants (over \$200,000) from the MMS Programs, many new projects have happened to revitalize our community.

- Continued to slash the annual levy contribution from members to 75% in 2022 with the intention to support our members during the pandemic.
- Maintain the same level of service with a reduced budget.
- List of projects completed / to be completed in 2022
 - Two new murals
 - Ottawa Downtown Business Relief Fund that benefited 70+ businesses
 - MMS Ambassador Program that brings \$10k to 10 eligible businesses
 - Chinatown Night Market that is owned by and branded to promote Chinatown
 - The launch of Ottawa Chinatown Bazaar
 - LED lightings installed on four more buildings
 - Flower planter maintenance, and re-decoration
 - Re-painting of benches, fences, and the zodiac signs
 - Graffiti removal
 - Website upgrading - ongoing
 - Media promotions of Chinatown and our member businesses
 1. OttawaZine / Ottawa Life Magazine: 25 articles, 8 special promotional events, 56 businesses, three business owner interviews, 53,727 total clicks
 2. Social Media: Two food bloggers, 48 Instagram reels (36 completed up to today), over 760,000 views, which represent a 71% increase from the previous year.
 3. 2 radio campaigns, 4 TV interviews
 - Security cameras and motion lights installation – to be completed
 - Street decoration and place-making projects – pending additional funding approval





SOMERSET STREET CHINATOWN BUSINESS IMPROVEMENT AREA

2021 Audited Financial Statement:

Please email ed@ottawachinatown.ca for a complete audited financial statement.

Revenue	Budget 2021 [note 7]	Actual 2021	Actual 2020
Tax revenue [note 5]	\$56,980	\$59,478	\$583
Sundry [note 9]	6,000	73,003	61,876
Payments in lieu of taxation	-	860	
Investment income	-	6,181	12,186
Total revenue	62,980	139,522	74,645

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2021 [note 7]	Actual 2021	Actual 2020
Advertising, promotions and street cleaning	20,400	23,751	46,569
Professional and consulting	16,000	28,969	5,477
Salaries	54,580	56,957	54,579
Office	7,840	4,192	2,991
Rent	1,140	1,160	3,806
Maintenance	10,000	6,012	7,937
Legal fees	-	1,343	-
Decoration installation	10,000	3,205	7,216
Insurance	3,500	2,279	2,694
Audit fees	2,500	4,116	3,301
Depreciation	-	8,372	7,160
Interest and bank charges	-	-	33
Total expenses	125,960	140,356	141,763
Annual deficit	(62,980)	(834)	(67,118)
Accumulated surplus, beginning of year	584,408	584,408	651,526
Accumulated surplus, end of year [note 8]	\$521,428	\$583,574	\$584,408

613-230-4707

info@ottawachinatown.ca

www.ottawachinatown.ca/

717B Somerset Street W. Ottawa Ontario K1R 6P7

2023 Strategic Direction:

REVITALIZATION

- ✓ Ottawa Chinatown Night Market
- ✓ Ottawa Chinatown Bazaar & Volleyball Games
- ✓ Business promotions
- ✓ Funding & outreaching

BEAUTIFICATION

- ✓ Street flowers
- ✓ Holiday decorations
- ✓ Murals & graffiti removal
- ✓ Street banners
- ✓ Other streetscaping projects

MEMBER SERVICES

- ✓ Safety equipment installation
- ✓ Communication and responses
- ✓ Collaborations



Revitalization

- ✓ Ottawa Chinatown Night Market
- ✓ Multicultural performances
- ✓ Ottawa Chinatown Bazaar & Volleyball Games
- ✓ Business promotions
- ✓ Funding & outreaching

Beautification and Place-making

- ✓ Street flowers
- ✓ New planters
- ✓ Repainted benches, fences, and signs

- ✓ LED lightings
- ✓ Holiday decorations
- ✓ Murals & graffiti removal

Member Services

- ✓ Safe environment
- ✓ Communication and responses
- ✓ Collaborations

Notes:

1. Seeking external funding opportunities is the key to our work plans

2023 BUDGET APPROVAL

Expenditure Description	2021 Budget	2022 Budget	2023 Budget
Total expenditures	135,960	143,788	210,340
Total revenues			(70,000)
ANNUAL BUDGET	125,960	133,788	140,340

Note: Special levy rate to be kept at 75%





SOMERSET STREET CHINATOWN BUSINESS IMPROVEMENT AREA

2022 Election Year Board of Management Nominees:

Peter So	Property Owner	
Sonia Del Rosario	Property Owner/Business Owner	del Rosario Financial Services
John Maiorino	Property Owner/Business Owner	Professional Barber Shop &Hairstyling
Beibei Chang	Business Owner	Kowloon Market
Beth Dai	Branch Manager	Scotia Bank
Terry Cheng	Property Owner	
Kristen Mikkelsen	Manager	Kelly funeral Home
Ariel Troster	City Councilor	City of Ottawa
Aaron Cayer	Property/Business Owner	Birling
Mui Manh Ha	Property/Business Owner	Mai Mai Salon
Jimmy Wang	Property Owner	
Staff	Yukang Li	Executive Director
	Christina Zhou	MMS Ambassador

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