



SPARKS STREET
MALL AUTHORITY
AGM

• Annual Report 2022

MANDATE

Our mandate is to maintain Sparks Street as an attractive destination encompassing local and national culture by offering:

- An exciting community mix that works collectively, is diverse, combining financial institutions, restaurants, shops, services, entertainment and more
- An outdoor environment where pedestrians have priority – an oasis away from traffic, a meeting space that provides a unique experience for families, tourists and business people
- Streetscape improvement and other amenities: Providing for more pedestrian-friendly lighting, signage, street furniture, planters, banners and sidewalk treatment
- An attractive destination that reflects local and national culture and heritage with historically significant and beautiful architecture, views to Parliament Hill and cultural landmarks
- A hub that connects downtown Ottawa – convenient and accessible, linking cultural centres and residential areas with hotels, retail, entertainment and dining destinations and residential areas of Ottawa Centre and beyond



2023: Leading the Way in Downtown Ottawa

Preparing this year's annual report, it was breathtaking to see in twenty-three pages just how much we have accomplished over the past twelve months.

The year did not start well with continuing restrictions, the trucker occupation, and the lack of people returning to work and play in the core. As we moved into the early spring, we were able to secure financial support for our members and launch the My Main Street Local Business Accelerator Program to support investment in our members' businesses.

Outside funding contributions in the Spring allowed us to construct two more Green Zone featuring eight new trees for visitors to enjoy. We were also able to replace thirty asphalt patches with new interlock. Our goal to fully complete repairs with interlock in the future and we are well on our way to accomplishing this.

For the first time in three years, Sparks Street produced and hosted a robust schedule of activations, performances, and large events starting with Ottawa Ribfest the first week of June. Along with welcoming back signature events such as Buskerfest and Poutinefest, we hosted two Ottawa Asian Night Markets, numerous film productions, and even a corgi walk in honour of the late Queen Elizabeth. This summer Sparks Street, along with nine other organizations, created the Good To Be Back campaign promoting our neighbourhoods and all the activities we held. The campaign generated hundreds of thousands of impressions from across the city. Our Winter Wander is drawing visitors to Sparks Street as they look at the Christmas lighting in parks and on buildings throughout the downtown. Our programming calendar will start earlier in 2023 with the return of Winterlude this February.

Sparks Street faces a number of challenges – less people working downtown, a drop in tourist visitation, homelessness, and drug use. Now is the time to envision what downtown Ottawa can be for years to come. These issues are much bigger than we can manage ourselves, but we will work with partners such as those sitting on the Downtown Revitalization Task Force, to develop ideas and seek the resources needed to make them a reality. Sparks Street along with our partners OCOBIA, OBIAA, and IDA Canada continue to advocate for the needs of our downtowns and the businesses that support it.

Finally, I would like to thank two groups of people as 2022 ends. First, the SSBIA Board. Thank you for the support you have provided over the past four years. It has been a pleasure to serve this group of members as they tirelessly gave their time to make Sparks Street a better place. I look forward to working with our new board over the next four years. Secondly, the work we do does not get done without a great team. Marissa, Bob, Laura, and Sue-Ellen make the magic happen on a daily basis. Sparks Street is lucky to have them.

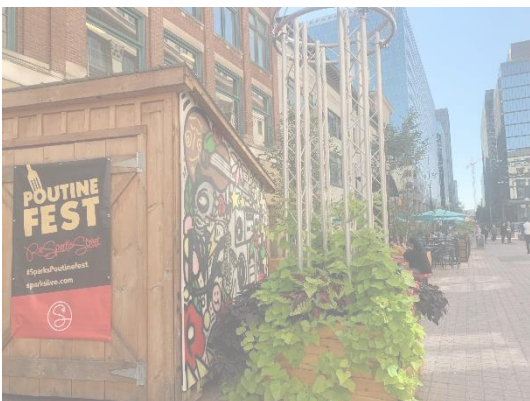
We will continue to be champions for Sparks Street. If we can be of service, please let us know.

See you on Sparks Street!

Kevin McHale
Executive Director

Highlights

- **A Return to Onsite Events & Programming:** Ribfest, Buskerfest, Poutinefest, Songs from the Shed, Pop Up Cinema, Winter Wander
- **MMS Program:** SSBIA MMS Ambassador Sue-Ellen Holst successfully submitted eleven grants for Sparks businesses
- **Art Exhibits:** LAPS, Bates & Birks Building window displays, Capital Pride's 'All Together Now' exhibits, One Canada trailer
- **Campaigns:** #OttawaLove, Sparkscation Giveaway, DT Business Relief, Good to be Back, One Hot Summer, Scroll in to Win, influencer collab with Amyin613, Winter Wander, Toy Mountain, Sparks Gives
- **Street Beautification:** Green Zone additions, additional water bottle refill station, truss towers, interlock repairs
- **Awards & Grants:** Marketing + Communications & Streetscaping + Public Realm Improvements Awards, Grants & Funding from EDCO Downtown Recovery, MMS, Ottawa Tourism's Community Resilience Initiative, Canada Community Revitalization Fund
- **Partnering & Activations:** OMIC, Ottawa Jazz Festival, Stone Carvers, Ottawa Asian Fest, Film Productions
- **New & Improved Initiatives,** MailChimp, YouTube, LinkedIn, Envirionics, Assets



Events & Programming



2022 saw the return of in-person shopping, dining, and events.

We kicked off our return of events this spring with the Ottawa Ribfest June 1-5! Moving the festival up from the third week of June allowed us to get our festival season underway before summer got underway. It also allowed for our visitors to enjoy a more temperate environment for their saucy visits!

The Ottawa Asian Night Market was next July 22nd to 24th!

Ottawa International Buskerfest was held the August long weekend and showcased primarily Canadian acts. We hope to bring a more international flavour back again in 2023!

We rounded off our festival season with Poutinefest on Sparks Street in October rather than the spring. Unsure what the spring of 2022 would look like, moving the festival ensured we were hosting during a time where residents would feel safe to attend. The fall temperatures also made a lot of sense for the hot, gravy covered dishes and we will continue hosting Poutinefest in the fall going forward! Each of these events brought over 102,000 visitors to the street providing an opportunity for visitors to explore our fantastic businesses that line the street.

Our regular summer programming of the ever-popular Songs from the Shed made a comeback featuring local artists every Tuesday and Thursday afternoons. We also brought back Pop-Up Cinema, hosting two movie features: The Mummy in July and Beetlejuice in September. Both of which were well attended. Our Winter Wander holiday walk lit up the street for its second year with the large-scale décor from Classic Displays attracting visitors back to the downtown core. We plugged in earlier than Canadian Heritage's Lights Across

Canada in 2022 shortly after Remembrance Day on November 17th. This head start gained us additional coverage on Ottawa blogger's networks with local influencers and nationally with Narcity Canada.

MMS Program



MY MAIN STREET
MA RUE PRINCIPALE

Sparks Street received approximately \$160,000 in grant support for the My Main Street Local Accelerator program. MMS Ambassador, Sue-Ellen Holst, given the task of successfully submitting ten grants for Sparks businesses went beyond obtaining eleven! These businesses each received \$10,000 in support through the My Main Street, Local Business Accelerator program, providing wrap around supports, including local community insights through market research with funding from the Government of Canada, through FedDev Ontario. Sue-Ellen spent time with each business going over their applications, requirements, and collected data analytics to best identify their needs to succeed further. Huge congrats to the eleven successful recipients!

- Maria Rasouli for Escape Bicycle Tours
- Glen Shackleton for The Haunted Walk
- Jason Komendat for Retro-Rides
- Nazmi Fawaz & Eli Braks for Bello Uomo
- Mike Campbell, Adam Ghor, & Ray Tang for Stolen Goods Cocktail Bar
- Karina & Daniel Hayston for Le Moulin de Provence KD
- Lindsay Appotive for True Bijoux
- Stefania Capovilla for Society Salon & Blow Dry Bar
- Charlene Kolenosky for The Office Resto Bar
- Lucie Rosano for Esthetics by Lucie
- Aaron Juneau & Pat Akeson for Rabbit Hole



YOUR COMMUNITY, MY MAIN STREET

**My Small Business
was supported by**

MY MAIN STREET
MA RUE PRINCIPALE

Local Business Accelerator Program!

FedDev Ontario
Market Research • Business Training & Support • Funding Contributions

Canada



MY MAIN STREET

**Sparks Street
MMS Ambassador**

Sue-Ellen Holst
sue-ellen@sparkslive.com

Art Exhibits



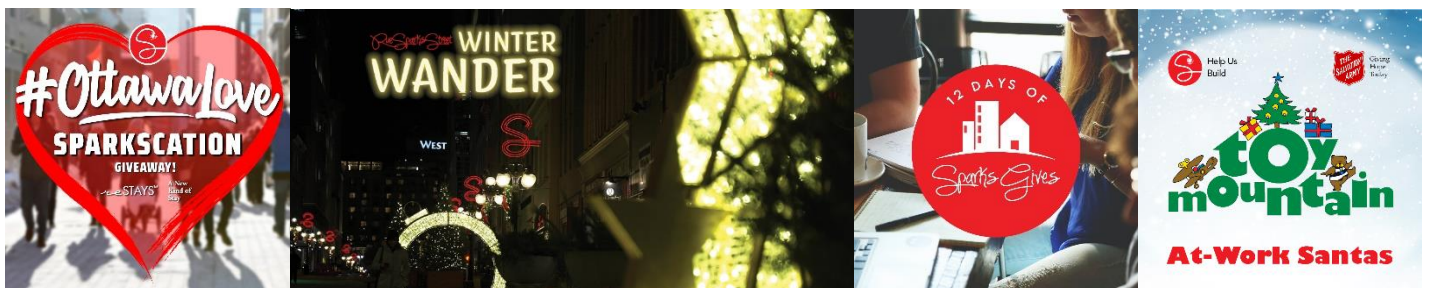
Once the snow subsided and we were into June, Sparks Street brought popular CREOS exhibit LAPS onto the street, inviting visitors to interact with time's hourglasses. The large-scale art brought people down to the street during the Downtown Ottawa's 'Good to be Back' campaign.

Sparks Street was honoured to collaborate with Capital Pride's 'All Together Now' theme and host two exhibits during their festival. Mike Steinhauer's Medicine Cabinet and Nicolo Gentile's Tough Love exhibits showcased on Sparks August 21 – 28 during Capital Pride.

The Bates & Birks Building window displays have changed twice this year showcasing Indigenous art near Metcalfe at 101 – 111 Sparks Street. Public Works' Public Art summer and fall exhibit showed Brian Adams and Annie Pootoogook's *Moments of Respite*. Their fall and winter exhibit by Barry Ace, Shelby Lisk, and Nadia Myre is called *Beads and Pieces*. These displays have been made possible through an ongoing partnership with Capital Experience and the City of Ottawa.

Working with EXAR Studios through a grant from Ottawa Tourism brought us *One Canada*, the interactive trailer that took you from coast to coast! Through the Engage Art App, visitors were able to connect with the trailer and play with augmented reality experiences including games. The exhibit was created by Kristyn Watterworth and Edward Platero and represents bringing all of Canada into one city. Rather than tucking it away for events, the piece remained onsite during Ottawa Asian Night Markets and Poutinefest which garnered it more attention and taught us to continue to incorporate these types of exhibits during programming. We will bring *One Canada* back again in 2023 after some further upgrades!

Promotional Campaigns



2022 saw a few familiar campaigns return alongside some brand new ones! The City of Ottawa kicked off the year with a goal to bring people back to the downtown core and declared a Valentine's Day 2.0 on March 14th to make up for February with their #OttawaLove initiative. Sparks Street participated in the fun-loving remake

and ran our own campaign alongside, showcasing our restaurants with special menus and businesses with sales/promos through a Valentine's Gift Guide and a Sparkscation all-inclusive Giveaway.

Post Trucker Convoy Occupation, our businesses required assistance after most had to close their doors while our streets were occupied illegally for several weeks between January 22 to February 28, 2022. The Ottawa Coalition of Business Improvement Areas request for funding was heard by the federal and provincial governments. The Government of Canada, through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) and the Government of Ontario, partnered with Invest Ottawa, they created the Downtown Ottawa Business Relief Fund. The DTOBRF offered targeted financial relief to downtown Ottawa businesses, including those on Sparks Street, negatively impacted by the demonstrations near Parliament Hill. Thanks to the DTOBRF, 127 businesses in the Sparks Street area, along with over 1200 more received funds from this initiative.

As the city began to reopen, ten Ottawa BIAs (including Sparks Street), and the City of Ottawa pooled funding together to launch the campaign, *Good to be Back* to encourage people to come back into the downtown core. This summertime campaign kicked off in June with videos created to showcase our neighbourhoods, a dedicated webpage (goodtobeback.ca), digital ads, and a funding contribution that supported our presentation of the LAPS exhibit.

Sparks Street partnered with Stingray for One Hot Summer Sleepovers, providing shopping sprees and hotel stays for one lucky winner and their family during each of our main events (Ribfest, Buskerfest, and Poutinefest). The contests were promoted over the air and on the digital channels of HOT 89.9 and LIVE 88.5. These all-inclusive packages created a fantastic experience for each of our winners who stayed at the Ottawa Marriot or Re:Stays!

Making a return this fall was our annual Scroll in to Win Giveaway contest, kicking off October 19 and running right up to the holiday shopping season on November 30 when our lucky winner selected \$500 from Society Salon & Blow Dry Bar. This contest was running, we also ran an influencer collaboration campaign with Amy Karlin of the well-known and loved @Amyin613. The fall retail focused campaign showcased several of Sparks' businesses as well as the street itself flowing into our Winter Wander!

For 26 years, The Salvation Army's Ottawa Booth Centre oversees the collection and distribution of new unwrapped toys to over 7,500 underprivileged families in the Ottawa area annually. Sparks Street's own Toy Mountain kicked off again December 2nd. It's Sparks Street's second year of collecting toys to help build the mountain! Four participating businesses became At-Work Santa's making this campaign a success for 2022: Society Salon & Blow Dry Bar, Howard Fine Jewellers, Le Moulin de Provence KD, and True Bijoux!

Sparks Street was not only able to bring back the community campaign, Sparks Gives, but to even increase our donation to each organization by \$50 each, making monetary donations of \$300 to each of our 12 partner organizations! This initiative recognizes the hard work local organizations do year-round to protect and assist our vulnerable neighbours in the downtown core surrounding Sparks Street. Through our programs, festivals, and events, Sparks Gives will continue to identify and support the ever growing & ongoing needs of our neighbours. These organizations are truly the heart of our downtown core.

Join us in giving a warm welcome to our 2022 – 2023 Partners:

- Centre 507 Outreach Program
- Centretown Emergency Food Centre

- Cornerstone Women's Shelter
- Dalhousie Food Cupboard
- Good Companions Senior's Centre
- Meals on Wheels
- Operation Come Home
- Ottawa Mission
- Salvation Army Street Outreach
- Shepherds of Good Hope
- Somerset West Community Health Centre + DOPE Response Team
- Youth Services Bureau



Each campaign was supported digitally on the following channels: our Sparkslive Web, Instagram, Facebook, Twitter, Sparks Live Blog, and for some, our TikTok, YouTube channel, LinkedIn page, and others were also featured on Radio Spots and Radio digital ads.

Street Beautification



Our Green Zone pilot in 2021 proved to be very successful and encouraged us to continue forth this year with the addition of two more Green Zones! The Public Realm plan's identification of the need for more greening on the street has guided us as we added Green Zones at 190 Sparks Street and 240 Sparks Street in addition to the original Green Zone in front of 119 Sparks Street. We continue to experiment with different plant varieties like honey locust trees and birch tree shrubs in the cedar planter boxes and with our landscaping experts, Lafleur De La Capitale Inc's help, the ivies and flowering vines have been growing beautifully up and over the trellis boxes! It is satisfying to visitors of all ages using our Green Zones for a variety of activities such as reading, coffee breaks, hanging with friends, and even staff meetings.

2022 also saw the addition of four truss towers which has been a dream addition to the street for a couple of years now. The trusses are not only useful for lighting displays, such as the playful Light Court, but are also easily incorporated into eventing. They provided trellis growing for our Green Zone ivies and vines, visible signage posting for visitors to view the schedules of Buskerfest, garlanding for Winter Wander, and likely more to come with 2023's Winterlude around the corner!

The Green Zone and truss additions were made possible through the Canada Community Revitalization Fund which also saw the addition of a water refill fountain, rounding us off to three hydration stations in 2022. Our

visitors have shown great use of the fountains from everyday use to festival refills, even tagging us on their social media top ups! The water fountains are installed seasonally between May and October near the Post Office, in front of Stolen Goods and across from the Bier Markt. The water bottle fill stations are of a lead-free design and mechanically activated with minimal splash. The refill fountains are connected straight to Ottawa's drinking water system which continues to be some of the highest quality and safest drinking water in the world, according to a report received by the city's Standing Committee on Environmental Protection, Water and Waste Management. The units are GreenSpec listed and installed to accessibility requirement standards. Sparks Street assists the City of Ottawa and the world's effort in ensuring there are sufficient and safe water supplies are available for everyone.

Over the past summer and fall, we have replaced over 3,000 square feet of broken interlock and asphalt patches with brand new pavers. This year our efforts were focused on Block Two (Metcalfe to O'Connor) and other areas that posed potential safety risks to pedestrians. Some areas were inaccessible due to the summer patios, so the focus for 2023 will be to finish what is needed between Bank and Elgin, with large areas to be replaced between Lyon St. and Kent St.

Awards + Grants



As an organization, we keep busy with all the previously mentioned events, projects, campaigns, improvements, etc. Not often enough do we stop to congratulate ourselves on jobs well done. This year, we took the time to submit some of our projects to Ontario Business Improvement Area Association in hopes of providing ideas to other BIAs that they can implement into their own communities Sparks Street won two awards! The first was Marketing + Communications – Small – for our **Sparks Gives** Initiative recognizing our annual campaign to raise awareness and provide humble donations to the community organizations who work year-round for the vulnerable in our neighbourhoods. The second was for Streetscaping + Public Realm Improvements – Small – for our **Reduce, Reuse, Re-hydrate** Bottle Filling Station Initiative! The latter was made possible through our successful application to the Canada Community Revitalization Fund.

Also made possible through the Canada Community Revitalization Fund, was the additional two Green Zones previously mentioned. In addition, the fund will be supporting Sparks Street as we build our family Play & Grow project between Kent and Lyon Streets. We have obtained over \$200,000 in funding for these three projects We look forward to sharing more as the plans take shape (including in colourful blocks!)

Funding from the Economic Development Council of Ontario (EDCO) and FedDev Ontario for the Downtown Recovery Program allowed our BIA to connect with members as well as our surrounding area in the downtown

core after the disruptive occupation in January and February of early 2022. Sparks Street received additional funding to ensure more business were reached with the information and thus more applications could be submitted. This resulted in many more connections being made in our surrounding area as well as 127 Sparks Street and downtown businesses successfully receiving funds from this initiative.

Province-wide, the My Main Street program, funded by FedDev Ontario, offered funding to BIAs for a Local Accelerator program along with a dedicated Ambassador. Through this initiative, we were able to work with Sue-Ellen Holst in obtaining grants of \$10,000 for up to 10 businesses in our BIA. Sue-Ellen went above and beyond, securing 11 successful grants for our BIA. This funding has allowed the 11 successfully applied business to reinvest in their shops, restaurants, and services.

Through Ottawa Tourism's Community Resilience Initiative, we were able to bring to Sparks Street EXAR Studios' Augmented Reality interactive exhibit, One Canada. The funding totaled \$120,000, allowing us to create an experience on the street featuring a colourful, interactive trailer from mid August to the end of October 2022 with promotions on our digital channels encouraging visitors to come and interact. The exhibit will be returning in spring 2023 after it undergoes some updates! The goal is to have the cross-Canada exhibit make its way to different locations (BIAs) around downtown Ottawa for more visitors and locals alike to experience the AR art!

We were able to bring the large-scale CREOS exhibit, LAPS to Sparks Street for the Good to be Back campaign between June 22 – July 10, 2022. This was made possible through matched funding with the City of Ottawa. Not only did it result in our fun human-sized hourglasses drawing people to Sparks to play with them, but an entire campaign that included a YouTube video, digital ads, and radio spots. The focus of the campaign was to bring people back to the downtown core after the pandemic and convoy.

Partnering & Activations



2022 saw the return of Sparks Street's beloved events as well as several activations by partners! From third party events and festivals to sponsored shows, we saw some favourites back on the street and some new ones to Sparks as well!

The end of June saw the return of in-person for the Ottawa Jazz Festival. Sparks Street hosted several performers in The Shed from June 27 – 30 for their free jazz series.

The Canadian Stone Carvers Festival has called Sparks Street home before the pandemic and sorely missed chiseling stone into art in person. When the event went virtual in 2020 and 2021, Sparks Street continued to support them with online shout-outs and sharing of content. This June 24 – 26, 2022 we were able to cheer them on live again on Sparks! Their 2022 theme, 'Getting Back to Nature!' aligned well with their getting back

to Sparks Street! They host an auction at the end of their competition each year, with \$11,088 in 2022 raised and all proceeds going to Ottawa Inner City Ministries for their Ottawa Inner City Arts Program. Encouraging fellowship, public awareness and supporting charity are the pillars of this event. They offer a unique opportunity to interact with professional carvers, artisans, and enthusiasts as they turn blocks of stone into one-of-a-kind works of art. Sparks is a proud sponsor and looks forward to hosting them again in 2023!

The Ottawa Music Industry Coalition (OMIC) brought back their City Sounds performances in 2022! Sparks Street hosted several of their shows in The Shed in July. These free live shows were well attended and included performances as well as workshops!

A new festival came to Sparks Street this year when the Ottawa Asian Festival's Night Market needed a new home for this well-known, much loved, and heavily attended event. Once we heard the news, we reached out immediately, offering Sparks Street as an alternative ideal location in the heart of downtown Ottawa. The event took place July 24th to 26th and was such a huge success, they brought it back for a second edition September 23 – 25, 2022, just two months later! Sparks Street saw a dynamic, diverse group of visitors and was well received on all our channels. OAF Night Market will return in 2023!

Over the last two years, multiple film crews have been spotted with cameras and sets, actors in winter coats in July and makeshift Christmas markets and other set-ups lining Sparks Street for two days to a week at a time. Our little pedestrian street has become a big draw for productions for Hallmark, Oprah Network, CTV, Amazon and other TV and movie channels! Sparks Street offers great sets with our heritage buildings, cobbled street, and so much more! Christmas movies were a common theme in 2022 on Sparks Street, whether on the street itself or within one of our businesses, resulting in the following titles releasing:

- One Delicious Christmas
- Hotel For The Holidays
- The Great Holiday Bake War
- All I Didn't Want For Christmas
- A Christmas Fumble
- A New Diva's Christmas Carol
- 'Twas The Night Before Christmas

These third-party events not only created buzz for our street and brought curious visitors down to see movie magic for themselves, but payment rentals received for their film shoots allowed Sparks Street to cover additional costs for street improvements, like interlock work. The booming film industry in Ottawa is a great boost for our economy and we look forward to becoming more known as an ideal filming location!

New & Improved Initiatives



2022 saw improvements to some of our existing tools used for Sparks Street outward messaging and public communications as well as our internal member communications. With the slow emergence from the

pandemic, we were able to reduce our member update mailers from weekly to bi-weekly as the volume of urgent emergency messaging from all levels of government dropped.

Sparks Street has begun a trial with MailChimp's Standard Plan and looks to continue with a paid membership for their Essential Plan in the new year to continue providing our membership with quality e-mail updates on everything happening on Sparks Street from infrastructure and construction to programs and special events!

We also activated our YouTube channel this year, sharing content we've had created for Sparks Street and membership over the last two years! Our Digital Main Street videos created in 2021 as part of the Invest Ottawa funding for BIA member videos through the DMS Program are now published and live for all to see! That's ten inside looks at some of our great businesses who participated in the program. We have uploaded our Good to Be Back videos, Winter Wander video and other content created for us by production company Dan Rascal.

The updated photo and video collection provided by Dan Rascal from covering our major festivals (Poutinefest, Buskerfest, and Ribfest), as well as summer and winter content has provided us a library of fresh assets we've been able to utilize all of 2022. The variety and quality of the content we have collected will allow us to regularly refresh our social, web, and video platforms for the next two years.

Sparks Street launched itself on LinkedIn in 2022, creating a professional business page for our organization where we can share our message and reach a larger and engaged audience. We are working to grow this audience as we move into 2023 and learn to integrate this platform into all of Sparks Street's future campaigns, including future hiring!

With the number of grants and funding applications Sparks Street BIA has been engaging in over the last few years, it is more apparent than ever that tangible statistical data is a useful tool in innumerable ways. Our Inpixon pilot integrated into our free street Wi-Fi program showed us a glimpse of what kind of data could be collected in 2019. Unfortunately, due to technical challenges out of the control of the company, they had to withdraw their services and we were left without data collection, including our most valuable foot traffic counting, once again.

Enter Environics Analytics – a full-service data and analytics consultancy. Environics Analytics uses data collected from organizations, including cellular providers, to create visitor profiles and accurate pedestrian counts. This data will assist us in writing successful grant applications, foot traffic counting from everyday to heavy festival attendances, and more. We received access to the data collection this fall look forward to pulling reports and useful analytics in 2023 to further Sparks Street initiatives.

Our Sparkslive Blog continues to be an invaluable way to share our stories, programs, events, and even contesting! The platform offers our visitors and residents a behind the scenes in-the-know view on all things Sparks Street. #MySparksStreet Blog saw increased in engagement in 2022, with numerous topics covering everything from policies to current events, notable celebrations, to just good plain frivolous fun, like foodie tours, contests, and fun trivia facts. This is our place to open up, celebrate, and share. Since the introduction of the blog, we have seen a dramatic increase in traffic to our website and will continue to use this tool in 2023 and beyond.



Membership & Partners

Sparks Street thanks its partners big and small for helping us achieve some great successes in 2022, in particular:

OCOBIA (Ottawa Coalition of Business Improvement Areas)



Sparks Street Executive Director, Kevin McHale, was influential and an early proponent in the establishment of the Ottawa Coalition of Business Improvement Areas as a member of the Transition Board. In a brief period of time, OCOBIA has established itself as a champion of business and Main Streets across Ottawa. OCOBIA has formed excellent working relationships with many people and organizations including the Mayor's Office, local MPs, FedDev, Invest Ottawa, the Ottawa Board of Trade, and other stakeholders. Kevin now sits as Vice-Chair of the organization at the start of his third term.

Downtown Revitalization Task Force

The Downtown Revitalization Task Force, with representation from the business community, government, residents, and property owners has come together to assess and propose ideas for downtown Ottawa's short and long-term revitalization to the municipal and federal government. Our own Executive Director, Kevin McHale was invited to participate on the task force, providing our insight and knowledge to the committee.

Other Great Sparks Street Partners:



INSPIRED LEADERS
SHAPING CITIES



FESTIVALS AND EVENTS ONTARIO



Tourism Industry
Association of Ontario



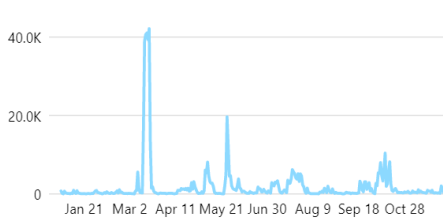
Sparks Street Social Media: Analytic Snapshots

Instagram

Annual glance at Facebook Insights from January 1 – December 2, 2022

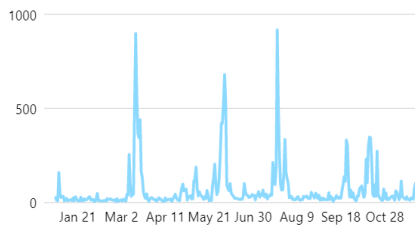
Instagram reach ⓘ

165,302 ↑ 28.6%



Instagram profile visits ⓘ

22,465 ↑ 132.6%



New Instagram followers ⓘ

3,871



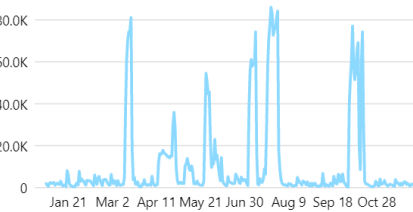
Facebook

Annual glance at Facebook Insights from January 1 – December 2, 2022

Reach

Facebook Page reach ⓘ

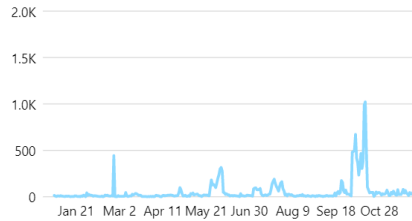
768,420 ↑ 111.1%



Page and profile visits

Facebook Page visits ⓘ

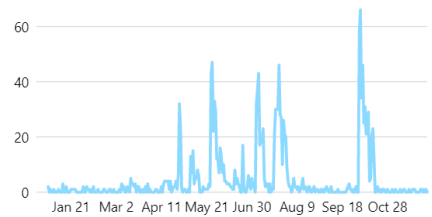
17,569 ↑ 335.6%



New likes and follows

Facebook Page new likes ⓘ

1,547 ↑ 320.4%



Twitter

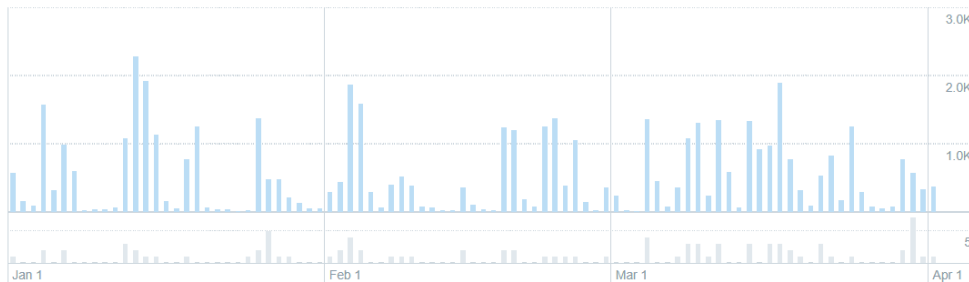
Annual glance at Tweet activity from January 1 – December 1, 2022

Tweet activity

Jan 1 – Apr 1, 2022

Export data

Your Tweets earned **48.8K impressions** over this **91 day** period



YOUR TWEETS

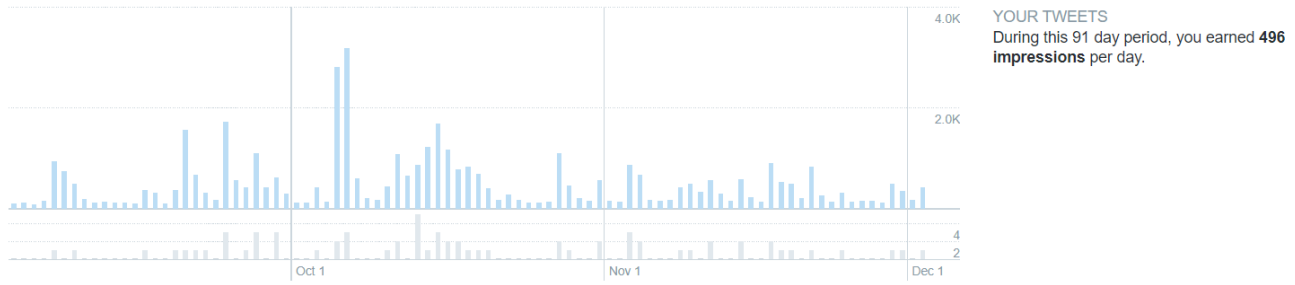
During this 91 day period, you earned **537 impressions** per day.

Tweet activity

Sep 3 – Dec 2, 2022

Export data

Your Tweets earned **44.8K impressions** over this **91 day period**



TikTok

New account performing well without paid promotions or boosting



sparksstreetbia

Sparks Street BIA

Edit profile

49 Following 239 Followers 150 Likes

Official Account of the Sparks Street Business Improvement Area in Ottawa, ON.

Videos

Liked



#WinterWander on ...



#SparksPoutinefest is on ...



@OttawaAsianFest Sept. 2...



@ottawaasianfest is back ...

LinkedIn



Sparks Street BIA & Mall Authority

Super admin view

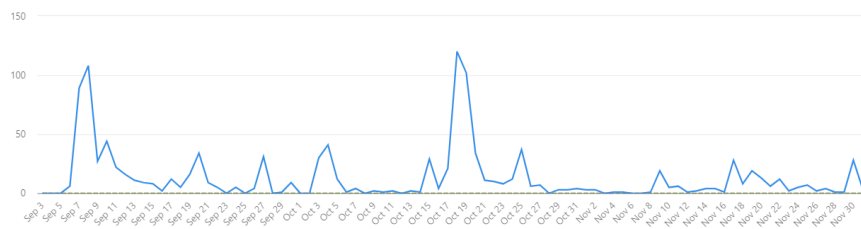
View as member

Home Content Analytics Activity

Admin tools

Metrics

Impressions



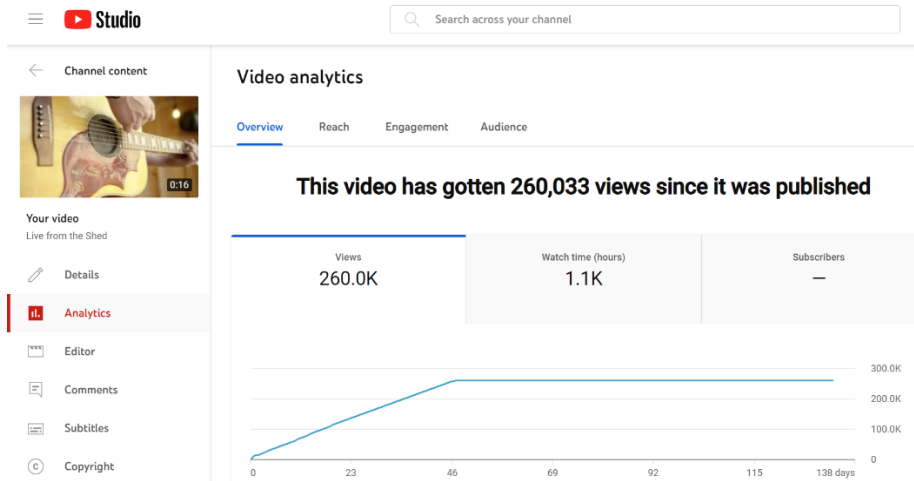
Organic

1,171

Sponsored

0

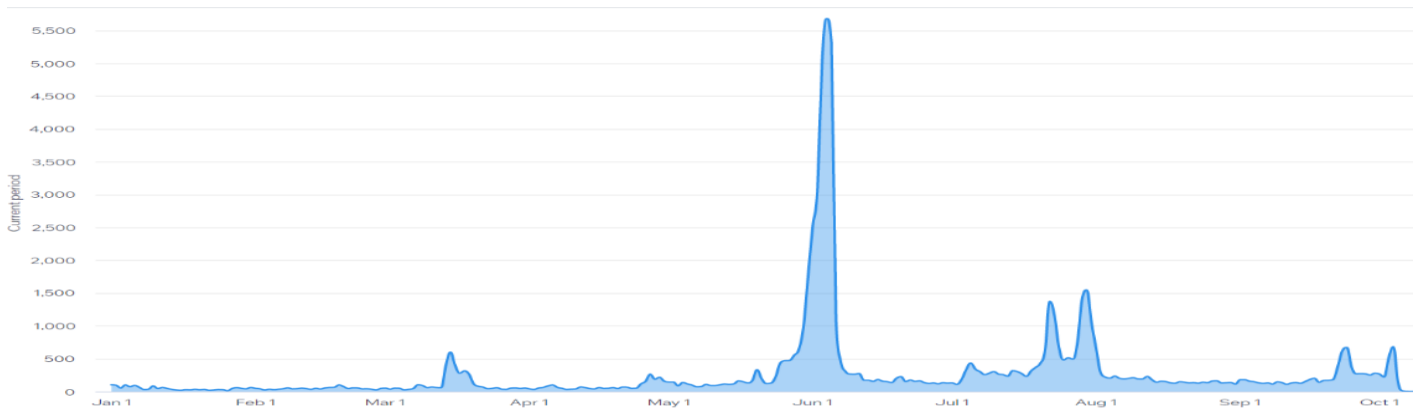
YouTube Channel



Sparks Street Year to Date Data Analytic Snapshots

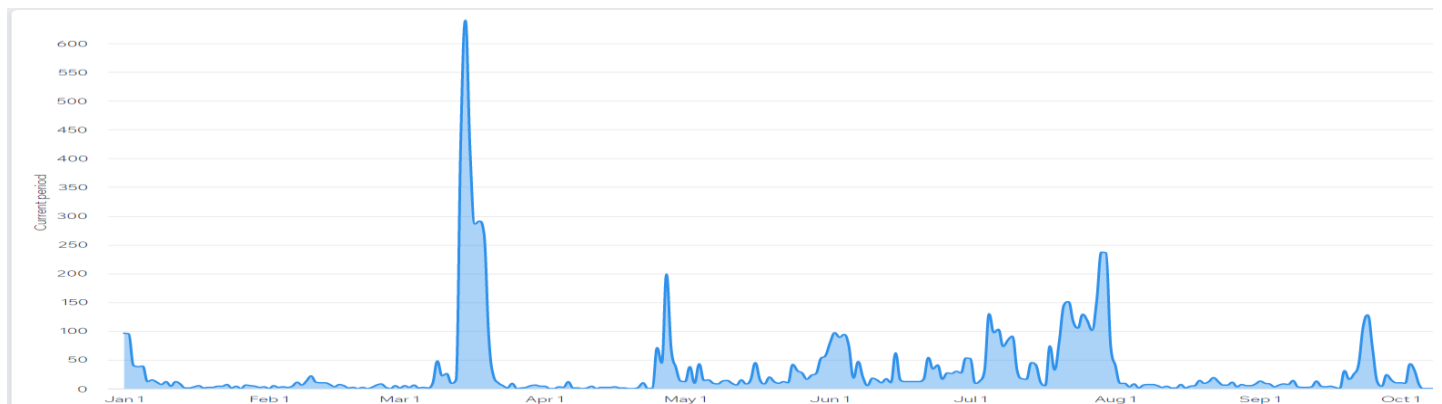
Sparkslive.com

Website traffic annual January – October 2022



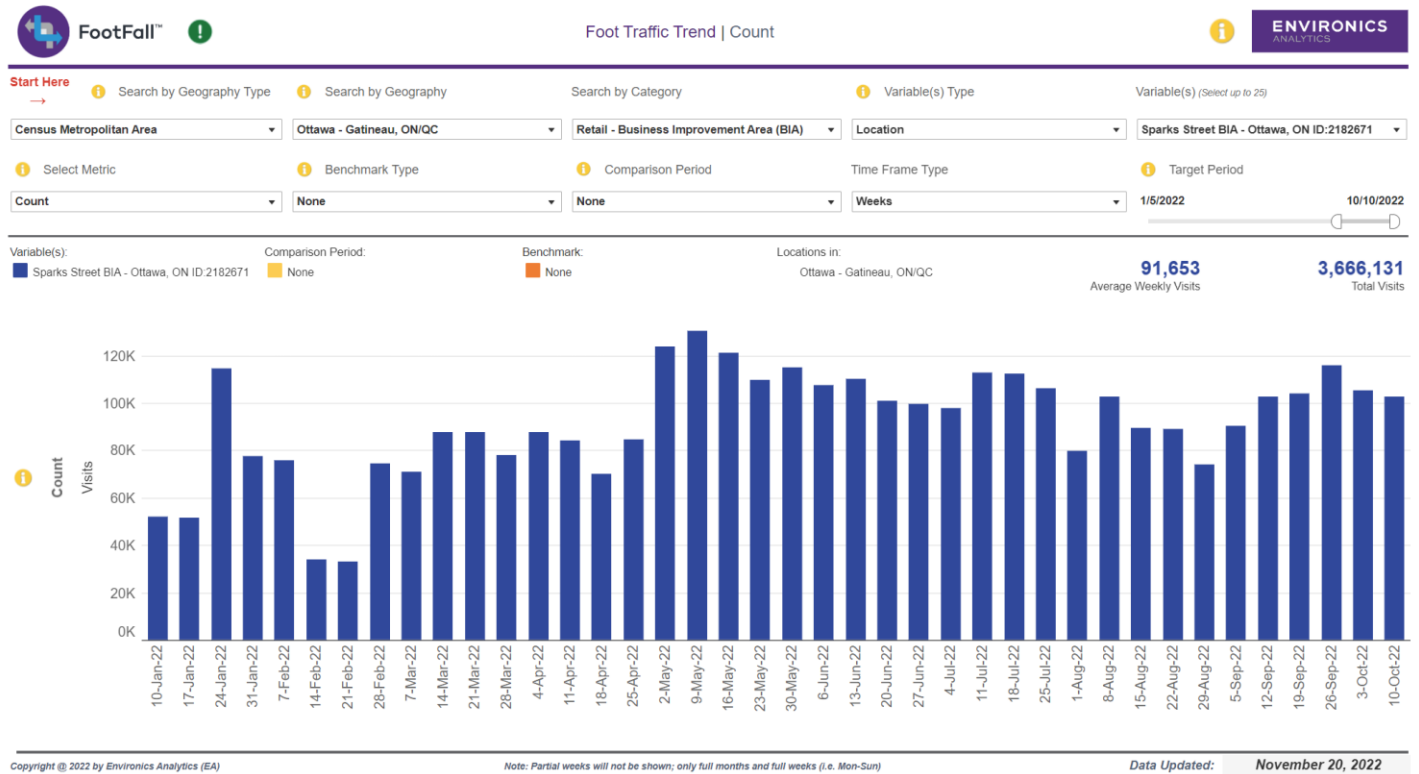
Sparkslive Blog

Blog traffic annual January – October 2022



Environics

Annual view of foot count traffic on Sparks Street from January 2022 – October 10, 2022



MailChimp

58 member mailers sent between January 2022 – December 2, 2022

Performance

Compare to: [Previous 336 days](#) ▾

<p>Emails sent</p> <p>4,955</p> <p>↑ Up 14.2% (4.3K)</p>	<p>Open rate</p> <p>96%</p> <p>↑ Up 0.6% (95.4%)</p>	<p>Click rate</p> <p>11.7%</p> <p>↑ Up 28.3% (9.1%)</p>	<p>Unsubscribe rate</p> <p>0.1%</p> <p>↓ Down 34.3% (0.1%)</p>	<p>Edit</p>
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Financial Highlights

STATEMENT OF FINANCIAL POSITION

As at December 31, 2021, with comparative information for 2020

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2021	2020
Cash	\$24,341	\$23,059
Cash on deposit with the Corporation of the City of Ottawa	705,556	749,602
Accounts receivable	49,073	19,573
Total financial assets	778,970	792,234

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2021	2020
Accounts payable and accrued liabilities <i>[note 2]</i>	10,116	35,687
Total liabilities	10,116	35,687
Net financial assets	768,854	756,547

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

Non-financial assets	2021	2020
Prepaid expenses	4,306	2,870
Tangible capital assets <i>[note 3]</i>	134,385	86,310
Total non-financial assets	138,691	89,180
Accumulated surplus	\$907,545	\$845,727

STATEMENT OF OPERATIONS

For the year ended December 31, 2021, with comparative information for 2020

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2021 [note 4]	Actual 2021	Actual 2020
Tax revenue	\$251,055	\$242,934	\$245,810
Payments in lieu of taxation	236,190	244,275	236,190
Permits and concessions	-	-	1,600
Contributed services [note 6]	-	-	23,310
Sundry	33,000	79,122	48,320
Total revenue	520,245	566,331	555,230

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2021 [note 4]	Actual 2021	Actual 2020 [note 5]
Maintenance	343,105	253,202	178,893
Salaries	149,300	144,685	123,082
Professional and consulting	1,000	717	1,893
Depreciation	-	37,892	40,309
Rent	28,000	21,078	25,477
Office	118,240	34,259	83,246
Insurance	11,000	3,739	2,013
Tangible capital asset write-down	-	2,523	-
Electricity and water	1,600	2,351	2,754
Audit fees	3,000	4,067	2,614
Total expenses	655,245	504,513	460,281
Annual surplus (deficit)	(135,000)	61,818	94,949
Accumulated surplus, beginning of year	845,727	845,727	750,778
Accumulated surplus, end of year	\$710,727	\$907,545	\$845,727

STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

For the year ended December 31, 2021, with comparative information for 2020

Table 6 - Statement of Changes in Net Financial Assets

	Budget 2021 [note 4]	Actual 2021	Actual 2020
Annual surplus (deficit)	(\$135,000)	\$61,818	\$94,949
Increase in prepaid expenses	-	(1,436)	(1,433)
Tangible capital asset write-down	-	2,523	-
Depreciation of tangible capital assets	-	37,892	40,309
Acquisition of tangible capital assets	-	(88,490)	-
Increase (decrease) in net financial assets	(135,000)	12,307	133,825
Net financial assets, beginning of year	756,547	756,547	622,722
Net financial assets, end of year	\$621,547	\$768,854	\$756,547

STATEMENT OF CASH FLOWS

For the year ended December 31, 2021, with comparative information for 2020

Table 7 - Statement of Cash Flows - Operating Activities

Operating activities	2021	2020
Annual surplus	\$61,818	\$94,949
Add item not affecting cash		
Tangible capital asset write-down	2,523	-
Depreciation	37,892	40,309
Changes in non-cash working capital balances related to operations		
Increase in accounts receivable	(29,499)	(10,657)
Increase in prepaid expenses	(1,436)	(1,433)
Decrease in accounts payable and accrued liabilities	(25,571)	(3,171)
Cash provided by operating activities	45,727	119,997

Table 8 - Statement of Cash Flows - Capital Activities

Capital activities	2021	2020
Acquisition of tangible capital assets	(88,491)	-
Cash used in capital activities	(88,491)	-

Table 9 - Statement of Cash Flows - Change in Cash and Cash Equivalents

Change in cash and cash equivalents	2021	2020
Net (decrease) increase in cash and cash equivalents during the year	(42,764)	119,997
Cash and cash equivalents, beginning of the year	772,661	652,664
Cash and cash equivalents, end of the year	\$729,897	\$772,661

Table 10 - Statement of Cash Flows - Cash Breakdown

Cash and cash equivalents consist of	2021	2020
Cash	\$24,341	\$23,059
Cash on deposit with the Corporation of the City of Ottawa	705,556	749,602
	\$729,897	\$772,661