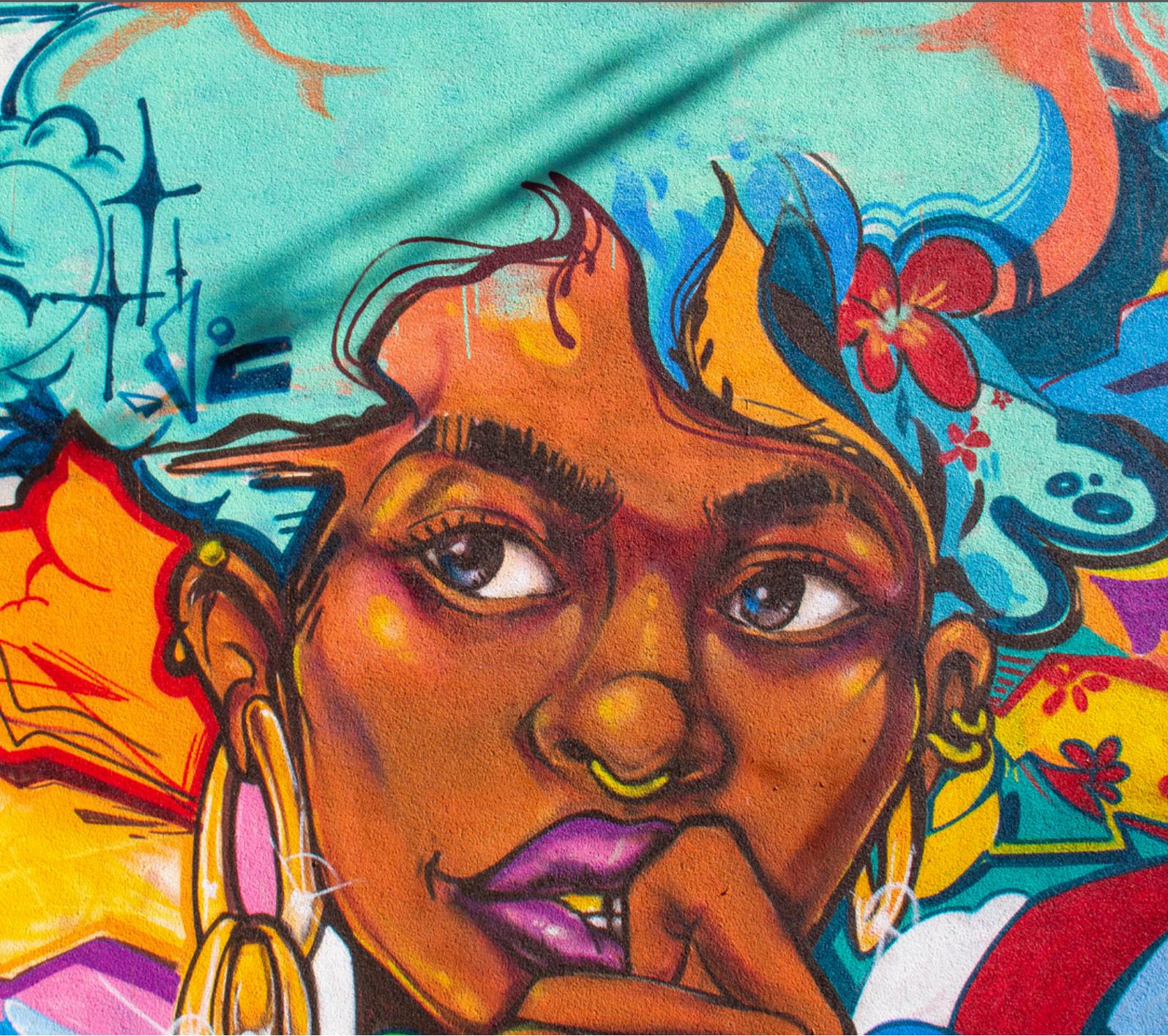


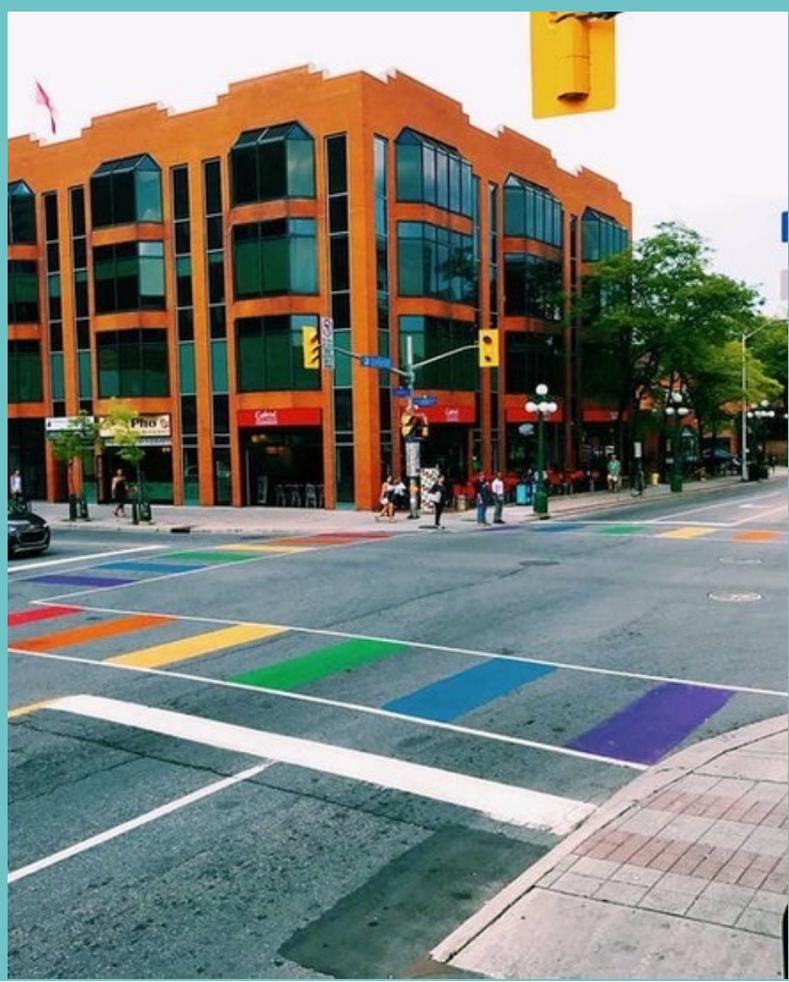
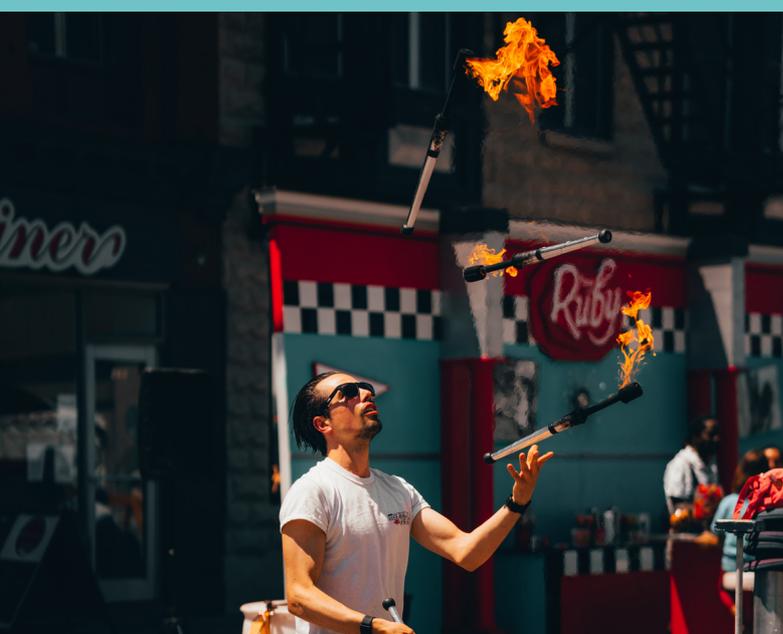


Year in Review

2022

Bank Street BIA
Annual General Report





AGENDA

6:00 p.m. Call to order

6:02 p.m. Declaration of Conflict of Interest

6:04 p.m. Approval of Agenda

6:05 p.m. Guest Speaker: Pieter Boerma, Environics Analytics

6:15 p.m. Q&A

6:20 p.m. Guest Speaker: Karen Bramhill, KarmaDharma

6:30 p.m. Q&A

6:35 p.m. Approval of 2021 AGM Minutes

6:40 p.m. Annual report/Budget – CL

6:50 p.m. Move to Accept annual report/budget

6:55 p.m. Board Election

Standing: Michael Wallack, Wallack Art Supplies | Adam Wilson, Royal Oak Group

New member: Nathan Kwon, Sports 4 | Robert Carew, Royal Bank

Nominations from the floor

7:00 p.m. Approve the slate of board members

7:10 p.m. Adjournment – Move to Adjourn AGM meeting

BANK STREET BIA STAFF & BOARD

Board Members

Michael Wallack, Chair
Councillor Troster, Director
Adam Wilson, Director
Stephanie Appotive, Director
Jeff Russell, Director

Staff

Christine Leadman, Executive Director
SabriNa Lemay, Assistant Director
Nadiyah Sakurai, Communications and Digital Coordinator
Emma Gmazel, Events and Marketing Coordinator

MESSAGE FROM THE CHAIR OF THE BOARD

Michael Wallacks Wallack's Art Supplies & Framing

The Bank Street Business Improvement Area was once again faced with a challenging year. The Municipal elections saw dramatic changes around Council Table and a new Mayor with renewed hope for the necessary changes we need to see in the City and most notably the downtown core.

The truck convoy was another event that had a significant impact on our downtown core, its residents and businesses and still continues to be an issue that we must factor into our future planning.

The BIA team has been guiding the organization through a building year in preparation for the implementation of the Strategic Plan reported at last year's AGM. The team has worked closely with the KarmaDharma organization to build a solid plan and direction for the BIA . This year will see the launch of the new look as well as a guided execution of the plan throughout the year.

This year we will be introducing a new Board of Management as the term of the current Board is now completed. We wish to thank our past Board members for their time and dedication to the role and look forward to working with the newly elected team as we take on 2023.

Michael Wallack, Chair
Bank Street BIA



MESSAGE FROM THE EXECUTIVE DIRECTOR

Christine Leadman

The past year has seen our downtown core faced with many challenges from Covid shut-downs, convoys and a displaced government workforce along with private sector companies opting to move to virtual work. The cumulative impacts were substantial. The lobbying and advocacy work was at an all-time high as we advocated for a consistent back-to-work policy for federal employees, relief for members following the trucker occupation and more flexibility for events.

We are hopeful looking to 2023 as an opportunity for Centretown to once again thrive by shifting our focus and developing a more sustainable model for promotions and campaigns on behalf of the membership. We are excited with the work in developing a new strategic plan which will see a new look for the Centretown area and broadening our reach to encompass the business community of Centretown.

It is important to recognize and thank the members of our outgoing Board of Management as it completes its term and welcome the new Board that will move the organization through its next phase. The BIA team has done exceptional work throughout the year and will continue to work in support of its members and for seeking new collaborations and partnerships to work towards a more successful and fruitful year for the members.

Yours truly,





MESSAGE FROM THE ASSISTANT DIRECTOR

SabriNa C. Lemay

Throughout this passing year, we once again faced many unpredicted challenges. The implication of such lead to more shutdowns, loss of employment and further economic struggles. We witnessed strong advocacy throughout the city with many success stories to follow. We know there is still a lot of work to be had and recognize the tremendous efforts our business members have put forth.

We ended 2022 on a positive note with a new strategic direction that will benefit the downtown core and our membership.

With change comes growth!

We are hopeful that our vision translates to a vibrant, sustainable, inclusive, and engaged neighborhood where business and community can live, work, play and thrive.

We are excited to continue to work on new emerging plans and partnerships that encompasses a vision we believe to benefit not only Centretown but the city at large.

Sincerely,





MANDATE

The Bank Street Business Improvement Area (BIA) is a 20 block commercial district and community that strives to make the area cleaner, safer, and more vibrant.

The Bank Street BIA is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.





STRATEGIC DIRECTIONS

The Bank Street BIA works in partnership with a variety of non profits to help improve the quality of life for residents and members.

Representing history, culture, and growth, the Bank Street BIA connects the downtown core to real life. With its close proximity to Parliament Hill, famous Canadian museums and heritage sites, the community of Bank Street attracts residents and tourists alike. We're a bold and vibrant community, and we're proud to celebrate our heritage.

The Bank Street BIA's vision is fostering a vibrant, sustainable, inclusive, and engaged neighbourhood where businesses and community can live, work, play, and thrive.

The mission of the Bank Street BIA is to improve and promote the community and business district through investment and advocacy to become one of Ottawa's primary shopping business and entertainment destinations, for residents and tourists alike.

This year, the BIA will continue to identify initiatives that make the area popular and a primary destination for consumers. The BIA undertake a new strategic review in 2022

Our efforts are designed to build awareness of the services and facilities that Bank Street businesses offer and to ensure that people feel welcome and safe. This includes providing opportunities for on-street engagement with consumers and visitors to Bank Street through our many campaigns and activities that the BIA team produces.

FINANCES

Revenues

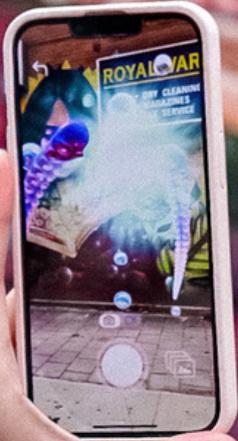
BIA Levy / Payment in Lieu	\$942,000
Other Revenue	\$248,500
Remissions	(65,000)
Total Revenue	<u>\$1,125,500</u>

Expenses

Administration	\$355,450
Facilities Rental	\$58,570
Professional Services	\$112,000
Audit	\$2,000
Legal Services	\$2,000
Insurance (Liability/Bod).	\$8,000
Programming.	\$459,880
Grounds and Maintenance	\$127,600
Total Expenses	<u>\$1,125,500</u>

Beyond the ART

BANK ST., OTTAWA
MURAL TOUR



2022 Highlights

RESILIENCE IN THE HEART OF THE CITY

In an effort to support businesses during the challenging landscape of early 2022, the Bank Street BIA partnered with Capital Content to create a series of videos highlighting the voices of business owners on #downtownbank.

Members that participated were:

Wallacks Art Supplies and Framing, SAAB Salon, Wheelhouse, Thimblecakes, Honey Hi Boutique, The Watch Clinic, Tamis Cafe, City At Night, Howard Fine Jewellers, Planet Botanix, Toro Taqueria, Sprots4, and The Ink Spot

FIRE & ICE WINTER EXHIBIT

March 2022, the Bank Street BIA hosted the Fire & Ice Winter Exhibit in collaboration with the Optimal Show Experience.

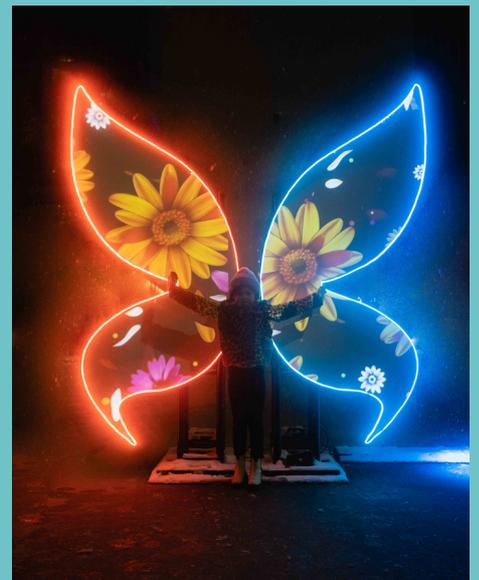
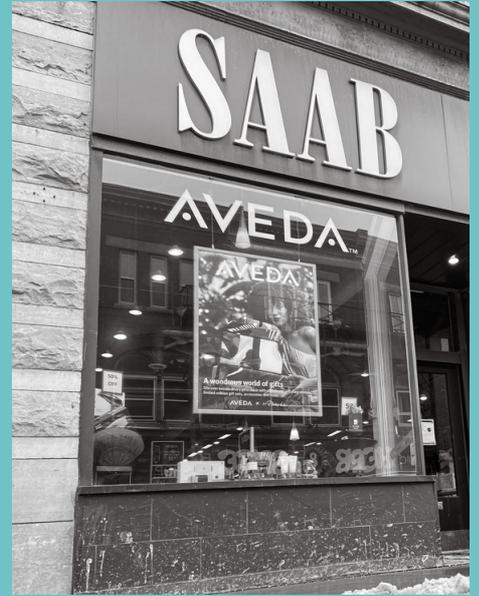
Stunning light and audio installations were placed along Bank Street from Cooper to Slater creating a unique storytelling experience for participants to be a part of.

As part of the exhibit, members prepared Fire & Ice Speciality Menus - which was also a way for customers to enter a giveaway for a chance to win \$1000 in Bank Street gift cards.

NEW MURAL

Every year, the Bank Street BIA brings new art to the street! This year two new murals were added to Bank Street - one at The Great Canadian Pouterie, and another on the wall behind Arlington Five. Thanks to @jimmy_baptiste, Mr. Ali Salman, Mr. Mumtaz Ahmed, and Mr. Muhammad Amin for making our community come to life!

We're always looking for new spaces for murals. If you have a wall that you are willing to volunteer for a mural please let us know.



2022 Highlights

THE BEST OF TIMES

In the Summer of 2022, the Bank Street BIA brought all of the favourite things from the 50s to the 90s to #downtownbank.

The Best of Times took place from June 18th to June 19th between Gladstone and Florence Street. With Buskers, a skating rink, a candy bar, performances and an outdoor bar, we prepared for a fast-paced, thrilling event to rejuvenate the Bank Street community spirit!



TRICK-OR-TREAT ON #DOWNTOWNBANK

For Halloween weekend on 2022, we prepared a treat for shoppers on #downtownbank. We gave 18 Bank Street BIA members a giant bucket of candies to give out to their customers.

In addition, we hosted a Halloween Photo Contest where winners won gift cards to Bank Street Businesses each day!



MEMBER SPOTLIGHT POSTS

Starting November 2022, the Bank Street BIA has been highlighting different BIA members every month - creating a reel, a giveaway post, and a blog post to shine a light on the amazing businesses.

Member Spotlights So Far: Fauna, Healthy Pets HQ



THE FANFARE BEFORE CHRISTMAS

For the holiday season in 2022, Bank Street BIA hosted a Silent Disco night taking place in Eggspectation.

The Fanfare Before Christmas had early birds spin the wheel for gift cards to various Bank Street BIA businesses and also collaborated with influencers to give away \$250 worth of gift cards to each lucky winner.

A total of \$2,000 worth of gift cards from BIA members were given away.



MARKETING AND SOCIAL MEDIA

From the protests taking place in early February to the shift of office workers working remotely, 2022 was once again, an incredibly challenging year for small business owners of Bank Street.

The Bank Street BIA has worked hard to support its members through this time by implementing valuable campaigns and promotional events to help promote its members and the community.

On social media, more than 300,000 Facebook and Instagram users are reached by content the BIA produced over the year and more than 18,000 users follow Bank Street BIA vs. 16,000 in 2021.

Here are a few of the initiatives we participated in since the last annual general meeting:

**INFLUENCER CAMPAIGNS
PRIDE COLLABORATION CAMPAIGN
ARLINGTON MARKET PROMOTION
BACK TO SCHOOL CAMPAIGN
THE WELCOME BACK PROJECT
TASTE OTTAWA X BANK STREET BIA COLLABORATION
#SHOPLOCAL HOLIDAY VIDEO 2022**



Here are a few of the initiatives we're currently participating in for 2023:

**FIRE & ICE WINTER FESTIVAL
BANK STREET PARKING CAMPAIGN
VACANT SPACES CAMPAIGN
MEMBER SPOTLIGHT POSTS
TASTE OTTAWA EVENT**



MY MAIN STREET AMBASSADOR PROGRAM



During the My Main Street Ambassador Program the following was done to support businesses by our ambassador, Emma Gmazel:

- **Presented the Market Research Report to 11 businesses within the BIA**
- **Supported members in completing the application.**
- **Helped find the best use for the grant,**
- **Assisted in writing the application with an understanding of how to connect the Market Research to their final ask within the application,**
- **Completed any revisions as soon as they came in**

Currently, the following are being continued as the final part of the program:

- **Ensuring businesses are progressing smoothly within the program**
- **Supporting the completion of the final reports**

**MONEY TO BE DISTRIBUTED TO BANK STREET BUSINESSES
BY MARCH 31ST WILL BE \$90,000**

APPLICATIONS APPROVED:

HONEY HI BOUTIQUE
SALON BLISS
THREE TARTS
MOO SHU
ASTANGA YOGA
STROKED EGO
PLANET BOTANIX
WICKED WANDAS
PARADISE POKE

MY MAIN STREET AMBASSADOR PROGRAM

CHALLENGES

Since Emma came into the program late (taking over the role halfway through the program), many businesses needed to catch up in the program compared to other areas. The businesses that did receive these spots were the best fit for the program and created plans that would benefit their business for a long time on Bank Street. We made sustainable plans so that our businesses would continue to succeed financially.

FEEDBACKS FROM BUSINESSES

Some of the feedback Emma has received from the businesses who went through the program is that they have had the opportunity to learn more about their business and target audience. This was completed through the market research report. They were also pleased to have the opportunity to make capital investments in their businesses. These are all things they wouldn't have been able to do without the My Main Street Program.

Along with the excellent feedback came the criticisms. Many businesses expressed issues with the application and the program, claiming it was too tedious and time-consuming. Without the direct support of the ambassador, they would not have been able to complete the application while trying to run and support their small business.



BILINGUAL PROGRAM

PROVIDING ALL FRONT FACING COMMUNICATIONS IN BOTH OFFICIAL LANGUAGES

Since 2020, Bank Street BIA has sought to provide all front-facing communications in both official languages. This endeavour mostly concerns the BIA's social media strategy and events.

FULLY BILINGUAL EVENTS

The BIA is proud to create bilingual events. With the help of Bilingual Ottawa, the BIA was able to create a fully bilingual experience for clients and visitors from the get-go, launching a new era for the organization regarding event planning. The BIA has provided fully bilingual communications as part of the following events :

BEYOND THE ART
FIRE AND ICE
BEST OF TIMES
THE JINGLE BUS

ONGOING BILINGUAL SOCIAL MEDIA STRATEGY

Since November 2021, Bank Street BIA adopted a bilingual social media strategy, which enables us to use many different languages to communicate with our audience.

As the Nation's capital region, roughly 20% of Ottawa's population is french-first and over 75% of our neighbouring town, Gatineau, is french only. Bank Street BIA has taken on this bilingual strategy to speak directly to consumers in the language in which they are most comfortable.



BILINGUAL PROGRAM

BILINGUAL ADVERTISEMENT FOR MEMBERS

In line with our commitment to producing all front-facing content in both official languages, Bank Street has subtitled all ads created as part of this campaign.

Twenty-four ads have been produced in total. Commercials were produced in English and subtitled in french to reach as many potential clients as possible.



FEATURED MEMBERS

- Saab Salon
- Wheelhouse Cycle
- Wallack's Art
- Thimble Cakes
- Stroked Ego
- City at Night
- The Ink Spot
- Fosters Sports
- The Comic Book Shoppe
- Images On Bank
- The Watch Clinic
- The Appliance Gallery on Bank
- Wicked Wanda's
- Shawarma Palace
- Sports 4
- Toro Taqueria
- The Empire Barber Shop
- Tamis Cafe & Resto
- Gongfu Bao
- Planet Botanix
- Arlington Five
- Siptea Ottawa
- Honey Hi Boutique
- Howard Fine Jewellers and Custom Designers



BILINGUAL PROGRAM

TASTE OTTAWA: A FULLY BILINGUAL RESTAURANT DIRECTORY

In line with the BIA's commitment to creating a fully bilingual experience for visitors and customers, Bank Street has decided to extend its bilingual endeavour to its newest project: Taste Ottawa.

As part of this project, the BIA ensured the implementation of a fully bilingual website and social media strategy.



IN 2023

This year, the Bank Street BIA will continue to be a fully Bilingual BIA district. Based on a survey conducted earlier in February 2023, the Bank Street BIA has shifted its focus to prioritize internal bilingual improvement and implementation. The Bank Street BIA staff will be taking French language training to pursue further bilingualism internally.

That being said, the Bank Street BIA will carry on supporting our members whenever needed and possible.

LOOKING AHEAD

FIRE & ICE WINTER FESTIVAL



Get ready to venture out of the ordinary! Centretown is once again transforming into a magical street with stunning illuminations. Bank Street will be filled with captivating lights and sound installations for you to interact with. This year's Fire & Ice Winter Festival will be the most exciting yet! You'll not want to miss this free 3-day event spanning over 4 blocks. End the night by dancing your way over to the silent disco.

This event will sure to be Fire... or will it be ice?

What you can expect...

- Custom-designed installations - Never Seen Before!
- Various performances throughout the event
- Silent Disco - Bigger & Better in the Morguard parking lot behind Snider Plaza
- Outdoor Bar
- And more!!

The festival will take place on Friday, March 17th from 7:30 pm to 12 am, Saturday from 11 am to 12 am, and Sunday, March 19th from 11 am to 10:30 pm.

Ignite the flame of wonder this winter at the Fire & Ice Winter Festival!

For more information, visit our website:
www.bankstreet.ca

LOOKING AHEAD

FIRE & ICE WINTER FESTIVAL MEMBER CAMPAIGN

Fire & Ice Specials and Poster Campaign

For this year's Fire & Ice Winter Festival, we are teaming up with BIA members to incentivize festival-goers to shop on #downtownbank.

The campaign consists of 2 parts:

- The Fire & Ice Specialty Menu where members participating will prepare Fire and Ice exclusive items
- The Fire & Ice Poster/ Postcards where participating members can choose to either have a regular-sized poster or postcards in their store

Both parts are associated with a grand giveaway with a chance to win an \$800 Fire & Ice Winter Festival Prize

How festival-goers can enter:

1. Take a photo with the Fire & Ice Specials they've purchased OR with the posters/ postcards placed in participating businesses
2. Post tagging @downtownbank and the business they bought the special from/ found the posters
3. Share on their stories for extra entries

The winner will be announced on the last day of the Fire & Ice Winter Festival



LOOKING AHEAD

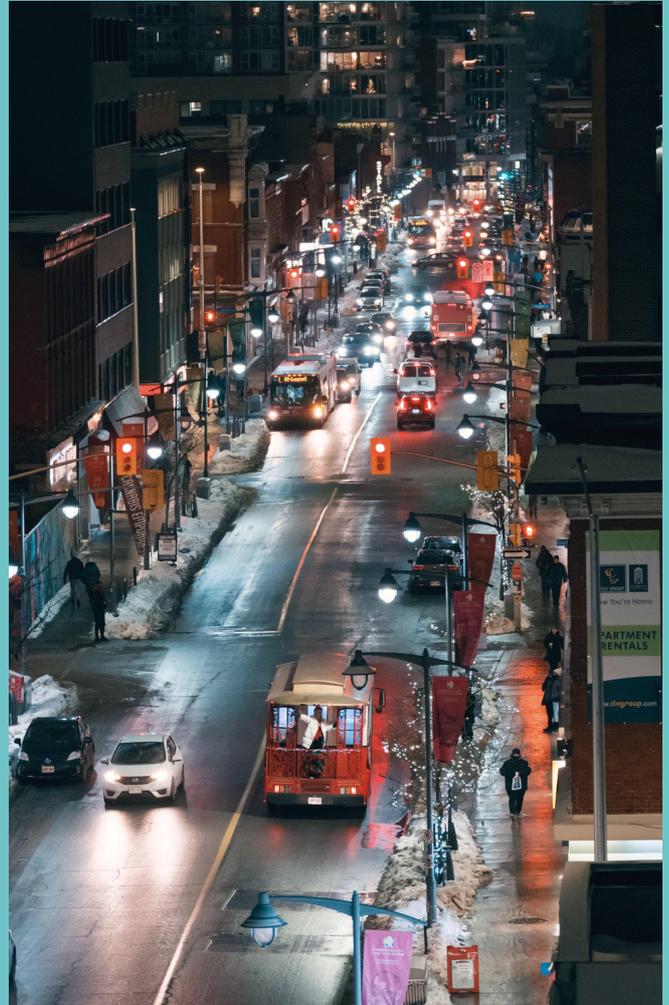
FIRE & ICE WINTER FESTIVAL

Focus on local

The Fire & Ice Winter Festival acknowledges that it is taking place in the traditional unceded, unsurrendered Territory of the Anishinaabe Algonquin Nation. Bank Street BIA has always been a supporter of local businesses. We believe that working together with Ottawa establishments is fundamental to revitalizing the city. This is why we aim to hire locally when looking for vendors and artists for our events. The Fire & Ice Winter Festival is being built and curated in collaboration with local artists, technicians, and vendors.

We've hired the following local performers to work with us for the Fire & Ice Winter Festival:

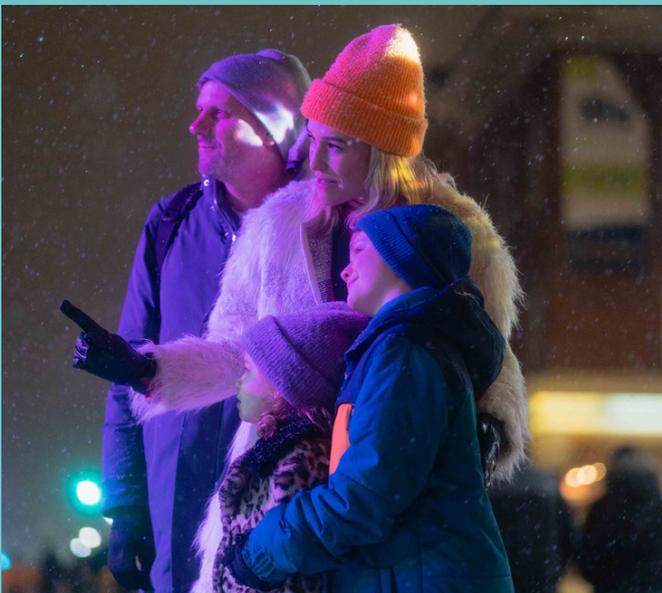
- Spirit Wolf Singers
- Sunshine Glitterchild, Axel Lightning, Karamilk
- DJ KHAØS, The Kid Gorgeous, DJ Martin Leguerrier
- Cirquonscient



Bringing the Community Together

The Bank Street BIA is a diverse central hub. We continuously strive to foster a flourishing business district with a sense of community and belonging.

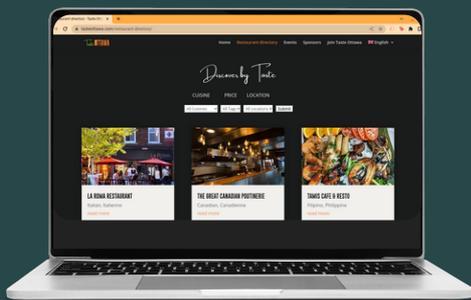
Last year, the event proved to be instrumental in bringing the community back together in the Downtown core of Ottawa. We have incorporated many never seen before exciting interactive elements and installations that will be sure to make this year's festival a memorable experience for all!



LOOKING AHEAD

TASTE OTTAWA

Taste OTTAWA



On October 1st, 2022, Ottawa Launched its first-ever city-wide hospitality directory - Taste Ottawa. Taste Ottawa lives as a permanent webspace dedicated to showcasing Ottawa's delectable culinary offerings. The website hosts a directory of all participating restaurants with interactive map features for easy pinpoint locations. Each restaurant will have its blog-style page featuring: a bio description, images, links to social media, 360 interior videos (shot through the Digital My Main Street program) and other need-to-know information. We will be expanding the directory to feature nightlife establishments as well.

TASTE OTTAWA EVENT

Taste Ottawa will host its first city-wide dining event in Spring 2023 during Ottawa's Tulip season. Taste Ottawa has partnered with Tourism Ottawa and the Tulip Festival for the first-ever Taste Ottawa Tulip Festival event. **Running From Sunday, May 14th to Saturday, May 20th**, this event will celebrate Ottawa's diverse culinary culture by offering residents and tourists of our splendid city the opportunity to indulge in various cultural tastes.



IMPORTANT DATES

April 13th: Official Taste Ottawa Launch Party scheduled

April 17th – May 14th: Constant promotions and a sneak peek of menus leading up to the event start date – multiple posts a day

May 14th – 20th: The first-ever taste Ottawa event in partnership with Tourism Ottawa and the Tulip Festival

LOOKING AHEAD

STRATEGIC REBRAND



Venture out of the ordinary and into a colourful blend of people, places, and unique things to see and do in Centretown, Ottawa's downtown district.



Situated north of the Queensway and bounded to the east by the Rideau Canal and the west by Bronson Avenue, this diverse central hub is anything but middle of the road.

Centretown Ottawa. Uncommon to the core.

The Bank Street BIA team has worked closely with KarmaDharma since the last Annual General Meeting to strategize and prepare for the implementation of the Strategic Rebrand.

The KarmaDharma team has presented us the following in 2022:

- Bank Street Strategic Plan
- Brand Audit Presentation
- Brand Platform and Messaging Presentation

With the new logo, tagline, and brand voice decided, this year we will focus on implementing the strategic plans prepared by KarmaDharma for a successful Rebrand.

Authentic | Gritty | Vivid

We believe...

- In taking 100% accountability for all our decisions
- In servant leadership
- All voices have a right to be heard
- Passionately about the neighbourhood – we live and breath Centretown
- In transparency is non-negotiable
- In professionalism and kindness always
- In creating a safe environment
- We will never stop learning and growing, we are open-minded, flexible and comfortable knowing we don't have all the answers yet