



**Bells Corners**  
VILLAGE IN THE GREENBELT

# 2022 ANNUAL REPORT

Bells Corners Business Improvement Area

## ABSTRACT

2022 was a big year for the Bells Corners Business Improvement Area. We rebranded the Bells Corners BIA and got more involved with the community this year to make big improvements for support to local businesses and to make a better name for ourselves as a BIA. – Make ourselves more well known around the community.



Bells Corners B.I.A.  
VILLAGE IN THE GREENBELT

# AGM Agenda

Date : **February 7th 2023**

Place : **Kichesippi Beer**

Discussion

- Welcome Introduction
- Meet our Ward City Councillor
- 2022 Accomplishments
- Annual Report - Financials
- 2023 Events, Goals
- 2023 Budget
- Bells Corners BIA - Candidate Election
- Questions, discussions

Attendees

- Todd Hamstra (Director)
- Jim Sourges (Chairman)
- Laine Johnson (Ward Councillor)
- Jessica Cote (Marketing)
- Paul Meek
- Joanne Goneau
- Dinakar Vaidya
- Ivan Milev
- Scott Statham
- Parminder Chhatwal

## Projects

2022 - A Year in Review      Spring and summer banners, Summer Bash Concert, Tree Lighting Ceremony, City Councillor Election, BIA Redesign and Website, Plans in action.

2023 - Goals, Plans, and proposed budget.      Bells Corners Revamped! Eco-Friendly Tree for Christmas Tree Lighting Ceremony, Spring and winter banners (Sponsor a Banner Program), new easy accessible website for BIA with map pins to all businesses, Events, Street Signs, & more

Bells Corners BIA Board Election & Community Discussion      Announcement of Candidates that have applied to the board, overview of their applications and Election Vote by voting members. Questions, concerns and community discussion about Bells Corners

Notes

Only ONE business owner, property owner, OR a designated representative, may vote per BIA member business or property.

Upon registration, please indicate whether you are a voting attendee or a non-voting attendee by choosing the appropriate ticket type.

### FOR CONTEXT:

- Bells Corners BIA boundaries: All commercial properties AND every business occupying commercial space within the highlighted properties are members of the BIA.
- Not members: Registered charities, non-commercial properties, and home-based businesses are NOT eligible voting members.
- One vote per member: Only one owner or designated representative may vote per BIA member business or property.

\*\* See attached our complete AGM package

# Highlights of 2022: Bells Corners Business Improvement Area

The 2022 Spring/Summer Banner Program featured a stylized print design with the new Bells Corners BIA logo produced by a local company Tab-It Plus. 2022 was the first year that we did a more "Sponsor a Banner" program – for a small fee; local businesses that wanted a banner with their logo for advertisement would get a banner on the post from April-October. With the Winter Banners it would be from November-April.

The Winter Banner Program again showed off brilliantly designed Christmas seasonal banners in festive colors with business logos.

These banner designs are seen all down the 2 main roads in Bells Corners (Robertson Road and Moodie Drive). This gives lots of advertising for those businesses as people drive around in Bells Corners. Underneath the banners are large potted planters with colorful flowers that are maintained by a landscape company we hire.

## **EVENTS:**

The Bells Corners Summer Bash took place August 14<sup>th</sup> 2022 at 2150 Robertson Road in the FreshCo parking lot. This event was a FREE event for the community. We had a bouncy castle, 3 live bands playing music, vendors and local Bells Corners restaurants serving food. We had a great turnout and steady crowd for the entire length of the event. The entire community was super happy to be out and having a fun time after Covid.

1<sup>st</sup> Annual Halloween Contest. We drove around Bells Corners to see who had the best decorated house and the best decorated business. One of each category would win a FreshCo Gift card. We had the community vote on our social media pages. Our lovely winners chose to donate their win to the FAMSAC Food Bank in Bells Corners!

The Bells Corners BIA 8<sup>th</sup> Annual Tree Lighting Ceremony took place on November 27<sup>th</sup> at 31 Northside Road in the parking lot of the Electrical & Plumbing Store. We hired a Santa and a photographer to offer free professional pictures with Santa Claus for the kids. Other activities we added for the kids are face painters, three bouncy castles, train ride to travel around the parking lot, horse and buggy ride to ride around the neighborhood. We had Scotty's Corner Dinner serve hot dogs and hot chocolate for the families.

Our tree lit up for the last time, the company we hired to install the artificial tree and to decorate it said it would not last another winter. Once we had the bad ice storm this winter it was leaning and had to be taken down before it became a safety hazard. The Bells Corners BIA board then made the decision that we would not replace the artificial tree with another one. We would rather go green and buy a real tree that can be planted into the ground from Fallowfield Tree Farm. (Which will get planted and paid for in 2023 budget). We did our research: new artificial tree would have been 20-30k for a nice big one [vs] planting a real tree which is better for the environment would cost roughly 6k. Having all that extra room in the budget for next year (2023) would allow us to put that much more funding towards our community and helping attract people to Bells Corners to support local businesses.

## REDESIGN:

The Bells Corners Business Improvement Area has undergone a makeover as it was very old and outdated. It was time to give it a facelift. We had Tab-It design our new website, logo and banners. We also had QR codes made to promote our new website which showcases a map of all the businesses in Bells Corners, all the events in the community and news. We have our QR codes at all the local businesses on their doors and on table tops. We also have the QR codes and flyers all over Wesley Clover Park (they receive up to 20k people a year at their park). \* We learned that most of the guests who attend Wesley Clover tend to go to Kanata for their shopping needs, eating needs and hotel need. Because no one knows Bells Corners exists! So having this advertisement helps us get our businesses noticed to be the go-to place for all those traveling needs.

To see our new design: [www.bellscornersbia.ca](http://www.bellscornersbia.ca)

The new slogan for Bells Corners is “Village in the Greenbelt”.

We are also in the works of planning new Bells Corners city signs as one of them fell apart and the other got knocked down by the wind. We are working on a new up-to-date design as ours is very dated and makes Bells Corners look old and unattractive. We have two signs, and working on the approval for two more signs that way it covers all entrances to Bells Corners. Our “Village in the Greenbelt” is so tiny – we are known as a drive by village because it’s so small. We want it to be more attractive and beautiful to keep people in our village longer to check out the local businesses in the area – rather than just drive by to get to Barrhaven, Britannia or Kanata.

\*\* See attached photo of our QR Codes, Banner Design.





# Bells Corners

VILLAGE IN THE GREENBELT

Find great places to stay, eat, shop, or hire local experts.



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

**Bell Corners BIA**  
**Operating Status Report**

<i>Year to date: January to December 2022</i>	<b>Annual Budget</b>	<b>YTD Actual</b>	<b>Variance</b>	<b>% Spent</b>
407001 - General Taxes	(189,351)	(189,336)	(15)	100.0%
407101 - Supplementary Assessment	(2,554)	(20)	(2,534)	0.8%
407104 - Payment In Lieu	(423)	(438)	15	103.5%
507431 - Remissions	5,000	31,657	(26,657)	633.1%
507434 - Vacancy Rebate General Taxes	-	(4)	4	-
<b>179652 - BIA BC Taxation</b>	<b>(187,328)</b>	<b>(158,141)</b>	<b>(29,187)</b>	<b>84.4%</b>
<b>Revenues</b>	<b>(187,328)</b>	<b>(158,141)</b>	<b>(29,187)</b>	<b>84.4%</b>
406005 - Contributions From Reserve Funds	(13,439)	-	(13,439)	-
407015 - Other Revenue	(1,500)	(3,407)	1,907	227.1%
<b>179650 - BIA BC Administration</b>	<b>(14,939)</b>	<b>(3,407)</b>	<b>(11,532)</b>	<b>22.8%</b>
<b>Administration</b>	<b>(14,939)</b>	<b>(3,407)</b>	<b>(11,532)</b>	<b>22.8%</b>
<b>Total Revenue</b>	<b>(202,267)</b>	<b>(161,548)</b>	<b>(40,719)</b>	<b>79.9%</b>
507208 - Prior Period Adjustments	-	(9,286)	9,286	-
<b>179652 - BIA BC Taxation</b>	<b>-</b>	<b>(9,286)</b>	<b>9,286</b>	<b>-</b>
507433 - Charitable Donations	-	500	(500)	-
<b>179656 - BIA BC Donations/Sponsorship</b>	<b>-</b>	<b>500</b>	<b>(500)</b>	<b>-</b>
<b>Revenues</b>	<b>-</b>	<b>(8,786)</b>	<b>8,786</b>	<b>-</b>
501110 - Compensation	70,500	23,010	47,490	32.6%
501405 - CPP Employer Contribution	3,000	1,135	1,865	37.8%
501406 - EI Employer Premiums	2,000	509	1,491	25.5%
502113 - Local Transportation	300	-	300	-
502115 - Non-Taxable Car Mileage	2,000	-	2,000	-
502121 - Postage	2,000	-	2,000	-
502131 - Cablevision & Communications	200	-	200	-
502134 - Cellular Phone	3,000	2,657	343	88.6%
502210 - Advertising/Promotion	71,156	19,904	51,252	28.0%
502310 - Audit Fees	3,000	2,352	648	78.4%
502330 - Professional Service	2,500	351	2,149	14.0%
502373 - Insurance Premiums	6,000	1,998	4,002	33.3%
502394 - Receptions / Luncheons / Hospitality	3,500	2,042	1,458	58.3%
502395 - Corporate Memberships	2,500	2,897	(397)	115.9%
502396 - Outside Printing and Photography	2,168	794	1,374	36.6%
502619 - Rental Buildings	17,500	17,388	112	99.4%
502692 - Parking	300	-	300	-
502896 - Graffiti Removal	500	-	500	-
502928 - Community Events	2,500	250	2,250	10.0%
505100 - Food & Beverages	-	857	(857)	-
505772 - Signage	1,000	2,045	(1,045)	204.5%
505990 - Office Supplies	1,300	1,100	200	84.6%
506173 - Office Furniture & Equipment	1,000	967	33	96.7%

506175 - Computers/Peripherals/Software	1,000	-	1,000	-
507197 - Donations/Sponsorships	643	-	643	-
508807 - Depreciation	2,700	497	2,203	18.4%
508841 - Write Down TCA	-	6,741	(6,741)	-
<b>179650 - BIA BC Administration</b>	<b>202,267</b>	<b>87,493</b>	<b>114,774</b>	<b>43.3%</b>
<b>Administration</b>	<b>202,267</b>	<b>87,493</b>	<b>114,774</b>	<b>43.3%</b>
502210 - Advertising/Promotion	-	11,925	(11,925)	-
<b>179653 - BIA BC Adv&amp; Promo</b>	<b>-</b>	<b>11,925</b>	<b>(11,925)</b>	<b>-</b>
502330 - Professional Service	-	1,771	(1,771)	-
<b>179654 - BIA BC Banners</b>	<b>-</b>	<b>1,771</b>	<b>(1,771)</b>	<b>-</b>
502208 - Community Newspaper Advertising	-	2,366	(2,366)	-
502396 - Outside Printing and Photography	-	407	(407)	-
502928 - Community Events	-	26,946	(26,946)	-
<b>179655 - BIA BC BIA Events</b>	<b>-</b>	<b>29,719</b>	<b>(29,719)</b>	<b>-</b>
<b>Advertising, Promotion &amp; Events</b>	<b>-</b>	<b>43,415</b>	<b>(43,415)</b>	<b>-</b>
<b>Total Expense</b>	<b>202,267</b>	<b>122,122</b>	<b>80,145</b>	<b>60.4%</b>
<b>Total</b>	<b>-</b>	<b>(39,426)</b>	<b>39,426</b>	<b>-</b>

\*\* See file for more details