



THE HEART OF ORLÉANS
LE COEUR D'ORLÉANS

2022 ANNUAL REPORT

HEART OF ORLÉANS BIA

MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

Each year, the Heart of Orléans' Annual General Meeting is an occasion of renewal. It is a time to identify new board members, populate committees, and embrace exciting challenges for the upcoming year. It also serves as the perfect benchmark reminding us that another successful year has passed.

We think we can all agree that we have started to see some recovery this year despite the lasting effects of COVID-19 and the economic consequences of the global pandemic. There were approximately 8,180 federal workers living in Orléans and working from home, providing businesses with opportunities to cater to daytime shoppers, diners and those seeking services close to home.

We are proud to operate with a full, gender-balanced and diverse Board of Management who are a great representation of the various sectors in our BIA. Some highlights of our accomplishments this year include:

- A new website which won the prestigious 2022 Non-Profit Standard of Excellence Award (This is like the Oscars of Digital Marketing!)
- A mural representing the Heart of Orléans
- An Orléans Pride crosswalk
- The Beat, our flagship magazine
- Behind the Business campaign which showcased the stories behind the business
- Newly designed banners representing our business community
- In-person networking events



MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

We continued to carry out advocacy work with all three levels of government for things like COVID-19 support for small business and tried to reduce some of the red tape for new businesses. We also advocated on behalf of members while participating in the Orléans Corridor Secondary Plan Study review. We are proud that our original streetscape plan became the foundation of this new and exciting plan and look forward to seeing it come to fruition.

Over the past twelve months, we have connected and worked with numerous members throughout our district. Our membership truly is the backbone of the Orléans economy and we're always in awe of their success and commitment to our community.

We look back with a sense of accomplishment, and ahead with big expectations. Let us close by urging you all to be a part of this next year and engage with us as we strive to raise our game yet again, all to serve you better and improve our economic and community success.

We are excited to get started with the hopes of realizing our vision of a vibrant destination, known as The Heart of Orléans.

Pascale Bazinet

Board Chair

Tannis Vine

Executive Director



ABOUT THE BIA

In addition to our BIA staff and 2 Councillors, our board of directors is made up of passionate business owners and representatives located in our BIA district volunteering their time and expertise to make a difference in the Heart of Orléans.

Pascale Bazinet, Chair
Fraser Paddison, Vice Chair
Todd Muise, Treasurer
Debbie O'Connor, Secretary
Meghan Bellefleur, Board Member
Sunil Kurichh, Board Member
Steffi Acevedo, Board Member
Tannis Vine, Executive Director
Rita Chalabi, Marketing and Member Engagement Liaison
Councillor Matthew Luloff, Orléans East Cumberland Ward
Councillor Laura Dudas, Orléans West Innes Ward

OUR VISION

The BIA takes a leadership role in attracting the kind of businesses that makes the Heart of Orléans distinct.

The BIA represents the heart of the community of Orléans as the place of choice for our community to shop for specialty goods, professional services, high quality service, unique dining and entertainment, and at shops that are often local and family-run businesses.

We're committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.

The BIA helps to create a beautiful, trendy destination. We strive to reflect the unique heritage of the area as the original "main street" of Orléans, but also work to develop a modern Heart of Orléans district as a place that is a vibrant, walkable mixed-use space.



ABOUT THE BIA

MANDATE

1. **Promote** the area as a district.
2. **Advocate** on behalf of Members.
3. Help **beautify** and/or make improvements to streetscape.

All with the goal of improving the economic strength of the district.

CORE VALUES

Leadership - We strive to be a strong community leader, influencing decisions and inspiring positive change.

Advocacy - We are committed to advocating for and promoting our district and empowering our members.

Generating Wealth - All our activities help support long-term economic development in our district and the strength and vibrancy of our members.

Partnership - Helping our members connect and collaborate with each other and working with key players in the broader community of Orléans.



STRATEGY AND GOVERNANCE

HIGHLIGHTS FROM 2022

Strategic planning - Participated in Strategic Planning session and focused on items we can control with higher impact and positive results.

Strategic Partnerships - Continued to build strategic partnerships

Memberships - Member of the OCOBIA, OBIAA, OBoT, RGA and Ottawa Tourism

Training - Board Member Onboarding, Website, various webinars

Budget - Budget management by our teams/pillars which makes it very easy for our Team Chairs and the BIA Office to track revenue and expenses.

Annual Report - 8th Annual Report to membership & City

DIRECTION FOR 2023

- Continue to operate with a full Board of Directors.
- Implement our new overall Strategic Plan for 2023.
- Continue to build on strategic partnerships



6,400

Number of businesses
in Ottawa BIAs

ADVOCACY & MEMBER ENGAGEMENT

HIGHLIGHTS FROM 2022

New Members - Welcomed new members to BIA.

Associate Memberships - Continued to offer paid Associate Memberships throughout the year.

Advocation - The BIA continues to advocate on behalf of its members to all levels of government and other key organizations.

Email Campaigns - *The Heartbeat* Newsletter was regularly sent to Members, Partners and Associate Members. A community version of *The Heartbeat* was to community subscribers.

Networking - LIVE networking such as Happy Hour.

Survey - Conducted official Member and Community Survey.

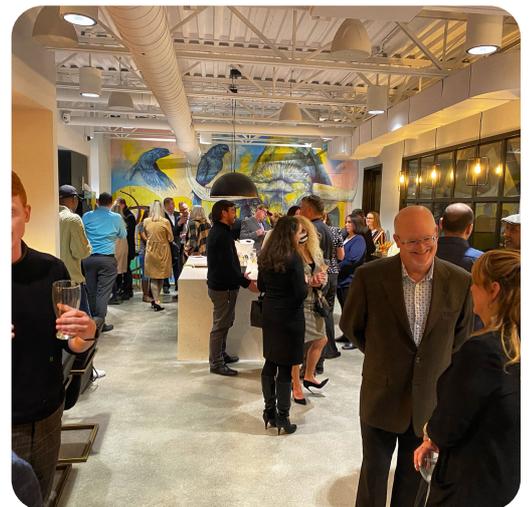
Member Resources - Updated online resources.

Taste Ottawa - Partnered with OCOBIA to launch Ottawa's first-ever city-wide hospitality directory.

Unofficial Museums - Partnered with Ottawa Tourism to create Unofficial Museums in Orléans.

DIRECTION FOR 2023

- Continue to make meaningful connections
- Continue to provide value to our members
- Continue to provide venues to network
- Research expansion opportunities



An advertisement for 'The Unofficial Museum of authentic Turkish food'. The top left features the Ottawa logo and the slogan 'Here to inspire.' Below this is a vibrant image of a Turkish meal, including a plate of rice, meat, and vegetables, a glass of Turkish coffee, and a slice of baklava. The text on the right side of the ad reads: 'The Unofficial Museum of authentic Turkish food', 'Craving authentic Turkish food? Look no further than the Turkish Village Restaurant! Just make sure to save room for the baklava and Turkish coffee.', 'Little Turkish Village Dining Lounge', 'https://www.turkishvillage.ca', '613-824-5557', and '2095 St. Joseph Blvd, Orleans, Ontario'. At the bottom, there is a button that says 'Find more inspiration here'.

A teal-colored infographic with the number '128,000' in large white font. Below the number, the text reads 'Number of people working in Ottawa BIAs'.

MARKETING & PROMOTION

HIGHLIGHTS FROM 2022

The Beat - This is the sixth full year of The Beat /Le rythme, our bilingual flagship magazine that highlights the offerings in our district, and the stories behind our businesses.

Marketing Strategic Plan - Continued to implement year 3 of the Marketing strategic plan.

Website - Implemented a new website which won the 2022 Non-Profit Standard of Excellence Award.

Behind the Business Campaign - The people behind the businesses were introduced to the community.

Where's Nina? - Nina, our intrepid 4-legged traveler visited various BIA businesses and took a selfie so you could guess where she was for prizes.

Small Business ToolBOX - A collection of information in manageable bites.

Events - supported and/or sponsored various events in the BIA

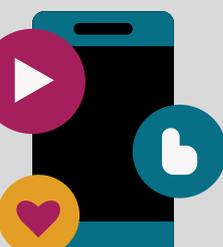
Social Media - We updated our social media strategy for 2022 to align it with our overall strategy. We continue to increase social media likes and followers.

DIRECTION FOR 2023

- Continue to promote the BIA as a district.
- Update and action our Marketing Strategic Plan to align with the BIA's overall strategic plan.
- Continue to build on our social media presence by telling your stories
- Continue to Publish The Beat bi-annual



#HeartofOrleans



Up 9% from last year with 4,001 LIKES

Up 10% from last year with 2,502 Followers

Up 49% from last year with 245 Followers

Up 18% from last year with 1,037 Followers

\$146.6 MILLION

Municipal Commercial Property Taxes 2022

STREETSCAPE & BEAUTIFICATION

HIGHLIGHTS FROM 2022

Mural - Installed a mural that represented Orléans.

Pride Crosswalk - Partnered with the founder of Orléans Pride and the city of Ottawa to install a Pride crosswalk.

Hydration Station - Partnered with the City of Ottawa to install a pilot hydration station.

Banners - Installed new sponsored banners at major intersections, additional banners on Hydro poles and new banners on Centrum Boulevard.

Shovel Ready Project - Steps towards a pavilion plan.

Historical Plaques - Partnered with SFOPHO to maintain and install new plaques.

Seasonal Decor - Year round planters, flower beds and Installation and removal of LED snowflakes.

Graffiti Removal - Partnered with the City of Ottawa to remove graffiti in the BIA district.

Orléans Corridor Secondary Plan Study - Happy to be a part of the study. Our original streetscape plan became the foundation of the city's exciting plan.

DIRECTION FOR 2023

- Continue with the Banner Program
- Install heart sculpture
- Continue “shovel ready” project
- Install Bike Station
- Continue with seasonal items.



\$5.32
MILLION

Amount invested in Marketing,
Events & Beautification in Ottawa

FINANCIAL OVERVIEW

FINANCIAL STATEMENT AND AUDITOR'S REPORT FOR 2021

The BIA was audited by a 3rd party. Ernst & Young found financial statements were presented fairly and in accordance with Canadian accounting standards. The full report is available to BIA members.

THE HEART OF ORLEANS BUSINESS IMPROVEMENT AREA

STATEMENT OF OPERATIONS

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

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2021 <i>[note 5]</i>	Actual 2021	Actual 2020
Tax revenue <i>[note 3]</i>	\$222,042	\$229,463	\$214,037
Sundry	18,000	27,744	14,785
Total revenue	240,042	257,207	228,822

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2021 <i>[note 5]</i>	Actual 2021	Actual 2020
Salaries	117,740	113,414	112,583
Advertising and promotion	29,200	17,043	23,857
Office	32,952	16,444	19,437
Maintenance	51,200	30,633	45,137
Professional and consulting fees	3,700	2,697	4,355
Insurance	5,400	2,430	2,428
Rent	5,550	3,187	2,523
Furniture and equipment	-	151	-
Audit fees	3,000	2,207	2,185
Depreciation	-	190	-
Total expenses	248,742	188,396	212,505
Annual surplus (deficit)	(8,700)	68,811	16,317
Accumulated surplus, beginning of year	90,102	90,102	73,785
Accumulated surplus, end of year	\$81,402	\$158,913	\$90,102



BUDGET

HEART OF ORLÉANS BUDGET 2022 AND 2023

	2022 Budget	2023 Budget
Revenue (Levy)	(234,303)	(251,754)
Administration	(10,697)	(32,126)
Marketing and Promotion	(7,000)	(3,500)
Streetscape and Beautification	(32,000)	(26,200)
Festivals and Events	(29,000)	0
Member Engagement	(4,500)	(12,000)
Total Revenue	(317,500)	(325,580)
Administration	155,200	176,700
Marketing and Promotion	37,200	43,480
Streetscape and Beautification	88,300	67,400
Festivals and Events	29,300	0
Member Engagement	7,500	38,000
Total Expense	317,500	325,580



**\$6.78
MILLION**

Total combined budget of
Ottawa BIAs

THANK YOU

*At the **heart** of a vibrant neighbourhood exists a healthy, safe and sustainable Business Improvement Area. That BIA would not exist if it weren't for our members, partners and the Orléans community.*

Thank you.

