

ZAC
VANIER
BIA

2023
YEAR IN
REVIEW



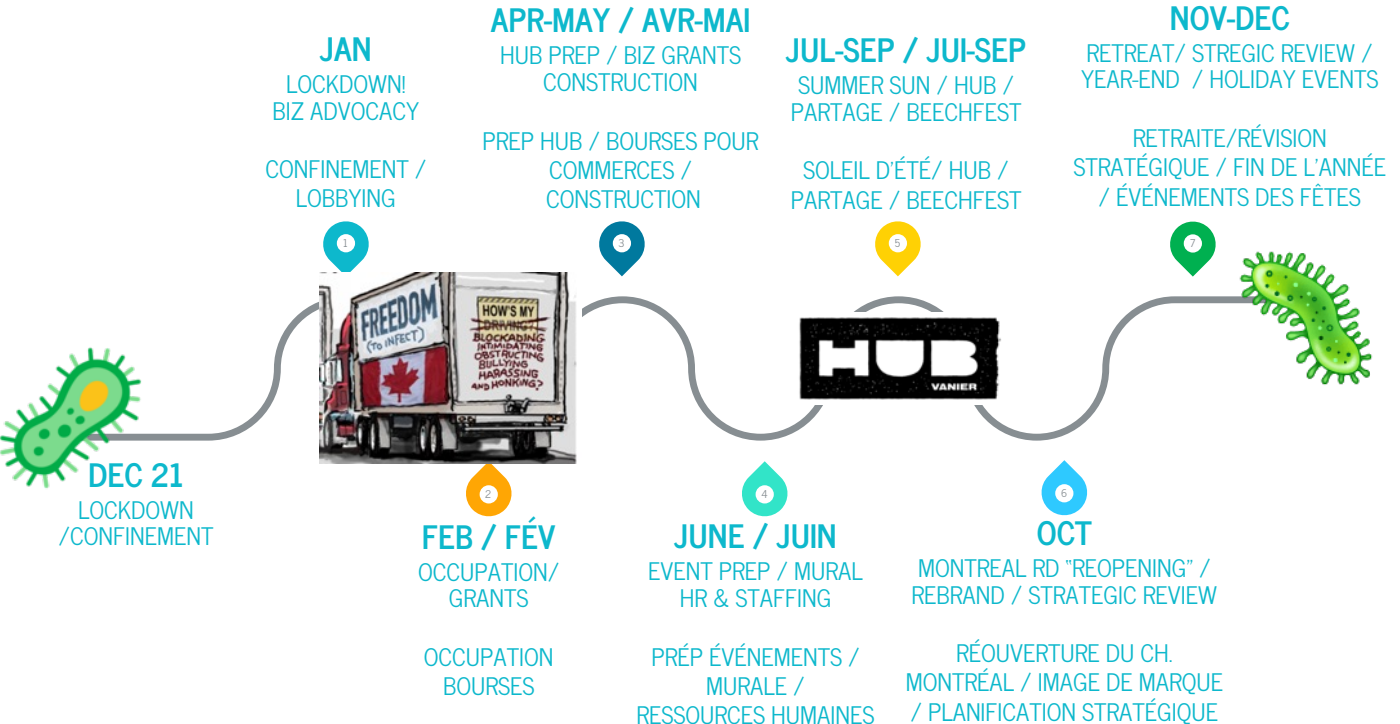
2022

YEAR IN REVIEW,
BILAN DE L'ANNÉE



2022

at a glance / coup d'oeil



2022 at a glance coup d'oeil

After last year's retreat the country was thrust back into the **COVID Shutdowns** in early December and once again our stores were **locked down** for months. As the year began and hope was rising that mandates would lift on Jan 30th, our city faced its biggest challenge as thousands of trucks descended on the City and occupied it. In the midst of the **Occupation** we applied for several grants and to our surprise we got ALL of them including **150k for businesses grants and 239k for a Placemaking grant** from My Mainstreet and FedDev. These would help us executed our goals including economic development and the HUB expansion, In addition, we administered over **200k in DOBRF Grants** for our businesses that were affected by the Occupation. We spent hours in briefings with OCOBIA, Municipal, Federal and Provincial Governments. We had **record numbers of media hits** being featured weekly for business, Occupation, HUB or Montreal Rd related issues. We hosted **SummerSun** events on McArthur and Beechwood thanks to City funding. The **HUB saw over 60 events** this summer attracting over 10,000 people, including 33 kids daily with our partnership with CSCV and MASC. We raised an unprecedented **\$30,000 at the Partage Beechwood** and welcomed **over 4000 neighbours to BeechFest**. At every turn we **supported our members** through discussions, info emails, online supports and more. Our investments in Social **Media** continued to **drive traffic to members**.. We secured funding for a **Strategic Plan** which we began in October as we concurrently began **a full rebrand**. To say that **2022 was ambitious** would be an understatement!

Après la retraite de l'année dernière, le pays a été replongé dans les **fermetures du COVID** en décembre et, une fois de plus, nos magasins ont été **fermés pendant des mois**. Alors que l'on espérait que les mandats seraient levés le 30 janvier, notre ville a dû faire face à son plus grand défi : des milliers de camions qui ont occupés notre ville. Pendant l'occupation, nous avons demandé plusieurs subventions et, à notre grande surprise, nous les avons TOUTES obtenues. **150 000 \$ pour des subventions aux entreprises** et **239 000 \$ pour une subvention à la création du HUB** de Ma rue principale et FedDev.. En outre, nous avons administré plus de **200 000 dollars de subventions DOBRF** pour nos entreprises qui ont été touchées par l'Occupation. Nous avons passé des heures en réunions avec la CoZACO, les gouvernements municipaux, fédéraux et provinciaux. Nous avons **enregistré un nombre record d'apparition dans les médias** sur des questions liées aux entreprises, à l'occupation, au HUB, et l ch. Montréal. Nous avons organisé **SoleilD'été** sur McArthur et Beechwood grâce au financement de la Ville. Le **HUB a vu plus de 60 événements** cet été, attirant plus de 10 000 personnes, dont 33 enfants par jour grâce à notre partenariat avec le CSCV et MASC. Nous avons **recueilli 30 000 \$ au Partage Beechwood** et **accueilli plus de 4 000 voisins au BeechFest**. À chaque instant, nous avons **soutenu nos membres** par des discussions, des courriels d'information, et plus encore. Nous avons obtenu le financement d'un plan stratégique, que nous avons lancé en octobre, en même temps qu'un **changement complet de l'image marque**. Dire que l'année 2022 était ambitieuse serait un euphémisme !

2022 GOALS

1. Development – Physical and Economic

(Montreal Rd, Res/Comm Development Projects, Streetscape Investments)

2. Merchant Engagement

(Newsletter, Quarterly Meeting, Digital Town Halls - Safety/Security, DMS, Economic Recovery)

3. Events

(More HUB; Community Events: Partage, BeechFest, Snowflake; Event on McArthur)

4. Marketing and Promotions

(BIA Store, Social Media, DMS, Merchant giveaways etc)

5. Advocacy, Partnerships & Governance

(Government , OCOBIA, tighten partners and stakeholder relations, begin governance review.)



1. Development – Physical and Economic

(Montreal Rd Construction, Residential & Commercial Developments, Streetscape Investments)

(Drew)

- **Montreal Rd Year 4 of 5**
 - Electricity installed, strike, “reopening” event
- **Developments:**
 - Main+Main CIP successful & Groundbreak, Agarwal towers, Minto Groundbreak, Claridge loss of commercial, 3 new residential on McArthur.
- **Streetscape investments**
 - Public Art at M+M, Banners, Holiday lighting Beechwood & McArthur, holiday lighting purchased for Montreal Rd



2. Merchant Engagement

(Newsletter, Quarterly Meeting, Digital Town Halls: Safety & Security, DMS, Economic Recovery)

(Morgan)

- **Newsletter, Quarterly Meeting, Digital Town Halls - Safety/Security**
 - Not as formalized as hoped. Utilized IG for direct comms during Occupation. Held a safety and construction town hall
- **Digital Mainstreet**
 - Continued work on digital recovery, Social Media push in early 2022, DMS renewed in 2022.
- **Economic Recovery / DOBRF / My Main Street**
 - Lobbied for economic recovery funding and grants for those affected by Occupation; Administered 200k+ of DOBRF Grants; Facilitated 100k in My Mainstreet grants.



3. Events

(More HUB; Community Events: Partage, BeechFest, Snowflake;
Event on McArthur)

(Chris P + Morgan)

- **More HUB – Be carefull what you wish for!**
 - 60+ events! Almost 10,000 people over the summer. 33 kids daily! 10 movie nights, 13 music nights, 6 fire nights, 16 special events. 20+ community partners and 1 BEAUTIFUL MURAL
- **SummerSun**
 - Events on McArthur (100 people) and Beechwood (350 people), 75% funded by City of Ottawa
- **Community Events**
 - Snowflake Dec. 2nd and Vanier Business Holiday Giveaway Dec 17th
- **Partage Beechwood**
 - \$30,000, 120 people, 56.25% Guests are Vanier Business!!



4. Marketing & Promotions

(BIA Store, Social Media, DMS, Merchant giveaways etc)

(Morgan)

- **Vanier BIA store**
 - Most successful Holiday season in 2021 - now have 10+ Vanier Products
- **Social Media**
 - Continued to grow networks' Launched the Vanier Mural Map; Built a whole HUB community; Holiday 2022 campaign about to launch.
 - Contest and giveaways around SummerSun, BeechFest, HUB, and all special events.
- **Digital Mainstreets**
 - Continued assistance to members through DMS Squad now run through OCOBIA.



5. Advocacy, Partnerships & Governance

(Government , OCOBIA, tighten partners and stakeholder relations, begin governance review.)

(Mark)

- **Government (Municipal, Provincial & Federal)**
 - COVID recovery efforts, Occupation lobbying and follow-up consultations, Downtown Ottawa Business Relief Fund, My Mainstreet Accelerator,
- **OCOBIA**
 - Now a strong Organization for which we're still on the Board. Municipal lobbying strengthened: DOBRF, MMS, DMS etc..
- **Partnerships**
 - More partnerships with members, stronger community partnerships (ex: CSCV); Have been partners with and featured speakers with Canadian Urban Institute, Canadian Land Institute.
- **Governance**
 - Strategic Plan Review (50% funded by City),some policies reviews in Jan, begin review of full bylaws in 2023



HERE'S WHAT WE DIDN'T PLAN FOR:

- **4th Shutdown Dec 21-Jan22 and the lobbying that came with it.**
- **OCCUPATION and the shear volume of work that came with it.**
- **More than doubling our budget with grants**
- **A brand new mural on Ottawa Inn**
- **HR issues**
- **Social Issues and Emergencies**
- **Construction strike**
- **Reopening Party for Montreal Rd**
- **Testifying to the Public Order Emergencies Commission**



CE QUE NOUS N'AVIONS PAS ANTICIPÉ

- **4e confinement en décembre '21 et le lobbying qui l'accompagne**
- **OCCUPATION et la masse de travail qui en découle**
- **Doubler notre budget grâce aux subventions**
- **Une toute nouvelle murale sur l'Ottawa Inn**
- **Les questions de ressources humaines**
- **Problèmes et urgences sociales**
- **Grève de la construction**
- **Fête de réouverture du chemin de Montréal**
- **Témoignage à la Commission sur l'état d'urgence**



2022 HIGHLIGHTS FAITS SAILLANTS



GRANTS!

GRANTS / SUBVENTIONS	PROJECTS / PROJETS	\$\$\$
City of Ottawa Research Grant	Strategic Plan Review	\$10,000
City of Ottawa Occupation Downtown Recovery	Recovery projects such as events and promotions – 2 events and “Good to be BACK!” joint promotional campaign with other BIAs (used 18k)	\$25,000
ACFO Mural Grant	Mural on Ottawa Inn – REVOKED because not “French enough”	\$10,000
Canada Summer Jobs	2 summer students (Events, Social Media)	\$16,000
My Main Street – Business Accelerator	Grants for businesses 10x10k + 50k for staff	\$150,000
My Main Street – Community Activator	Vanier HUB full programming and infrastructure + staffing	\$239,000

\$431,000!!!

BIA STORE MAGASIN ZAC

We had the strongest Holiday season ever and solid sales all throughout the year. Our 2022 Holiday Season designs flew off the shelves! Almost \$5,000 in sales with hundreds of items sold!

Nous avons la plus forte saison des Fêtes et des ventes solides tout au long de l'année. Notre collections du temps des Fêtes 2022 a fait fureur! Près de 5.000 \$ de ventes avec des centaines d'articles vendus !



HUB!

By far the HUB was the highlight of the summer! The My Mainstreet grant allowed up to purchase almost 100k in infrastructure, hire staff, create partnerships, and produce over 60 events! De loin, le HUB a été le point culminant de l'été ! La subvention Ma rue principale a permis d'acheter près de 100 000 \$ d'infrastructure, d'embaucher du personnel, de créer des partenariats et de produire plus de 60 événements !



HUB VCSC / CSCV



HUB ON FIRE! HUB EN FEU!



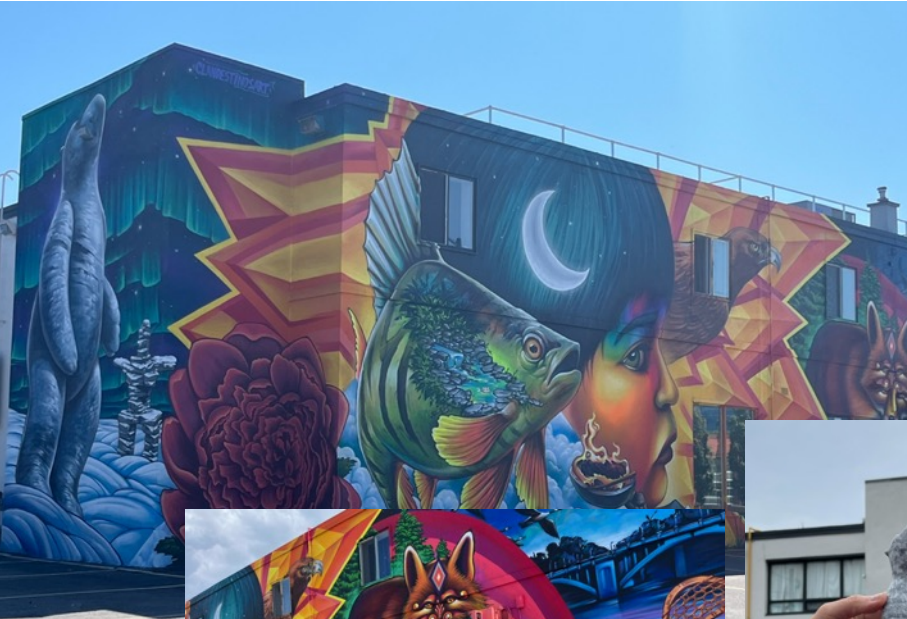
HUB – Inuit Olympics



HUB -Akoustik



MURALE !



Vanier PRIDE Carnival FIERTÉ



HALLOWEEN!



MASC



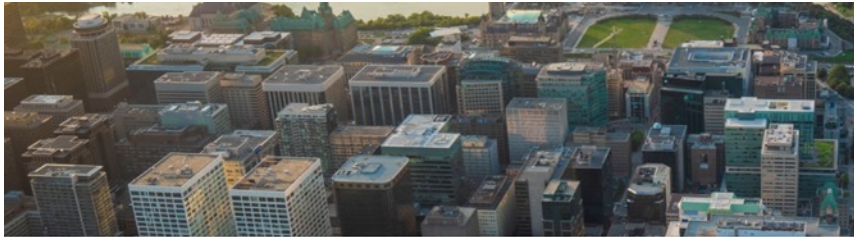
ORANGE SHIRT DAY!



HOMECOMING!



Good to be BACK!



Good To Be Back

6 subscribers

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Videos ▶ Play all



Rideau et Marche By

9.6K views · 4 months ago



Vanier et Beechwood

16K views · 4 months ago



Bank St & Sparks St

50K views · 4 months ago



Chinatown & Little Italy

6.1K views · 4 months ago

GOOD TO BE BACK

FR

It feels good to be back

Come rediscover the ease of our city in Ottawa's urban neighbourhoods. Each offers an eclectic and unique mix of shops, restaurants, summertime experiences and people that give our city character and can brighten your day. We hope to welcome you back soon!

Neighbourhood Features



Rideau Sparks Street

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Little Italy

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Summer SUN Soliel D'ÉTÉ



SummerSUN SolieD'ÉTÉ



PARTAGE BEECHWOOD



PARTAGE BEECHWOOD

- **5 courses / mets**
- **7 Sponsors / Commanditaires**
- **19 tables**
- **120 Guests / Invités**
- **56.25% of guests are Vanier Businesses**
des invites sont de entreprises vanier!

..... **\$30,000!**







Montreal Rd -Reopening



MEDIA

Newmarket Today

Business groups, city officials among first witnesses before Emergencies Act inquiry

OTTAWA — An inquiry into the federal government's use of the Emergencies Act heard first-hand testimony Friday about the effect of last winter's "Freedom..."

1 month ago



CityNews Ottawa

'There was fear,' Emergencies Act inquiry hears about life in Ottawa convoy protest

Convoy organizer Tamara Lich listened stoically from the public gallery as the lawyer representing her and fellow organizers told De La Ronde he was sorry...

1 month ago



CityNews Toronto

Emergencies Act inquiry hears claims of former Ottawa police chief being scared of 'Freedom Convoy'

The inquiry heard from business representatives claim they were baffled by the plan for the City of Ottawa head of the convoy's arrival.

1 month ago



Ol Canadian

State of Emergency Commission | "It was anarchy"

Nathalie Carrier, director of the Vanier Neighborhood Business Improvement Area, where another camp had been set up by protesters, emotionally described the...

1 month ago

CityNews Toronto

Emergencies Act inquiry hears claims of former Ottawa police ...

Nathalie Carrier, executive director of the Vanier Business Improvement Area, claims former police chief Peter Sloy said in a phone call discussing the...

1 month ago

LaPresse.ca

Commission sur l'état d'urgence | Les citoyens du centre-ville ...

Nathalie Carrier, directrice de la Zone d'amélioration commerciale du quartier Vanier, où un autre camp avait été installé par les manifestants,...

1 month ago

The Globe and Mail

Ottawa resembled 'lawless world' during convoy protest ...

... leaders that he was scared like they were, according to testimony given by Nathalie Carrier, executive director of the Vanier Business Improvement Area.

1 month ago



CBC

Bowlers mourn loss of Ottawa's last ten-pin alley

CBC

Vanier cenotaph vandalized, but some say graffiti

...

Executive director Nathalie Carrier said she feels the words on the car important message "about how vulnerable women in our community..."

Aug 6, 2022

CityNews Ottawa

Vanier HUB awarded federal grant to support sur

... transformational for the Vanier BIA, our partners and our beautiful ZAC Vanier BIA executive director Nathalie Carrier in a release.

Jun 29, 2022

BMC Psychiatrv

French ac

Salvation Army's Vanier site clears another hurdle

Jun 27, 2022

CBC

Salvation Army's Vanier site clears another hurdle

"We still don't know what's going to happen in that space," said Nathalie Carrier, executive director of the Vanier BIA.

Jun 3, 2022

CBC

Vanier cenotaph vandalized, but some say graffiti expressed grief not disrespect

The Vanier BIA arranged to have the cenotaph cleaned Friday afternoon. Police were also at the scene throughout the day.

Aug 6, 2022

Ottawa Citizen

Inuit Olympics amuse, educate in Vanier's 'Little Nunavut'

Inuit Olympics amuse, educate in Vanier's 'Little Nunavut' ... by Hub Vanier at 271 Marier Ave., sponsored by the Vanier BIA and federal...

1 month ago

CBC

Emergencies Act inquiry hears that residents felt 'abandoned' by the city, police

Nathalie Carrier, executive director of the Vanier BIA, says last winter was a difficult time for her because of the presence of protesters...

1 month ago

CBC

65 witnesses set to testify at inquiry into use of Emergencies Act

Nathalie Carrier, executive director of the Vanier BIA, Kevin McHale, executive director of the Sparks Street BIA.

1 month ago

The Globe and Mail

Politics Briefing: First witnesses testify at Emergencies Act ...

Her comments were echoed by Nathalie Carrier, the executive director of the ... sold out of Canadian flags, gas cans and hand-held horns, Ms. Carrier said.

1 month ago

Global News

Emergencies Act inquiry: Business official says former Ottawa ...

During a meeting with former Ottawa police chief Peter Sloy, Nathalie Carrier, executive director at ZAC Quartier Vanier Business Improvement Area,...

1 month ago

CBC

Downtown residents compare 'chaos' of convoy to dystopian ...

Nathalie Carrier, executive director of the Vanier BIA, says last winter was a difficult time for her because of the presence of protesters in Ottawa.

1 month ago



ies Act inquiry hears Ottawans ...

tawa police chief Peter Sloy, Nathalie Carrier, er Vanier Business Improvement Area,...



ve milestone' as Montreal Road

of the Vanier BIA, said the construction has been coincided with...



for events all summer long

is programming for youth, to evening and weekend events that are fun B...



leral grant to support summer

rier HUB is a community space located at 271 Marier Avenue which will offer daytime and evening programming...

Justice Centre for Constitutional Freedoms

Justice Centre at Public Inquiry into Use of Emergencies Act ...

...

Nathalie Carrier, ZAC Quartier Vanier BIA Executive Director, Kevin McHale, Sparks Street BIA Executive Director.

2 weeks ago



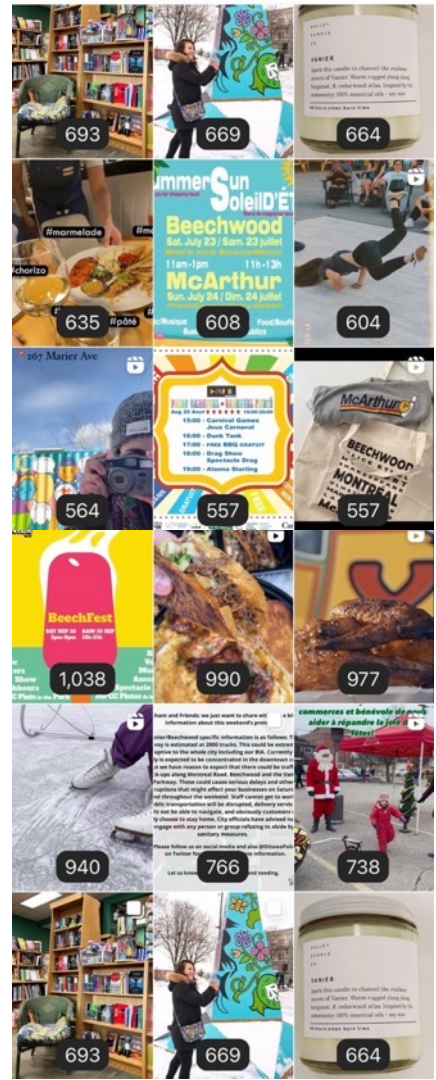
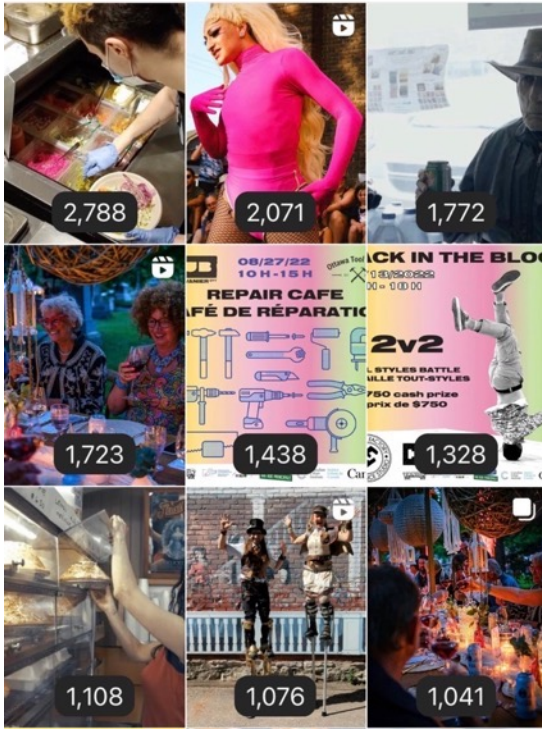
SOCIAL MEDIA - IG

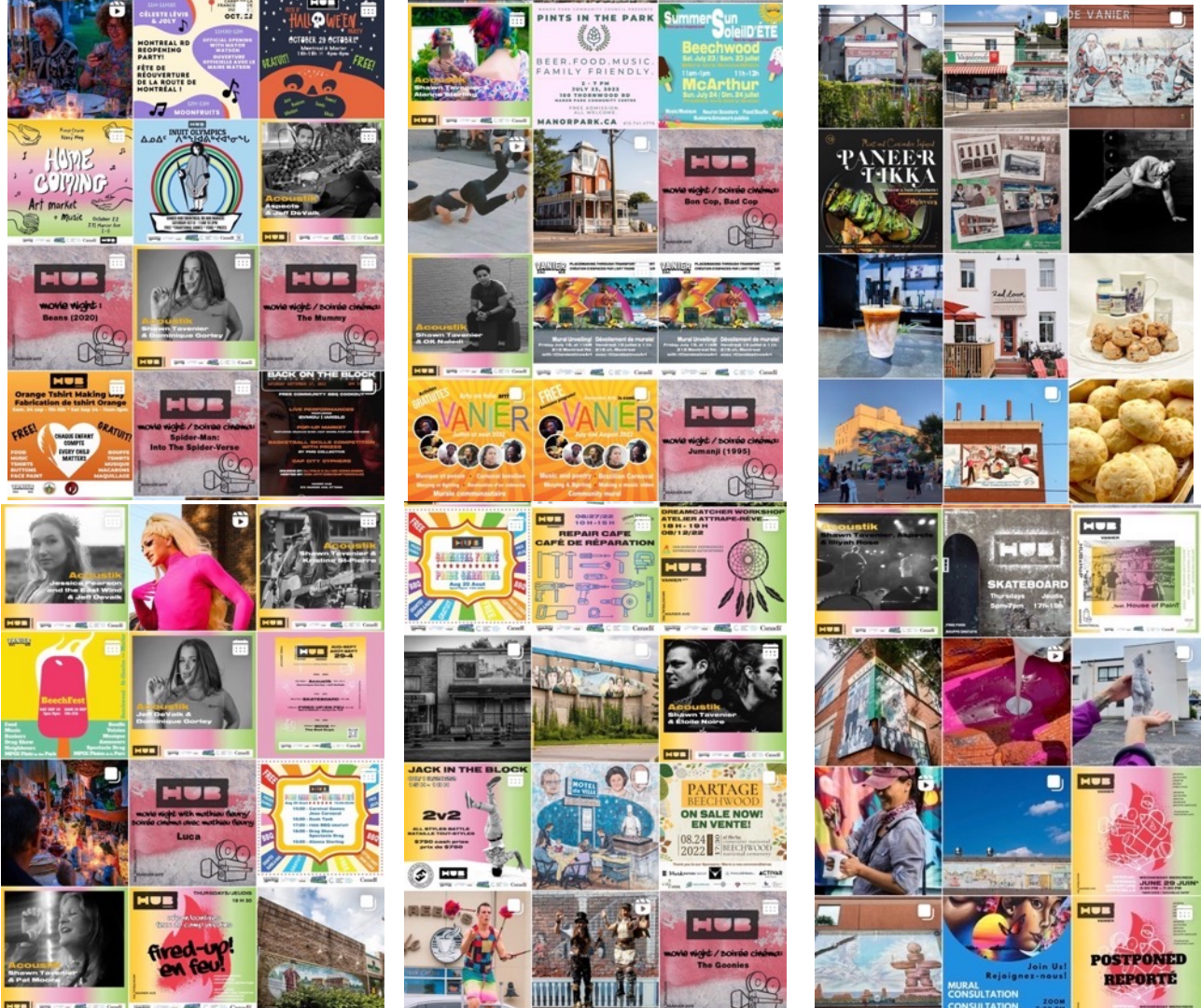
All

Last Year



Accounts reached





OUTGOING BOARD MEMBERS

MEMBRES SORTANTS DU C.A.



Ryan Goldberg
Director / Directeur



Chris Penton
Director / Directeur



Fil Correia
Director / Directeur



Mark Kaluski
Director / Directeur



MUNICIPAL COUNCILORS CONSEILLERS MUNICIPAUX



Stéphanie Plante
Councilor/Conseillère



Rawlson King
Councilor/Conseiller



INCOMING 2023 BOARD MEMBERS

MEMBRES DU C.A. POUR 2023



Morgan Eadie
Chair/Présidente



Drew Dobson
Treasurer / Trésorier



Catherine Strevens-Bourque
Director / Directeur



Rob Ireland
Director / Directeur



Joyce Tannis
Director / Directeur



Kelly Weiss
Director / Directeur



Mat Mault
Director / Directeur



Peter Kucherepa
Non-voting advisor
Conseiller sans droit de vote

STRATEGIC
PLAN

PLAN
STRATÉGIQUE



WE COMPLETED OUR NEW STRATEGI PLAN



STRATEGIC PLAN
2023 - 2025

CORE BELIEFS

WE BELIEVE...

- in doing whatever it takes to make Vanier a better place for all.
- the magic and strength of our community lies in our diversity. Together we rise.
- in owning and embracing our edginess. Vanier is Vanier.
- in our community partners. We can't do this alone.
- in the safety for all our businesses and community members.
- in Vanier now, not just its tomorrow.



**PURPOSE
VISION &
BHAG**

PURPOSE

The future state we are looking to create.

VISION

The fundamental reason for our existence.

BHAG

Long-term "Big Hairy Audacious Goal" that stretches our organization to greatness.

Rooted in culture.

The most vibrant, diverse & welcoming neighbourhood in Ottawa.

Champion Vanier.

Organize, finance, improve and promote the area as a business and cultural district.

Put the yeah back into Vanier.

Make Vanier a sought after destination by 2030.



STRATEGIC PILLARS & ENABLERS

PILLARS ENABLERS

Essential elements that constitute vital components in realizing our vision to the most vibrant, diverse and welcoming neighbourhood in Ottawa.

PROMOTION & EVENTS

Attract consumers and businesses to Vanier.

BEAUTIFICATION & STREETScape

Ensure our mainstreets are a greener, cleaner, arts & culture infused neighbourhood.

SAFETY & SOCIAL SERVICES

Create a safe and clean business district where everyone feels welcome.

MEMBER SUPPORT

Inform, educate and empower our members.

Essential supports that will help us achieve our strategic pillars, and realize our vision.

RESOURCES

Ensure we have the means to enable our vision and long-term sustainability.

ADVOCACY & PARTNERSHIPS

Be the voice of our members at all levels of government.
Pursue and strengthen new and existing partnerships.



**BRINGING
IT ALL
TOGETHER**

PURPOSE

Rooted in culture.

The most vibrant, diverse & welcoming neighbourhood in Ottawa.

VISION

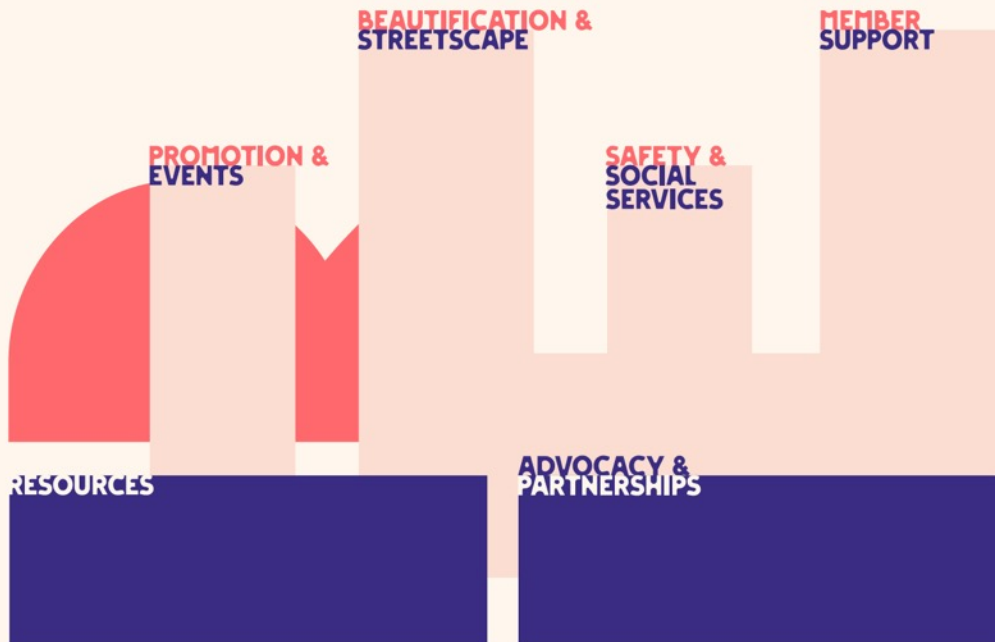
Champion Vanier.

Organize, finance, improve and promote the area as a business and cultural district.

BHAG

Put the yeah back into Vanier.

Make Vanier a sought after destination by 2030.



The background is a solid yellow color. In the upper right quadrant, there are three red squares of varying sizes arranged in a staggered pattern. The largest square is on the left, a smaller one is to its right and slightly higher, and another square is further to the right and slightly lower.

Building out the

3 YEAR STRATEGIC PLAN

PROMOTION & EVENTS

GOAL

Attract consumers and businesses to Vanier

HOW WE SUCCEED

MEASURES OF SUCCESS

Grow brand awareness, drive traffic, and improve the perception of the neighbourhood.

- Event attendance grows by 15%
- Reach of digital content/ads/channels grows by 15%
- Website traffic increases by 15%
- 3 internal process or system projects completed (e.g., marketing plan, website refresh)
- 3 external process or informational data projects completed (e.g., member/partner perceptual survey, participant data collected at all events)

Promote and attract prospective businesses to the neighbourhood (B2B).

- Vacancy rates have dropped and end-of-life buildings are replaced with new ones
- 6 new business openings
- Business mix better reflects ideal mix for the area
- Meetings with all major developers/landowners
- Strategy in place and executed for commercial real estate brokers and major developers/landowners

Organize and promote events that allow people to engage with the neighbourhood.

- 2 signature events held per year (e.g., Partage, Beechfest)
- Support 6 community events per year
- Define our involvement at the Hub
- Evaluation of the equity of event efforts on each main street completed with clear recommendations

BEAUTIFICATION & STREETScape

GOAL

Ensure our mainstreets are a greener, cleaner, arts & culture infused neighbourhood.

HOW WE SUCCEED

MEASURES OF SUCCESS

Improve physical attractiveness of the neighbourhood.

- Increase number of green space initiatives on all streets (e.g., number of plants on all streets, partnerships to decorate privately owned land)
- Ensure street lighting is in place to reflect seasons-holidays
- Complete an audit of eye-sores/unused spaces
- Complete Public Realm plan for our main streets
- Number of complaints BIA receives about streetscape reduced

Brand the neighbourhood.

- Finalized branding of our main streets
- Ensure New gateway signage and banners are in place
- Ensure new branding appears with all events and on online collateral (e.g., social, website)

Make Vanier a cultural destination.

- Create 5 new go-to places (placemaking)
- Support 3 new murals in the neighbourhood
- Promote events, businesses, and beautification & streetscape projects
- Be amongst the key destinations included in Ottawa Live! event

SAFETY & SOCIAL SERVICES

GOAL

Create a safe and clean business district where everyone feels welcome.

HOW WE SUCCEED

MEASURES OF SUCCESS

Direct intervention to reduce crime and increase safety.

- Crime rates are down
- Structural remedies to crime reduction in place
- Improve walkability score by 5 points
- Increased level of security on our streets as perceived by store owners and residents compared to 2022
- Internal policy in place for our role in crime reduction through safe practices for all - understanding crime is a symptom and not the disease
- All members have CPTED audits completed

Outreach and Education to members on how to manage these issues.

- All members are equipped with safety toolkit
- Members are aware of who to reach out to for what as established through a member survey

Increased collaboration and exchange of best practices with community partners to address safety and social issues

- Monthly meetings with Together for Vanier, OCOBIA Safety Committee, NRT, VCSC, VCA, and key partners
- Are invited to and attend key conversations/events/forums with community partners

MEMBER SUPPORT

GOAL

Inform, educate and empower our members.

HOW WE SUCCEED

MEASURES OF SUCCESS

Be the go-to resource for all relevant information to members.

- A monthly newsletter is consistently distributed to all members

- Member database is kept up to date and complete

- All members receive a welcome package

- Ensure website acts as a centralized repository of current and up-to-date information and resources

Increase opportunities for members to connect.

- 2-4 subject-based town halls are held each year

- 4 "5 à 7" gatherings are held

- Participation rate at member events increases by 30%

High level engagement with and from our members.

- Brand ambassador strategy defined and 55% of members are considered brand ambassadors

- Increase click rate by 15% on newsletter

- 25 members attend at AGM each year

- More diverse representation on the board and in attendance at meetings compared to 2022

ADVOCACY & PARTNERSHIP

GOAL

Be the voice of our members at all levels of government. Pursue and strengthen new and existing partnerships.

HOW WE SUCCEED

MEASURES OF SUCCESS

Government Relations

- Vanier is actively contributing to task forces, consultations, and policy development at all levels of government
- Plan to secure 100M\$ for Vanier version of Daniels Spectrum Project is established
- Work with our local, provincial and federal groups and organizations (OBIAA, IDA, OCOBIA)

Industry Relations.

- 2 award-winning community projects
- 2 speaking engagements to share our successes/stories (IDA, OBIAA, OCOBIA)
- Vanier BIA is a board member of OCOBIA

Community Relations

- Collaboration and partnerships with CSCV and VCA well established
- Clear role definition of the role of each member within the community as the Custodians of the Public Realm
- 2 new policies developed as a result of the partnerships

BUDGET



FINANCIAL UPDATE FOR 2022

MISE À JOUR FISCALE POUR 2022

- Overwhelming number of transactions in 2022
 - No major shortfalls are expected
 - My Mainstreet will be refund by March 2023 for 2022
 - Some funds were pulled from reserves in 2022 for unexpected events like Re-opening Montreal Road
-
- Quantité écrasante de transactions en 2022
 - Aucun manque à gagner majeur n'est prévu
 - Le project de Ma rue principale sera remboursé en mars 2023 pour 2022.
 - Certains fonds ont été retirés des réserves en 2022 pour des événements imprévus comme la réouverture du chemin Montréal.

ZAC VANIER BIA

