

Westboro Village BIA
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ANNUAL REPORT

FY 2022

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Richmond Road & Churchill Ave

2022 Summary: Westboro Village BIA

MISSION

To lead the way in establishing the conditions for Westboro businesses to prosper. We do so by engaging with the community and businesses, staging events, and nurturing relationships with key partners and community associations.

VISION

The BIA is connected to the community and business owners they represent and is the voice of the business community. The BIA fully engages with its members, the community at large, community associations, and other BIAs to support an active, vibrant, and evolving Westboro Village.



2022 HIGHLIGHTS – CHAIRMAN’S REPORT (AS PRESENTED AT THE AGM, JANUARY 2023)

Hello and thank you to everyone for coming to our 2022 Annual General Meeting of the Westboro Village Business Improvement Area (WVBIA).

It seems it was yet another year for the record books. While our businesses remained open this year, the ongoing impacts of COVID continued to be felt. Many of our members saw a decrease in foot traffic and we could attribute that to any number of reasons - COVID, Amazon, parking and construction of the LRT. When the occupation downtown happened, it sent our entire city on a tailspin. Coming out of that, our office worked with the Ottawa Coalition of Business Improvement Areas (OCOBIA) to ensure information about recovery grants reached our businesses.

Despite these challenges, our office continued to connect our community of retailers, restaurants and service providers. It is no easy job to get our attention and to encourage our participation in the marketing plans, branding and events of Westboro Village, but we had a number of successes and I’d like to point them out.

Kite Nights launched this year. This was a family-friendly, six night series where participants brought their own kites and were given a light up kit. It happened just outside our BIA catchment in Westwood Park at the corner of Sherwood and Saville and, from all accounts, the community loved it.

Other highlights include Women in Westboro where the Westboro Village website highlighted women-owned businesses. Shop the Village continued to evolve in 2022 and has lots of room to grow into 2023 and beyond. We continued to build positive community relationships with an event at Richmond and Clifton in September. Here we sponsored a get together on the street when the Bell boxes at this corner were painted by a local graffiti artist. We began a new relationship with Vintage Pop Up 613 to bring their two market brands to the BIA (Vintage PopUp 613 & Mystic Market) and this saw more foot traffic in our business community. We also saw the return of City Sounds in partnership with the Ottawa Music industry Coalition which saw live, local music through August in Winston Square.



And after a pandemic hiatus, it was the return of Capital Pop Up Cinema featuring Sister Act. This happened at the end of the summer just behind the Churchill Senior’s Centre. Wickedly Westboro was back in full force with in-person trick or treating at five stations scattered throughout our catchment.

As for our own relationships, the Highland Lawn Bowling hosted us in June for a members only tournament. I am sure you will see another event like this in the coming months - keep your eyes open for it. This is a great way to put names and faces together, to chat with one another about the success and challenges of running a business and to stay connected with what is happening in the office.

I am stepping back as Chair of our BIA. It’s been a great way to see how a BIA operates, getting up close and personal with the opportunities and benefits of being a member and learning about how the office works for us. If you ever get the chance to be a board member and you have a bit of time, it might do the same for you!

Molly van der Schee
Chair, Westboro Village BIA

FINANCIAL HIGHLIGHTS – TREASURER’S REPORT (AS PRESENTED AT THE AGM, JANUARY 2023)

The 2022 financial results have not yet been audited, however, have been reviewed in detail by City of Ottawa accounting staff in preparation for the annual audit. The audit is generally completed during the summer and presented to members in the fall. The numbers below are projected are expected to be finalized in coming weeks.

Budget Highlights

Revenues

- 2022 operating surplus of approximately \$100,000 with some expenses still to be booked.
- Total 2022 Revenues \$456,490, which is below budget as we did not need to make the planned withdrawal from the reserve fund.
- Remissions are over budget by \$38,800 but in actuality are \$13,000 under due to a Q4 Prior Period adjustment of \$52,000.
- Other Revenue of approximately \$37,800 due to unexpected grants and opportunities.

Expenses

- 2022 BIA expenses were \$355,000, less than budget due to reduced spending, and projects carried over to fiscal year 2023. Spending was reduced as a result of projected remissions that were then booked as prior period adjustment.
- Material Variances:
 - o Promotion: \$20,000 lower for the year due to projects being carried over to 2023.
 - o Administration \$30,840 under budget, as some expenses came in under budget.

Respectfully submitted,

Alan Whitten

Westboro BIA Treasurer



2022 Financial Summary

Unaudited & Preliminary Operating Results as reported at the AGM January 2023

REVENUE

2021 ACTUALS

**Total Revenue
& Grants**

\$ 456 490

TOTAL

EXPENSES

**Advertising and Promotion
Office and Administration
Maintenance**

\$ 171 481

\$ 170 500

\$ 63 410

\$ 353 410

TOTAL

SURPLUS/DEFICIT

**Surplus
(preliminary unaudited as presented
at the AGM January 2023)**

\$ 103 080

Strategic Direction

As presented at the Annual General Meeting, January 2022

Judy Lincoln, Executive Director, Westboro Village BIA

Westboro Village BIA Strategic Plan for 2023

Strategic Pillars

Essential elements that constitute of vital component in realizing our vision to be sought out as the definitive alternative to the ordinary.

BUILD COMMUNITY

EVOLVE & ENHANCE THE VILLAGE VIBE

ATTRACT AND PROMOTE

Dot Connector

Consistent Brand Experience

Expand the district

Equip

Events & Activations

Wayfinding

- Capacity Building

Placemaking

Hyper-local campaigns

Engaged Members

Beautification

Citywide campaigns

- Member Events & Programs

Position for the Long Term

Unique mix of businesses

Engage Wider Community

- Community Associations

Strategic Enablers

Essential supports that will help us to achieve our strategic pillars, and realize our vision to be sought out as the definitive alternative to the ordinary

Advocacy

Resources

Be the voice of our members at all levels of government.

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

Contact Information

JUDY LINCOLN EXECUTIVE DIRECTOR	MOLLY VAN DER SCHEE CHAIR (2018 - 2022)	ALAN WHITTEN TREASURER (2018 - 2022)
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