

the  
glebe

GLEBE BUSINESS IMPROVEMENT AREA  
2021 ANNUAL REPORT



# BOARD OF DIRECTORS



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Executive Director  
Patrick Burke



Programming & Events  
Chloe Park



Communications & Marketing  
Serena Lemieux

# DEAR MEMBERS,

This past year you have shown—yet again—your mettle, your resiliency, and your kindness. Congratulations. As we look forward to a bright and successful 2022, I want to acknowledge the challenges we've all faced as the result of a global pandemic. The truth is that during trying times, we could all use more of the Glebe in our lives.

I moved to the Glebe in 2020 at the beginning of the pandemic, and I love it. The businesses here were, and are, a lifeline for me. Your work, expertise, and kindness made me feel immediately at home. So, I am proud and grateful for the opportunity to represent you all as the new Executive Director of your BIA.

Over the past year, the BIA has worked hard to deliver value and, like all of you, adapt to an ever-changing environment. We've continued to ensure the Glebe is one of the best-kept neighbourhoods in the area with banners, flower baskets, winter lighting and public art that welcomes people and encourages them to come back. We've added a new south-end Glebe gateway sign. And we've continued to draw people to the area through a series of COVID adapted events: the Glebe Spree, Contact, Winterlude and Glebe Eats.

We're a voice for you, promoting your businesses through successful marketing campaigns and imaginative social media promotions. We also received two awards from the Ontario Association of BIAs for Marvest and our parkettes project. We're proud of what we accomplished in 2021. None of it happens without your support and the support of our community partners, so thank you all.

I want to thank our fantastic staff, Chloe, and Serena, for their work over the transition, our dedicated and talented board members, and our community partners. Our elected officials have been engaged and welcoming, as have the folks at the Glebe Report, Glebe Neighbourhood Activities Group, and the Glebe Community Association.

Thank you all for your work in 2021. Let's make 2022 the year of the Glebe.

**Patrick Burke,**  
**Executive Director**  
**Glebe BIA**  
**[Patrickburke@intheglebe.ca](mailto:Patrickburke@intheglebe.ca)**  
**613.875.6506**





# GATEWAY

- The 2020 creation of the north end Glebe gateway installation inspired a bookend version for the neighbourhood's south end when an amazing funding opportunity became available.
- The installation consists of the same vibrant Glebe letters.

- The 2021 south-end Glebe gateway installation was made possible by the City of Ottawa Winter City Grant Program. We would also like to acknowledge and thank community organizations Underground Sound, Glebe Community Association and Prestwick Building Corp for their ongoing support.
- The goal of this gateway sign was to act as a complimentary statement piece to the north-end installation. A gateway installation that serves as a place-maker and a resting place where visitors and residents alike can enjoy a seat under the trees.





# STREETSCAPE

- The Glebe BIA's streetscape improvements welcome our neighbours and visitors. They send the message that people will be well taken care of while they are here.
- The improvements are a contribution to the community and an also economic driver. Studies have shown that these investments increase visits and purchases in an area.
- This year beautiful blue silkscreen Glebe banners were paired with pink, white, and purple flowers lampposts throughout the neighbourhood.
- The blue paid homage to the new Glebe gateway installations at the north and south ends of the neighbourhood.
- The gardens were filled with a variety of plants and flowers to elevate the main corridor.



# MURALS

- With the support from the City of Ottawa Mural Program, we were able to install two new murals in the Glebe this past summer.
- The *Create a Spark* mural was completed by artist Dan Metcalfe on the south-facing wall of Davidson's Jewellers at 790 Bank Street.
- It was completed on Friday, June 11, 2021. The vision for this mural was to illuminate the Glebe after over a year of living in a pandemic world.



- The *Nature Entwined* mural was created by artist Dominic Laporte on the east-facing wall of Octopus Books at 116 Third Avenue.
- It was installed on Friday, August 6, 2021. The concept behind this piece was to offer a contemporary take on bird-watching through street art.
- The completion of these two murals in 2021 brings the Glebe to over 20 mural installations since 2015.







# COVID-19 UPDATE

## 2021

marks the second year where a global pandemic required Glebe businesses to adapt. Through it all, the Glebe BIA worked to support members through its marketing, streetscape and event initiatives which brought visitors to the area and kept Glebe businesses top-of-mind for consumers. We were also a reliable source of up-to-the-minute information for members, sharing regular updates on government restrictions and support programs.

We supported action at the local and national levels through our advocacy partners, the Ottawa Coalition of BIAs (OCOBIA) and the International Downtown Association (IDA) Canada. We also worked closely with local representatives to voice our members' concerns and advance our Block By Block recovery strategy.

The Glebe BIA remains committed to serving its members in a way that supports and strengthens their efforts.

**Onward to a bright and prosperous 2022!**





- In partnership with the Ottawa Sports and Entertainment Group, the Glebe BIA launched the *Season of Growth* art exhibit on July 15 and lasted until late fall.
- This project consisted of five art cubes featuring twenty mini-murals that were placed throughout Lansdowne and the Glebe.
- These art installations were free for the public to enjoy and offered an experience of colour, vibrancy, and inspiration.
- This project engaged seventeen local artists, who contributed their unique take on the theme *Season of Growth*.

# ART CUBES

- The goal of this project was to animate the streetscape and spark joy in the Glebe after a challenging year of uncertainty and isolation.
- We want to express special thanks to the Casino Lac Leamy, Ottawa Sports and Entertainment Group and Wallack's Art Supplies.



# c-Ω-n-t-a-c-t

July 22 - September 5



- C-O-N-T-A-C-T., the live, in-person theatrical performance, launched at Lansdowne in the Glebe this summer for a seven-week run.
- This revolutionary outdoor experience was the first of its kind and made its Ottawa debut after huge European success throughout the pandemic.
- The COVID-friendly show catered to the many restrictions faced throughout the pandemic. Having a capacity of 20 tickets per show, hosted outdoors, where masks were mandatory, and the cast was constantly on the move. Audiences listened to the show through an app with headphones to accommodate social distancing.

## C-O-N-T-A-C-T

- The Glebe BIA presented the show in partnership with the Ottawa Sports and Entertainment Group and the City of Ottawa.
- The goal of this project was to offer passive programming for visitors and residents to enjoy and bring more foot traffic back to Lansdowne and the Glebe.



# THANK YOU POSTER CAMPAIGN

- The BIA developed a poster campaign that showed our appreciation to all frontline workers, clerks, servers and customers for their ongoing support throughout the pandemic.
- The posters were placed throughout the neighbourhood as restrictions were lifted over the summer.
- The campaign featured bold and striking designs that animated the area and communicated messaging in a positive light.





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**GET**  
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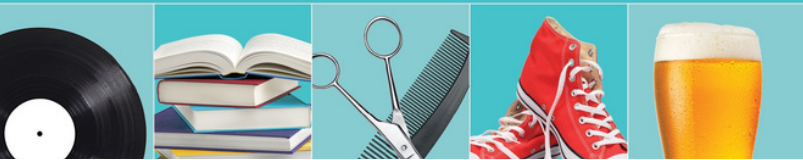
[intheglebe.ca](http://intheglebe.ca)



# Whatever you want or need

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the  
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## DIGITAL MAINSTREET

- Through an amazing funding opportunity made available by Digital Mainstreet and Invest Ottawa, the Glebe BIA was able to offer free videography and video production to members, as well as create one generic Glebe video, and finally hire professional photographers for the area.
- We created 15 videos for our businesses and shared them on our social channels and website at the end of May.
- Videos are high-quality professionally produced by Mediaplus.

## GET-IT-IN-THE-GLEBE

- Get-it-in-the-Glebe is our fall general awareness marketing campaign. This year, it promoted the area when businesses were fully open for customers.
- This campaign is an evolution of a winning strategy in place since 2016.
- Videos and bus shelter posters were created to highlight all the Glebe offers.
- This campaign gave us a presence in the market from August to October.
- Overall, the campaign delivered 552,169 impressions and 4,557 clicks through to the event pages.







# GLEBE EATS

- The popular marketing campaign, Canadian Eats, was rebranded as Glebe Eats this year to make it more inclusive to all Glebe dining businesses.
- With COVID-19 restrictions still in place, Glebe Eats encouraged diners to enjoy takeout or meals on restaurant patios this summer.
- Dishes from nearly 30 restaurants and cafes created an inclusive and diverse menu for foodies to enjoy. A variety of Glebe eateries participated, such as Wild Oat, Taj Mahal, Sunset Grill, Craft Beer Market, Cantina Gia, and many more.
- The campaign delivered 1,547,806 impressions over a two-week flight, with 8,749 click-throughs.
- Facebook delivered 104,220 impressions and 1,418 clicks, reaching over 105,000 people.
- Twitter delivered 73,471 impressions and 644 link clicks.
- Canadian Eats, rebranded to Glebe Eats, was awarded a top prize in Special Events & Promotions: Small Business Category from the Ontario BIA Association in 2019.
- Thank you to all the restaurants, bars, and cafes that participated in the 2021 edition of Glebe Eats.



# MERCHANDISE

- After successfully launching the first line of Glebe clothing in 2020, the BIA launched a second limited-edition line in time for the 2021 holiday season.
- Apparel includes adult and youth tees, unisex adult crewnecks, and tote bags.
- The designs feature iconic Glebe locations: the Glebe Community Centre, the Aberdeen Pavilion, and a row of Bank Street Storefronts.
- Top of the World, Escape Clothing, and Shoe + Shoe were all participating businesses offering Glebe apparel in their stores.
- A portion of the proceeds from all Glebe BIA clothing goes towards the Glebe Neighbourhood Activities Group. The 2020 clothing line was able to donate \$656 and counting.
- The project has a robust place-based marketing component, supports the broader Glebe community, promotes local shopping and celebrates neighbourhood pride.

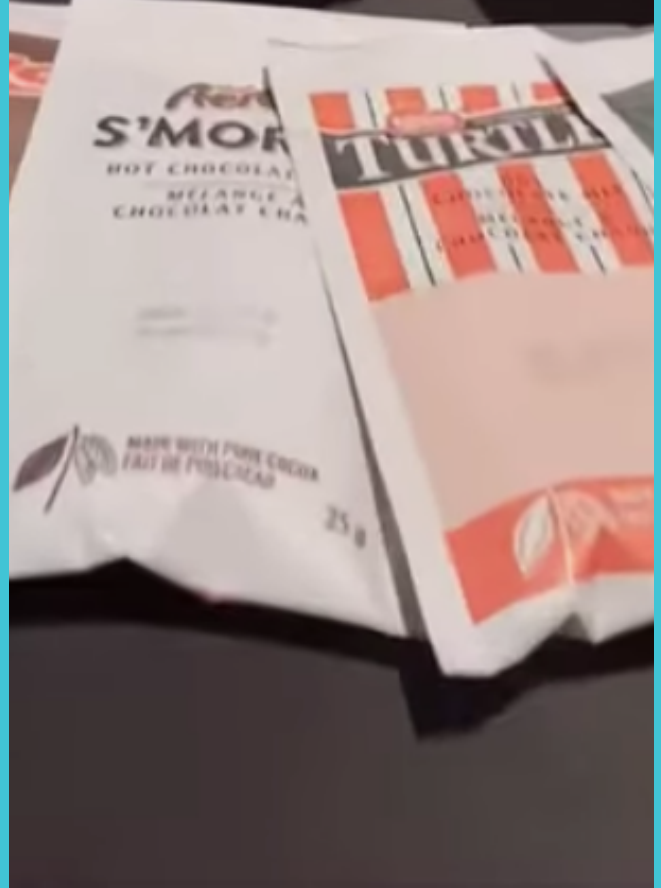


# WINTERLUDE

- Winterlude returned in 2021 at reduced capacity to keep people safe.
- The Glebe BIA adapted its programming to engage customers with businesses during a period of extended CVOID restrictions.
- Winterlude banners and an ice sculpture at the 4th Ave. Baptist Church brought some cheer and celebration to the streetscape.



- The Glebe BIA hosted an online Winterlude Cocktail Corner, where Glebe restaurants provided how-to videos on a winter-themed cocktail. These videos were promoted through our social channels as well as Winterlude's. Thank you to participating restaurants Thr33's Co, Sunset Grill, and Irene's.
- The Glebe BIA continued the Snowphy Trophy tradition. Contestants were asked to create a snow sculpture and tag the Glebe socials. This year's lucky winner was Charlotte, who used ice, snow, and colour to create a beautiful sculpture.



# CHRISTMAS

- In 2021 trees along Bank Street were wrapped with warm white lights in November through until the end of Winterlude.
- Winter-themed window paintings were completed in several storefronts throughout the Glebe as part of our Winter Window Painting Program. Matching funds of up to \$250 were provided to all participating businesses.



- The Ottawa Christmas Market, hosted by Ottawa Sports and Entertainment Group, launched on November 26, with the popular tree lighting ceremony.
- The market included a wide array of vendors, live entertainment, family-friendly activities, and more throughout the weekends leading up to Christmas.





**WIN A \$10,000  
GLEBE SHOPPING SPREE**



# Glebe Spree



**\$2,500  
EARLY BIRD PRIZE**

*December 5 Deadline*



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

# GLEBE SPREE

- The 2020 edition of Glebe Spree was a success, with more than 23,300 ballots entered. This captured \$3.5M of spending in Glebe businesses over a six-week period.
- The 2021 contest features 26 Any Day Prize giveaways of \$100 each, an Early Bird Prize of \$2,500, and the Grand Prize of a \$10,000 Glebe shopping spree.
- The \$2,500 Early Bird Prize was awarded to Ryan Hough, a local and loyal Glebe shopper. His winning ballot was entered at Pet Valu, where he was buying kitty litter for his cats Kirby and Zelda.
- The \$10,000 Grand Prize winner is Joy Kardish, who has participated in the contest for ten years.
- At the time of this report, ballots are still being counted; we hope to surpass last year's 23,311 count.
- Glebe Spree received a Pinnacle Award from the International Downtown Association in 2018 and the Marketing Award from the Ontario BIA Association in 2019.
- The contest remains a valuable driver of holiday shopping and a highly successful promotion to encourage patrons to shop local and support small businesses.
- The campaign delivered in full, with more than 2.7 million impressions and 11,242 click-throughs to the campaign landing page, 322,449 completed video views and 102,149 engagements on social media.





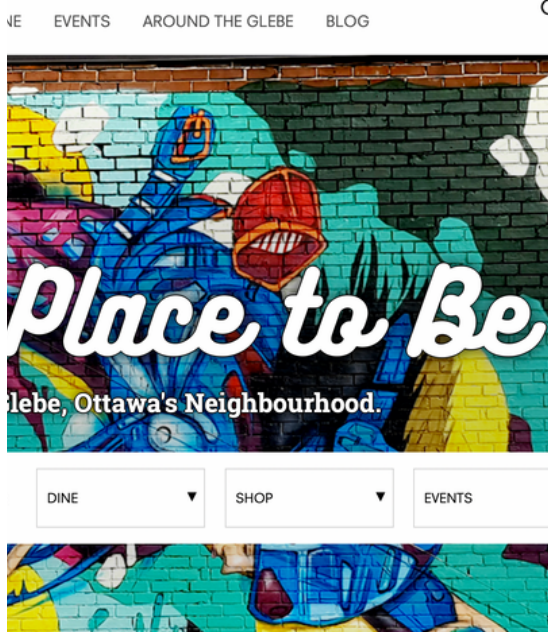


# SOCIAL MEDIA & WEBSITE

The Glebe BIA's digital communications continue to profile our members and key happenings in the neighbourhood. Our website and social media channels keep people updated 365 days a year through snowstorms and changes to COVID restrictions. Whether you were fully open, offering take-out, curbside pick-up or virtual appointments, we were letting people know about it.



The Glebe Spree is back this holiday season! The more you shop in the Glebe, the more chances you'll have of winning the \$10,000 Glebe Shopping Spree. Enter by December 5 for your chance to win the \$2,500 Early Bird Prize.



In 2022 we continued to see growth and strong engagement on our digital platforms. Instagram, a retail-friendly app, showed the most substantial growth: a 17% increase in engagement, 40% increase in followers and 100% increase in comments. Our website was a well-used resource with more than 55k page views. Our digital promotions were seen a total of 7.9M times over the year. These results put us in a strong position for continued impact and growth in 2022.

# BY THE NUMBERS

**7.9M** Impressions achieved through 2021 marketing campaigns and initiatives

Bulletins sent to members highlighting relief programs **58**

**54** Blogs shared online over the course of the year to promote the area

Pageviews on The Glebe website **56,914**

**23,311** Glebe Spree Ballots in 2020 - a COVID-19 triumph

New and vibrant Glebe gateway installation at the corner of Bank and Chamberlain **1**

**318** Images posted to Instagram throughout 2021

Earned media generated while mentioning the Glebe. **200+**

**438** Tags removed in the Glebe throughout 2021 through our graffiti removal program

Professional videos created for our members through Digital Mainstreet **15**



# THANK YOU

glebe report





# FINANCE

## 2022 BUDGET

REVENUES	2020 ACTUALS	2021 ACTUALS	2022 BUDGET
BIA Levy	\$679,441	\$529,973	\$660,000
Grants & Partnerships	\$73,788	\$82,131	\$30,000
<b>TOTAL REVENUE</b>	<b>\$753,229</b>	<b>\$612,104</b>	<b>\$690,000</b>
<b>EXPENDITURES</b>			
Marketing & On-Street	\$368,804	\$354,918	\$357,000
Office & Administration	\$265,008	\$251,421	\$280,700
Professional & Consulting Fees	\$23,975	\$19,277	\$8,000
Rent	\$28,711	\$31,547	\$34,000
Interest	\$322	\$367	\$300
Insurance	\$2,621	\$4,513	\$7,500
Audit Fees	\$2,393	\$2,539	\$2,500
<b>TOTAL EXPENDITURES</b>	<b>\$691,834</b>	<b>\$664,582</b>	<b>\$690,000</b>
<b>NET REVENUE/DEFICIT</b>	<b>\$61,395</b>	<b>(\$52,478)</b>	<b>\$0</b>



### BREAKDOWN OF 2022 EXPENSES

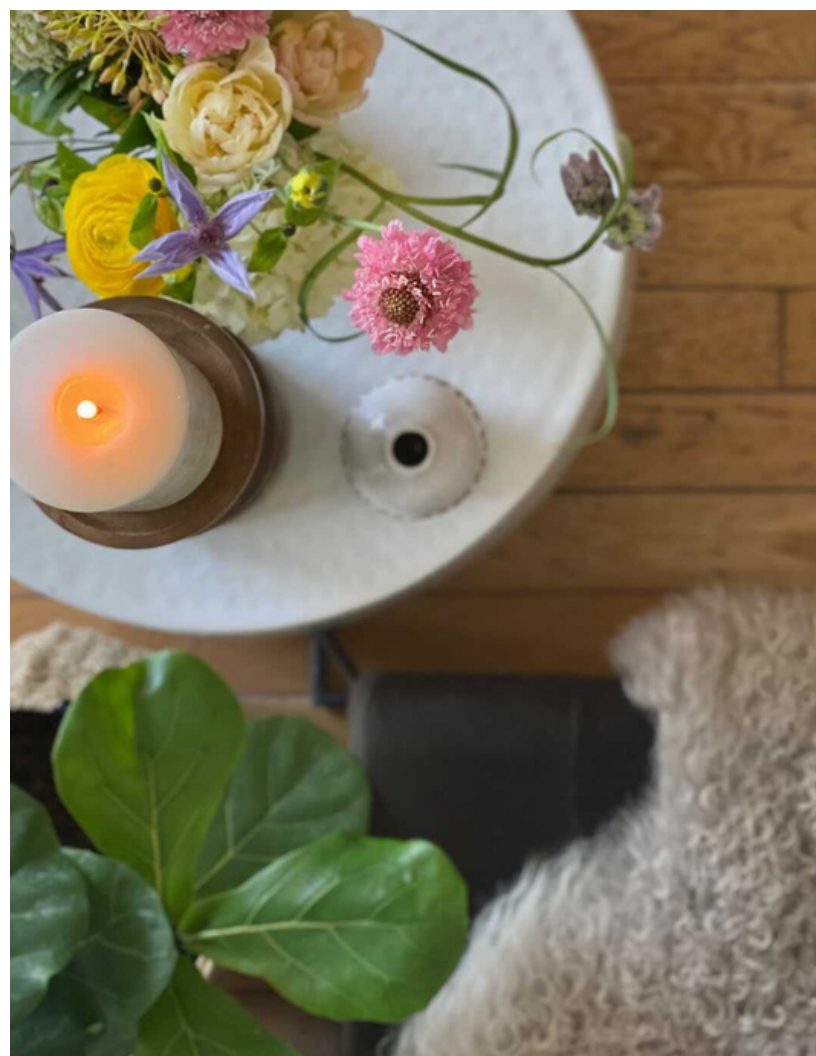
- Administration (41%)
- Streetscape (22%)
- Promotion (12%)
- Events (18%)
- Other (7%)

# FINANCE

There has been no increase in our operating budget for six years, and no budget increase has been proposed for 2022. Through our outreach to members, it is clear that the Glebe BIA's priorities—marketing, events, advocacy, streetscape improvements and information sharing—are key to pandemic recovery. These initiatives help bring people to the area and remind them to support our great local businesses. In 2020 one event, the Glebe Spree captured \$3.5M of spending at Glebe businesses. In 2022 the Glebe BIA will continue to add value by delivering established programming that we know works.



Last year, the Glebe was able to offer a one-time 20% reduction in the levy as a pandemic relief measure. We drew on our accumulated surplus during the year to cover costs and allow the BIA to meet the goals and objectives of the organization, maintain capacity and provide value to our members. In 2022 we will return to our 2016 levy level and continue our work to support local businesses in this amazing community.







[intheglebe.ca](http://intheglebe.ca) | 613.680.8506 | [info@intheglebe.ca](mailto:info@intheglebe.ca)



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