

# ANNUAL REPORT 2021

The Heart of Orléans BIA



THE HEART OF ORLÉANS



LE COEUR D'ORLÉANS

THE HEART OF ORLÉANS

LE COEUR D'ORLÉANS



LE COEUR D



THE HEART OF ORLÉANS



Desjardins



## MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

We think we can all agree that the last two years have been unpredictable. We assumed we would start to see more recovery work in 2021 but as a business community, we continue to experience the devastating effects of COVID-19 and the economic consequences of a global pandemic.

Many people continued to work from their home offices, providing Orléans businesses with opportunities to cater to daytime shoppers, diners and those seeking services close to home. This year has been a busy, but a successful year for the BIA. We are very proud of what we've been able to accomplish in 2021 despite being in the middle of a pandemic. Among other achievements, some highlights included newly designed banners for our hydro poles, beautiful seasonal planters along with 5 new perennial beds, our flagship magazine, The Beat and our Behind the Business Campaign which allowed us to showcase our members. We were thrilled to partner with the Ottawa Music Industry Coalition to bring you our very first outdoor event in eighteen months as well!

We carried out advocacy work on COVID-19 support for small business with all three levels of government and created business support opportunities through partnerships, media connections and by extending The BIA Mentorship Program allowing businesses to connect with an expert at no cost.

Over the past twelve months, we have connected and worked with members throughout our district. We have learned more about each other and the pandemic has definitely brought us all closer together. 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 recovery expectations. We still have a lot of work to do but have every confidence that we will end our fight with COVID-19 and start to thrive and grow to become the vibrant destination known as The Heart of Orléans.



## 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  
Renée LeBlanc, Treasurer  
Lina Hariri, Secretary  
Debbie O'Connor, Board Member  
Todd Muise, Board Member  
Meghan Bellefleur, Board Member  
Tannis Vine, Executive Director  
Rita Chalabi, Marketing and Member Engagement Liaison  
Councillor Matthew Luloff, Orléans Ward  
Councillor Laura Dudas, 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.

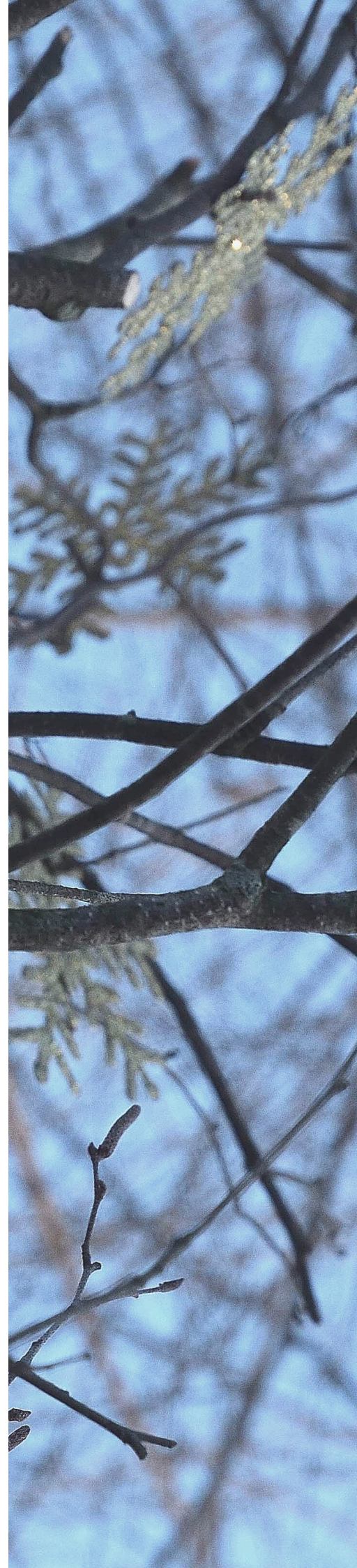
## CORE VALUES

**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 2021

**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** - Elementor, content management, 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** - 7th Annual Report to membership & City

**BIA By-Laws and Policies** - The establishment of BIA Procedure By-laws and BIA Election-Related Resources Policies as mandated by the City of Ottawa.

## DIRECTION FOR 2022

- Continue to operate with a full Board of Directors.
- Implement our new overall Strategic Plan for 2022.
- Continue to build on strategic partnerships



4,000

The number of BIAs that exist worldwide

# ADVOCACY & MEMBER ENGAGEMENT

## HIGHLIGHTS FROM 2021

**Survey** - Conducted official Member and Community Survey as well as various polls on social media to confirm what was important throughout the year.

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

**Networking** - Happy Hour/5 à 7 continued virtually.

**Video Campaign** - Created various videos throughout the year used to showcase members.

**Drone View** - Organized a drone view of the BIA to showcase the district from a bird's eye view.

**Associate Memberships** - Continued to offer Associate Memberships throughout the year. We are pleased to announce that we had the highest number of Associate Memberships ever this year. These are businesses located just outside our district who want to be a part of our BIA.

**BIA Mentorship Program** - We partnered with various local mentors with a diverse set of skills to offer free advice/resources to businesses as they reopened during the various stages of COVID-19.

**Advocation** - The BIA continues to advocate on behalf of its members to all levels of government, through both formal and informal channels.

## DIRECTION FOR 2022

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



# 6,400

Number of members in the National Capital Region

# MARKETING & PROMOTION

## HIGHLIGHTS FROM 2021

**The Beat** - This is the fifth 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** - We continued to implement our Marketing Strategic plan which will guide the marketing activities of the BIA for another year.

**Website** - We continue to improve our online presence through our website.

**Myth vs. Fact Series** - A tongue in cheek approach to new COVID rules was created to ensure we keep our sense of humour (and 6 ft apart).

**Picture Perfect BIA Campaign** - A call out to photographers of all ages to show us our district through their eyes.

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

**Social Media** - We updated our social media strategy for 2021 to align it with our overall strategy. We increased social media likes and followers and were an active participant of #ShoutOutSaturday to obtain free air time for members on Boom 97.7.



## DIRECTION FOR 2022

- Continue to implement our Marketing Strategic Plan
- Build new website
- Continue to build on our social media presence by telling your stories
- Continue to Publish The Beat quarterly



Up 8% from last year with 3669 LIKES



Up 11.5% from last year with 2272 Followers



Up 33% from last year with 164 Followers



Up 28.5% from last year with 880 Followers

#HeartofOrleans  
#OrleansStrong  
#ShoutOutSaturday

# \$244,370,360

The amount of municipal tax paid by BIA Members in 2019.

# STREETSCAPE & BEAUTIFICATION

## HIGHLIGHTS FROM 2021

**Bike Racks** - Partnered with the City Of Ottawa and installed bike racks along the boulevard

**Banners** - Installed new sponsored banners at major intersections

**2 X 2ft. Banners** - Partnered with the City of Ottawa and Hydro and installed BIA banners on Hydro poles.

**Historical Plaques** - Partnered with SFOPHO to maintain existing and install a new plaque

**Planters** - Installed large seasonal planters as well as 5 new perennial beds

**Seasonal Decor** - Installation and removal of LED snowflakes

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

## DIRECTION FOR 2022

- Continue with the Banner Program
- Reinstall the large planters
- Create a “shovel ready” project
- The BIA also continues to look for avenues to fund our complete street concept for St-Joseph Boulevard.



**\$1,260,400**

Amount reinvested by BIAs into beautification initiatives



# FESTIVALS AND EVENTS

## HIGHLIGHTS FROM 2021

Unfortunately, other than online events, most of our festivals and events were cancelled due to COVID-19 again this year. Although, we did manage to squeeze in a couple.

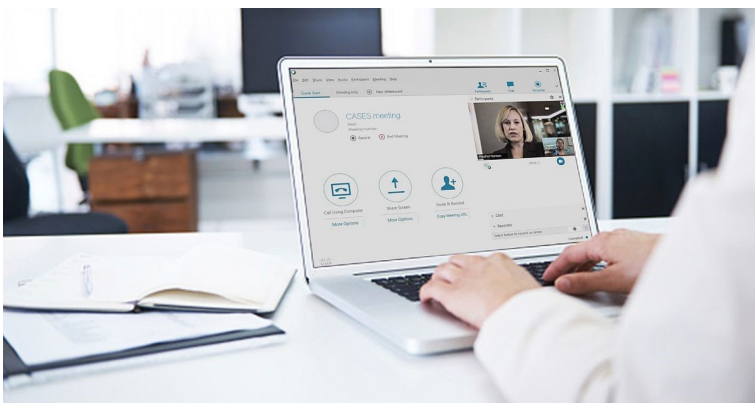
**Small Business Town Hall** - Partnering with MP Lalonde, we brought some clarity to the Orléans business community on available small business supports.

**City Sounds** - Partnering with OMIC, we brought LIVE music back to Orléans Town Centre - our Festival Plaza.



## DIRECTION FOR 2022

- Work with our Member Engagement Team to help plan and execute some smaller events throughout the BIA district.
- Continue to celebrate local and promote the district as the place where community happens



# 865,000

The number of people who attended BIA events.

# ECONOMIC DEVELOPMENT

## HIGHLIGHTS FROM 2021

**New Business** - Encouraged the opening of new businesses and the development of mixed use space in the BIA

**The Beat**- Raised awareness through Economic Development articles in The Beat.

## MISSION AND VISION

- Encourage development around future LRT stations
- Encourage St-Joseph revitalization
- Combine Economic Development activities with Streetscape in 2022

# 21.7%

Percentage of Ottawa  
Jobs located in BIAs



CREDIT: HOBIN

# FINANCIAL OVERVIEW

## FINANCIAL STATEMENT AND AUDITOR'S REPORT FOR 2020

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, 2020, with comparative information for 2019

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2020	Actual 2020	Actual 2019
Tax revenue [note 3]	\$228,433	<b>\$214,037</b>	\$219,411
Sundry	39,000	<b>14,785</b>	39,616
Total revenue	267,433	<b>228,822</b>	259,027

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2020	Actual 2020	Actual 2019
Salaries	115,600	<b>112,583</b>	113,305
Advertising and promotion	24,593	<b>23,857</b>	74,811
Office	46,540	<b>19,437</b>	28,259
Maintenance	57,000	<b>45,137</b>	20,299
Professional and consulting fees	11,500	<b>4,355</b>	18,707
Insurance	5,200	<b>2,428</b>	4,024
Rent	5,100	<b>2,523</b>	4,275
Audit fees	1,400	<b>2,185</b>	2,169
Other	500	-	-
Total expenses	267,433	<b>212,505</b>	265,849
<b>Annual surplus (deficit)</b>	-	<b>16,317</b>	(6,822)
Accumulated surplus, beginning of year	73,785	<b>73,785</b>	80,607
<b>Accumulated surplus, end of year</b>	<b>\$73,785</b>	<b>\$90,102</b>	<b>\$73,785</b>

See accompanying notes



# BUDGET

## HEART OF ORLÉANS BUDGET 2021 AND 2022

	2021 Budget	2022 Budget
Revenues (Levy, Remissions)	(222,042)	(234,303)
Administration (reserve funds)	(8,700)	(10,697)
Marketing and Promotion	(4,000)	(7,000)
Streetscape and Beautification	(12,000)	(32,000)
Festivals and Events	0	(29,000)
Member Engagement	(2,000)	(4,500)
<b>Total Revenue</b>	<b>(248,742)</b>	<b>(317,500)</b>
Administration	150,890	155,200
Marketing and Promotion	21,052	37,200
Streetscape and Beautification	51,500	88,300
Festivals & Events	14,300	29,300
Member Engagement	9,500	7,500
Economic Development	1,500	0
<b>Total Expense</b>	<b>248,742</b>	<b>317,500</b>
		<b>Balanced</b>



**\$7,400,000**

Total combined budget of 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.

