



Wellington West

BUSINESS
IMPROVEMENT
AREA

ANNUAL REPORT: 2022

AGENDA - ANNUAL GENERAL MEETING

1. OPENING & WELCOME – CHAIRED BY TREASURER MIKE MORRIS

- General welcome; reminder of today's Board Election
 - Notes on membership/nominations/voting eligibility
- Greetings from Councillor Jeff Leiper

Call for declarations of pecuniary interest.

MOTION & VOTE: Approve Minutes – JAN 2022 AGM

MOTION & VOTE: Approve Agenda – JAN 2023 AGM

- Thank you to 2019-2022 Board for its service
- Introduction of Staff – new team members

2. EXECUTIVE DIRECTOR'S REPORT – DENNIS

- 2022 Report: ten big highlights, challenges, and wins from 2022
- 2023 Preview: key BIA goals and objectives for 2023
- Questions & discussion

3. FINANCIAL REPORTS/BUDGET – MIKE

MOTION & VOTE: Approve 2021 Auditor's Report

- Review 2022 Year-End Financials
- Presentation of WWBIA 2023 Budget
 - Questions / comments

MOTION & VOTE: Approve WWBIA 2023 Budget

4. ELECTION OF NEW BOARD OF DIRECTORS

- Overview of election procedure:
 - Final call for nominations from "floor"
 - Instructions on registration and voting
- Confirm slate of nominated / returning candidates:
 - If number of candidates is greater than 12, proceed to online vote; or
 - If number is 12 or fewer, proceed to...

MOTION & VOTE: Approve Board of Directors

5. WRAP-UP

MOTION & VOTE: Adjourn the Meeting

Motion to Approve Minutes - 2022 AGM

Move / Second / Vote

Motion to Approve Agenda – 2023 AGM

Move / Second / Vote

Current Board Members (*joined in 2022)

Maddie LePage Chair MKTG	ACART Advertising - Marketing, Events and Corporate Partnerships
Mark Fortier-Brynaert Chair ADVO	Mann Lawyers
Summer Baird	Hintonburg Public House
Tamara Steinborn	Kindred Shop + Studio
*Amy Gatschene	Motif! Boutique
Elsbeth Vaino	Custom Strength Owner/Manage
Callie Sanderson	iPolitics – Business Development
*Lindsay Machinski	Urban Art Collective

Executive Committee

Brian Muzyka	Interim Chair of the Board RBC
Elsbeth Vaino	Permanent Chair / Vice Chair Custom Strength
Devinder Kaur	Secretary of the Board Prana Shanti Yoga
Mike Morris	Treasurer Morris Home Hardware

City Council

Representative Jeff Leiper	Kitchissippi Councillor
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- Councillor Jeff Leiper
 - Congratulations on your election!



THANK YOU FOR YOUR SERVICE!

Returning Board Members

Brian Muzyka	Interim Chair of the Board RBC
Devinder Kaur	Secretary of the Board Prana Shanti Yoga
Mike Morris	Treasurer Morris Home Hardware
Maddie LePage Chair MKTG	ACART Advertising - Marketing, Events and Corporate Partnerships
Mark Fortier-Brynaert Chair ADVO	Mann Lawyers
Summer Baird	Hintonburg Public House
Tamara Steinborn	Kindred Shop + Studio
Elsbeth Vaino	Custom Strength Owner/Manage
Callie Sanderson	iPolitics – Business Development
Jeff Leiper	Kitchissippi Councillor Non-Voting City Council Appointee

Former Board Members who served during this term

- Ghummaz Bhatti
- Toon Dreesen
- Nathan Dubo
- Sam Feldberg
- John Ferguson
- Terry Fitzpatrick
- Ashley Hopkins
- Dave Urichuk
- Sheena Whitten

THANK YOU!!

BOARD NOMINEES

Returning Board Member Nominees

Brian Muzyka	Interim Chair of the Board RBC
Devinder Kaur	Secretary of the Board Prana Shanti Yoga
Mike Morris	Treasurer Morris Home Hardware
Maddie LePage	ACART Advertising - Marketing, Events and Corporate Partnerships
Mark Fortier-Brynaert	Mann Lawyers
Summer Baird	Hintonburg Public House
Tamara Steinborn	Kindred Shop + Studio
Elsbeth Vaino	Custom Strength Owner/Manage
Callie Sanderson	Local Resident / Communications Expert

Nominations received online

Amy Gatschene	Motif! Boutique 986 Wellington St. W.
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- **10 nominees**
 - **12 maximum Board Seats**
- **Floor nominations are being accepted.**
 - See link to nomination form in chat.
- **Executive Committee elected by the Board**
 - **January 26 at first Board Meeting**

THANK YOU!!

- Shannon Campbell
 - Operations Manager
- Zoë Argiropulos-Hunter
 - Communications & Marketing Coordinator



INTRODUCING THE CURRENT STAFF



- **Devon Armstrong**
 - Executive Assistant
- **Ashley Thurston**
 - Communications & Events Coordinator
- **Jason Fuerst**
 - Part Time Administrative Coordinator



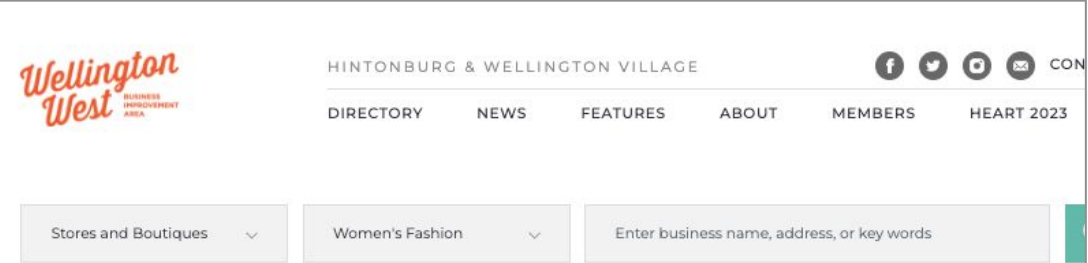
*Wellington
West* BUSINESS
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EXECUTIVE DIRECTOR'S REPORT

Highlights of 2022

Dennis Van Staaldouin

MEMBER OUTREACH BLITZ



ZFH Fashion Store
 Full address: 1106 Somerset Street West
 613-700-1508

Victoire
 1282 Wellington Street West, Unit B
 In Wellington Village: near Holland Ave.
 Map / Directions
 613-421-0089

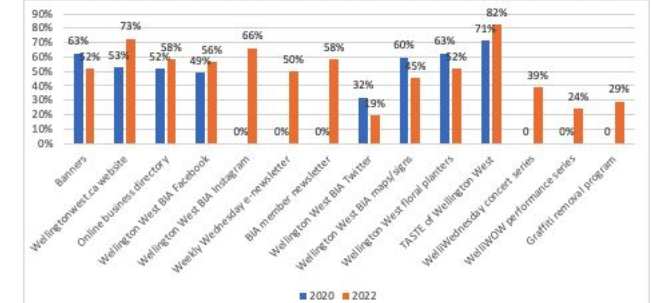
Valamode Showroom
 1367 Wellington Street West
 In Wellington Village: near Island Park
 Map / Directions
 613-791-8578



3.2 Awareness of BIA Initiatives

The WWBIA organizes several initiatives each year aimed at increasing the visibility of the BIA. This indicator examines "awareness of WWBIA amongst business owners". Business owners are generally aware of WWBIA initiatives, with at least half of all respondents indicating an awareness of nearly all BIA initiatives. The change in the level of awareness between 2020 and 2020 varied over the past 2 years, with equal numbers of initiatives experiencing increases or declines in levels of awareness.

Figure 16. Which of the following WWBIA initiatives are you familiar with? (2020 and 2022)



	2020	2022	2020 (#)	2022 (#)
Banners	63%	52%	65	32
Wellingtonwest.ca website	2%	53%	55	45
Online business directory	52%	58%	54	36
Wellington West BIA Facebook	49%	56%	51	35
Wellington West BIA Instagram	n/a	66%	n/a	41
Weekly Wednesday e-newsletter	n/a	50%	n/a	31
BIA member newsletter	n/a	58%	n/a	36
Wellington West BIA Twitter	32%	19%	33	12
Wellington West BIA maps/signs	60%	45%	62	28
Wellington West floral planters	63%	52%	65	32
TASTE of Wellington West	71%	82%	74	51
WelliWednesday concert series	n/a	39%	n/a	24
WelliWOW performance series	n/a	24%	n/a	15
Graffiti removal program	n/a	29%	n/a	18

State of the Wellington West BIA 2022

State of the BIA Report

GROWTH! OPTIMISM!

Figure 2. BIA members by business category, 2020 and 2022

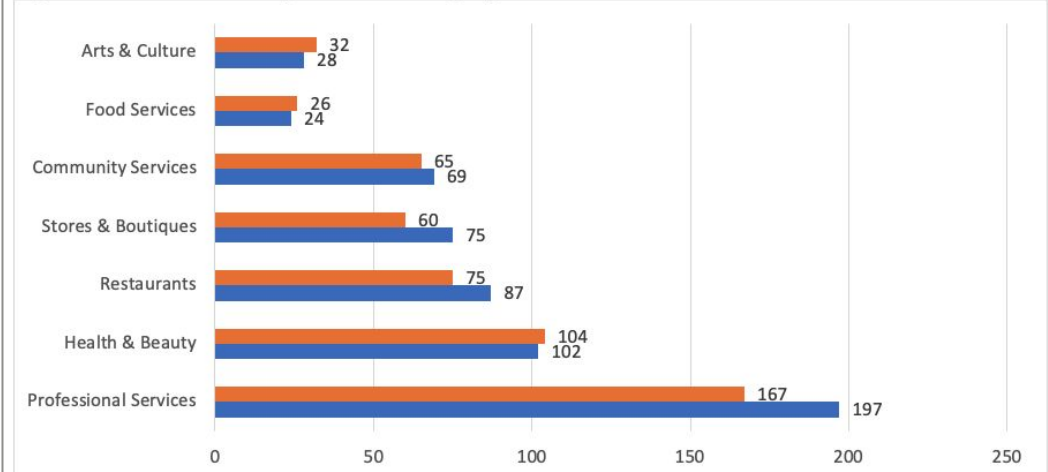
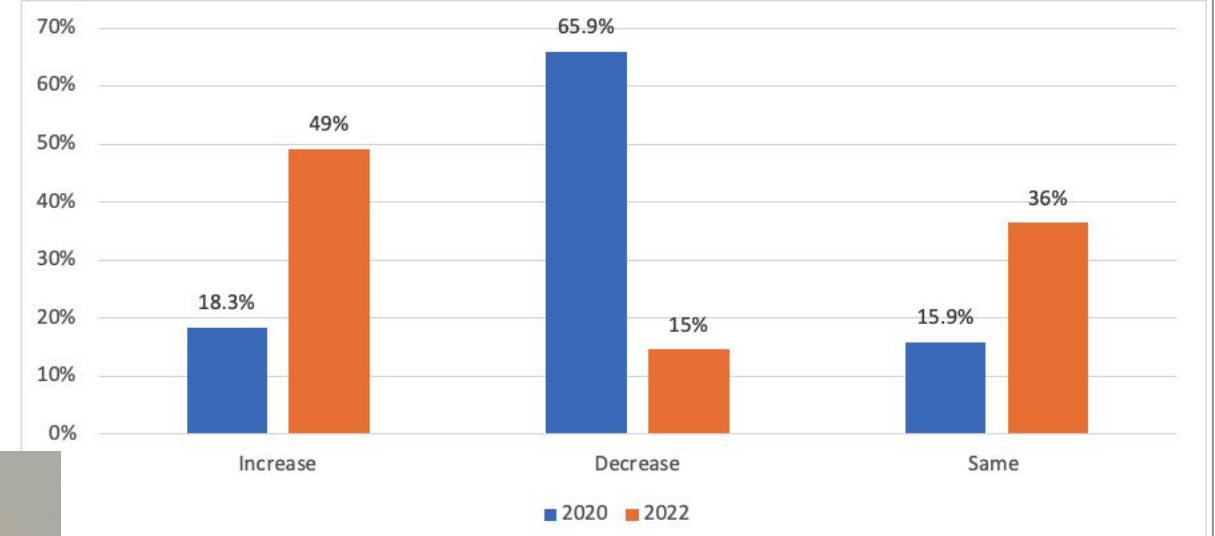
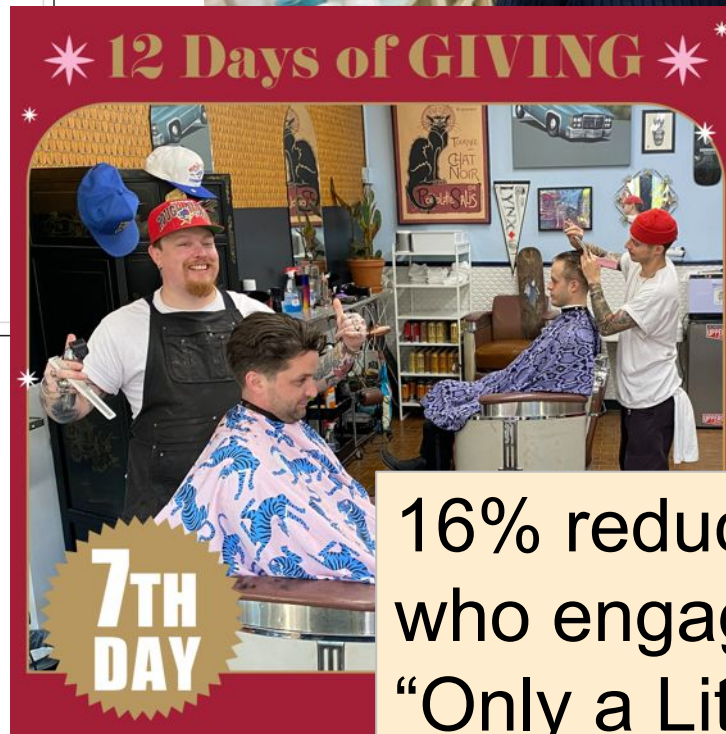
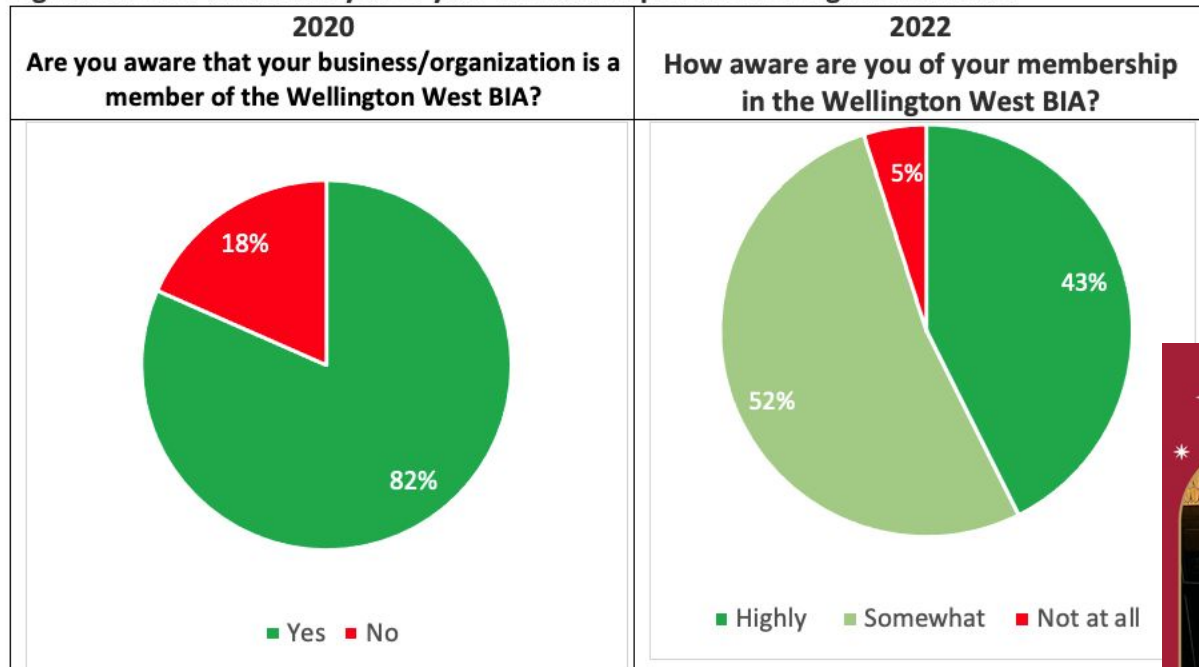


Figure 11. Have your sales gone up, down, or stayed the same compared to this time last year, for 2020 and 2022.



MORE MEMBER AWARENESS AND ENGAGEMENT

Figure 15. How aware are you of your membership in the Wellington West BIA?



16% reduction in members who engaged with the BIA “Only a Little” or “Not At All”.



CONVOY FUNDING

OCOBIA Support for members applying for assistance.

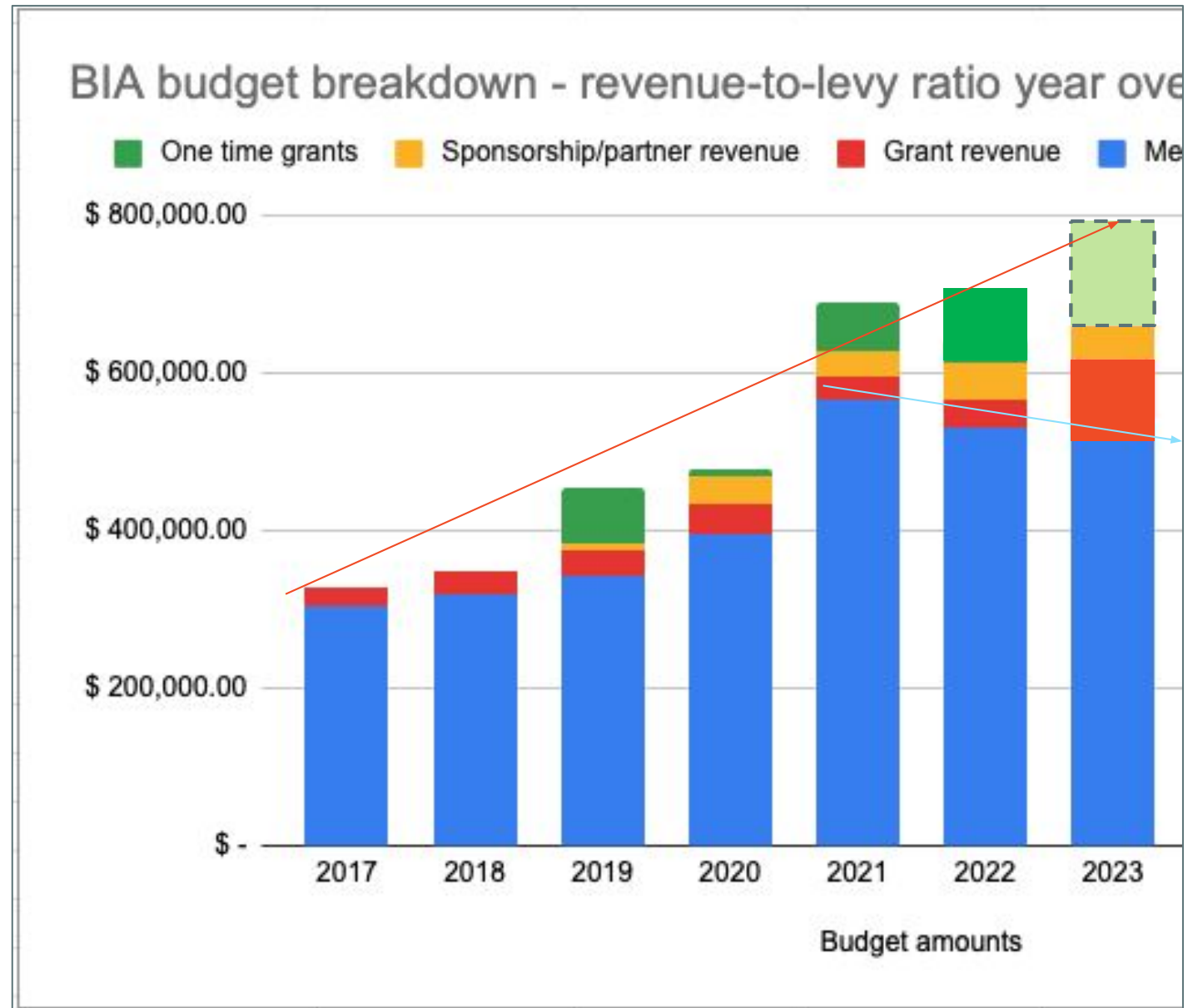
Large grant for WelliWOW performance series.

12.5K in new sound and event tech equipment.



DECREASED MEMBER LEVIES; REVENUE GROWTH

- Budget growth through revenue
 - Revenue share is increasing every year, allowing us to do more while...
 - Decreasing member levies.



INCREASED UPTAKE OF SEASONAL PROGRAMS



MORE THAN \$30,000 RAISED FOR PARTNER CHARITIES!



PLACEMAKING - STREETKEEPER



BIA ROLE IN TREE CARE / GREENING

1. EXISTING STREET TREES	2. NEW TREE BEDS / PLANTERS	3. NEW DEVELOPMENTS
<p>Current role:</p> <ul style="list-style-type: none"> • Inventory / Monitor / Report • Educate and share info • Minor care / troubleshooting 	<p>Current role:</p> <ul style="list-style-type: none"> • Identify "low hanging fruit" opportunities • Develop plans with partners • Seek grants to carry out small projects 	<p>Current role:</p> <ul style="list-style-type: none"> • Track development apps/City construction • Advocate for streetscape investments • Collaborate with CAs / City / Developers 
<p>Possible future:</p> <ul style="list-style-type: none"> • Seek City funding to become local "tree care agency" - add tree care/ replacement to annual BIA landscaping contract. 	<p>Possible future:</p> <ul style="list-style-type: none"> • Develop comprehensive Street Greening Plan with partners and secure ongoing City funding for annual projects. 	<p>Possible future:</p> <ul style="list-style-type: none"> • Develop Development Manual and site plans – to engage developers BEFORE planning applications are developed.

RE-ENERGIZED PARKDALE MARKET DISTRICT



INVESTMENTS IN CAPACITY



WELLIWOW





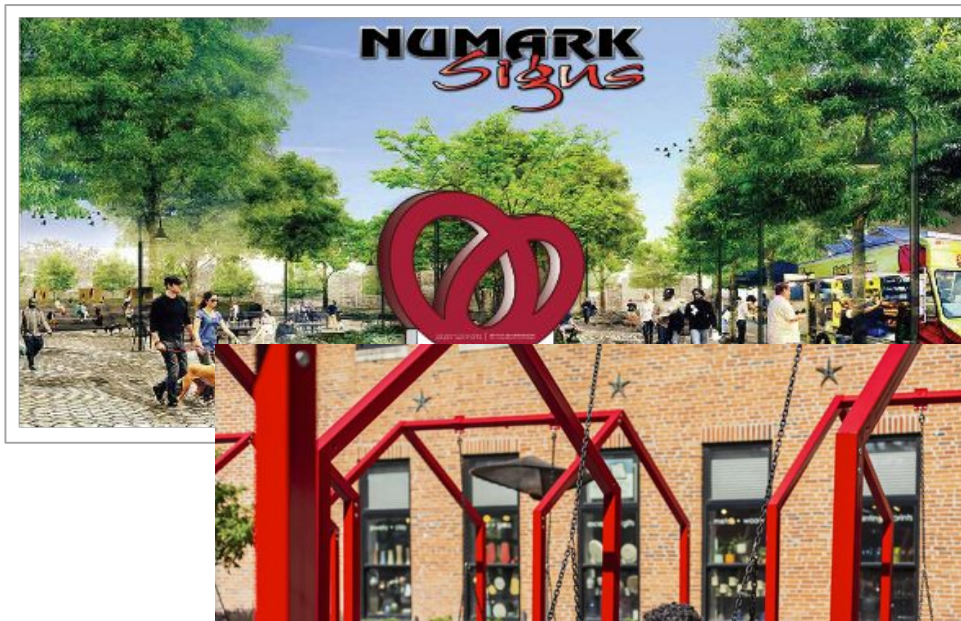
Wellington West

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GOING FORWARD

Our big goals for 2023

REALLY, REALLY BIG HEART SEASON



**\$189,000 GRANT
RECEIVED FOR HEART
SEASON!**

**WILL OFFSET \$50K IN 2023
BUDGETED SPENDING**



WWBIA – 2023 CORPORATE GOALS

SERVE MORE MEMBERS MORE OFTEN

- Engage target members early and often in Seasons and BIA programs.
- Build member-success and satisfaction goals into all programs and cycles.

MOBILIZE AND CONNECT MEMBERS ENGAGE AND NURTURE M2M COMMUNITIES

SOLVE MORE AREA PROBLEMS

- Engage community, members, and City in visioning and problem-solving.
- Develop four-year plan for improvements and demonstration projects.

OPERATIONAL EXCELLENCE

- Improve efficiency and efficacy
- Standardize repeatable processes.
 - Identify opportunities for improvement.
- Automate wherever possible.

- Measurable member value and engagement.
- Enhance and invest in M2M networking and education opportunities.

SUSTAINABLE REVENUE GROWTH

- Grow revenue to 20%+ of operating budget while freezing or lowering effective annual member levies.
 - Develop revenue plan to hit 30% by 2027.



Wellington West

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FINANCIAL UPDATES & 2023 BUDGET

2020 AUDIT – STATEMENT OF OPERATIONS

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2021	Actual 2021	Actual 2020
Tax revenue <i>[note 3]</i>	\$568,842	\$565,077	\$387,831
Sundry	121,000	119,533	57,986
Payments in lieu of taxation	-	3,058	3,146
Total revenue	689,842	687,668	448,963

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2021	Actual 2021	Actual 2020
Salaries	182,398	152,655	148,595
Maintenance	150,116	97,408	75,927
Advertising and promotion	122,250	84,519	54,433
Professional and consulting fees	132,000	119,330	85,513
Rent	26,536	27,004	24,923
Office and administration	59,804	53,369	25,925
Insurance	15,238	4,793	3,614
Audit fees	1,500	3,735	2,404
Depreciation	-	2,991	452
Total expenses	689,842	545,804	421,786
Annual surplus	-	141,864	27,177
Accumulated surplus, beginning of year	90,999	90,999	63,822
Accumulated surplus, end of year	\$90,999	\$232,863	\$90,999

2021 AUDITOR'S CONCLUSION

Qualified opinion

We have audited the financial statements of **The Wellington West Business Improvement Area** [the "BIA"], which comprise the statement of financial position as at December 31, 2021, and the statement of operations, statement of changes in net financial assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for qualified opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2021, and its results of operations, its changes in net financial assets, and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for qualified opinion

During the years ended December 31, 2020 and December 31, 2021, the BIA applied for and received \$12,070 and \$14,644, respectively, in government assistance from the Canada Emergency Wage Subsidy ["CEWS"] program under the COVID-19 Economic Response Plan in Canada, which has been recognized as sundry revenue in the statement of operations in each respective year. We were unable to obtain sufficient appropriate audit evidence about the BIA's eligibility for the CEWS program in order to recognize the amount in sundry revenue in the years ended December 31, 2020 or December 31, 2021. As a result, we were unable to determine whether any adjustments might be necessary to accounts payable and accrued liabilities, net financial assets, and accumulated surplus as at December 31, 2021, and sundry revenue and annual surplus for the year then ended.

Wellington West BIA - 2022 - YEAR-END REPORT

AGM FINAL v. 3.0 JAN 7 2023

	2022 Budget	Year to Date*	%
SUMMARY OF REVENUES*			
2022 member levy	(525,196)	(523,568)	100%
City-assessed remissions, assessments, etc. **	(5,100)	(26,730)	524%
Grant funding - all sources	(36,000)	(61,639)	72%
Sponsorships / partnership funds	(47,500)	(25,795)	130%
TOTAL REVENUES	(613,796)	(637,733)	104%

Budget Year to Date %

SUMMARY OF EXPENSES* - by budget area / committee			
ADM - Administration	267,070	250,477	94%
MKTG - Marketing & Events	178,000	177,507	100%
PLACE - Placemaking & Beautification	131,000	126,849	97%
ADVO - Advocacy & Member Services	37,726	31,222	83%
RSRV - Capital & Contingency Reserves	<i>REMOVED AS PER AGM VOTE</i>		
TOTAL EXPENSES	613,796	586,054	95%

**Unaudited results received to date. Projections based on Jan 6 interim report from City of Ottawa Finance*

Unspent Budget	27,743
Surplus Revenue	23,937
Total "Surplus"	51,679

	2022 Budget	Year to Date	%
SUMMARY OF REVENUES			
	(530,296)	(550,298)	104%
	(30,000)	(41,442)	138%
	(40,500)	(28,493)	70%
	(13,000)	(17,500)	135%
	-	-	-
TOTAL REVENUES	(613,796)	(637,733)	104%

PROPOSED 2023 BUDGET - OVERVIEW

	2023	2022	2021
REVENUES - Overview, all sources			
2023 WWBIA Member Levy	(475,000)	(525,196)	(568,626)
Estimated City adjustments (<i>remissions, PIL, etc.</i>) *	(10,500)	(5,100)	(255)
Sponsorship revenue (<i>target</i>)	(44,500)	(47,500)	(34,000)
Grant revenue (<i>projected</i>)	(48,000)	(36,000)	(87,000)
One-Time Federal Tourism Grant	(189,500)	NA	NA
TOTAL REVENUES	(767,500)	(613,796)	(689,881)

Key metrics:		
Levy Reduction:	-\$50,196	-9.6%
Earned Revenue	\$282,000	36.7%
ADMIN % of budget	35.9%	
Avg Levy/member	\$791.67	

* Not under BIA control - based on avg. of previous years

EXPENSES - Overview by budget area / committee	2023	2022	2021
ADM - Administration	275,669	267,070	255,097
MKTG - Marketing & Events	176,000	178,000	156,250
PLACE - Placemaking & Beautification	145,206	131,000	167,000
ADVO - Advocacy & Member Services	25,125	37,726	68,779
RSRV - Contingency Reserve(s)	6,000	NA	42,716
HEART Programming - Grant (<i>minus \$50K offsets</i>)	139,500	NA	NA
TOTAL EXPENSES	767,500	613,796	689,842

vs.

REVENUES - By budget area	2023	2022	2021
	(485,500)	(530,296)	(568,881)
	(36,000)	(30,000)	(23,000)
	(189,500)	NA	NA
	(46,000)	(40,500)	(57,000)
	(10,500)	(13,000)	(41,000)
	-	NA	NA
TOTAL REVENUES	(767,500)	(613,796)	(689,881)

BUDGET BREAKDOWN - expenses (below) and revenues (right) by budget area / committee

	2023	2022	2021
ADM - Administration	EXPENSE		
Staffing / HR costs	213,025	204,803	199,636
Organizational admin	12,271	9,767	9,599
Office rent & supplies	43,013	45,500	38,862
Finance & insurance costs	7,360	7,000	7,000
ADMIN Subtotal:	275,669	267,070	255,097

	2023	2022	2021
MKTG - Marketing & Events	EXPENSE		
Advertising / media / Promotions	32,000	32,000	32,250
Professional services / design	38,000	36,000	44,000
Seasonal Marketing Program - 5 Seasons	75,000	80,000	30,000
Cooperative marketing program	4,000	3,000	4,000
Community sponsorships	7,000	7,000	8,750
Friends of Parkdale Partnership	20,000	20,000	20,000
MKTG Subtotal:	176,000	178,000	156,250

	2023	2022	2021
	REVENUE		
	-	-	-
	-	-	-
	-	-	-
	-	-	-
	0	0	0

	2023	2022	2021
	REVENUE		
	-	-	-
	-	-	-
	(26,000)	(20,000)	(13,000)
	-	-	-
	-	-	-
	(10,000)	(10,000)	(10,000)
	(36,000)	(30,000)	(23,000)

	2023	2022	2021
PLACE - Placemaking & Beautification	EXPENSE		
2023 Streetkeeper Pilot	24,206	NA	NA
Landscaping & graffiti programs	85,000	86,000	106,000
Capital asset project(s) (50% City grant)	10,000	9,000	35,000
Streetscape demonstration projects	10,000	10,000	NA
Active transportation project(s) (\$10K City Parking Grant)	10,000	12,000	16,000
Mural cost-sharing programs	6,000	14,000	10,000
PLACE Subtotal:	145,206	131,000	167,000

	2023	2022	2021
ADVO - Advocacy & Member Services	EXPENSE		
Member engagement - events and outreach	6,000	6,848	8,250
Member engagement - tools and content	2,000	8,000	12,500
Consulting and research	10,000	15,000	12,000
OCOBIA Contribution (fixed at 1.5 x levy)	7,125	7,878	8,529
ADVO Subtotal:	25,125	37,726	68,779

	2023	2022	2021
	REVENUE		
	-	NA	NA
	(18,000)	(14,000)	(14,000)
	(5,000)	(4,500)	(25,000)
	(10,000)	(5,000)	NA
	(10,000)	(10,000)	(8,000)
	(3,000)	(7,000)	(10,000)
	(46,000)	(40,500)	(57,000)

	2023	2022	2021
	REVENUE		
	(1,500)	(1,500)	(2,000)
	-	-	(5,000)
	(5,000)	(7,500)	(6,000)
	-	-	-
	(10,500)	(13,000)	(41,000)



Wellington West

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BOARD ELECTION

OVERVIEW OF ELECTION PROCEDURE:

- **Final call for nominations from “floor”**
- **Reminder of the basics:**
 - Only members may vote
 - One vote per BIA member
- If the slate of nominees is less than 12
 - Proceed to vote on Motion to approve Board as nominated.
- If a vote is necessary
 - Members will vote in the meeting CHAT



Wellington West

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CONFIRMATION OF SLATE OF NOMINEES

Check with Zoë

BOARD ELECTION

Returning Board Member Nominees

Brian Muzyka	Interim Chair of the Board RBC
Devinder Kaur	Secretary of the Board Prana Shanti Yoga
Mike Morris	Treasurer Morris Home Hardware
Maddie LePage	ACART Advertising - Marketing, Events and Corporate Partnerships
Mark Fortier-Brynaert	Mann Lawyers
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Tamara Steinborn	Kindred Shop + Studio
Elsbeth Vaino	Custom Strength Owner/Manage
Callie Sanderson	Local Resident / Communications Expert

Nominations received online



Amy Gatschene	Motif! Boutique 986 Wellington St. W.
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- Amy, the owner of Motif! Boutique has lived in Hintonburg for over 17 years.
- She has an education in Advertising and Event Planning, and 25 years experience in Retail Operations.
- Amy has worked with the BIA on every initiative possible this past year.
- She would be honoured to represent the Front Line needs of Businesses in the Wellington West Area.

ADJOURNMENT

VOTE:

Motion to Approve the nominated candidates for the 2023-2026 term of the Board of Directors of Wellington West Business Improvement Area.

- Call for mover, seconder.
- Vote called.



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THANK YOU!