



RIDEAU

DOWNTOWN RIDEAU BIA 2023 ANNUAL REPORT



Rideau Centre

Stons

STOP LINE
LIGNE D'ARRÊT
NO PARKING
PAS DE STATIONNEMENT

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BOARD OF DIRECTORS & STAFF



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Ottawa Art Gallery



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CF Rideau Centre



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Novotel



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Holtz Spa



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Giant Tiger



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NOVOTEL

OAG • GAO

JOHN RUDDY

DEAR MEMBERS,

The original model for a BIA was first created in 1970 by a business association in Bloor West Village in Toronto which became possible thanks to enabling legislation passed by the Government of Ontario at the time. Since then, the BIA concept has become global, adopted by more than 500 communities across Canada, 2,000 throughout the United States, and thousands more around the world including Europe, South Africa, Australia, New Zealand and Japan.

The idea is simple – allow local business people, commercial property owners and tenants to join together and, with the support of the municipality, organize, finance, and carry out the marketing, improvements, economic development and a range of other initiatives in their district.

The BIA structure reflects a principle that all who benefit from the work of the organization contribute to the cost of the program. When done well, a BIA is invaluable, because it allows for a steady stream of revenue through a levy, made possible under the legislation for long-term planning to improve the area.

One of the most unique and vitally important qualities of the BIA model is that the very people who finance the operation have control over where their resources will be

directed. Every four years levy-paying members decide, through an election, who they would like to represent their interests on a board of their peers to serve in an oversight capacity of the BIA. These volunteer directors not only ensure that the resources are being invested in ways that contribute to the well-being of the area, but they bring important perspective as members of the community who operate in the very district they strive to improve. They have both a vested interest in and a deeper understanding of the needs of the area and are committed to strengthening the local economy, and creating an experience that will support and sustain the very members they represent.

There is no other model like the BIA given that its structure, governance and mandate is defined by specific legislation, one that offers those financing it the decision-making authority to oversee its affairs. The businesses and properties that operate in the catchment of the BIA and who contribute to the operational budget of the organization are the members with this authority.

Effective BIAs are strategically driven and objectively focused, mandated to oversee the promotion, improvement, beautification, and maintenance of an area beyond what a municipality provides.

BIA's can direct its efforts to areas that no one else is focusing on and prioritize the most important needs of the business community and the area as a whole. Ultimately, the greatest measure of a BIA's success is the value they provide to its members.

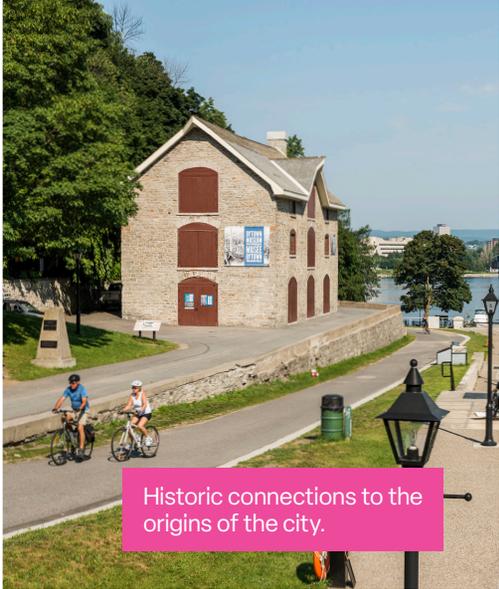
The Downtown Rideau BIA is dedicated to creating a more thriving, competitive, and safe area that attracts people while celebrating the authentic nature and character of the destination. Marketing and promotional efforts have been designed to help build the reputation, and to connect and engage with audiences. Through ongoing communication, members are kept informed and connected on relevant matters that can impact their operations. Placemaking and beautification initiatives are intended to find new ways to reimagine the public space and enhance the on-street experience. Maintenance and revitalization programs are designed to ensure that the area continues to evoke the energy and vitality required to build pride of place. And through advocacy efforts, decision makers at all levels are informed about the very real challenges that impact the business community and limit its full potential.

Rideau and the surrounding area provide the greatest diversity of experiences in the national capital hands down. And let's face it, ultimately the many businesses and cultural institutions that exist here deliver this experience. Each year, millions of people come from far and wide to soak it up and enjoy the very best that Ottawa has to offer. From the shops and restaurants to the galleries and hotels – it's our business community that creates the fashion, the culture, the food, and the fun. For this reason, the work and effort they put into serving people each and every day must be valued, supported and sustained. For this reason, we truly appreciate and are grateful for everything they, their staff and their patrons bring to the vibrancy of downtown Ottawa.

We know there's a lot of work to do and that there are real challenges that must be addressed and overcome. The Rideau BIA is committed to serving the best interests of the business community. For this reason, we remain as dedicated as ever to creating the most lasting impacts for everyone to enjoy and to champion the Rideau experience in Ottawa's Original Downtown.

RIDEAU HAS SO MUCH TO OFFER!

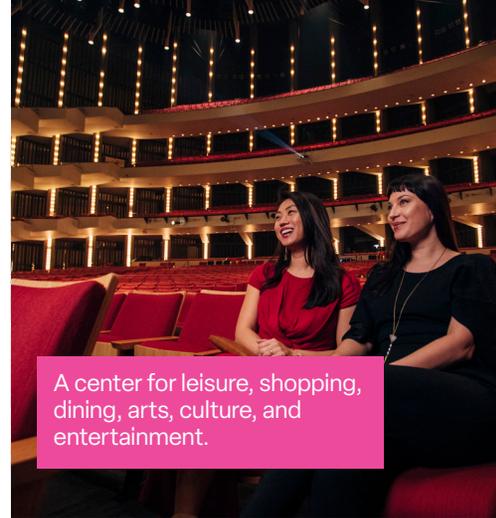




Historic connections to the origins of the city.



Nearby greenspaces and neighbourhoods.



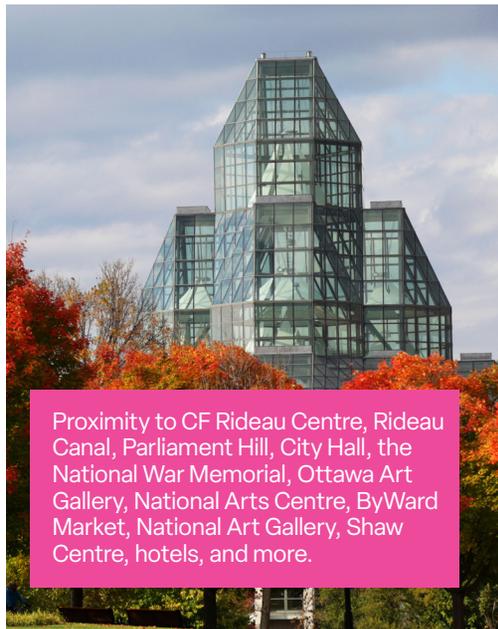
A center for leisure, shopping, dining, arts, culture, and entertainment.



Ideal for walking, cycling, and outdoor activities.



Seat of Government.



Proximity to CF Rideau Centre, Rideau Canal, Parliament Hill, City Hall, the National War Memorial, Ottawa Art Gallery, National Arts Centre, ByWard Market, National Art Gallery, Shaw Centre, hotels, and more.



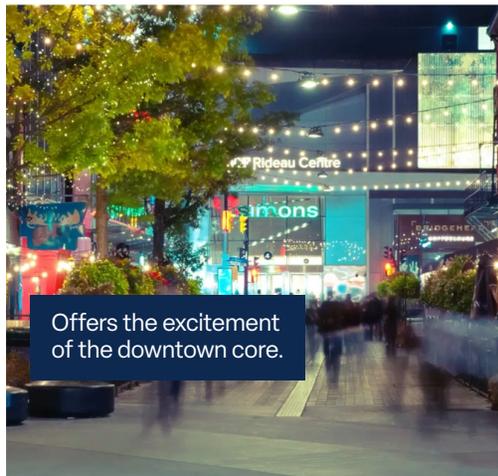
Highest volume of foot traffic in the city.



Symbolic significance as a center of civic life in Ottawa for nearly 200 years.



The most diverse mix of businesses and experiences in the national capital.



Offers the excitement of the downtown core.

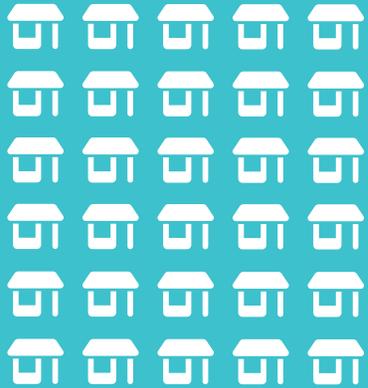


An absolutely beautiful setting in the heart of Canada's national capital.



Tourism.

BY THE NUMBERS



**30 NEW
BUSINESSES**

1,140 Graffiti
Tags Removed on
Private Property



401 Requests
Submitted to 311
to Address Ongoing
Vandalism and Damage

**33,788,714
VISITS
TO RIDEAU
IN 2023**

18,194,833
Visits to ByWard
Market in 2023

64%
of Visitors
Came by Car



**6.5 MILLION IMPRESSIONS
GENERATED BY OUR
MARKETING PROGRAMS**

66% of Visitors
reside in Ontario



32% of Visitors
reside in Quebec

72% of Visitors
Came from within a
23-minute drive time

44,646
households
within a 2km
radius of Rideau
& Sussex

76,692 people
living within a
2km radius of
Rideau & Sussex

\$102,979
is the Average
Household Income
in the Primary
Trade Area



**For the purpose of this report,
the primary trade area is a 2km
radius from the corner of Rideau
and Sussex Street.**

RESEARCH

The Downtown Rideau BIA continued to deepen its understanding of the Rideau area environment in 2023 through a number of research projects including a comprehensive Visitor Analysis, a Deep Dive Analysis of the City-Wide Perceptions Survey conducted in 2022, ongoing measurement of visitation to the area, and membership pulse surveys on topics such as community well-being, social issues, and economic well-being. Findings were then leveraged to inform priorities and ensure an informed, data-driven approach to advocacy.

VISITOR ANALYSIS

- There were 33,788,714 visits to Rideau and 18,194,833 visits to the ByWard Market in 2023.
- 64% of visitors came by car.
- 72% of visitors to the area came within a 23-minute drive time.
- Rideau has the highest foot traffic of all neighbourhoods in Ottawa

CITY-WIDE PERCEPTIONS SURVEY

- 1 in 3 worked/attended school downtown before the pandemic. 1 in 10 do so now.
- Visitors are drawn to the area primarily for shopping or dining.
- Most consider the ByWard Market and Rideau Street to be a single destination.
- Parking and safety and security are top of mind for consumers when determining if they will visit the downtown.

MEMBERSHIP PULSE SURVEYS

Through the Community Well-Being & Social Issues Survey, the Economic Well-Being Survey, and ongoing member engagement, it was abundantly clear that social issues have a profound impact on our members and their ability to operate.

- In total, 200 respondents, or business/property owners, participated in these surveys.
- 90% of respondents indicated that street issues impact their business operations with some frequency (frequently or sometimes).

MOST FREQUENT VISITOR SEGMENTS

1 SOCIAL NETWORKERS

U3 YOUNG URBAN CORE **Y1** VERY YOUNG SINGLES & COUPLES

Young, culturally diverse singles in city apartments

2 FRIENDS & ROOMIES

U5 YOUNGER URBAN MIX **Y2** YOUNGER SINGLES & COUPLES

Young, culturally diverse lower-middle-income city dwellers

3 MULTICULTURAL CORNERS

F1 HIGH-INCOME URBAN FRINGE **F2** LARGE DIVERSE FAMILIES

Culturally diverse, upper-middle-income city families

4 LATTE LIFE

U5 YOUNGER URBAN MIX **Y1** VERY YOUNG SINGLES & COUPLES

Younger, single urban renters

5 VIE DE RÊVE

S4 HIGH-INCOME SUBURBAN FRANCOPHONE **F2** LARGE DIVERSE FAMILIES

High-income, suburban Quebec families

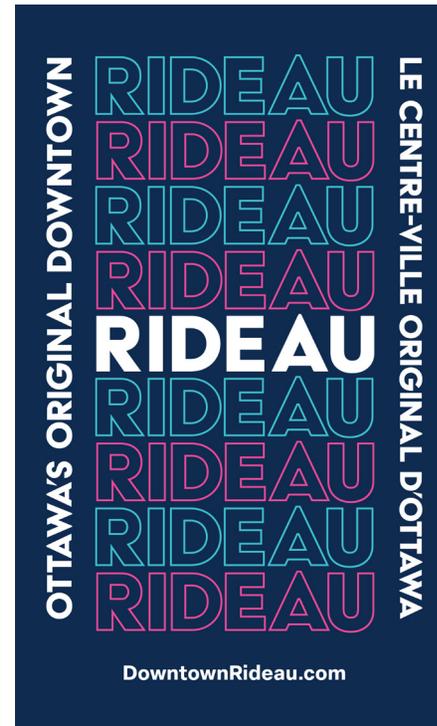
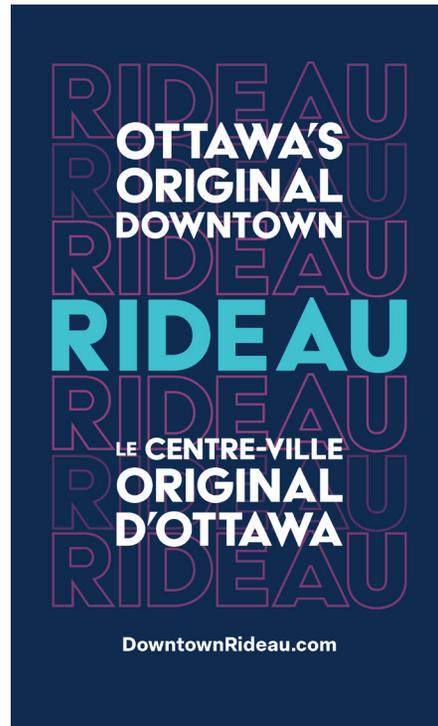
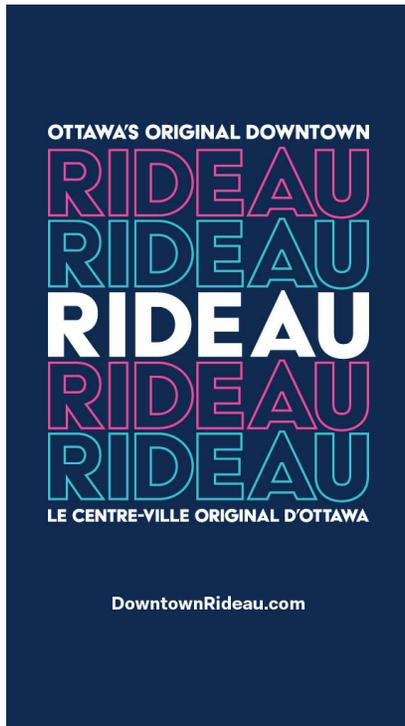
PRIZM segments are developed by Environics Analytics to create personas for visitor segments. These segments are used to identify target audiences in marketing and communications strategies.

MARKETING

BRAND & IDENTITY

In 2023, the Downtown Rideau BIA underwent a rebranding project that aimed to firmly establish and promote the Rideau area as the top-of-mind shopping, dining, culture, entertainment, and leisure destination in the National Capital. This work extended to the development of a new, strategic, and comprehensive marketing program. The goal of this program was to create awareness for the Rideau area, build pride of place amongst those who live and work in the district, and attract traffic to the district and to member businesses. **Excellence was the ultimate goal.**

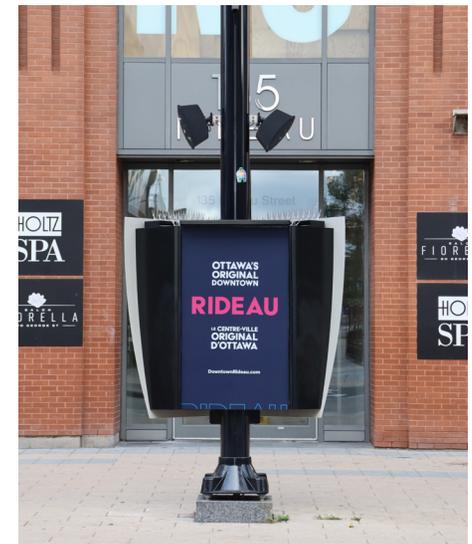
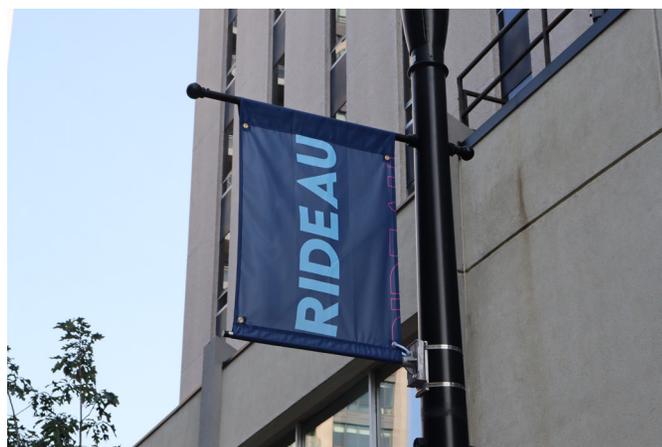
Based on the strategic recommendations, the word 'Downtown' was dropped from the central marketing name. The 'Ottawa's Original Downtown' positioning line was then added to further define the area's many value propositions. The word 'original' refers to the fact that Rideau Street was Ottawa's first commercial corridor, and hence Ottawa's Original Downtown. It also reflects the originality of member businesses and many arts and culture experiences in the area.



MARKETING

PAGEANTRY

New banners, street signs, and roadway signage were installed throughout the district to add vibrancy to and further position the destination as Ottawa's Original Downtown.



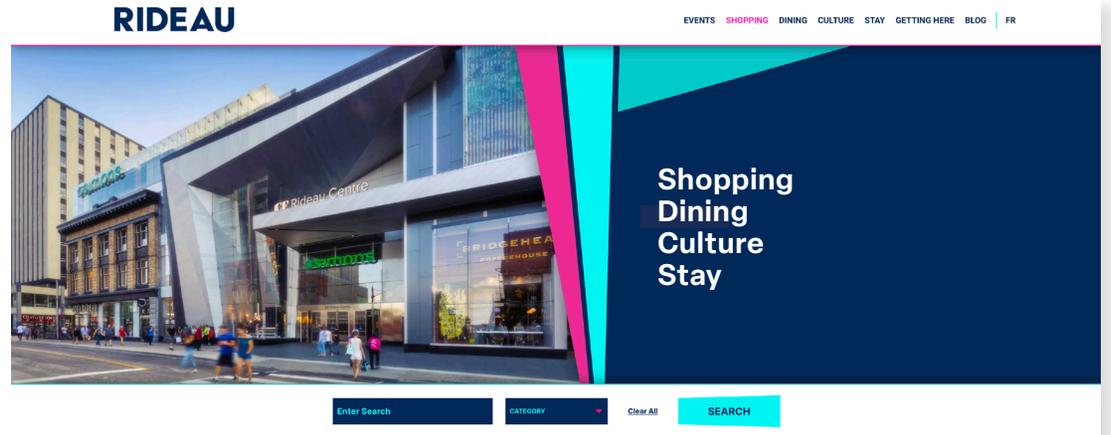
MARKETING

ONLINE PRESENCE

A new website was developed to better position the Rideau destination.

Key features include:

- A Comprehensive Business Directory Providing Members with Profiles,
- Nearby Neighbourhoods Page that positions Rideau as a connector and hub to the greater downtown and Ottawa experience,
- Blog section that highlights member stories, upcoming events, and various visitor experiences in the area,
- And an events calendar.



Looking for the best shopping experience in town? Look no further than Rideau, Ottawa's Original Downtown. With hundreds of stores and services to choose from, there's no better place.

Directory

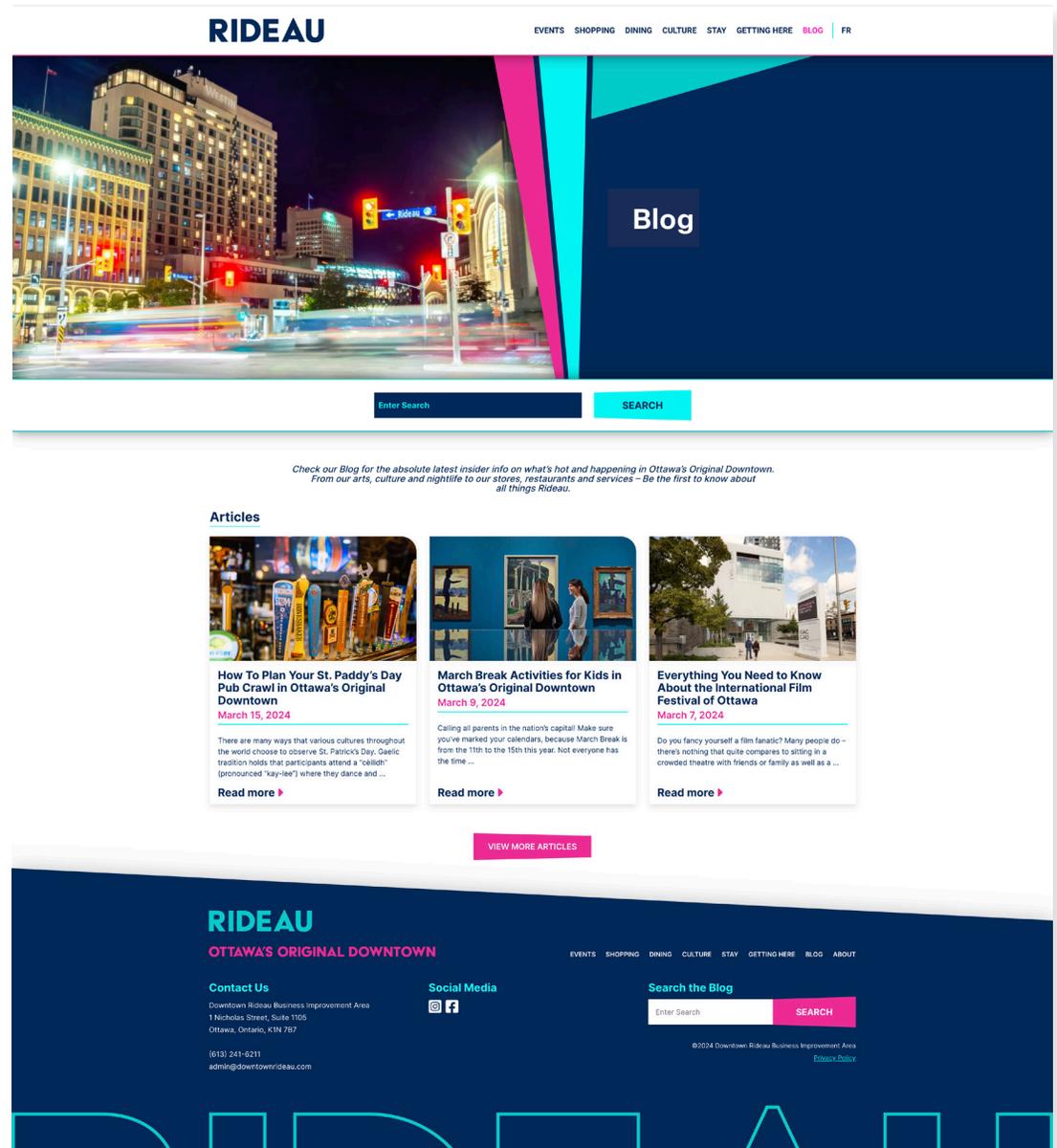
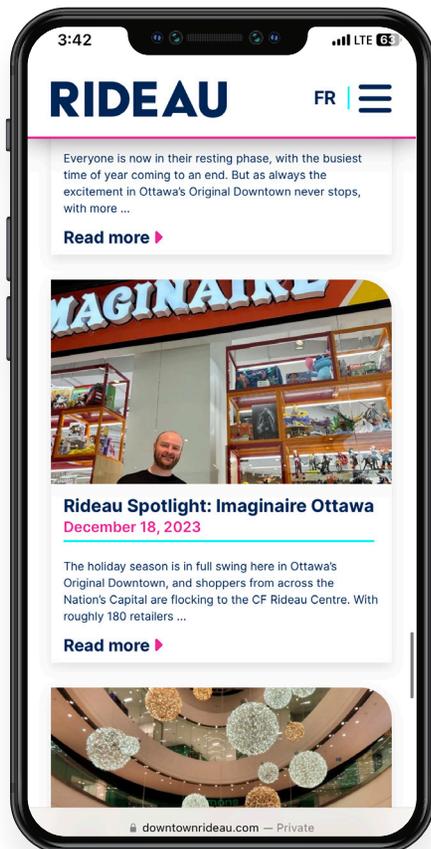
<p>CF Rideau Centre CF Rideau Centre <i>Shopping</i></p> <p>Located in the heart of downtown, CF Rideau Centre is Ottawa's leading shopping destination and home to the biggest names in fashion, beauty, dining, electronics and more. Visit today and ...</p> <p>Read more ></p>	<p>Ottawa Art Gallery 50 Mackenzie King Bridge <i>Culture, Arts, Museums</i></p> <p>For a quarter-century, the Ottawa Art Gallery (OAG) is where generations of Ottawans, and visitors to our city, have come to gain a unique perspective on our place in the ...</p> <p>Read more ></p>	<p>Metropolitain Brasserie 700 Sussex Drive <i>Dining, Gourmet & Fine Dining, Pubs & Bars</i></p> <p>The best part of a classic brasserie is the conversation. Yes the food is fantastic, the drinks are outstanding, and the oyster bar can't be beat, but it's the conversations ...</p> <p>Read more ></p>	<p>Fairmont Château Laurier 1 Rideau Street <i>Stay, Hotels</i></p> <p>Experience the charm of Canada's capital at Ottawa's Fairmont Château Laurier. Immerse yourself in rich history, vibrant culture, and tantalizing local flavors. Nestled in the heart of downtown, we are ...</p> <p>Read more ></p>

[VIEW MORE](#)



MARKETING

68 BLOGS
HIGHLIGHTING
MEMBERS, EVENTS,
& EXPERIENCES

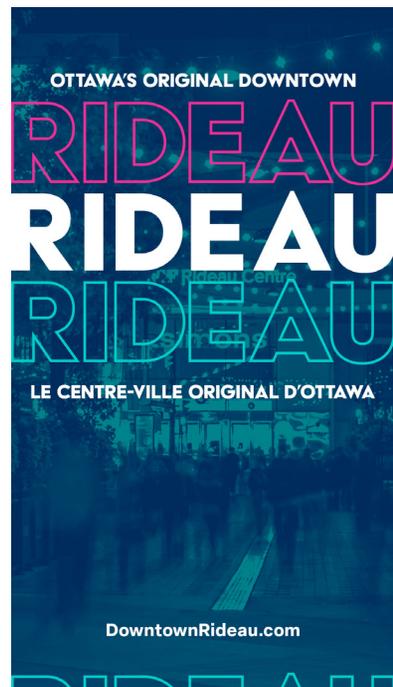


MARKETING

SUMMER GENERAL AWARENESS & HOLIDAY SEASON CAMPAIGNS

The campaigns surpassed all benchmarks and collectively generated 5,922,584 impressions and 1,225,496 video views and included a presence on various online advertising platforms, social media, and in OC Transpo Light Rail Transit Stations.

TELLING OUR STORY



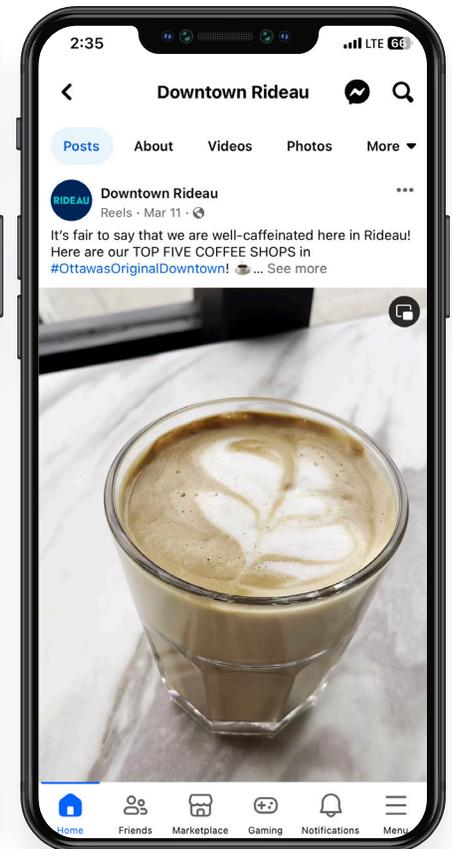
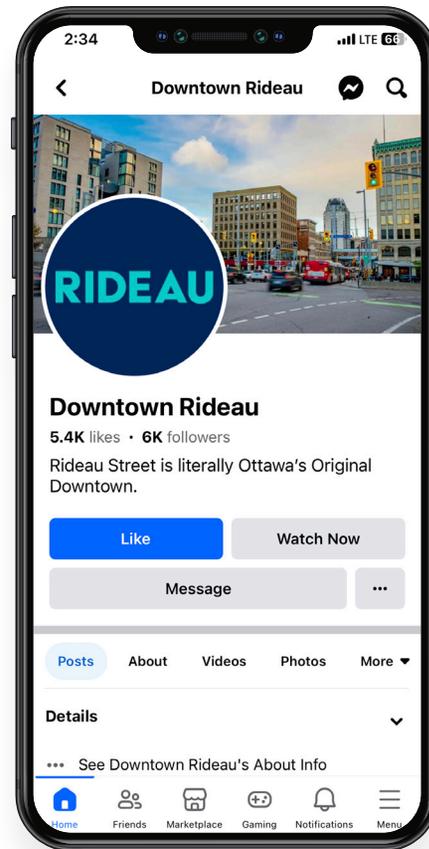
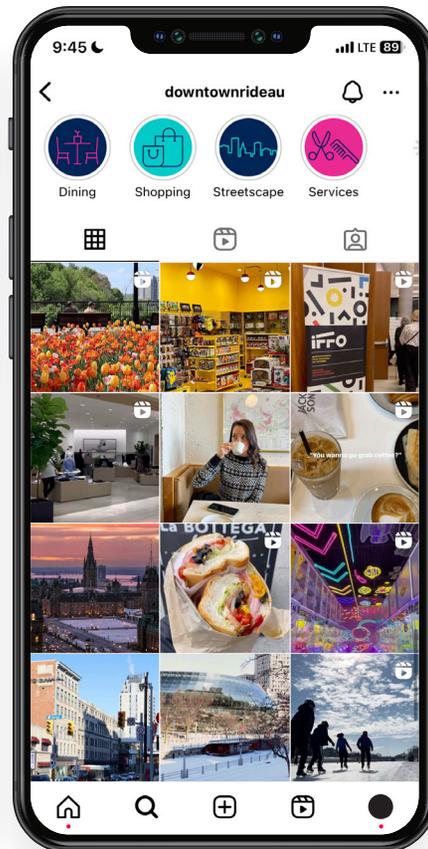
**6.5 MILLION IMPRESSIONS
GENERATED BY OUR
MARKETING PROGRAMS**

MARKETING

SOCIAL MEDIA

Organic social media strategies were undertaken to support promotional goals. These efforts resulted in 1,360,056 impressions with more than 3,000,000 accounts reached. In total, the marketing program amounted to more than 6.5 million impressions!

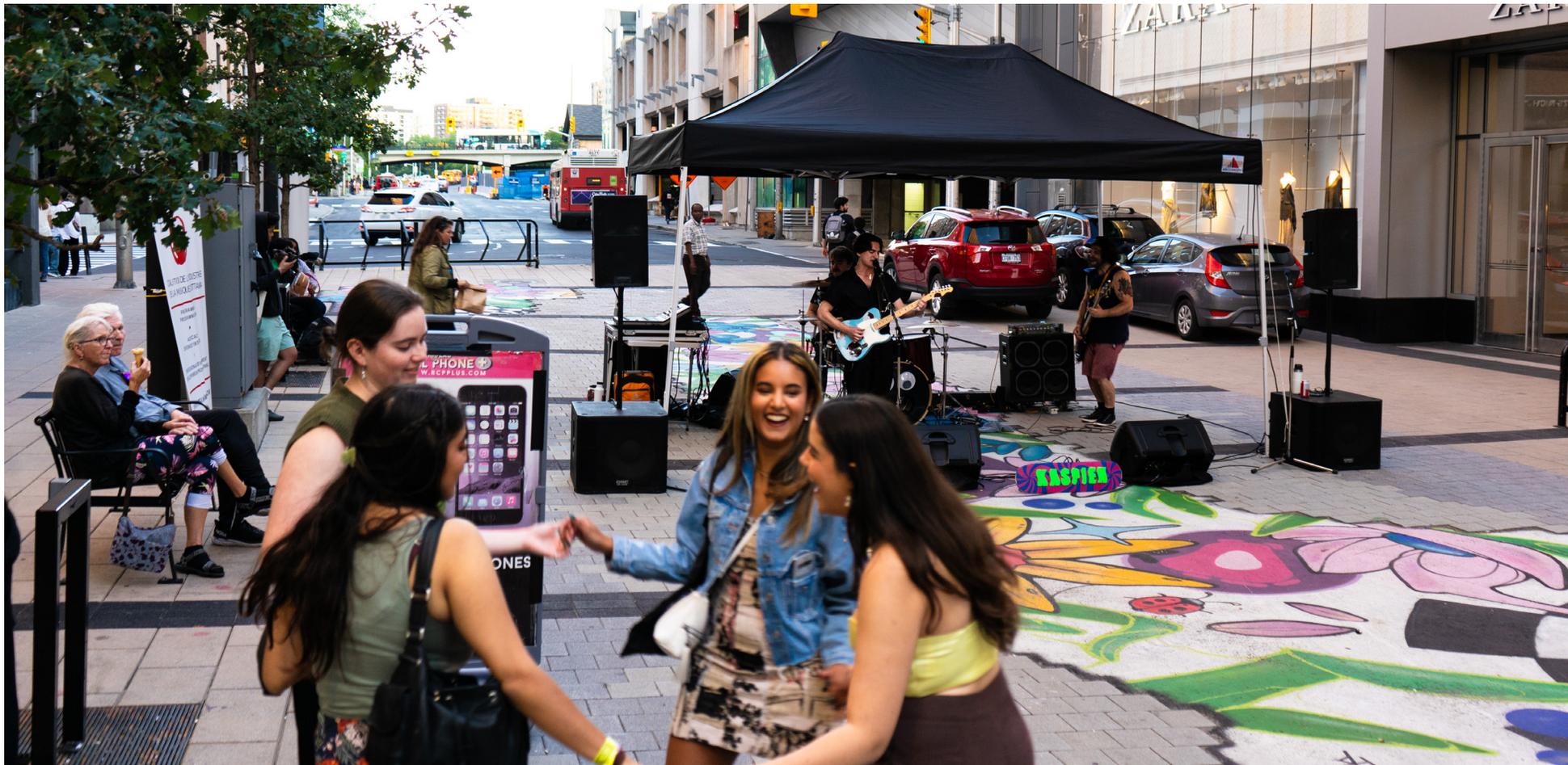
PEOPLE MATTER THE MOST FOR SUCCESS & SUSTAINABILITY

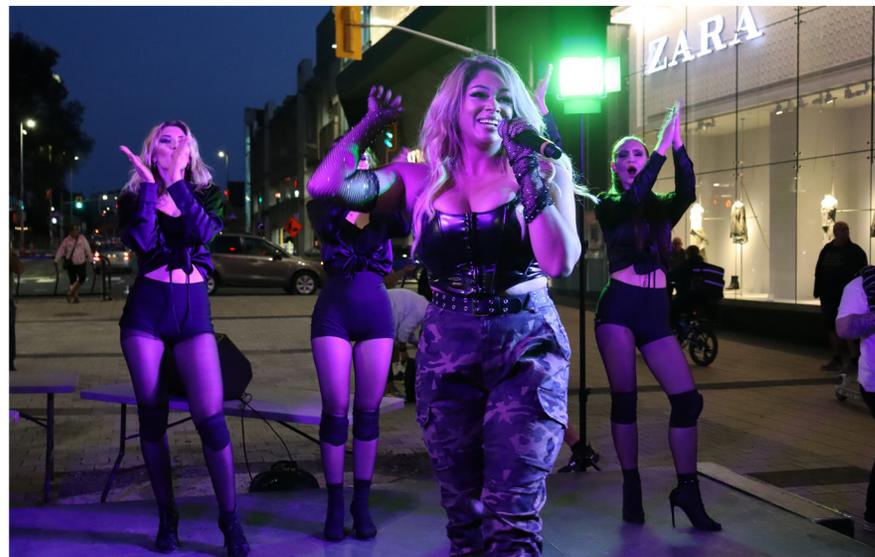
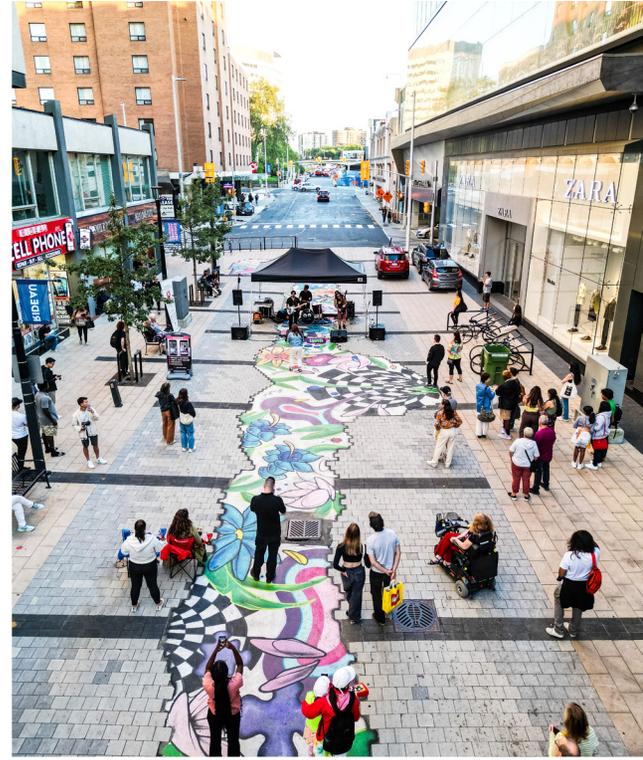


PROGRAMMING

Building upon the success in 2022, the Downtown Rideau BIA hosted two live performances in Ogilvy Square in partnership with the Ottawa Music Industry Coalition.

- Performances featured 7 local acts varying in genre.
- Partnerships were established with the Ottawa Art Gallery's 83 'til Infinity Exhibit, House of Paint, and CRANIUM festival to enhance the visitor experience.
- Both events enjoyed a great turnout and demonstrated how Ogilvy Square could be utilized as a venue space in the future.



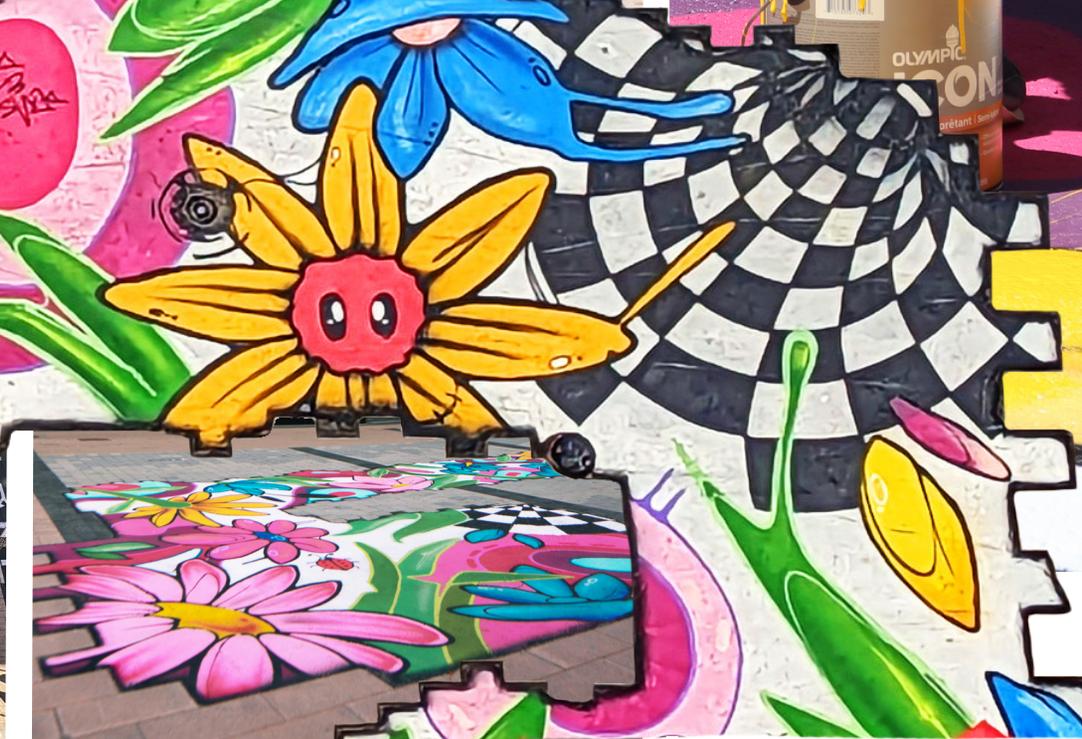
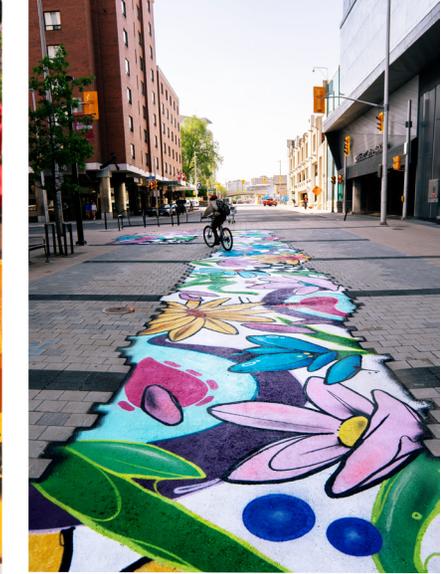
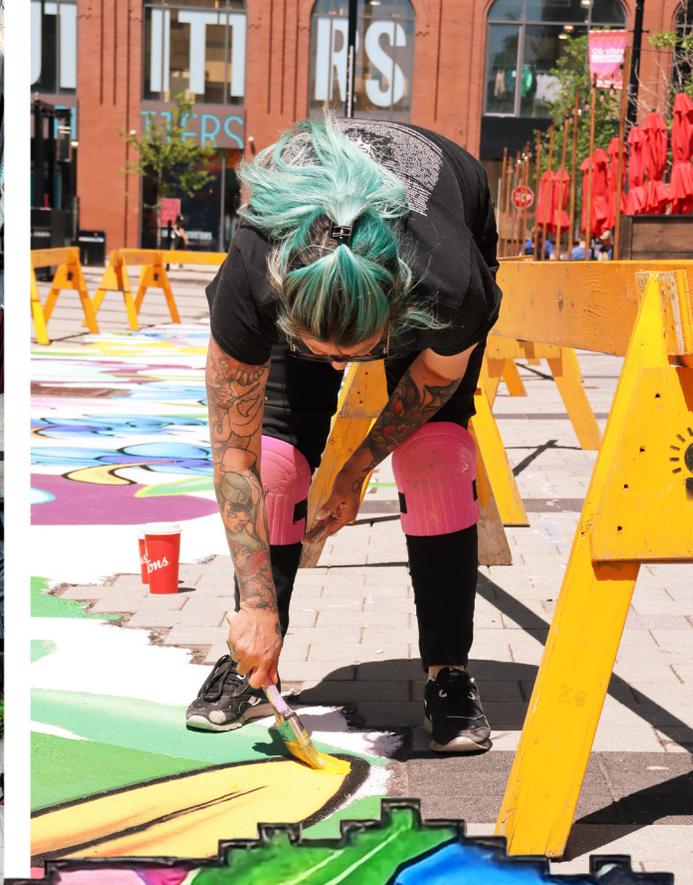
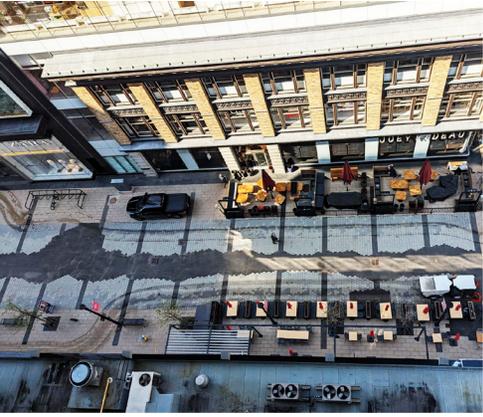


OGILVY SQUARE MURAL PROJECT

As a result of a gas leak, pavers throughout the length of Ogilvy Square had to be removed to accommodate the replacement of a gas main. Unfortunately, the project timeline ran very close to winter, and as a result, the pavers could not be reinstated until spring. As a temporary solution, asphalt was laid, resulting in an unsightly stripe through the middle of a highly trafficked pedestrian corridor. To mitigate this impact, the Downtown Rideau BIA commissioned a temporary mural.

- **200+ feet** and defined by the existing asphalt.
- Transformed an uneven, asymmetrical canvas into a bold, Alice-in-Wonderland inspired piece by local artists Dems & Doll.
- Resulted in a joyful, vibrant community space praised by members, residents, and visitors.
- **The project was later recognized by and awarded an Urban Design Award from the City of Ottawa.**





FINANCE

In 2024, there is no increase over the 2023 budget. The present allocation allows us to meet the goals and objectives of the organization for the benefit of its members.

The Downtown Rideau BIAs mandate is to serve the needs of the area as a whole and resources were aimed at complementing the great work being done in our local business community. As presented to members at the 2023 Annual General Meeting, expenditures continued to be directed towards further building the reputation of the Rideau area as the top-of-mind destination in the city. More specifically, investments were made to develop a comprehensive new marketing program, deepen our understanding of the environment through research projects, and create new programming and beautification initiatives to enhance the on-street experience.

Over the past year, the Downtown Rideau BIA has further expanded its capacity and has established a solid foundation and business model with the aim of doing its work effectively and providing maximum value to members. The organization remains in a healthy financial position and is well situated to apply available resources strategically for the continued benefit of Rideau and the wider area.

SURPLUS

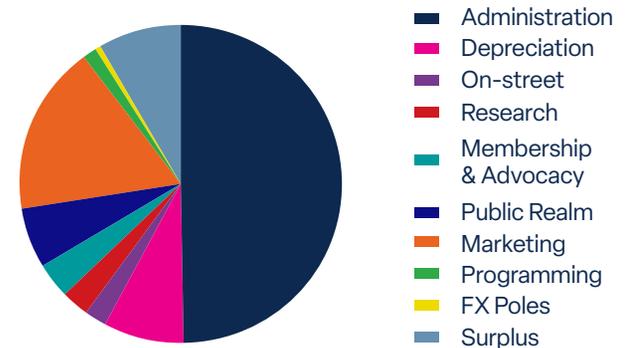
At the end of 2022, the audited financial statements assessed the Downtown Rideau BIA accumulated surplus at \$1,397,855 with tangible capital assets valued at \$684,700 and net financial assets at \$694,911. The Downtown Rideau BIA met its budget goals for 2023 with the intention of posting a modest surplus at the end of the year. The organization is well-positioned to invest in future strategic investments and to manage any potential impacts.

2024 BUDGET

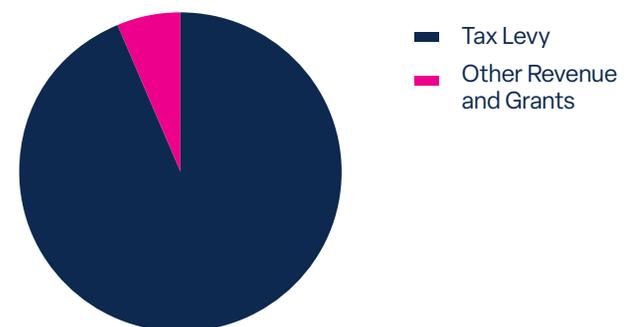
The Downtown Rideau BIA operating budget has been set at \$944,921 to ensure that there is no levy increase to members in 2024. This budget allocation will allow the organization to:

- Meet the needs of our membership and to advance objectives.
- Invest in the resources necessary to carry out our work.
- The capacity to fulfill our mandate of promotion and evolving the Rideau area as an inviting, world-class leisure destination.

2023 EXPENSES & ALLOCATIONS



2023 REVENUE



FINANCE

INDEPENDENT AUDITOR'S REPORT

To the Board Members, Members of Council,
Inhabitants and Ratepayers of the Rideau Business
Improvement Area,

OPINION

We have audited the financial statements of the Rideau Business Improvement Area [the 'BIA'], which comprised the statement of financial position as at December 31st 2022, and the statement of operations, statement of changes in net financial assets and statement of cash flows for the year ended, and notes to the financial statements, including a summary of significant accounting policies. In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the BIA as of December 31st 2022, and its financial performance and its cash flows for the year then ended in accordance with Canadian public sector accounting standards.

BASIS FOR OPINION

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the BIA in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Ernst and Young LLP
Chartered Professional Accountants
Licensed Public Accountants
Ottawa, Canada
August 31st 2023

THE RIDEAU BUSINESS IMPROVEMENT AREA STATEMENT OF FINANCIAL POSITION

As at December 31st 2022, with comparative information for 2021

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2022	2021
Cash on deposit with the Corporation of the City of Ottawa	\$725,529	\$390,908
Total financial assets	\$725,529	\$390,908

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2022	2021
Accounts payable and accrued liabilities	\$30,618	\$60,827
Total liabilities	\$30,618	\$60,827
Net financial assets	\$694,911	\$330,081

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

Non-financial assets	2022	2021
Prepaid expenses	\$18,244	\$7,758
Tangible capital assets	\$684,700	\$767,117
Total non-financial assets	\$702,944	\$774,875
Accumulated surplus	\$1,397,855	\$1,104,956

FINANCE

THE RIDEAU BUSINESS IMPROVEMENT AREA STATEMENT OF OPERATIONS

As at December 31st 2022, with comparative information for 2021

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2022	Actual 2022	Actual 2021
Tax Revenue	\$824,087	\$906,640	\$900,149
Sundry	\$76,000	\$125,025	\$59,540
Payments in lieu of taxation	\$25,634	\$24,990	\$25,054
Interest earned on reserves	\$1,200	\$720	\$360
Total Revenue	\$926,921	\$1,057,375	\$985,103

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2022	Actual 2022	Actual 2021
Advertising and Promotion	\$212,500	\$111,538	\$75,656
Salary	\$374,574	\$312,018	\$322,269
Ground Services	\$119,247	\$61,887	\$102,426
Office	\$123,100	\$108,940	\$56,771
Security Services	\$15,000	\$9,681	\$15,212
Rent	\$49,500	\$49,084	\$49,282
Depreciation	\$60,000	\$82,417	\$20,087
Other	\$11,300	\$20,049	\$5,527
Insurance	\$8,700	\$5,585	\$6,691
Audit Fees	\$3,000	\$3,277	\$2,871
Total Expenses	\$976,921	\$764,476	\$656,792
Annual Surplus (deficit)	(\$50,000)	\$292,899	\$328,311
Accumulated surplus, beginning of the year	\$1,104,956	\$1,104,956	\$776,645
Accumulated surplus, end of year	\$1,054,956	\$1,397,855	\$1,104,956

FINANCE

THE RIDEAU BUSINESS IMPROVEMENT AREA STATEMENT OF OPERATIONS

As at December 31st 2022, with comparative information for 2021

Table 6 - Statement of Changes in Net Financial Assets

	Budget 2022	Actual 2022	Actual 2021
Annual Surplus (deficit)	(\$50,000)	\$292,899	\$328,311
Acquisition of tangible capital assets	-	-	(\$392,357)
(Increase) decrease in prepaid expenses	-	(\$10,486)	\$2,981
Depreciation of tangible capital assets	-	\$82,417	\$20,087
Increase (decrease) in net financial assets	(\$50,000)	\$364,830	(\$40,978)
Net financial assets, beginning of the year	\$330,081	\$330,081	\$371,059
Net financial assets, end of year	\$280,081	\$694,911	\$330,081

**OTTAWA'S
ORIGINAL
DOWNTOWN**



RIDEAU

DOWNTOWN RIDEAU BIA

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