



THE HEART OF ORLÉANS
LE COEUR D'ORLÉANS



2023 ANNUAL REPORT

HEART OF ORLÉANS BIA

MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

Each year, The Heart of Orléans BIA's Annual General Meeting is an occasion of renewal. It is a time to look back and celebrate this year's accomplishments but also a time to embrace the exciting new challenges next year will bring.

This year was another excellent year for the BIA. We hit some key milestones including an expansion of our BIA boundaries!

Our success is directly linked to the hard work of our BIA team. We have made extraordinary progress this year, and we'd like to personally thank every board and team member for their energy, commitment and consistency in driving our BIA forward.

We are proud to operate with a full, gender-balanced and diverse Board of Management who are a fantastic representation of the various sectors in our BIA. Some highlights of our accomplishments this year include:

- An expansion of our BIA Boundary to include the four LRT stations, Youville, Jean D'Arc and Taylor Creek business communities
- Newly designed banners on city lamp posts and hydro poles
- A GIANT Adirondack chair painted by two local artists
- The Beat, our flagship magazine
- Behind the Business campaign which showcased the stories behind the businesses
- A Member Booklet to explain what the BIA is, how it works and the benefits of belonging to the BIA.
- A new bike repair station.



MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR

We continued to carry out advocacy work with all three levels of government for things like CEBA loan forgiveness or repayment delays, addressing transit issues and how it impacts obtaining and retaining employees in Orléans and keeping federal employees working from home or in a shared workspace here in Orléans.

Over the past twelve months, we have connected and/or worked with numerous members throughout our existing BIA district as well as our expansion area. 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 big expectations. We close by urging all members to engage with us as we continue to break barriers to serve you better and improve our economic and community success. We are excited to get started with the hopes of realizing our vision of nurturing an engaged and enthusiastic membership that reflects and values our vibrant community, known as The Heart of Orléans BIA.

Pascale Bazinet

Board Chair

Tannis Vine

Executive Director



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

Todd Muise, Treasurer

Debbie O'Connor, Secretary

Sunil Kurichh, Board Member

Steffi Acevedo, Board Member

Tannis Vine, Executive Director

Rita Chalabi, Marketing and Member Engagement Liaison

Councillor Matthew Luloff, Orléans East Cumberland Ward

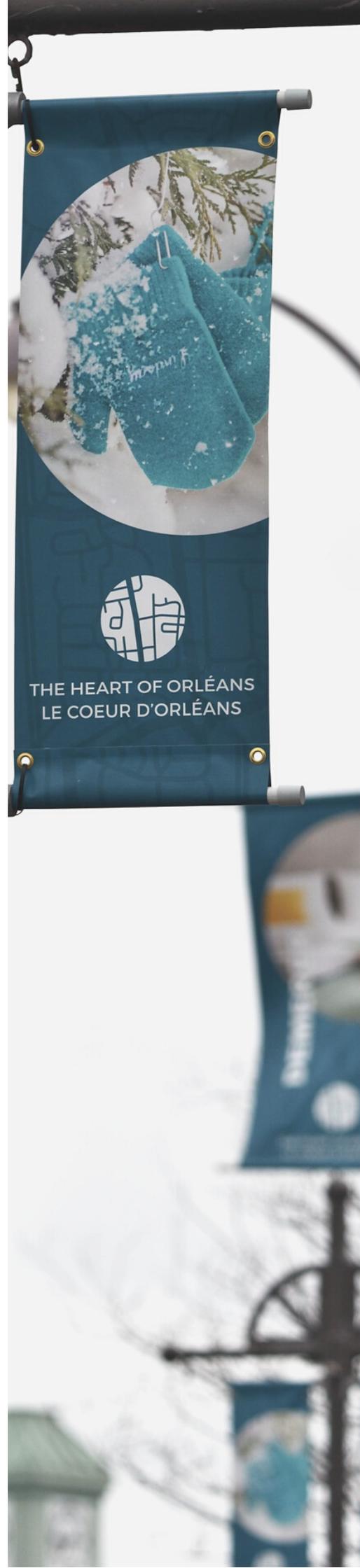
Councillor Laura Dudas, Orléans West Innes Ward

OUR VISION

The BIA takes a leadership role in attracting, supporting, and promoting the kind of businesses that makes the Heart of Orléans distinct.

The BIA is committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.

The BIA helps to create a beautiful, trendy destination to attract business and visitors.



ABOUT THE BIA

MANDATE

Promote the area as a district.

Advocate on behalf of our members.

Make improvements to streetscape.

CORE VALUES

Leadership - We strive to be a strong community leader, influencing decisions for Orléans, and inspiring positive change.

Advocacy - We are committed to advocating for and promoting our district, and empowering our members.

Impact - We support the long-term economic development of our district and the strength and success of our members.

Partnership - We are committed to helping our members connect and collaborate with each other and working with key players in the broader community of Orléans.

GOVERNANCE & STRATEGY

Governance is how the BIA Board exercises its authority and direction over the organization.

Strategic Planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what our BIA is, what it does, and why it does it.



GOVERNANCE & STRATEGY

HIGHLIGHTS FROM 2023

Strategic planning - Participated in a 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, and Ottawa Tourism

Training - Board Member onboarding, coaching and 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 - 9th Annual Report to membership & City

DIRECTION FOR 2024

Implement the Strategic Plan for 2024.

- Brand the Boundary
- Connect our Members
- Staff and Organize for Success



6,400

Number of businesses
in Ottawa BIAs

ADVOCACY & MEMBER ENGAGEMENT

HIGHLIGHTS FROM 2023

The Boundary Expansion - Planned and executed an expansion of the BIA boundaries.

New Members - Welcomed new members to BIA.

Advocacy - Advocated on behalf of members.

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

Networking - Happy Hour 5 à 7 Networking Events.

Annual Tree Lighting - Hosted event

Member Resources - Updated online resources.

Taste Ottawa - Partnered with OCOBIA to create Taste Ottawa's hospitality directory and events.

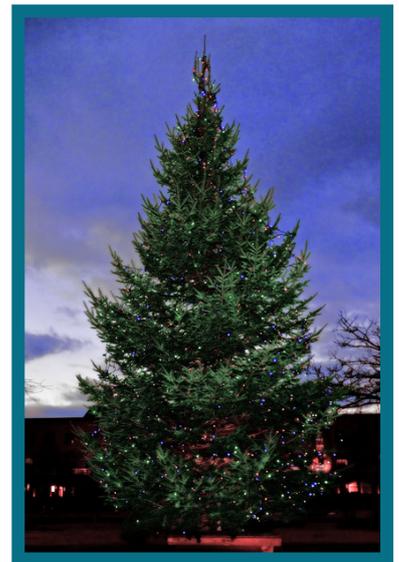
Unofficial Museums - Partnered with Ottawa Tourism to create Unofficial Museums in Orléans.

Pieced Together StoryWalk - Worked with children's author to create a StoryWalk in the BIA

DIRECTION FOR 2024

Connect our members

- Make meaningful connections
- Provide value to our members.
- Provide venues to network, collaborate and learn.



128,000

Number of people
working in Ottawa BIAs

MARKETING & PROMOTION

HIGHLIGHTS FROM 2023

The Boundary Expansion - Created marketing material such as the Member Booklet for the boundary expansion.

Marketing Strategic Plan - Updated and implemented the Marketing Strategic Plan.

The Beat - This is the seventh full year of The Beat /Le rythme, our bilingual flagship magazine.

Website - Curated, monitored and updated.

BIA Roundabout Beer - Sold out in two weeks!

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

Small Business Week Campaign - Influencer visits the Heart of Orléans

Sponsored Events - Encouraged events in the BIA through sponsorship

Social Media - We updated our social media strategy for 2023 to align it with our overall strategy. We continue to increase social media likes and followers.

DIRECTION FOR 2024

- Update Marketing Strategic Plan
- Brand the Boundary
- Continue to build on our social media presence by telling your stories.
- Combine The Beat with our newsletter



#HeartofOrleans

	Up 8% from last year with 4,309 Followers
	Up 1% from last year with 2,523 Followers
	Up 37% from last year with 335 Followers
	Up 40% from last year with 1,451 Followers

\$146.6 MILLION

Municipal Commercial Property Taxes 2022

STREETSCAPE & BEAUTIFICATION

HIGHLIGHTS FROM 2023

Giant Adirondack Chair - Sourced and painted by local artists

Banners - Installed new banners on lamp posts and Hydro poles.

Bike Repair Station - Installed at Bob MacQuarrie

Hydration Station - Partnered with the City of Ottawa to temporarily install a pilot hydration station.

Historical Plaques - Partnered with SFOPHO to maintain and install new plaques.

- **Seasonal Decor**

- **Planters** - Maintained large planters and beds.
- **Snowflakes** - Installation, removal and repair of LED snowflakes.

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

DIRECTION FOR 2024

- Brand the Boundary
 - BIA Banners
 - Sponsored Banner Program
 - Gateway Signage
- Seasonal Items
- Senior's Buddy Bench



**\$5.32
MILLION**

Amount invested in Marketing,
Events & Beautification in Ottawa

FINANCIAL OVERVIEW

FINANCIAL STATEMENT AND AUDITOR'S REPORT FOR 2022

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, 2022, with comparative information for 2021

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2022 <i>[note 5]</i>	Actual 2022	Actual 2021
Tax revenue <i>[notes 3 and 6]</i>	\$234,303	\$247,029	\$229,463
Sundry <i>[note 2]</i>	72,500	64,670	27,744
Total revenue	306,803	311,699	257,207

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2022 <i>[note 5]</i>	Actual 2022	Actual 2021
Salaries	119,600	118,944	113,414
Advertising and promotion	54,400	28,553	17,043
Office	39,400	39,553	16,444
Maintenance	68,000	47,164	30,633
Professional and consulting fees	19,700	11,792	2,697
Insurance	5,400	2,163	2,430
Rent	6,500	3,787	3,187
Furniture and equipment	1,000	305	151
Audit fees	3,500	2,583	2,207
Depreciation	-	2,000	190
Total expenses	317,500	256,844	188,396
Annual surplus (deficit)	(10,697)	54,855	68,811
Accumulated surplus, beginning of year	158,913	158,913	90,102
Accumulated surplus, end of year	\$148,216	\$213,768	\$158,913



BUDGET

HEART OF ORLÉANS BUDGET 2023 AND 2024

	2023 Budget	2024 Budget
Revenue (Levy)	(251,754)	(767,847)
Administration	(32,126)	(99,720)
Member Services	-	(42,000)
Marketing and Communication	(3,500)	(10,000)
Streetscape and Beautification	(26,200)	-
Member Engagement	(12,000)	-
Total Revenue	(325,580)	(919,567)
Administration	176,700	444,267
Member Services	-	384,200
Marketing and Communication	43,480	91,100
Streetscape and Beautification	67,400	-
Member Engagement	38,000	-
Total Expense	325,580	919,567

Note: The 2024 budget will be aligned with our new pillars - Member Services and Marketing and Communication. This will allow each group to easily track spending to ensure things are delivered on time and within the budget.



**\$6.78
MILLION**

Total combined budget of
Ottawa 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.

