



# Sparks Street Business Improvement Area

2023 Annual General Meeting Report and Financials

# Mandate

Sparks Street BIA (Business Improvement Area) is proud to be one of the most vibrant commercial districts in Ottawa. Sparks Street BIA came into existence when local business and property owners joined together to improve, promote, and undertake projects that create a stronger and more competitive commercial district. We organize, finance and complete local improvements and promotional events.

The range of activities that Sparks Street BIA undertakes include:

- **Marketing:** Understanding who area customers are, and creating effective promotions to retain and expand the customer and visitor base
- **Business recruitment:** Working with property owners to ensure that available space is occupied, and that an optimum business and service mix is achieved and maintained
- **Special events:** Organizing and partnering in unique events that highlight the unique attributes of the area and increase customer visits

# Highlights 2023

- **Onsite events & programming:** Ribfest, Buskerfest, Poutinefest, Songs from the Shed, Pop Up Cinema, Land Connection Art Exhibit, Asian Night Market, Winter Wander
- **Winterlude returned in 2023**
- **Campaigns:** #OttawaLove, Scroll in to Win, influencer collabs with Jessecaneat, Unstoppable Momma & Amyin613, Sparks Gives
- **New Business:** Opening of 187 Kich Bottleshop



- **Street Beautification:** Play and Grow, Green Zone additions, interlock repairs, lamppost repainting, street electrical upgrades
- **Awards:** Marketing + Communications – “Good To Be Back” campaign
- **Partnering activations:** OMIC, Ottawa Jazz Festival, Ottawa Asian Fest, Pork Producers of Canada, Toyota Canada

# Events & Programming

2023 saw the expansion of our main events and partnerships with new partners.

Ottawa Ribfest welcomed two additional vendors to the street. Ottawa

Buskerfest became international again as we welcomed performers from around the world to Sparks Street for the first time in four years.

The SSBIA partnered with the Ottawa Music Industry Coalition to produce Songs from the Shed, allowing us to diversify the variety of acts who entertained us this summer and fall

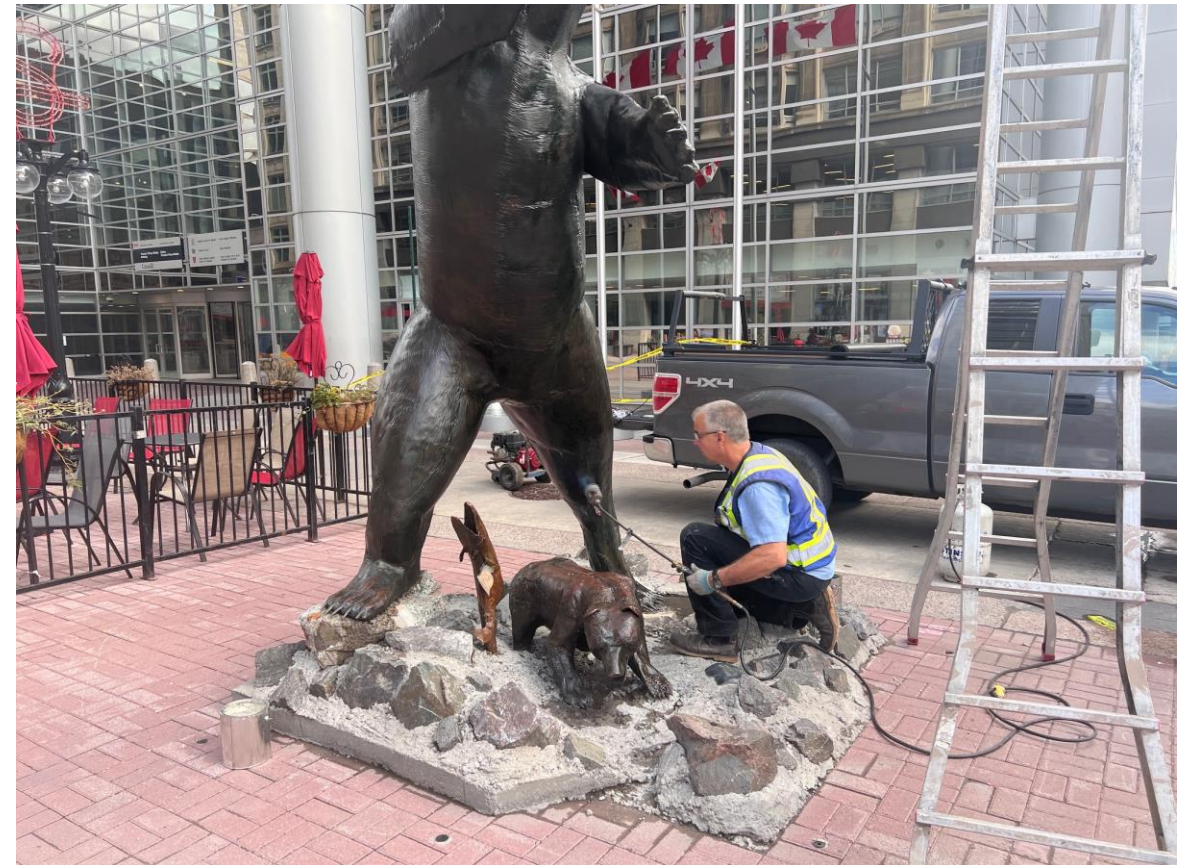
We screened three films this year with Pop Up Cinema movies and added more lights and wonder to the street with our Winter Wander experiential holiday walk lit up the street.



# Refresh and Renew



Statue of Joy After Repairs



Territorial Prerogative in the process of rewaxing

# Land Connection

- This fall, an original art exhibit was on Sparks Street. EXAR studios and local artist Emily Brascoupe transformed a trailer into 'Land Connection'.
- The elements on the trailer are inspired by the Algonquin-Anishnabe people and feature strawberries, turtles, birch trees and more.
- The exhibit incorporated Augmented Reality technology, allowing the user the ability to experience another level of artistry of the trailer in real-time on Sparks Street and at other locations in the city.



# Promotional Campaigns

In 2023 we ran promotional campaigns through social media and with signage along the street.

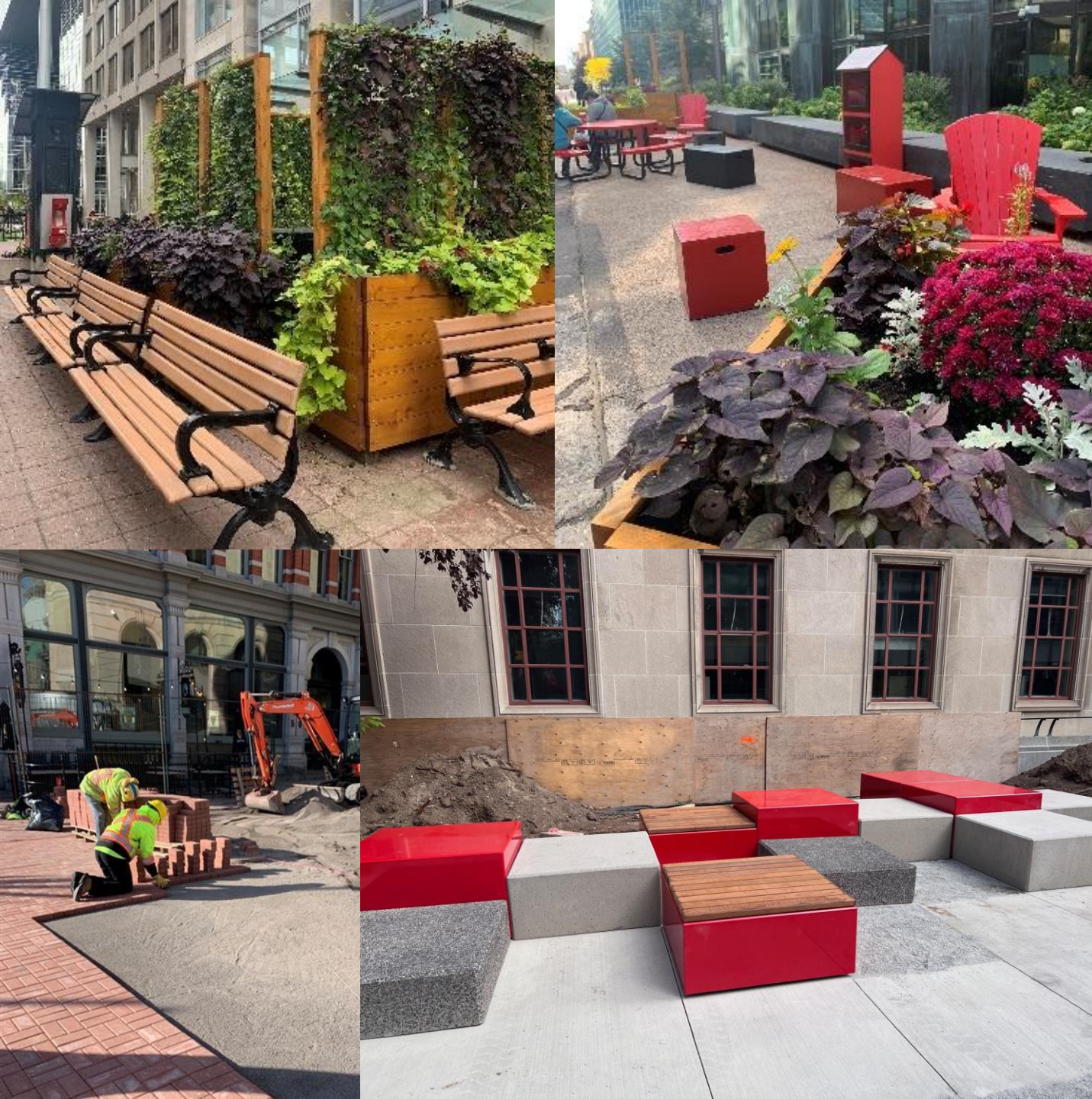
We worked with Stingray Media to promote Sparks Street throughout the year online and over the air on Hot 89.9 and Live 88.5

**SHOP  
THE  
BLOCKS**



# Street Beautification

- Phase One of the Play and Grow Complete
- Interlock backlog eliminated
- Lampposts painted
- Electrical Upgrades
- Additional Christmas lighting





# Awards and Grants

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Heathy Communities Fund – Play and Grow

My Main Street Ambassador

Municipal Grant for Expansion

Surface Repair Matching Funds from Municipality

OBIAA award



What do you call a bee that works for the government?

A Pollentician.

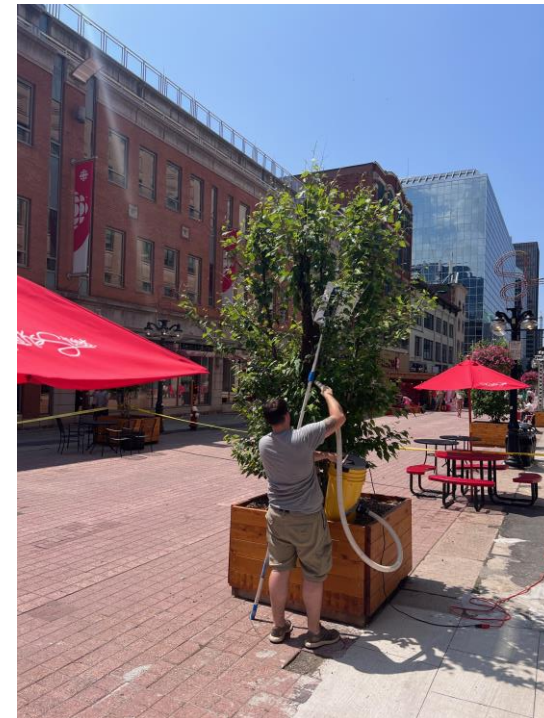
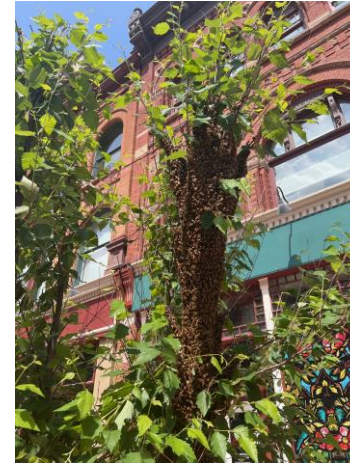
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Last year, Sparks Street was occupied with trucks. This year, it was bees.

The Morguard building between Bank and O'Connor hosts a bee colony on the roof. Part of the colony decided to find a new home, making a pit stop in one of the trees on Sparks Street.

An expert was called in and the 30,000 bees were transported to a new home.

It was a great story that fascinated people in Ottawa and across the country.



# Partnering to Create Activation

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- YSB Chalked Up Event
- Songs from the Shed
- Jazz Fest
- Canada Day
- Mexican Embassy
- Asian Night Market
- Ottawa Jazz Festival



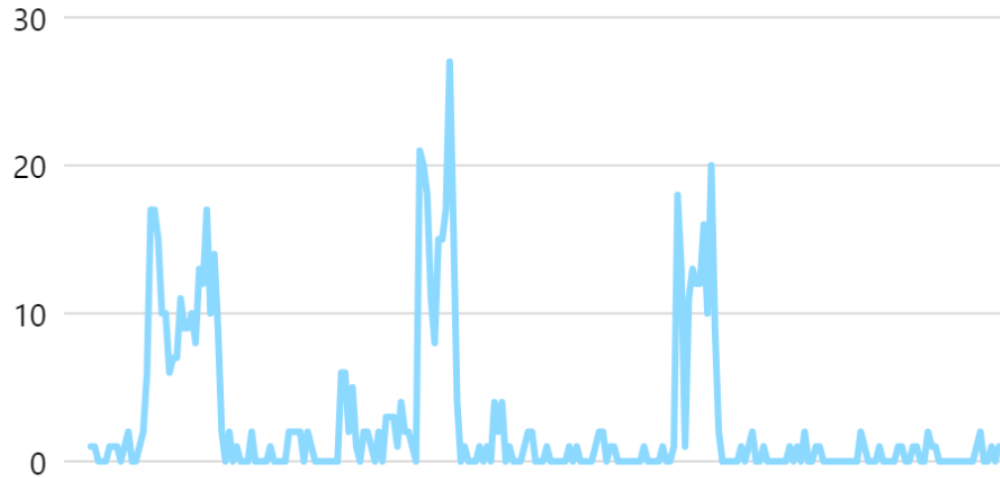
# Memberships and Partners



# Sparks Street Social Media: Analytic Snapshots Facebook

Facebook Page new likes ⓘ

668 ↑ 24.9%



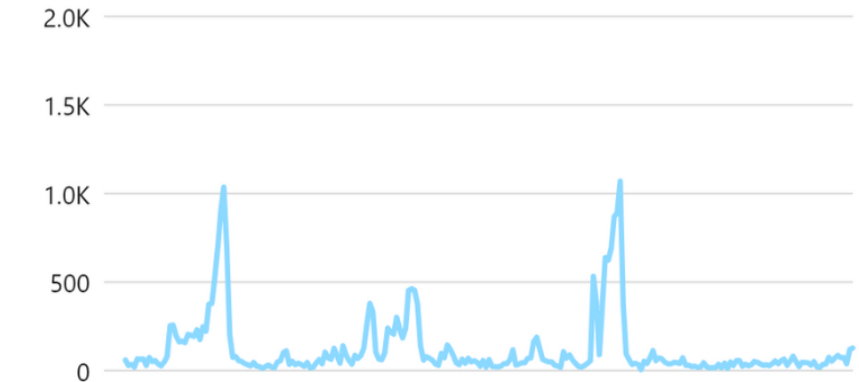
Facebook reach ⓘ

668,131 ↑ 79.1%



Facebook visits ⓘ

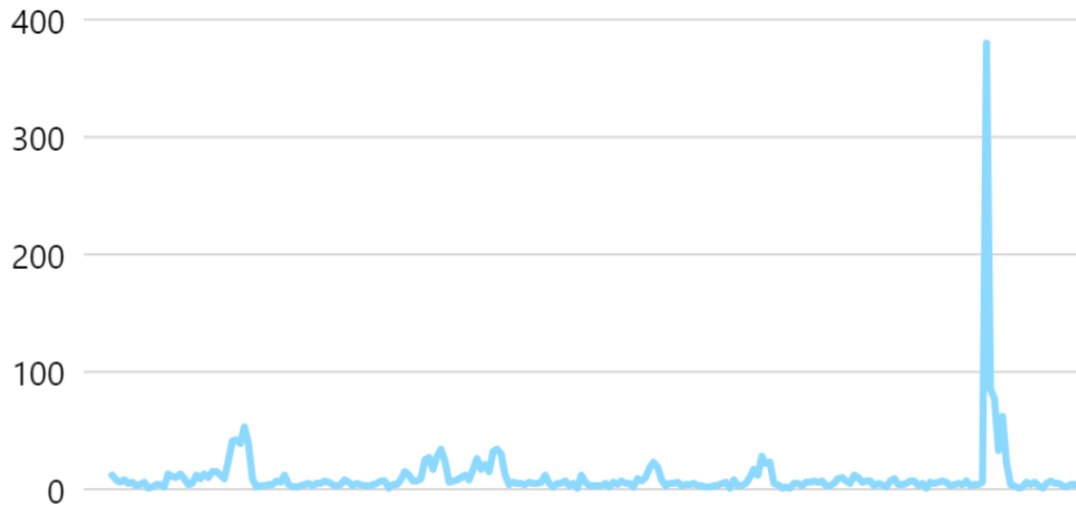
28,910 ↑ 57.2%



# Sparks Street Social Media: Analytic Snapshots Instagram

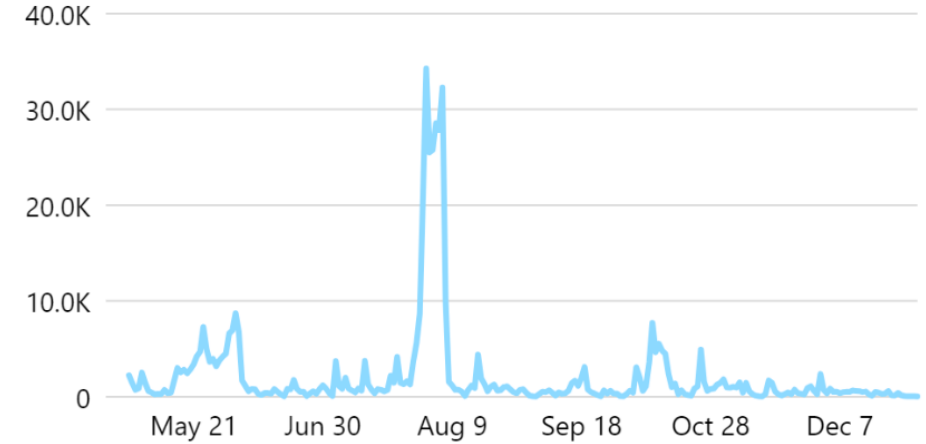
New Instagram followers ⓘ

2,557 ↑ 1.2K%



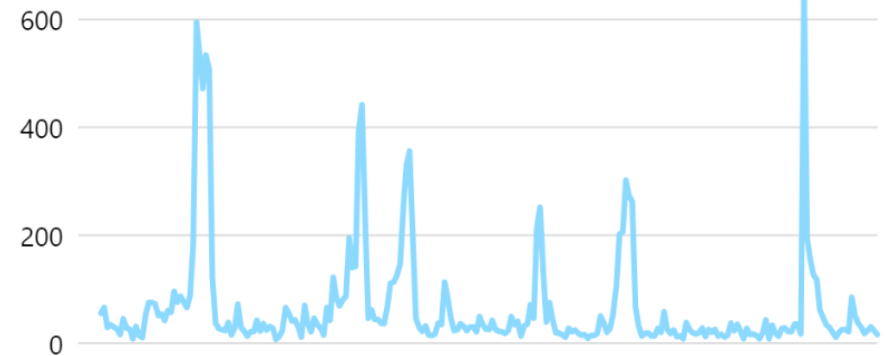
Instagram reach ⓘ

162,723 ↑ 203.6%



Instagram profile visits ⓘ

16,449 ↑ 47.3%



1/14/2024

# Website Traffic

Site sessions  
88,559 ↑ 312%

Unique visitors  
68,635 ↑ 274%

## Sessions over time



[See Full Report](#)

## New vs returning visitors



## Sessions by device



## Sessions by traffic source



[See Full Report](#)

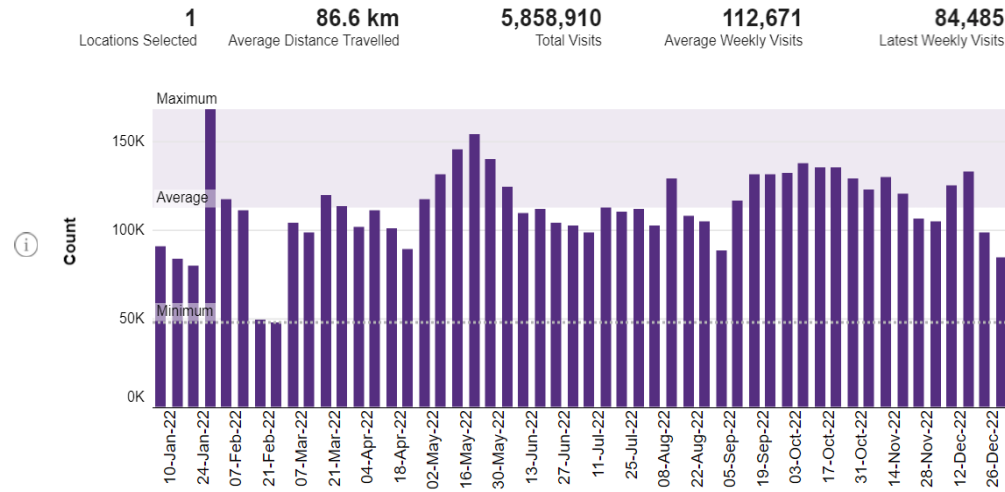
## Avg. sessions by day



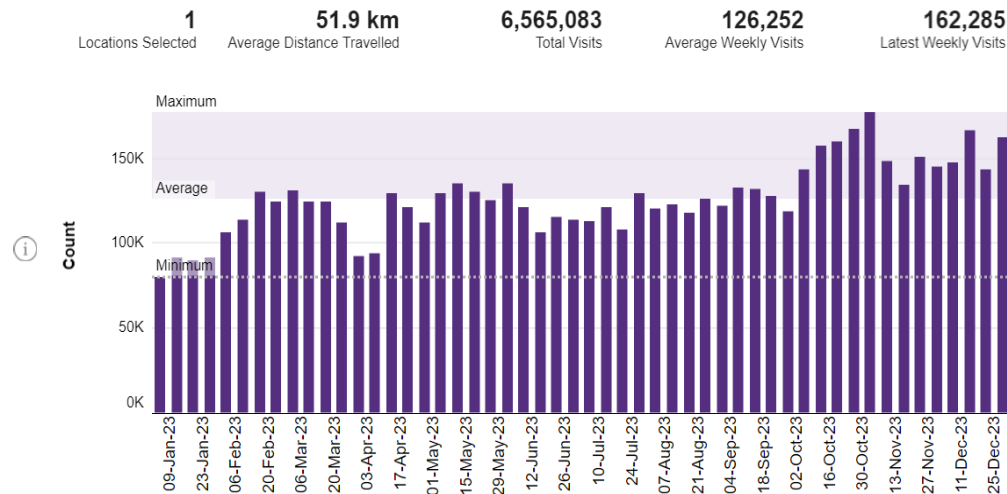
[See Full Report](#)

- Foot traffic up 11%
- Over 700,000 more visits
- As year progressed, pedestrian traffic has continued to climb
- Average length of trip is 52km(74km in 2019)

Total Foot Traffic by Week



Total Foot Traffic by Week



Demographic Highlights  
for 1/3/2022 to 1/1/2023

\$123K Average Household Income	Under 35 Maintainer Age	36% Households with Children
1 Person Household Size	University Education	High Cultural Diversity

Top PRIZM Segments by Volume of Visits  
No PRIZM® details available for time frame selected

The complete PRIZM® profile of visits is available to data licensees. Contact your sales representative to purchase.

Demographic Highlights  
for 1/2/2023 to 12/31/2023

\$121K Average Household Income	Under 35 Maintainer Age	36% Households with Children
1 Person Household Size	University Education	High Cultural Diversity

Top PRIZM Segments by Volume of Visits  
Partial PRIZM® details available only, check selected time frame

47 SOCIAL NETWORKERS

The complete PRIZM® profile of visits is available to data licensees. Contact your sales representative to purchase.



# Statement of Financial Position



## STATEMENT OF FINANCIAL POSITION

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

Table 1 - Statement of Financial Position - Financial Assets

<b>Financial assets</b>	<b>2022</b>	<b>2021</b>
Cash on deposit with the Corporation of the City of Ottawa	\$981,668	\$895,472
Accounts receivable	19,101	14,451
<b>Total financial assets</b>	<b>1,000,769</b>	<b>909,923</b>

Table 2 - Statement of Financial Position - Liabilities

<b>Liabilities</b>	<b>2022</b>	<b>2021</b>
Bank indebtedness	8,290	8,229
Accounts payable and accrued liabilities	102,240	22,386
Deferred revenue	15,000	-
<b>Total liabilities</b>	<b>125,530</b>	<b>30,615</b>
<b>Net financial assets</b>	<b>875,239</b>	<b>879,308</b>

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

<b>Non-financial assets</b>	<b>2022</b>	<b>2021</b>
Tangible capital assets [note 5]	54,727	68,854
Prepaid expenses	13,775	9,309
<b>Total non-financial assets</b>	<b>68,502</b>	<b>78,163</b>
<b>Accumulated surplus</b>	<b>\$943,741</b>	<b>\$957,471</b>

# Statement of Operations



## STATEMENT OF OPERATIONS

For the year ended December 31, 2022, with comparative information for 2021

Table 4 - Statement of Operations - Revenue

	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2021 Actual</b>
<b>Revenue</b>	<i>[note 4]</i>		
Tax revenue <i>[note 2]</i>	\$326,000	<b>\$292,290</b>	\$352,566
Payments in lieu of taxation	179,000	<b>182,362</b>	178,497
Sponsorship and other <i>[notes 3 and 6]</i>	284,500	<b>396,321</b>	23,978
<b>Total revenue</b>	<b>789,500</b>	<b>870,973</b>	<b>555,041</b>

Table 5 - Statement of Operations - Expenses

	<b>2022 Budget</b>	<b>2022 Actual</b>	<b>2021 Actual</b>
<b>Expenses</b>	<i>[note 4]</i>		
Advertising	434,260	<b>494,705</b>	134,428
Salaries	173,800	<b>142,473</b>	144,686
Office	78,440	<b>98,149</b>	58,065
Rent	28,000	<b>21,926</b>	21,079
Insurance	7,000	<b>8,086</b>	9,566
Professional and consulting	195,000	<b>101,291</b>	1,028
Depreciation	-	<b>14,127</b>	1,780
Bad debt expense	-	-	4,429
Audit fees	3,000	<b>3,946</b>	4,067
<b>Total expenses</b>	<b>919,500</b>	<b>884,703</b>	<b>379,128</b>
<b>Annual (deficit) surplus</b>	<b>(130,000)</b>	<b>(13,730)</b>	<b>175,913</b>
Accumulated surplus, beginning of year	957,471	<b>957,471</b>	781,558
<b>Accumulated surplus, end of year</b>	<b>\$827,471</b>	<b>\$943,741</b>	<b>\$957,471</b>

# Statement of Changes in Net Financial Assets

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## STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

For the year ended December 31, 2022, with comparative information for 2021

Table 6 - Statement of Changes in Net Financial Assets

	2022 Budget [note 4]	2022 Actual	2021 Actual
<b>Annual (deficit) surplus</b>	(\$130,000)	<b>(\$13,730)</b>	\$175,913
Acquisition of tangible capital assets	-	-	(70,634)
Depreciation of tangible capital assets	-	<b>14,127</b>	1,780
Increase in prepaid expenses	-	<b>(4,466)</b>	(1,386)
<b>(Decrease) increase in net financial assets</b>	(130,000)	<b>(4,069)</b>	105,673
Net financial assets, beginning of year	879,308	<b>879,308</b>	773,635
<b>Net financial assets, end of year</b>	\$749,308	<b>\$875,239</b>	\$879,308

# Statement of Cash Flows – Operating Activities

<b>Operating activities</b>	<b>2022</b>	<b>2021</b>
Annual (deficit) surplus	<b>(\$13,730)</b>	\$175,913
Add item not affecting cash		
Depreciation of tangible capital assets	<b>14,127</b>	1,780
Changes in non-cash working capital balances related to operations		
Increase in accounts receivable	<b>(4,650)</b>	(1,258)
Increase in prepaid expenses	<b>(4,466)</b>	(1,386)
Increase (decrease) in accounts payable and accrued liabilities	<b>79,854</b>	(13,051)
Increase in deferred revenue	<b>15,000</b>	-
<b>Cash provided by operating activities</b>	<b>86,135</b>	161,998

Table 8 - Statement of Cash Flows - Capital Activities

<b>Capital activities</b>	<b>2022</b>	<b>2021</b>
Acquisition of tangible capital assets	-	(70,634)
<b>Cash used in capital activities</b>	-	(70,634)

Table 9 - Statement of Cash Flows - Change in Cash and Cash Equivalents

<b>Change in cash and cash equivalents</b>	<b>2022</b>	<b>2021</b>
Net increase in cash and cash equivalents during the year	<b>86,135</b>	91,364
Cash and cash equivalents, beginning of the year	<b>887,243</b>	795,879
<b>Cash and cash equivalents, end of the year</b>	<b>\$973,378</b>	\$887,243

Table 10 - Statement of Cash Flows - Cash Breakdown

<b>Cash and cash equivalents consist of</b>	<b>2022</b>	<b>2021</b>
Bank indebtedness	<b>(\$8,290)</b>	(\$8,229)
Cash on deposit with the Corporation of the City of Ottawa	<b>981,668</b>	895,472
	<b>\$973,378</b>	\$887,243

# Presentation of the 2024 Operating Budget

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# Revenue

Cost Centre	Cost Element	2024 Budget
179103 - BIA SPAR Source of Financing	406005 - Contributions From Reserve Fun	-290,500
179104 - BIA SPAR Grants	401005 - Federal Other Revenue	-
179112 - BIA SPAR World Exchange Dov	407015 - Other Revenue	-7,500
179120 - BIA SPAR Taxation	407001 - General Taxes	-345,000
	407101 - Supplementary Assessment	
	407104 - Payment In Lieu	-196,000
	507431 - Remissions	20,000
<b>Revenues</b>		<b>-819,000</b>
179106 - BIA SPAR PoutineFest	407015 - Other Revenue	-
179107 - BIA SPAR RibFest	407015 - Other Revenue	-100,000
179108 - BIA SPAR Canada Day	407015 - Other Revenue	-3,000
179111 - BIA SPAR Winterlude	401005 - Federal Other Revenue	-250,000
<b>Advertising, Promotion &amp; Events</b>		<b>-353,000</b>
<b>Total Revenue</b>		<b>-1,172,000</b>

# Administration Expenses

501110 - Compensation	226,000
501405 - CPP Employer Contribution	8,100
501406 - EI Employer Premiums	3,300
502111 - Conferences & Conventions	4,000
502112 - Staff Training & Development	1,000
502113 - Local Transportation	250
502119 - Business Travel and Expenses	6,000
502121 - Postage	100
502122 - Freight/Courier/Service	300
502132 - Voice/Data Network Charges	2,500
502134 - Cellular Phone	2,300
502310 - Audit Fees	6,250
502311 - Translation Fees	500
502320 - Legal - Fees	500
502330 - Professional Service	2,000
502373 - Insurance Premiums	12,000
502385 - Accident - Medical Benefits	11,000
502392 - Consultants (expansion)	30,000
502394 - Receptions / Luncheons / Hospitality	7,000
502395 - Corporate Memberships	15,500
502619 - Rental Buildings	30,000
502660 - Rental - Equipment and Tools	1,200
502692 - Parking	250
505485 - Uniforms	2,000
505990 - Office Supplies	300
506173 - Office Furniture & Equipment	4,000
506175 - Computers/Peripherals/Software	4,000
508808 - Bank Service Charges	100
<b>Administration</b>	<b>380,450</b>

# Operational Expenses

	502210 - Advertising/Promotion	132,000
	506175 - Computers/Peripherals/Software	2,500
	502329 - Non Professional Services	18,050
	502392 - Consultants (Environics)	20,000
	502396 - Outside Printing and Photograph	25,000
	502928 - Community Events	13,000
	505996 - Promotional Items	1,000
	507197 - Donations/Sponsorships	12,000
179101 - BIA SPAR MEDIA		
179106 - BIA SPAR PoutineFest	502210 - Advertising/Promotion	
179107 - BIA SPAR RibFest	502210 - Advertising/Promotion	95,000
179108 - BIA SPAR Canada Day	502210 - Advertising/Promotion	10,000
179109 - BIA SPAR BuskerFest	502210 - Advertising/Promotion	21,000
179110 - BIA SPAR Art Installation	502210 - Advertising/Promotion	50,000
179111 - BIA SPAR Winterlude	502210 - Advertising/Promotion	295,000
179113 - BIA SPAR Leasing Support Proj	502210 - Advertising/Promotion	40,000
179114 - BIA SPAR Pop Up Cinema	502210 - Advertising/Promotion	7,000
179115 - BIA SPAR Songs from the Shed	502210 - Advertising/Promotion	50,000
<b>Advertising, Promotion &amp; Events</b>		<b>791,550</b>
<b>Total Expense</b>		<b>1,172,000</b>





2024 Look Ahead

# 2024 City Motion and Direction to Staff

HCity Council, Standing Committee and Commission  
Conseil, comités permanents et commission

## Council Motion

Report / Agenda: City Council Agenda 28 – December 6, 2023  
Rapport / Ordre du jour:

Item / Article: 12.1 - 2024 Draft Operating and Capital Budgets

**Re: Public Realm – Downtown Ottawa Urban Design Strategy**

Moved by / Motion de: **Councillor A. Troster**  
Seconded by / Appuyée par: **Councillor J. Leiper**

**WHEREAS** Centretown community partners have expressed a desire to see more programming and street level animation in the neighbourhood;

**WHEREAS** public realm enhancements have a proven positive impact on physical health, mental well-being and public safety;

**WHEREAS** the upcoming Downtown Ottawa Action Plan, led by the Ottawa Board of Trade in collaboration with the City of Ottawa and other partners, as well as the forthcoming Downtown Revitalization Taskforce report call for significant investment in the public realm as a core strategy for fostering an economic and socially vibrant downtown;

**WHEREAS** the Downtown Ottawa Urban Design Strategy has not been updated since 2004;

**WHEREAS** significant public realm enhancement and investment is one of the cheapest and most effective cost ways cities can increase private investment and development in an area.

**THEREFORE BE IT RESOLVED** that a review and update of the Downtown Ottawa Urban Design Strategy be prioritized within the existing 2024 Public Realm Intervention Capital Account budget; and

**BE IT FURTHER RESOLVED** that a minimum of two pilot projects in Centretown, with associated public engagement, be prioritized within the existing 2024 Public Realm Intervention Capital Account budget.

**Direction to staff**

City Council / Conseil Municipal

Agenda/ Ordre du jour: FCSC Agenda 10

Report / Rapport:

Item / Article: 4.1

**DIRECTION TO STAFF (Councillor J. Leiper)**

## Sparks St Public Realm Plan

The Sparks St Public Realm Plan was originally approved by Council in 2019, while the last major renewal for Sparks St was in 1989. Sparks St was the first public pedestrian only street in the country and is home to a variety of public assets, including the Bank of Canada museum, a wealth of public art and hosts key events such as Winterlude every year.

All reports that have been released on downtown revitalization, including the recent report from the Canadian urban institute on the state of Canada's downtowns highlight public realm investment as one of the key pillars of successful downtown revitalization. Public realm enhancements have a proven positive impact on physical health, mental well being and public safety.

Significant public realm enhancement and investment have been shown to be one of the cheapest but most effective ways cities can increase private investment and development in an area. While other areas downtown have received significant investment in public realm with projects (Lansdowne, the Byward Market District Authority, the Byward Market Public Realm Plan) Sparks Street requires increased public realm investment to fulfill the vision of a revitalized downtown.

1. That staff engage with the federal government to discuss the status of the Sparks Street public realm plan.
2. That staff report back to committee in Q2 2024 on the outcome of those discussions and updated costing for the Sparks Street public realm plan.
3. That staff prioritize interim repairs and improvements planned for Sparks St Public Realm as far as possible within existing resources in 2024 and provide the councillor's office, the Spark Street BIA, and the Sparks Street Mall Authority of these efforts.

# BIA Expansion

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- To create a better downtown economy
- To abdicate for more people living downtown
- Expand beatification
- To provide representation to small businesses in the core that have no support
- Survey complete. Information sessions will be held. Vote to take place in fall of 2024



# Leasing Support Program

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- Support property owner efforts to fill leasable spaces
- Marketing
- Broker Events
- Create Pop Up Program for potential businesses



# Programming

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- **Canada Day** – We will create a weekend of programming to make up for the lack of federal programming downtown.
- **Arts Installation** – we would like to create a Nuit Blanche event, partnering with other BIAs and group to encourage visitation
- **Songs from the Shed** – the BIA will continue its partnership with the Ottawa Music Industry Coalition to produce Songs from the Shed and expand our programming to Block 1.





# Sparks Street Business Improvement Area

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