



centre
town

A YEAR IN REVIEW

2023 ANNUAL GENERAL MEETING

MISSION & VISION



OUR VISION

To be sought out as the definitive alternative to the ordinary.

OUR MISSION

Continuously improve and promote the northern section of Bank Street to foster a flourishing Centertown business district with a strong sense of community and belonging.



PYRAMID OF STRATEGY



8

Advocacy

7

Special Projects

6

Programming

5

Beautification &
Experience

4

On-Street Maintenance

3

Marketing &
Communications

2

Board | Governance |
Finance | Staff

1

Membership

MESSAGE FROM THE CHAIR



Faced with another year of challenges, Centretown continued to experience a decline in visitors as the "work from home" culture reshaped consumer and social patterns in unprecedented ways. These shifts exacerbate the social and economic challenges the area faces, leaving many of us wondering: when will conditions improve?

Over the past year, the board and team have made significant strides to usher in a new era for the BIA. This was achieved through the development of a strategic vision for the area - an aspiration to "be sought out as the definitive alternative to the ordinary." This vision is crucial as we transition from reliance on lunchtime and commuter crowds, redirecting focus to draw on visitors and residents. This positions us to effectively differentiate and compete with numerous other destinations across the city.

Aligned with our new vision, we've established a clear purpose "to continuously improve and promote the northern section of Bank Street to foster a flourishing Centretown business district with a strong sense of community and belonging." Our team will use this purpose to concentrate on objectives and goals that will bring us the most value, both short and long-term.

In our first year of the new strategy, we successfully launched the rebranding of Bank Street, now known as "Centretown." The name better encapsulates our geographic location and vibrant identity.

This past year marked a significant transition as we bid farewell to the long-time Executive Director, Christine Leadman, and welcomed SabriNa Lemay as the new Executive Director. SabriNa, with over six years of experience at the BIA, has contributed to projects such as Glowfair, Fire and Ice, and various marketing initiatives. She played a role in the formulation of the new strategy alongside Christine and Karma Dharma. The board and I have complete confidence in SabriNa's capabilities to execute the strategy and lead the team.

Looking ahead, this coming year is foundational as we concentrate on the basics of a BIA, emphasizing priorities such as beautification, maintaining cleanliness, and promoting the culture and identity of the area. These efforts aim to create a more enjoyable experience for visitors and lay the groundwork for attracting new businesses.

Michael Wallack
Board of Directors Chair
Centretown BIA

A handwritten signature in white ink, appearing to read "Michael Wallack", positioned below the typed name and title.

MESSAGE FROM THE EXECUTIVE DIRECTOR



Towards the end of 2023, I took on the role of the Executive Director of the newly named Centretown BIA, marking a pivotal year of change. Having been with the BIA for six years, the transformations observed during this period have been both remarkable and inspiring.

Throughout the challenges of 2023, our business members in Centretown, not just on Bank Street, displayed incredible strength and resilience. Amidst losses and gains, we witnessed the adaptability of our businesses, choosing growth and triumph. The changing landscape highlighted both the hardships and the underlying strength of our community.

In our daily routines, it can be a challenge to fully grasp the remarkable synergy within our community—not only among businesses but also among residents and stakeholders who tirelessly contribute. Although it may be easy to overlook, we are all aware of its existence. Fostering this profound connection remains a priority in 2024, as we engage in ongoing conversations with our vibrant community.

The rebrand in 2023 was a monumental aspect of our evolution. More than just a change in visuals, it signifies a shift in focus. We aspire to make Centretown BIA a place that feels enchanting, safe, and clean—a community where individuals can freely express themselves and thrive. Promoting culture and embracing our identity. That is Centretown being uncommon to the core, the alternative to the ordinary!

As we embark on 2024, it's a year of planting seeds and building foundations based on a well-defined plan. I'm excited and confident that our collective efforts will not only make Centretown a memorable place but elevate it beyond anyone's imagination. Together, we're set to create a Centretown that surpasses all expectations.

SabriNa C.Lemay
Executive Director
Centretown BIA

A handwritten signature in white ink, reading 'SabriNa C. Lemay'. The signature is fluid and cursive, with a large, sweeping initial 'S'.

MESSAGE FROM THE COUNCILLOR



A lot has happened in Centretown this past year. We've dealt with issues ranging from community safety, to large protests, to downtown revitalization. My office has responded to thousands of inquires, we've met with business owners, service providers and residents across Somerset Ward and worked to secure wins for the community in the 2024 budget cycle. Still, there is always so much more to do.

What inspired me to run for office was a desire to improve our community and build on the good work that so many of you are already doing. I am always grateful for the engagement of neighbours and business owners in Centretown. Our community is incredibly diverse and our collective community care is what makes us so unique.

I also know that is a tough time for downtown Ottawa, with an escalating overdose crisis, a homelessness emergency and a high office vacancy rate due to the shift to hybrid work post-pandemic. I walk or bike to work most days and I take my daughter to school. I see what you see, and I share your concern for the health and safety of our beloved community.

This year we will see the launch of a new 24/7 alternative crisis response service, responding directly to concerns from business owners about needing someone to call when a neighbour is struggling. We doubled Ottawa's capital investment in affordable housing in the 2024 budget, allocating a record-breaking \$30 million. The city is also scaling up supportive housing, emergency shelters and warming centres to meet the need this winter and ensure resources are available for anyone who needs them. In addition to this, the budget 2024 allocates new funding to make public realm improvements and beautify Centretown.

I believe that we are making progress, and it is all thanks to your engagement and concern. Please feel free to reach out to my office at ariel.troster@ottawa.ca if there is anything we can assist you with.

Warmly,
Ariel Troster

MEET THE TEAM



Michael Wallack
Chair



Dave Massine
Vice Chair



Councillor Ariel Troster
Board Member



Adam Wilson
Board Member



Matthew Tweedy
Board Member



Ben Gunter
Board Member



Jamil Bhuya
Board Member



Sabrina Lemay
Executive Director



Emma Gmazel
Public Realm Liaison and Operations



Stephanie Wawrzynczak
Marketing and Communications Lead

AGENDA

12:00 PM

Welcome & Land Acknowledgment

12:02 PM

Call to Order

12:02 PM

Declaration of Pecuniary Interest

12:03 PM

Approval of Agenda

12:04 PM

Approval of 2022 AGM Minutes

12:05 PM

Presentation of Annual Report

12:06 PM

Presentation of 2023 Budget

12:08 PM

Approval to Accept Annual Report
& 2023 Budget

12:10 PM

Message from Councillor Ariel Troster

12:12 PM

Message from Chair Michael Wallack

12:30 PM

Guest Speaker: Karen Bramhill
from Karma Dharma

12:40 PM

Message from Executive Director
SabriNa C.Lemay

12:50 PM

Presentation of 2024 Budget

1:05 PM

Approval to accept the 2024 Budget

1:07 PM

Message from Constable
Stephanie Lemieux

1:10 PM

Guest Speaker: Mark Williams
from Univer Cleaning

1:30 PM

Adjournment

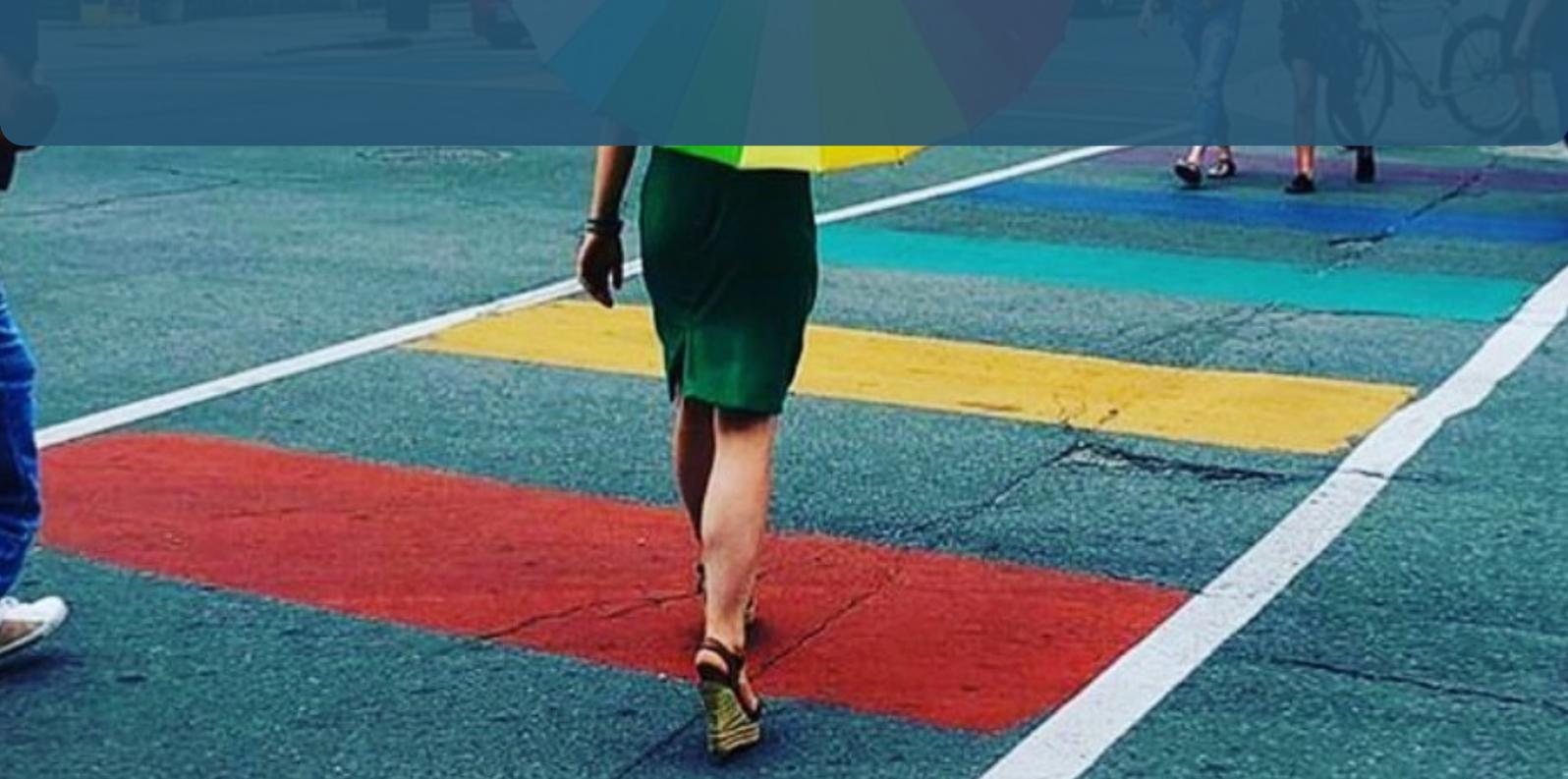
MANDATE



The Centretown Business Improvement Area (BIA) is a 20 block commercial district and community that strives to make the area cleaner, safer, and more vibrant.

The Centretown BIA is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.



STRATEGIC FOCUS



STRATEGIC FOCUS



Purpose

Continuously improve and promote the northern section of Bank Street to foster a flourishing Centretown business district with a strong sense of community and belonging.



Vision

To be sought out as the definitive alternative to the ordinary.



Positioning

Bank Street offers the unexpected.

AUDITED FINANCIALS



To view the full 2022 Audited Financials:

[Click Here](#)

| Financial Assets | 2022 | 2021 |
|--|------------------|------------------|
| Cash and Cash Equivalents | \$113,295 | \$40,043 |
| Cash on Deposit with the Corporation of the City of Ottawa | \$0 | \$245,917 |
| Accounts Receivable | \$41,097 | \$103,661 |
| Total Financial Assets | \$154,392 | \$389,621 |

| Liabilities | 2022 | 2021 |
|--|-----------------|------------------|
| Cash on Deposit with the Corporation of the City of Ottawa | \$25,880 | \$0 |
| Accounts Payable and accrued liabilities | \$54,874 | \$142,645 |
| Total Liabilities | \$80,754 | \$142,645 |
| Net Financial Assets | \$73,638 | \$246,976 |

| Non-Financial Assets | 2022 | 2021 |
|-----------------------------------|------------------|------------------|
| Prepaid Expenses | \$10,419 | \$52,603 |
| Tangible Capital Assets | \$26,080 | \$7,416 |
| Total Non-Financial Assets | \$36,499 | \$60,01 |
| Accumulated Surplus | \$110,137 | \$306,995 |

2023 BUDGET



| Revenue | Amount |
|--|--------------------|
| Contributions From Reserve Funds (Surplus) | \$85,000 |
| Grants (Admin, Graffiti , & Parking) | \$114,312 |
| Levy | \$941,059 |
| Supplementary Assessment | \$1,064 |
| Other Revenue (World Exchange) | \$7,500 |
| Total Revenue for 2023 | \$1,053,597 |

2023 BUDGET



| Expenses | Amount |
|--|--------------------|
| Strengthen (Operational, Staff Training, Audit & Legal Fee) | \$661,652 |
| Promote (Community Events, Fire and Ice, Taste Ottawa, Spring & Summer Promo, Social Media) | \$547,720 |
| Beautify / Public Realm (Maintenance, Signage, Banners & Flower Pots) | \$136,489 |
| Village Legacy | \$10,475 |
| CRA Repayment | \$104,241 |
| Total Expenses for 2023 | \$1,460,575 |

CHAIRS REPORT



Strategic Initiatives:

- Launched a brand encompassing a ten-year strategic plan focusing on public realm, beautification, and marketing.
- Upcoming BIA expansion plan is to be elaborated on by Karen Bramhill from Karma Dharma.

Accomplishments and Updates:

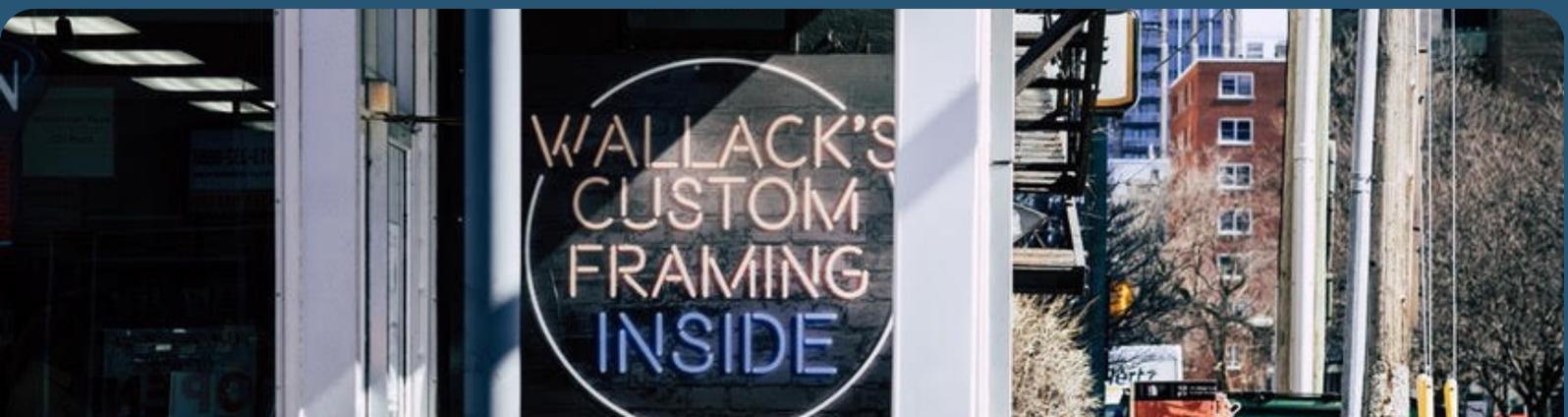
- New banners with updated Centretown logo installed in 2023.
- Released Centretown T-shirts and Tote Bags during the brand launch.
- Installation of Village Legacy Banners, highlighting prominent members of community

BIA-run event in 2023:

- Held a successful Fire and Ice winter festival, including a popular silent disco from March 17th-19th 2023.

Collaborations and Initiatives:

- Led the Taste Ottawa initiative, collaborating with Tulip Festival and CityFolk.
- BIA supported Member events , including those by City at Night, Arlington Five, and Beyond the Wire.
- Contribution to Centretown Pride Festival, involving sponsorship, donations, and collaborations with local influencers such as Sunshine Glitter Child
- Horror on Bank Street presented by 3 Fires International Film Festival held a movie viewing in Snider Plaza on Friday the 13th. Local Indigenous filmmakers were featured.
- Vibe613 utilized a vacant space on Bank Street and featured local artisans.



CHAIRS REPORT



Community Enhancements:

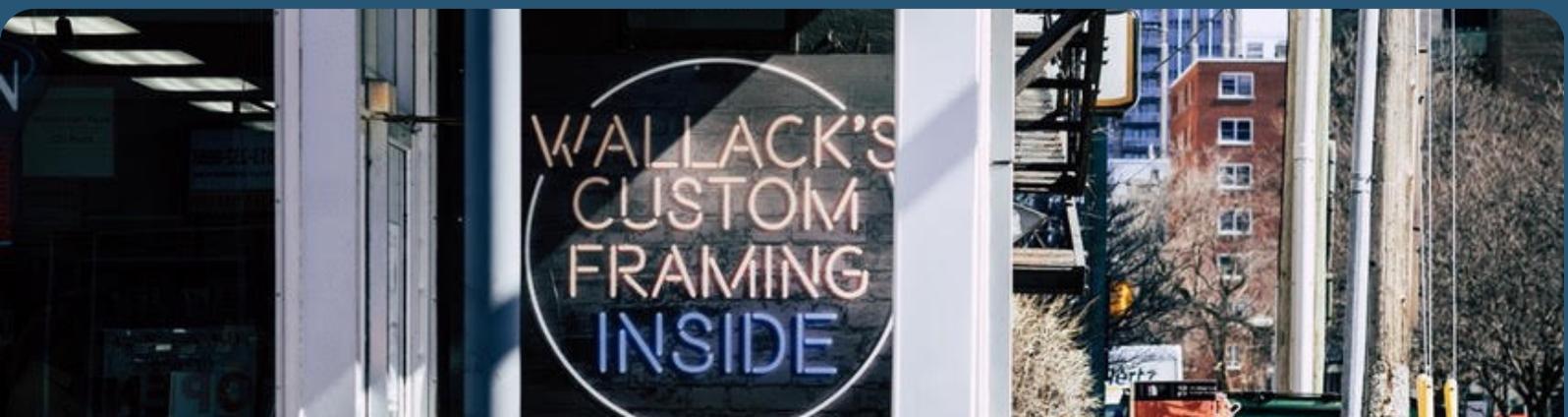
- Collaborated with Morguard to enhance and activate Snider Plaza
- Installed chairs in Snider Plaza
- Encouraging members to utilize Snider Plaza for their events
- Installed a new art mural on the vacant Morguard building next to Snider Plaza. This was completed by artist Emilie Darlington.
- Installed 15 new planters throughout Centretown.
- Improved aesthetics with changed tree lighting before the holidays. Centretown now has lights strung closely to the tree.

Festive Installations:

- Installed a small Christmas installation in Snider Plaza, featuring a singing tree, musical frame, and a music box.

Member Support:

- Focus 2024 efforts on more member-run initiatives and events.
- Bilingual program insights: A survey distributed to business owners indicated limited interest; the focus shifted to bilingual social media content.



2023 Highlights



Fire & Ice Winter Festival

March 2023, the Centretown BIA hosted the Fire & Ice Winter Festival in collaboration with the Optimal Show Experience. Stunning light and audio installations were placed along Bank Street from Cooper to Slater creating a unique storytelling experience.



Centretown Rebrand Launch

On August 2nd, guests gathered at the Staples Spotlight Room to commemorate the launch of our rebranding initiative. During this event, we unveiled the new face and name of our business improvement area—a transformation that harmonizes with our ever-evolving identity and progressive vision. Throughout the launch, we explored the motivations driving this change, shedding light on our aspirations to fortify unity within our community.

2023 Highlights



Centretown Swag

Following the Centretown BIA rebrand's official launch, we emphasized it by creating Centretown-themed merchandise, including tote bags and t-shirts. These are now available for purchase by all Centretown BIA members to offer to their customers. Each shirt and tote bag proudly showcases the new Centretown logo on the front and the distinctive "Uncommon To The Core" slogan on the back. Our aim in offering Centretown merchandise to our community is to foster awareness and unity within our neighborhood.



Beautification

Last year, the Centretown BIA injected vibrancy and life into our streets by commissioning Artwork By Emilie to paint a stunning mural on a previously vacant window. This initiative beautifully showcases how public art enlivens spaces, uplifting not just the area but also everyone's spirits. Additionally, the BIA adorned the area with 12 flower pots boasting a gorgeous array of flowers, further enhancing the streetscape and infusing vibrant colors into our community.

2023 Highlights



New Banners

After the official launch of the Centretown BIA rebrand, new banners featuring the updated logo and the slogan "Uncommon To The Core" were installed along the stretch from Bank/Wellington to Bank/Catherine. Additionally, new Village Legacy banners were also raised in the area.



Members Events

Throughout the past year, the Centretown BIA extended support to member events such as Arlington Five's Arlington Art Markets held during the Spring, Summer, and Fall seasons. These markets serve as an exceptional platform for bolstering Ottawa's local artisan community. Additionally, the BIA backed City at Night's biannual block parties, demonstrating continued support for these vibrant community events.

City At Night : (3 days) was over 1,000s guests, with over 50,000 online impressions

2023 Highlights



Taste Ottawa

The Centretown BIA lent its support to Taste Ottawa in two events this past year: Taste Ottawa & The Tulip Festival and Taste Ottawa & Cityfolk. These events provided customers with the opportunity to savor diverse and delectable meals offered in a unique and alluring format, showcasing some of the city's finest restaurants.

KARMA DHARMA



Purpose

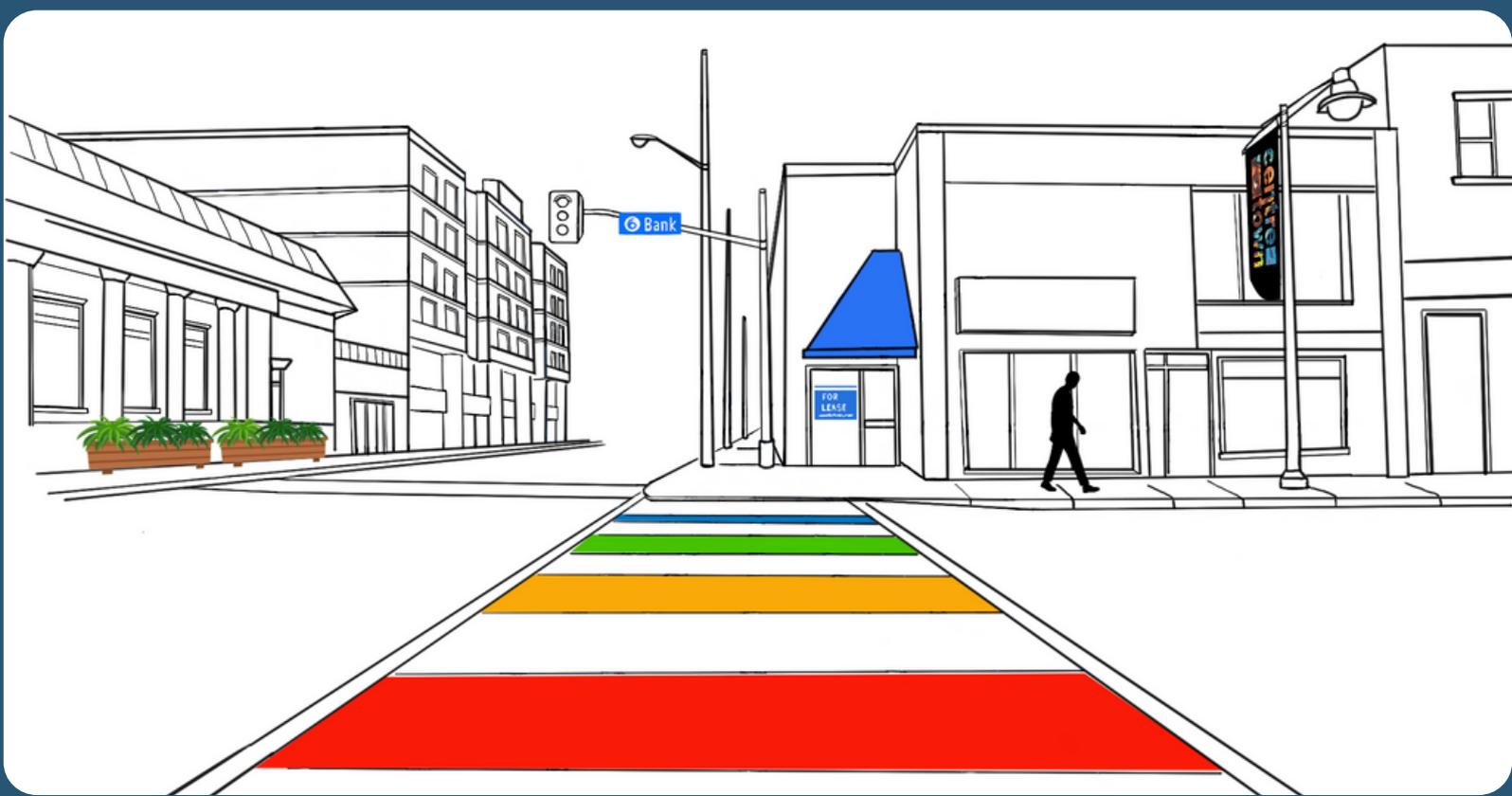
Continuously improve and promote the northern section of Bank Street to foster a flourishing Centretown business district with a strong sense of community and belonging.

Vision

To be sought out as the definitive alternative to the ordinary.

Positioning

Bank Street offers the unexpected.



KARMA DHARMA



Strategic Pillars

Essential elements that constitute of vital component in realizing our vision to be sought out as the definitive alternative to the ordinary

Strengthen

Build a safe, clean, futureforward business district that empowers small businesses and residents to live their happiest life.

Beautify

Create a greener, cleaner, arts & culture infused neighbourhood.

Promote

Establish Centretown as the alternative to the ordinary.

Expand

Expand the district and the services offered to its members.

Strategic Enablers

Essential supports that will help us to achieve our strategic pillars, and realize our vision to be sought out as the definitive alternative to the ordinary

Advocacy

Be the voice of our members at all levels of government.

Resources

Ensure we have the means to enable our vision and long-term sustainability.

KARMA DHARMA



How We Succeed

Strengthen

- Optimize retail mix within The Centretown.
- Empower and enable our BIA members and their employees to live our values and do their best work.
- Be a thought leader for addressing social issues.

Beautify

- Improve the exteriors, common spaces, and physical assets.
- Advance urban mobility, accessibility and signage in The Centretown.
- Prioritize sustainability efforts within the area.

Promote

- Optimize retail mix within The Centretown.
- Empower and enable our BIA members and their employees to live our values and do their best work.
- Be a thought leader for addressing social issues.

Expand

- Expand BIA geographical territory.
- Expand the services for BIA members.
- Increase the number of members in the BIA.

Advocacy

- Establish new and strengthen existing partnerships.
- Encourage government responsibility and advocate for policy change.
- Become thought leaders for transforming green space initiatives, social issues, and street cleanliness.

Resources

- Ensure structures and dedicated personnel are in place.
- Carve out dedicated time for lobbying/advocacy.
- Monitor progress and adjust as needed against the Strategic Plan



Beautify

Goal

Create a greener, cleaner, arts and culture infused neighbourhood.

How We Succeed

Improve the exteriors, common spaces, and physical assets.

Advance urban mobility, accessibility and signage in The Centretown.

Prioritize sustainability efforts within the area.

Measures of Success by 2032

20 patios, 5 outdoor convening spaces, 10 murals/public art installations, 8 new green spaces have been established.

BIA members avg score for wayfinding signage and neighbourhood accessibility: 9/10 on Member Survey.

3 new environmental and cleanliness initiatives have been established.

KARMA DHARMA



Repositioning your Brand for the Future

Equipped with a clear vision and mission and a 10-year strategic plan, it was time to evaluate if the brand and visual identity supported the plan.

The previous brand no longer felt aligned with the growth the BIA was aspiring to. By changing the name of the BIA to reflect the desired expansion beyond Bank Street --Centretown was born. With the name change came the opportunity to change the look and feel of the logo to a fresher look that could better align with the new vision.

We played with many different concepts but felt strongly that the new brand logo ought to be versatile, elegant and fun and leave ample space for key visuals to stand out. fun, and elegant.

It's charm comes from the application of multiple background fillers that bring the brand to life, keeping it fresh and relevant.

Staying true to the brand promise:
Uncommon to the core.

centre ■
■ **town**

KARMA DHARMA



Bringing the Logo to Life

Staying true to the brand promise, Ucommon to the core, Centretown does not have a selected colour palette. It's versatile and draws from the area as well as any relevant fillers to keep the brand relevant and fresh.



KARMA DHARMA



Bringing the Logo to Life

There are many opportunities to showcase the logo on street banners and wearables.



EXECUTIVE DIRECTOR REPORT



Goal:

- Transform Centretown into a dynamic and sought-after community
- Promoting community involvement and collaboration with residents
- Members evolving into ambassadors embracing uniqueness

Theme: Planting the Seed

- Addressing Centretown's challenges and embracing its distinctiveness

2024 Strategic Plan:

Focusing on community

Nourishing the elements that contribute to our community's vitality

Encouraging excitement about individual purposes

Uniting under the banner of "Coming Together"

What "Uncommon to the Core" means to our community:

Envisioning a Diverse Culture

Innovative Entrepreneurship

Creativity

Community Collaboration

Architectural Charm

Artistic Expression

Historical Resilience

Forward-Thinking Progress

Creating a Vibrant Tapestry of Events

Showcasing Diversity, Resilience, and Progress in the Community



EXECUTIVE DIRECTOR REPORT



Pillars: Promote, Expand, Strengthen, Beautify.

Strengthen:

- Building a turnkey internal structure to promote and elevate Centretown businesses.
- Introduction of a dedicated clean team for a clean, green, and safe community.
- Expanding services to create a vibrant community for locals and tourists.
- Community Engagement:
 - Plans to visit members regularly.
 - Collaboration with residents for a community shopping list.
 - Onboarding package for new/existing members and emergency contact list.
 - Distribution of member surveys to align efforts with community needs.
 - Constable Stephanie Lemieux's involvement for safety and community updates.

Public Realm

- Emma Gmazel, Public Realm liaison and Operations Coordinator
- Conducting monthly walkthroughs to assess and enhance the area's quality and updating business information.
- Successfully onboarded a new street cleaning team, Univer Cleaning, to improve overall cleanliness of Centretown
- Increased commitment to graffiti removal, including vacant spaces.
- Initiating efforts to enhance the aesthetics by cleaning up tree guards in the vicinity.
- Strengthening collaboration with the city for a cleaner and greener Centretown through proactive initiatives
- Updating deteriorating bike racks

Beautify:

- Changes to bike racks to increase vibrancy on the street
- Collaboration with a new company for installing seasonal planters throughout the area.

Expand:

- Collaborating with Somerset Village BIA for future expansion.
- Focus on a strong CRM system and reaching out to property owners/managers.
- Monthly walkthroughs to monitor new businesses in Centretown

EXECUTIVE DIRECTOR REPORT



Pillars: Promote, Expand, Strengthen, Beautify.

Promote:

- Launching a weekly Centretown community newsletter
- Monthly blog posts on the Centretown website
- Social media promotion (small business highlight videos, humans of Centretown, giveaways/promotions)
- Weekly member newsletters to share updates and resources
- Creating an Events Guide (resource document) for members to educate and support any events they host

Save money for 2025

- skipping the Fire and Ice Winter Festival.
- No applications for matched funding.
- Internal restructuring with the termination of staff members.
- Conservative approach to promotions, skipping Taste Ottawa and the International Downtown Conference.
- Decreased operational costs (temporarily)
- Decreased donations for 2024
- Ended our lease with the warehouse

A white, cursive signature of Sabino Lemus on a dark blue background.

2024 BUDGET



| Revenue | Amount |
|---|------------------|
| Grants (Research, Graffiti , & Parking) | \$16,000 |
| Levy (with 5% increase) | \$989,100 |
| Remissions | -\$100,000 |
| Other Revenue (World Exchange) | \$7,500 |
| Total Revenue for 2024 | \$912,600 |

As an illustration, consider a property valued at \$500,000 that incurred an annual levy of \$421 in 2023. With a 5% increase, the revised levy would be \$442, resulting in a modest \$21 annual rise. It's important to note that actual figures may vary based on the property's value, the proportion of the property utilized, and the tax provisions outlined in the lease agreement.

2024 BUDGET



| Expenses | Amount |
|--|------------------|
| Strengthen (Operational, Staff Training, Audit and Legal Fees, Surplus Builder & Deficit Owed) | \$761,400 |
| Promote (artwork & Social Media) | \$42,300 |
| Beautify / Public Realm (Public Realm, Maintenance, Hydro, & Planters) | \$108,400 |
| Village Legacy | \$500 |
| Total Expenses for 2024 | \$912,600 |

GUEST SPEAKER: CONSTABLE STEPHANIE LEMIEUX



As an update for the area of Centretown, things have been quiet on my end (I almost hate to use that word), and at this time I do not have any updates relating to issues in the community. I have not heard from residents/businesses since before the holidays.

I went on a walk with the City's "Community Engagement Team" (CET) on Monday and plan to do this continuously into the busier summer months. They also reported that they have noticed on their walks that Centretown has been uneventful, and I'm not sure if that is related to the colder weather/snowy weather that we have been seeing, as such they have been spending more of their time in the Market/Lowertown areas. I will take this as a positive.

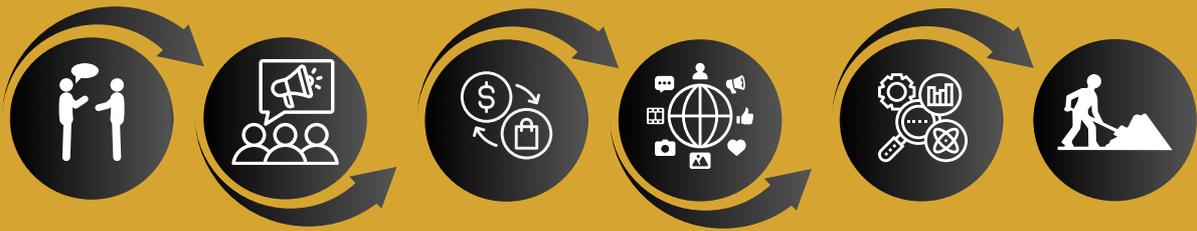


**centre
town**

LOOKING AHEAD

2024

STRENGTHEN/EXPAND



Meeting Members

In the upcoming year, 2024, the Centretown BIA team is dedicated to organizing individual, in-person meetings with every BIA member. These meetings will serve as a platform to articulate the BIA's focal points for 2024 and to delve into opportunities aimed at providing enhanced support to each member. By engaging in personalized discussions, we aim to align our goals more closely with the specific needs and aspirations of our valued members.

Visit BIA's

Exploring all the BIA's in 2024 presents an exciting opportunity for the Centretown BIA. This initiative will enable us to not only uncover what we admire and perhaps dislike in other neighbourhoods but also to gain valuable insights into practices and initiatives that we might consider integrating into our own community. By engaging with various neighbourhoods, we aim to identify innovative ideas and successful strategies that could contribute to enhancing the vitality and appeal of Centretown.

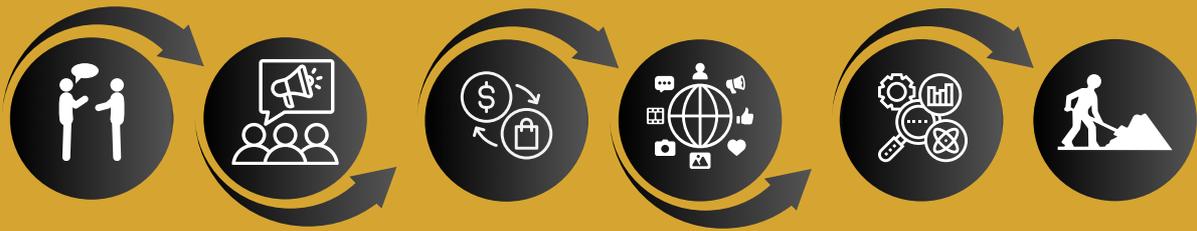
Meeting Non-Members

Apart of Centretown BIA's rebranding strategy, expansion takes center stage in our plans. In 2024, our focus is set on engaging with non-members to facilitate and ease this transition. We are committed to reaching out to businesses and individuals who are not currently part of the BIA, extending invitations to join our community.

Working with Somerset

As an integral component of the Centretown BIA's rebranding initiative, we are forging a close partnership with Somerset as a pilot project for our expansion efforts. This collaboration serves as a strategic step towards broadening our community and establishing stronger connections beyond our current boundaries.

BEAUTIFICATION



Street Clean & Power Washing

In our commitment to maintaining a pristine environment within Centretown, the BIA has onboarded Univers, a new cleaning company for 2024. Univers has been exclusively tasked with ensuring the cleanliness of our streets from Bank/Wellington to Bank/Catherine. Each day, a dedicated team will patrol these areas, promptly addressing any cleanliness concerns that arise. Moreover, Univers will conduct power washing on specific spots requiring extra attention, ensuring that our streets maintain a fresh and inviting appeal. This proactive approach to cleanliness underscores our dedication to creating an aesthetically pleasing and welcoming environment for everyone in Centretown

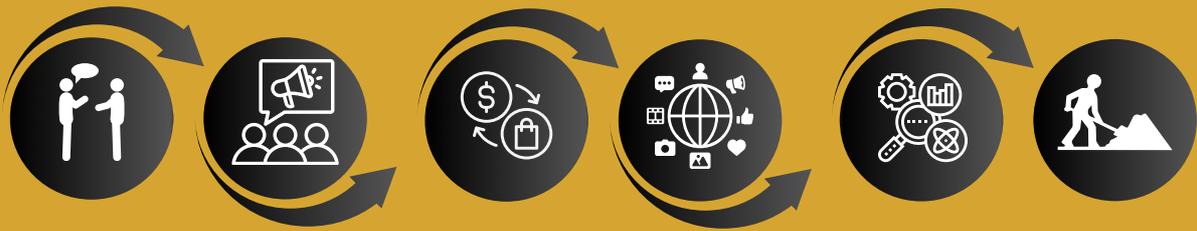
Flower Boxes & Painted Biked Rack with Flowers

In our commitment to infusing more life and vibrancy into Centretown's streets in 2024, the BIA has joined forces with LaFleur to implement exciting enhancements. Partnering with LaFleur, we're transforming pre-existing bike racks into eye-catching displays by painting them vibrant, attention-grabbing colours. Additionally, we're installing flower boxes on top of these bike racks. Furthermore, our collaboration with LaFleur extends to seasonal plantings within the 12 flower pots acquired in 2023. These pots will be updated quarterly with vibrant seasonal flowers, ensuring a dynamic and ever-changing floral landscape throughout the year. Lastly, the pre-existing tree guards that line the street will be painted black to enhance the area.

Tree Lights

The Centretown BIA has collaborated with Green Unlimited to upgrade our tree lighting installation. We've transitioned from loosely hung lights to tightly wrapping them around the trees, ensuring a more secure and visually striking display. This not only enhances the aesthetic appeal but also addresses concerns about pedestrian access, as the lights are now safely unplugged from pathways within the neighbourhood. This improvement not only elevates the visual charm of our streets but also prioritizes safety and accessibility for everyone

PROMOTION



Centretown Newsletter & Blog

Centretown BIA is thrilled to announce the launch of our community newsletter! This exciting initiative aims to be a vibrant hub showcasing the pulse of Centretown, highlighting the latest in fashion, culinary delights, lifestyle trends, and more. Through this newsletter, we'll offer a comprehensive snapshot of the diverse happenings within our community, providing residents, businesses, and visitors with a curated guide to all things Centretown.

But that's not all – in addition to the newsletter, we'll be regularly crafting engaging and informative blog posts focused on specific topics that resonate with the spirit of each month.

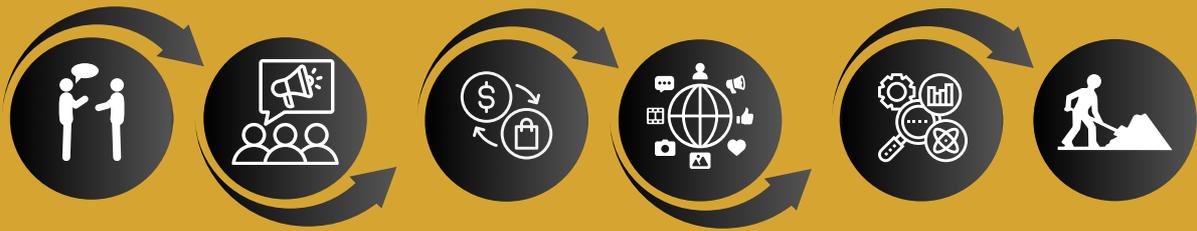
These posts will delve deeper into various aspects of Centretown life, offering valuable insights, tips, and stories that connect us all. Our goal is to keep our community informed, inspired, and engaged, fostering a sense of belonging and excitement about everything Centretown has to offer!

Social Media Promotion

In our social media marketing strategy for 2024, the Centretown BIA is focused on achieving two primary goals: humanizing Centretown and driving increased traffic and sales to local businesses. To achieve our goal of humanizing our neighbourhood, we're launching a compelling series titled "Humans of Centretown." This series will spotlight captivating photos paired with engaging bios of the diverse individuals who live, work, and shop in our vibrant community. Additionally, we're introducing a series dedicated to shining a spotlight on the small businesses in Centretown. This series goes beyond showcasing products and services— it's about unveiling the stories and the passionate individuals behind each establishment, offering a deeper connection between the community and its local businesses.

To fulfill our second goal of boosting traffic and sales within the Centretown core, we're implementing several initiatives. Firstly, we'll be conducting weekly giveaways to promote and drive traffic to local businesses. Additionally, we're introducing a series called #CentretownEats, designed to celebrate the rich tapestry of culinary delights available in Centretown.

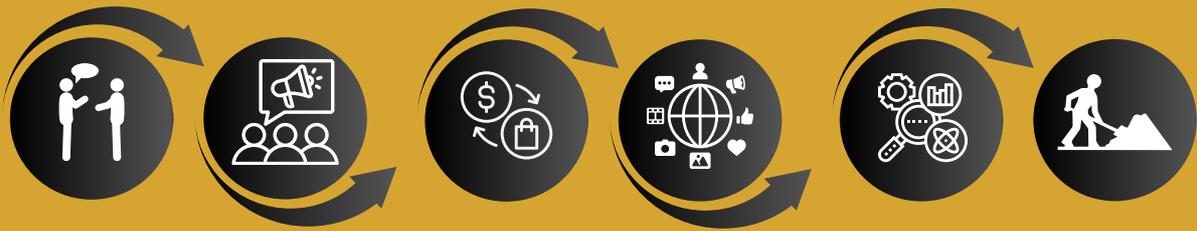
PROMOTION



Pride

Centretown is thrilled to play an active role in this year's Pride Festival by extending support through both financial contributions and robust promotional efforts. In our commitment to the cause, we're not just donating funds; we're amplifying visibility and awareness by launching a dedicated Pride campaign. This campaign serves as a vibrant platform aimed at garnering widespread exposure for the festival, showcasing the values of diversity, inclusivity, and celebration of love and identity.

RESOURCES & ADVOCACY



Internal Processes

In 2024, our focus is on "Planting the Seed," a theme that embodies the beginning of a transformative journey. As we kick off the year, our primary objective is to solidify the internal process of the Centretown BIA, laying a robust foundation for progressive strides ahead. To reinforce our team, we've crafted new, refined job descriptions that align with our evolving goals and aspirations. Additionally, we're investing in the development of our board members through specialized training sessions. These initiatives aim to equip our team and leadership with the necessary tools and insights to steer the Centretown BIA toward greater success.

Advocacy

Advocacy is a cornerstone of the Centretown BIA's mission. We're committed to advocating tirelessly across all governmental tiers to shape a brighter future for our beloved neighbourhood. Our efforts span every level of governance, championing initiatives that prioritize Centretown's growth, development, and prosperity. As well, the Centretown BIA is proud to introduce a series of regular coffee houses. These casual yet invaluable gatherings offer our members a unique platform to convene, interact, and share insights.

Central



City of Lawrence, Massachusetts



Central

SOCIAL MEDIA



Throughout 2023, the Centretown BIA has remained dedicated to its members by spearheading impactful campaigns and hosting promotional events aimed at amplifying both our members and the broader community. As we reflect on the strides taken since our last general meeting, here are some key initiatives we actively participated in:

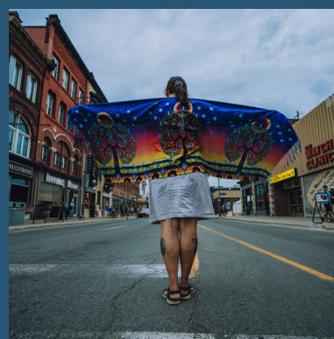
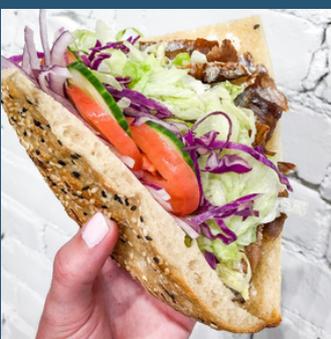
Influencer Campaigns: Leveraging the power of influencers, we orchestrated campaigns that effectively showcased the unique offerings of our members, reaching a broader audience and generating increased visibility.

Pride Collaboration Campaign: Embracing diversity and inclusion, our collaborative campaign during Pride celebrated the LGBTQ+ community, fostering a more inclusive and welcoming environment within Centretown.

Arlington Market and City At Night Events: We actively supported and participated in the Arlington Market and City At Night events, serving as vibrant platforms to showcase our community's creativity, arts, and local businesses.

Taste Ottawa & City Folk Event, Taste Ottawa & Tulip Festival: Partnering with these major events, we curated experiences that showcased the culinary delights and unique atmosphere of Centretown, enhancing both visitor experiences and member visibility.

Fire & Ice Winter Festivals: Engaging the community during the winter months, our participation in the Fire & Ice Winter Festivals brought warmth and excitement, fostering a vibrant winter atmosphere in Centretown.





centre
town

@CENTRETOWNOTTAWA

