



the
glebe

2023 GLEBE BIA ANNUAL REPORT



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LETTER TO MEMBERS

It is with great pleasure that I present to you the 2023 Annual Report for the Glebe Business Improvement Area. As we reflect on the past year, I am excited to share the achievements we have made along the way. Initiatives such as placemaking, on-street beautification, promotional media, and special events have all contributed to establishing the Glebe as Ottawa's top-tier main street destination.

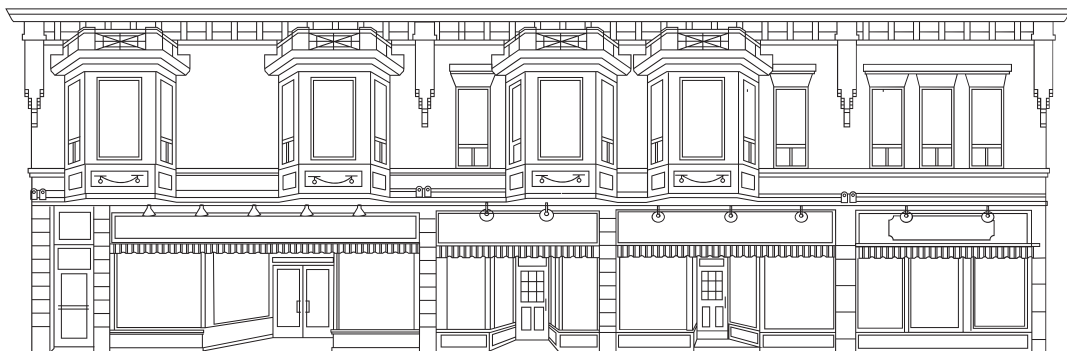
We have worked hard to ensure the Glebe boasts a beautiful on-street experience for both residents and visitors alike, through eye-catching murals, colourful flowers, and festive decorations. The Glebe has attracted people from across the city and beyond through programming such as the Great Glebe Garage Sale, Glebe Spree, and large-scale events at Lansdowne Park. We have shared all that our local businesses have to offer through our marketing campaigns, giveaways, and weekly newsletters.

We could not have done it without the collaborative, passionate, and supportive spirit of our talented Board members, volunteers, partners, and, of course, you—our valuable members! We are a voice for you, promoting your businesses through successful marketing campaigns and imaginative social media promotions. This annual report is a testament to our collective efforts, and we are excited to share our accomplishments and progress with you.

I would also like to thank our small but mighty team, who are hardworking and dedicated, and fun to be with every day. Chloe Park, our Programs and Events Manager keeps the office running smoothly on top of managing all the fantastic events and placemaking initiatives highlighted in the Annual Report. Gabby Renaud, our Marketing and Communications Coordinator, has quickly elevated our presence through our marketing campaigns, influencer collaborations, and her captivating Instagram posts.

Thank you for being an integral part of our journey. We look forward to another year of collaboration and progress as we strive to make the Glebe an even better place for all.

Darrell Cox, Executive Director, Glebe BIA



BOARD OF DIRECTORS

2023-2026



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Chair



Stephanie Spruston
Vice-Chair



Mamadou Kane
Treasurer



Dan Rogers
Director



Ian Boyd
Director



Marc Clement
Director



Caren von Merveldt
Director



Judy Richards
Director



Shawn Menard
Councillor

the
glebe





2023 BY THE NUMBERS

\$15,000

**RAISED FOR THE
OTTAWA FOOD BANK**

100

FLOWER BASKETS

249,718

**YEAR-OVER-YEAR
GLEBE SPREE
BALLOT ENTRY**

17.9 M

**VISITS TO THE
GLEBE**

1.1 M

**IMPRESSIONS ON
SOCIAL MEDIA**

700%

**INCREASE IN
VIDEO VIEWS**

35

NEWSLETTERS

4TH

**MOST FOLLOWED BIA ON
INSTAGRAM IN THE REGION**



PLACEMAKING

- ✓ Beautify the neighbourhood
- ✓ Safely welcome people to the Glebe
- ✓ Encourage longer stays & repeat visits

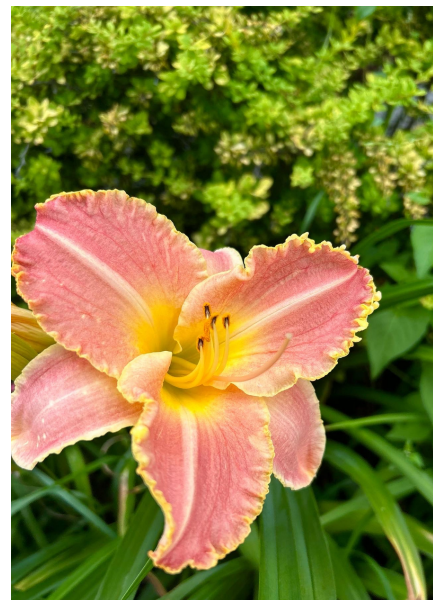
Banners & Flowers

The BIA works with Prodigy Property Maintenance to plant and maintain 13 garden beds throughout the Glebe, as well as over 100 hanging flower baskets down Bank Street. These pops of greenery keep the Glebe looking fresh and vibrant throughout the summer months. New this year, the BIA had 40 hanging flower baskets installed at Lansdowne, which creates unison between the main street and Lansdowne Park.

The BIA coordinated the installation of new Glebe banners in the spring of 2023, which add colour and brand awareness to the neighbourhood. The Glebe banners swap out to the winter themed banners this November, which stay up until early 2024. The BIA works with Flag Networks to maintain this program.



The Glebe BIA's streetscape improvements welcome our neighbours and visitors. These investments increase visits and purchases in the area.





Murals



The Glebe BIA received partial funding from the City of Ottawa Mural & Architectural Feature Funding Program towards the installation of a new mural in the neighbourhood this year. The mural was completed by local artist, Emilie Darlington, on a Bell electrical box at the corner of Bank Street and Patterson Avenue the week of June 19, 2023. This art installation was aptly titled Pollinator Power. Darlington took inspiration from local vegetation, the importance of pollinators, and a fun play-on-words for the mural title. This was the first time the BIA installed a mural on an electrical box, and due to the success, the BIA would be happy to partner with Bell Canada again on future projects. This new mural, Pollinator Power, is a beautiful and vibrant piece that can be seen from the main street, as well from Patterson Creek Park. The Glebe BIA has now supported the installation of over 20 murals in the Glebe.

Parkettes & Patio

The three parkettes built in 2018 still provide a space for residents and visitors alike to enjoy a seat in the Glebe. One parkette is located at Fourth Avenue Baptist Church, another at the Ottawa Chinese United Church, and the final parkette is located at St Giles Presbyterian Church.

The BIA worked with the GCA, and local resident Richard Corbeil, to install the Right of Way patio on the corner of Bank Street and Third Avenue. This shaded patio is open to the public from May until October and is another great meeting spot in the Glebe, that allows folks to sit outside and enjoy the great weather!



Winter Decor

Christmas lights are installed by Christmas Décor in the large and small trees along Bank Street throughout the winter months. These lights help to keep the Glebe looking bright and cheerful throughout our darkest months and continue being appreciated by residents and visitors alike.

The Winter Window Painting Program sees in the installation of winter themed paintings in the storefront windows of our participating businesses. Businesses can sign up on a first-come-first-serve basis, where the BIA contributes 50% of payment, up to \$250 per business. This year, ten businesses have signed up, and their windows will be decorated with beautiful winter scenes by local artist, Kasia Niton.



PROGRAMMING & EVENTS

- ✓ Build the Glebe brand
- ✓ Increase visits
- ✓ Drive economic development

❄️ **249,718 BALLOTS**

❄️ **\$41,374,100 SPENDING**

Glebe Spree

This beloved community contest continues to see high levels of participation and reach throughout the Glebe and Ottawa. Thank you to the businesses who have participated in this cherished holiday contest in the past, and to all those who continue to participate in this community-wide initiative!

- 2022 Glebe Spree had almost **23,000 ballots entered**, which translates to over **\$3 million spent at Glebe businesses** over the holiday season. The 2022 contest also saw **2,872,985 impressions** and **17,045 click throughs on social media** promotions.
- The 2022 Early Bird winner, Michel, spent all his \$2,500 winnings at Chris Green Stamps (where his winning ballot was entered). The lucky Grand Prize winner, Michael, has spent his \$10,000 winnings at a variety of Glebe businesses, such as The Rowan, Von's Bistro, Cantina Gia, and Home Hardware. Most notably, he purchased gift cards from McKen Metro to donate to the local charity, Ottawa Salus.
- Since its inception, Glebe Spree can be linked to over **\$41,374,100 of consumer spending in the Glebe**, with a **year-over-year ballot entry of 249,718**.



Glebe SPREE



The 2023 campaign is set to run from November 15 to December 31, 2023, and will once again include the \$2,500 Early Bird Prize, the \$10,000 Grand Prize shopping spree in the Glebe, as well as up to 30 Any Day Prizes.

Cleaning the Capital

The BIA hosted two cleanup days in the Glebe as part of the City of Ottawa led initiative, Cleaning the Capital. This citywide cleanup occurs in the spring and fall every year and encourages Ottawa residents to come together as a community to pick up litter from public spaces to keep our city clean. The Glebe BIA participated in Cleaning the Capital on April 21 and October 13, 2023, with a cleanup zone focused along Bank Street. Many bags of litter were collected on these days, special thanks to our volunteers from the Glebe Neighbourhood Activities Group (GNAG), residents, and local businesses alike.



Gameday

This year's Game Day was hosted on Thursday, June 15, 2023, in alignment with the Ottawa REDBLACKS Home Opener. Game Day programming ran from 4:30 p.m. to 7:30 p.m. at the Kunstadt parking lot, Lansdowne Park, and along Bank Street. The entertainment included live music, jugglers, face painters, balloon artists, super fans, and more! These entertainers are very popular with the kids and families attending the game, where they can get black and red face paintings and balloon animals to support the home team. The BIA worked with local entertainment company, Orbital Talent to produce this event.

Great Glebe Garage & Sidewalk Sale

The Great Glebe Garage Sale took place on Saturday, May 27, 2023, and proved to be an incredibly successful community event. The Glebe BIA once again partnered with the Glebe Community Association (GCA) to host the Sidewalk Sale down Bank Street alongside the cherished garage sale. This event brings thousands of people to the neighbourhood and raised nearly \$15,000 for the Ottawa Food Bank (OFB). The Sidewalk Sale had over thirty participating businesses, including Bloomfields, Cantina Gia, Compact Music, Glebe Central Pub, Happy Goat, Joe Mamma Cycles, Kunststadt, Stomping Ground, viens avec moi, Wild Oat, and many more! New this year, the BIA hosted a silent auction table, boasting prizes from Glebe businesses, as well as change cans throughout the event, which collectively raised \$1,000 for the OFB.



Winterlude

Winterlude took place from February 3 to 20, 2023 throughout Ottawa and the Glebe participated in the festivities! The BIA sponsored a Snowflake Beading Workshop at Indigenous owned café, Beandigen on Saturday, February 4 and Sunday, February 12. The beading workshop was led by resident beader, Jayde, who co-owns Beandigen with her mother. The BIA also provided live music at the indoor Ottawa Farmers' Market at the Aberdeen Pavilion on Sunday, February 12. Local artists Jessy Lindsay, Jason Daniels, John Ian, and Neha Sin performed throughout the market. Winterlude marketing activities included the beloved Snowphy Trophy snowman building contest through our social media channels. The winner took home a winter-themed Glebe prize and their name was carved onto the Snowphy Trophy! The BIA promoted a Hot Chocolate Trail through our social channels, which led folks through the Glebe, with stop marks listed at Glebe cafes.



PROGRAMMING & EVENTS

Mutchmor Rink Party

On Saturday, February 11 from 4:30 p.m. to 6:30 p.m., the Glebe BIA sponsored a fundraising Rink Party at the Mutchmor Rink in partnership with Glebe Neighbourhood Activities Group (GNAG). This event included food and drinks, games, ice skating, prizes donated by Glebe BIA businesses, and the REDBLACKS mascot, Big Joe! The event had a great turn out, with many local families attending with their children, and raised over \$250 for the maintenance of Mutchmor Rink. Thank you to GNAG for all it does for the Glebe community, and to Knifewear, Cinnaholic, Whole Foods, McKeen Metro, Cantina Gia, Bridgehead, Olga's Deli, and Ottawa Sports and Entertainment Group (OSEG) for your contributions.



Merchandise

Using designs created by local graphic design firm, Aerographics, the BIA has produced hoodies, crewneck sweaters, kids and adult t-shirts – and new this year, tote bags! The tote bags had line art designs of the Aberdeen Pavilion, a row of Glebe storefronts, and the Glebe Community Centre. The tote bags proved to be extremely popular, selling out of all 600 ordered. Participating businesses include Escape Clothing, Shoe + Shoe, J.D. Adam, and The Papery, among others. Although this initiative is cost neutral for the BIA, as participating businesses cover the cost of production per tote, participating businesses make a profit upon selling the totes in their respective stores. This program is a great way to maintain the Glebe brand and will continue to run in the coming years if the interest amongst businesses remains.



Canada Summer Jobs

The Glebe BIA participated in the Canada Summer Jobs funding program, which provides wage subsidies to employers from not-for-profit organizations to create quality summer work experiences for young people aged 15 to 30 years. This year, the summer student began with the BIA on Monday, June 12 and completed their 8-week contract on Friday, August 4, 2023. This position supports the full-time staff with marketing, communications, events, and administrative work. Throughout the summer, this position completed Glebe Spree data entry, member outreach to update the member list, six blog posts, updated the intheglebe.ca website with neighbourhood events, sent out weekly newsletters to our subscriber list, and other tasks as assigned. This is an incredibly helpful funding program that the Glebe BIA hopes to participate in every summer.



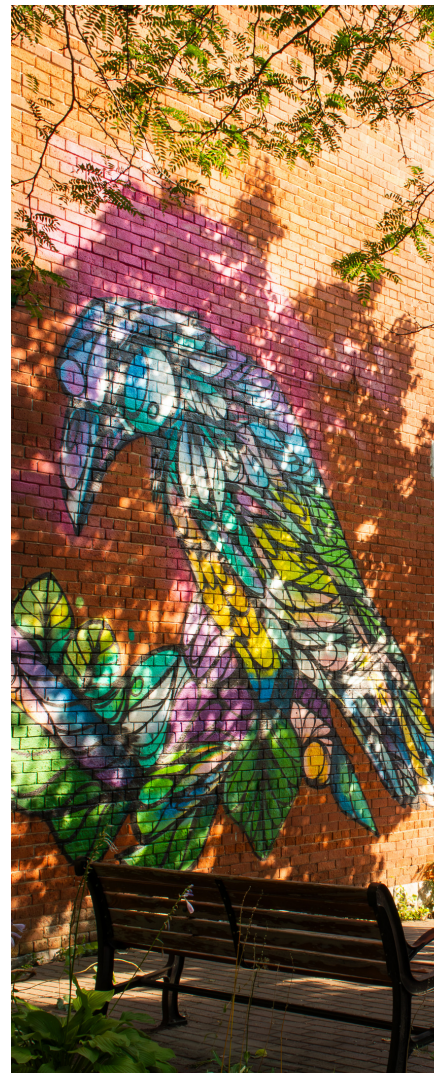


MARKETING & COMMUNICATIONS

- ✓ Spread awareness of the Glebe
- ✓ Promote local businesses
- ✓ Highlight key events & activities

Photography

In September, the Glebe BIA hired local photographer, Elizabeth Potter, to capture fifty images highlighting the Glebe's storefronts, on-street beautification, Lansdowne Park, and the overall charm of the neighbourhood. These high quality images will significantly enhance marketing efforts on the website and across the social media channels.



Social Media

The Glebe BIA has made significant strides in enhancing its social media and marketing efforts. This year, the BIA has implemented a strategy leveraging more frequent posting, the use of creative videos, and local giveaways to better connect with the community and promote local businesses.

The increased emphasis on posting creative videos has garnered substantial views and enabled us to connect with a wider audience. The Glebe BIA **video views have increased 700%** in comparison to last year.

Posting frequency on Instagram has increased 36% in 2023 after transitioning to posting six or seven days of the week. To date this year, we have garnered over **1.1 million impressions** on social media and our **following has increased by 3,804 (17%)**.

As a result, we hit an exciting milestone for this year; **the Glebe BIA officially became the #4 most followed BIA on Instagram in the region!** We have already surpassed our results from the previous year, and our following is expected to continue growing at a steady rate for the remainder of 2023.

**Video views
increased 700%**



**Glebe BIA became 4th
most followed BIA on
Instagram in the region.**



Merch Mondays

Our "Merch Monday" campaign highlights merchandise from local businesses in regular contests, creating a buzz around our member shops and generating lots of engagement among our online followers. To enter, participants must "tag" their friends. In turn, information on local merchants is shared with potential visitors from across the city. This campaign has run bi-weekly since July, receiving thousands of contest entries. We plan to continue these contests to keep the community engaged and to promote our members' products.



Collaboration Contests

We have recently begun holding contests which pair tickets/vouchers for neighbourhood events with gift certificates to Glebe businesses. These collaborations are a fantastic way to attract people to the Glebe and increase foot traffic to our local shops. This year, the Glebe BIA teamed up with the Ottawa Farmers' Market, NOIR Art Festival, Rugby Canada, Ottawa Blackjacks, and CityFolk Festival, and we are planning more contests for the future!



Influencer Collaborations

Our most recent Instagram collaboration with YumYumYOW, showcased Ichiban Bakery & La Brioche, two independent shops in the Glebe. Afterwards, several of her followers made a special trip to the Glebe to try the bakeries out for themselves! This month, the Glebe BIA enlisted the help of YowCityStyle, to spread awareness of the vibrant restaurant and bar scene in the Glebe. This was achieved in the form of a “Girls Night Out” in the Glebe Instagram reel, featuring member businesses Thr33’s Co. Snack Bar, Cantina Gia, and Fourth Avenue Wine Bar. We have more collaborations planned for the winter season, as we believe they are effective at reaching a broader audience.

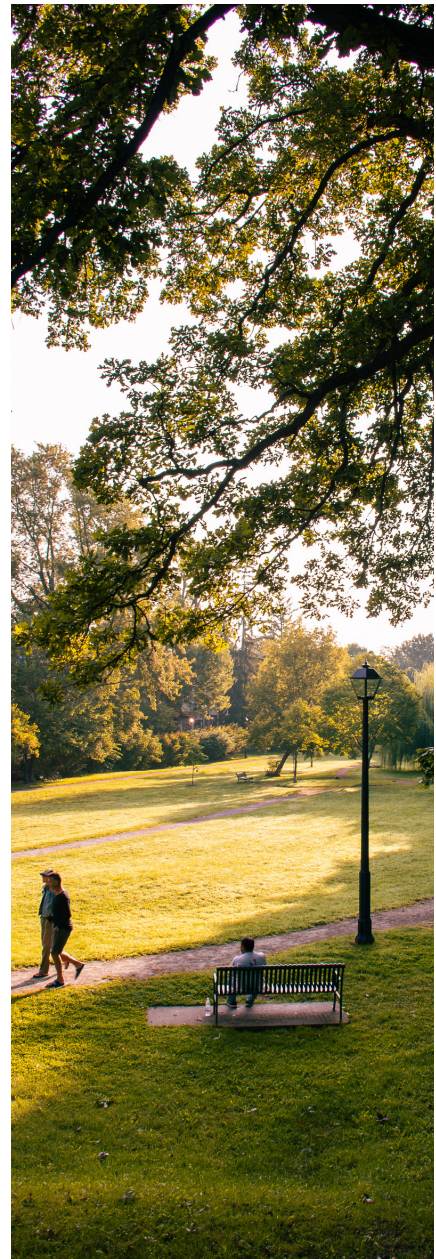


CityNews 101.1 Campaign

From September 11-October 8, the Glebe BIA ran a radio advertising campaign with CityNews 101.1. This initiative was part of our effort to connect with an older demographic, who prefer traditional media. The campaign highlighted the unique offerings of Glebe BIA businesses and encouraged listeners to visit our neighbourhood. Our commercial spot ran 378 times over the course of the six weeks; according to CityNews statistics, it made 513,000 impressions, and reached just over 34,000 people.

Website Revamp

This fall, the Glebe BIA hired Sally Bell, an experienced web designer from Whitespace Design, to revamp our website. Sally comes highly recommended, having successfully worked with several BIAs in the past, including Squamish, Ambleside & Dundarave, and Bloor West. With her assistance, we aim to bring our online platform up to industry-performance standards, achieve a very visually appealing layout, and provide a more user-friendly experience. We anticipate that the new and improved website will launch in early 2024.



Glebe Eats

So far this year, the Glebe BIA has featured 35 local restaurants, cafes, and bakeries on social media, highlighting the amazing food scene in the neighbourhood.

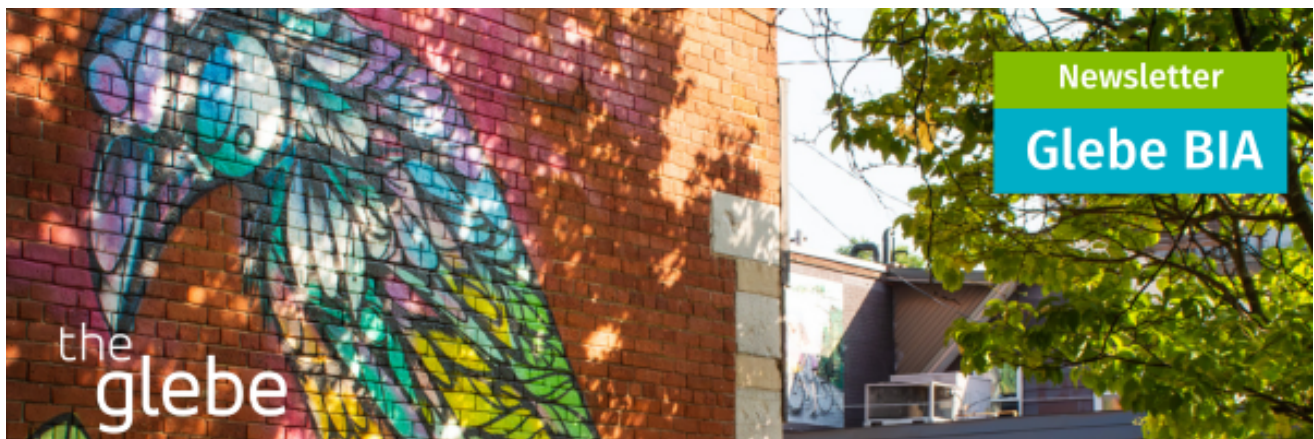
From May 14 to 20, Taste Ottawa held a city-wide culinary tour in conjunction with the Ottawa Tulip Festival. The purpose was to showcase specialized menus from over 70 local restaurants. Five Glebe businesses participated, including Margarita, The Soca Kitchen, THR33's Co., Mona's Taqueria, and Cinnaholic. These restaurants were featured in a Glebe-specific post on Taste Ottawa's Instagram, as well as promoted on our social platforms.



Newsletters & Blogs

The Glebe BIA has sent out 35 newsletters to its subscribers list, which now exceeds 9,500. These weekly newsletters remain a popular means of staying informed on upcoming events held in the neighbourhood. BIA staff consistently receive requests from individuals interested in being added to the subscribers list.

Sixteen blogs have been posted to the intheglebe.ca website over the past year in the form of helpful itineraries, event information, historical pieces, and more.



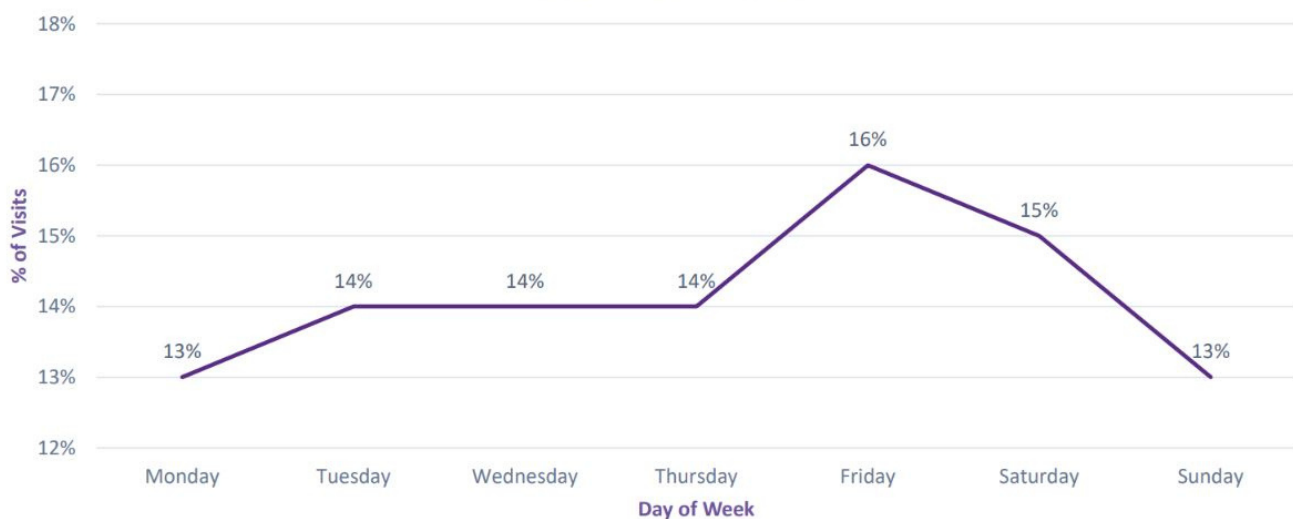


RESEARCH

The Glebe BIA received partial funding from the City of Ottawa Research Funding Program towards the neighbourhood market research report conducted by Environics Analytics. The goal of this research project was to find out who was visiting the Glebe, where were they coming from, and what are their demographics/spending habits/behavioural differences. Answering these questions will support the Glebe BIA and its members better understand its visitors and can be used to improve marketing and events efforts, as well as support the BIA's position regarding future advocacy concerns. Key findings include:

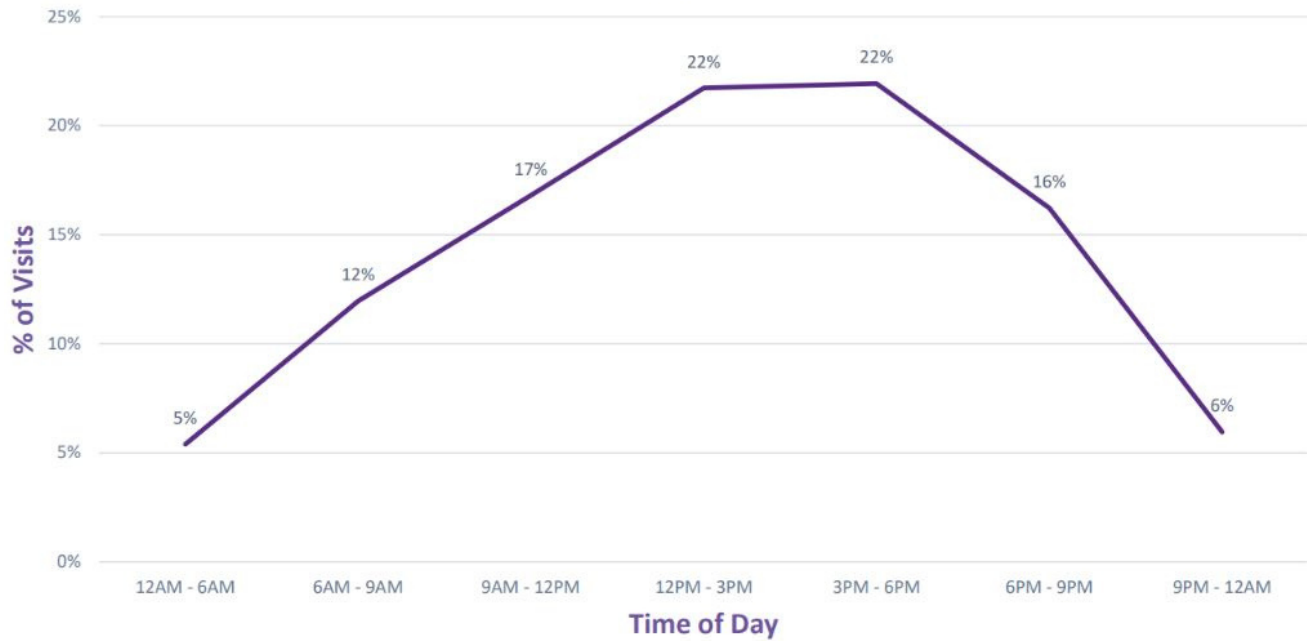
- ✓ Between Sept 17, 2022, and Sept 16, 2023, the Glebe observed a total of **767,414 unique visitors** and **17,895,537 visits**.
- ✓ Segments with a strong propensity to visit the Glebe tend to be up-scale, diverse singles and families, and mature couples and singles living in suburban or urban neighbourhoods.
- ✓ Within the year, peak visitation hours were observed between **12 p.m. and 6 p.m.**, with a peak visitation day being **Friday**.
- ✓ During off-peak time, 70% of the Glebe's visitors can be found within a **26-minute drive** time from the BIA.
- ✓ Top visitors were from Ottawa (67%), Gatineau (8%), and Montreal (2%).
- ✓ Visitors to the Glebe tend to be young to middle-aged families with younger children at home. Just over two-thirds of these visitors are homeowners and tend to live in houses that are 3-7 years old with an average household income of \$137,000.

Visits by Day of Week

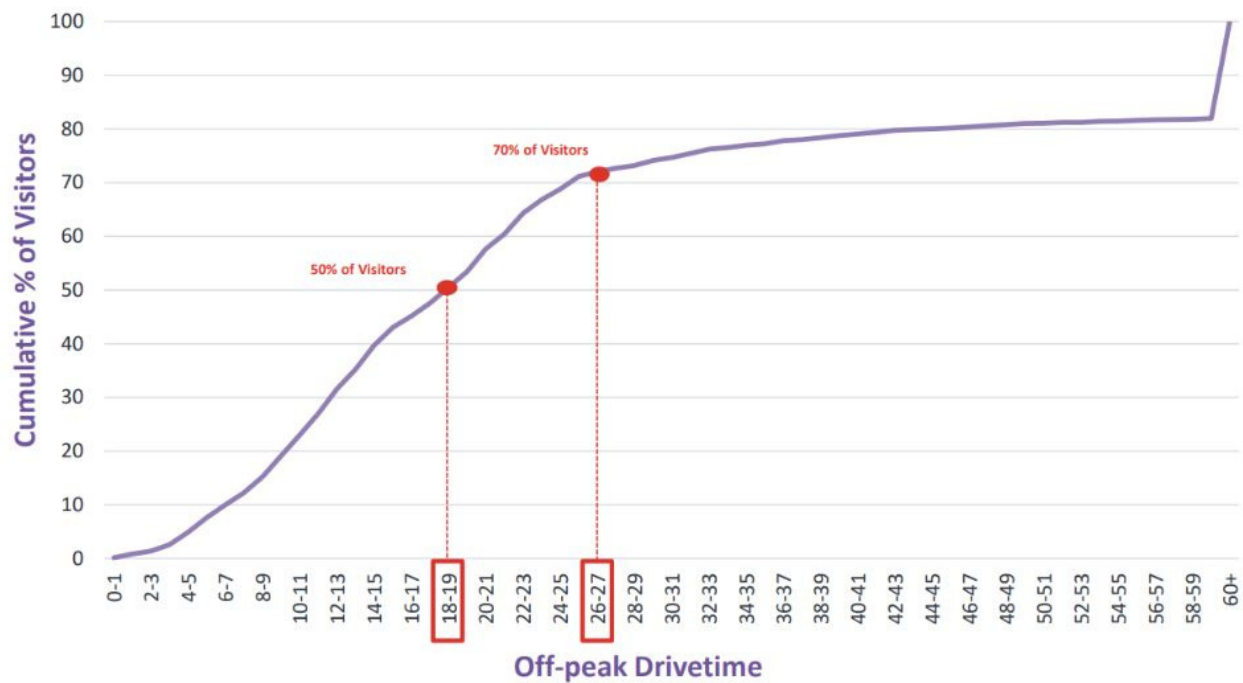


RESEARCH

Visits by Time of Day



Cumulative % of Visitors by Drive time (min)



50% of all visitors are located within a 19-min drive time from the Glebe. 70% of visitors are within a 26-min drive from the Glebe.



ADVOCACY

The Glebe BIA works to improve and promote our Business Improvement Area through investment and advocacy to maintain its position as Ottawa's premier main street shopping destination. We are committed to representing the best interests of our members and doing our part to create a vibrant commercial district that will support your success.

- ✓ Community Safety Meetings with the Councillor's office, Ottawa Police, and additional community groups.
- ✓ Presented in support of Lansdowne 2.0 to the Joint Finance and Corporate Services and Planning and Housing Committee.
- ✓ Advocated on behalf of Glebe business community regarding NCC QED closures.
- ✓ Creating surveys to garner business input on Bank Street Transportation Study.



IDA Canada is a national voice for more than 500 BIAs in Canada. It represents more than 250,000 businesses, employing millions of workers with retail sales in the billions of dollars and a combined property assessment in the multiple billions of dollars.



The Ottawa Coalition of BIAs (OCOBIA) exists to support and strengthen the work of its members and to contribute to the economic well-being and quality of life for the City of Ottawa. Through its membership, OCOBIA seeks to improve the visitor and resident experience and enhance business growth for the benefit of everyone.

OCOBIA is a unified voice of the 19 Business Improvement Areas within urban, suburban, and rural Ottawa who represent more than 6,400 businesses and 100,000 employees. The Glebe BIA sits on the Board of Directors for OCOBIA.

In 2023 OCOBIA was actively involved with the City through the facilitation of BIA and Board governance training with the City and Integrity Commissioner, as well as collaborating on the Economic Development Strategy and Nightlife Economic Action Plan. OCOBIA also played a key role in advocating for small businesses to have the CEBA loan deadline extended.



FINANCE

The 2024 budget, approved by the Board of Directors, recommends a levy increase of 5% or \$34,500. The Glebe BIA levy has not increased above \$690,000 since 2016. Taking 2016 as a benchmark, it would equal an annual increase of less than 1%, well below the rate of inflation. Adjusted for inflation, 2016 spending would be \$925,000 today. In short, the Glebe BIA has fewer resources today than it had in previous years, but has been able to deliver on key items: advocacy, public realm improvements, and marketing and events, while keeping administrative costs under 50% of the budget. In addition, the Glebe BIA doubled its budget for remissions in 2023 from \$30,000 to \$60,000. This resulted in a \$30,000 reduction in planned spending to better manage city tax adjustments.

Of the recommended increase, \$20,000 is required to keep up with existing expenses related to public realm improvements. This includes increases for the hanging flower basket contract; the banner program; and maintenance of electrical outlets in the new tree guards on Bank St. An additional increase of \$14,500 was approved for staff training and development; public asset maintenance for park benches, gateway signs, and murals; market research; and the increased cost to install metal barriers for the Great Glebe Garage Sale.

Glebe BIA 2024 Budget	
Revenues	
General Taxes	\$709,500
Payment in Lieu	\$15,000
Other Revenue	\$42,600
Remissions	-\$60,000
Total Revenues	\$707,100
Expenditures	
Administration	\$331,350
Marketing & Events	\$175,000
Public Realm	\$171,300
Membership	\$29,450
Total Expenditures	\$707,100

Glebe BIA 2023 Budget	
Revenues	
General Taxes	\$675,000
Payment in Lieu	\$15,000
Other Revenue	\$30,000
Remissions	-\$60,000
Total Revenues	\$660,000
Expenditures	
Administration	\$271,750
Marketing & On-Street	\$316,500
Professional Fees	\$26,500
Insurance & Audit Fees	\$10,250
Rent	\$35,000
Total Expenditures	\$660,000

FINANCE

The 2022 Audited Financial Statements included in the AGM materials state that the, “financial statements present fairly, in all material respects, the financial position of the BIA as at December 31, 2022, and its financial performance and its cash flow for the year then ended in accordance with Canadian public sector accounting standards.” 2022 actuals indicate a total revenue of \$760,926 with total expenses of \$632,652 with a 2022 year-end accumulated surplus of \$376,788.

The October operating status shows that the 2023 budget is on track to balance at year-end.

THE GLEBE 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	Actual 2022	Actual 2021
Tax revenue [note 3]	\$645,000	\$686,407	\$402,565
Sundry [notes 2 and 5]	30,000	64,181	91,078
Payments in lieu of taxation	15,000	10,338	10,788
Total revenue	690,000	760,926	504,431

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2022	Actual 2022	Actual 2021
Salaries	244,500	218,011	230,628
Advertising and promotion	242,000	217,331	217,250
Maintenance	77,000	79,487	71,043
Office	64,500	45,892	36,776
Rent	34,000	28,601	29,925
Professional and consulting	18,000	27,330	27,140
Insurance	7,500	5,112	7,029
Audit fees	2,500	2,930	2,539
Depreciation	-	7,958	6,169
Total expenses	690,000	632,652	628,499
Annual surplus (deficit)	-	128,274	(124,068)
Accumulated surplus, beginning of year	248,514	248,514	372,582
Accumulated surplus, end of year	\$248,514	\$376,788	\$248,514

THANK YOU

AERO AEROGRAPHICS
CREATIVE SERVICES



ESTD. 2006
Ottawa
Farmers'
MARKET



50 glebe report

Bell



Ottawa Food Bank
La Banque d'alimentation d'Ottawa



OBIAA™



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
DE LA MUSIQUE D'OTTAWA

G N A G

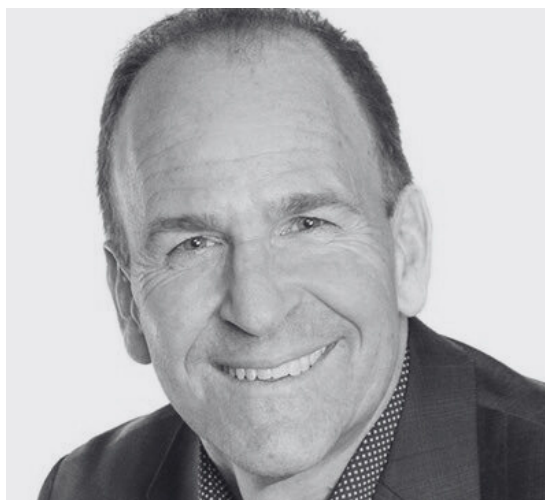


GLEBE BIA STAFF



Gabby Renaud

Marketing & Communications



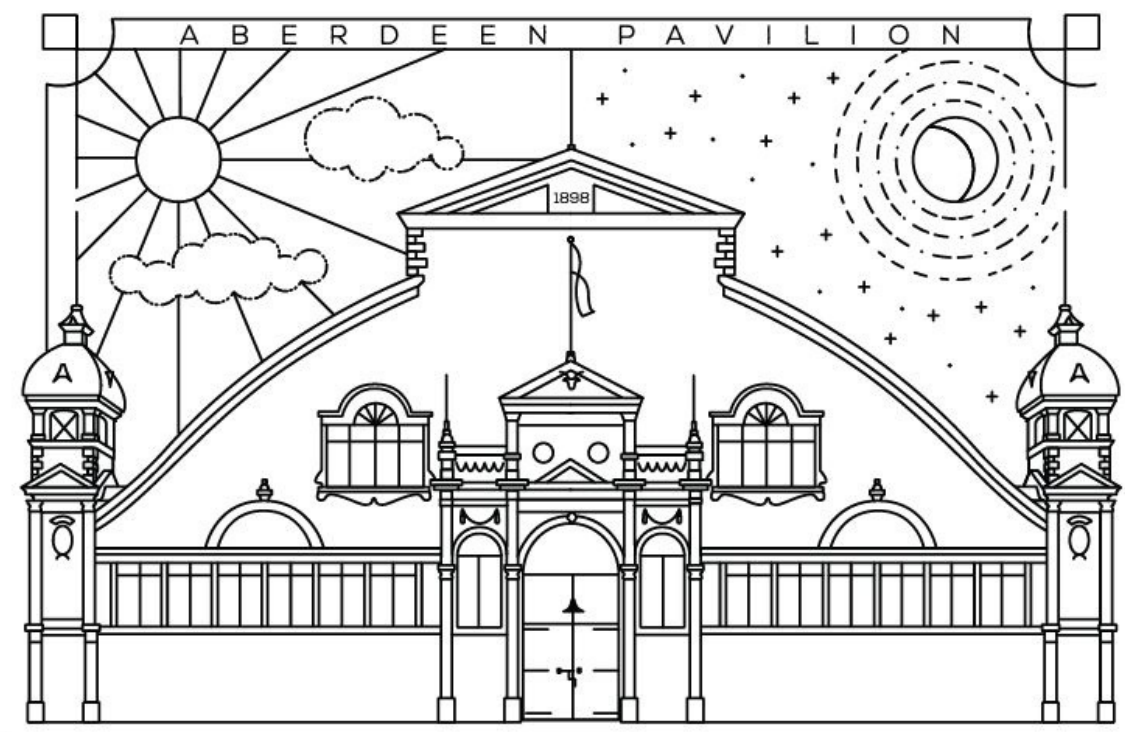
Darrell Cox

Executive Director



Chloe Park

Programming & Events



the
glebe

the
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