

VANNIER BIA
ZAC

**2023
YEAR IN
REVIEW /
BILAN DE
L'ANNÉE**



CORE BELIEFS

WE BELIEVE...

- in doing whatever it takes to make Vanier a better place for all.
- the magic and strength of our community lies in our diversity. Together we rise.
- in owning and embracing our edginess. Vanier is Vanier.
- in our community partners. We can't do this alone.
- in the safety for all our businesses and community members.
- in Vanier now, not just its tomorrow.

PURPOSE

Rooted in culture.

The most vibrant, diverse & welcoming neighbourhood in Ottawa.

VISION

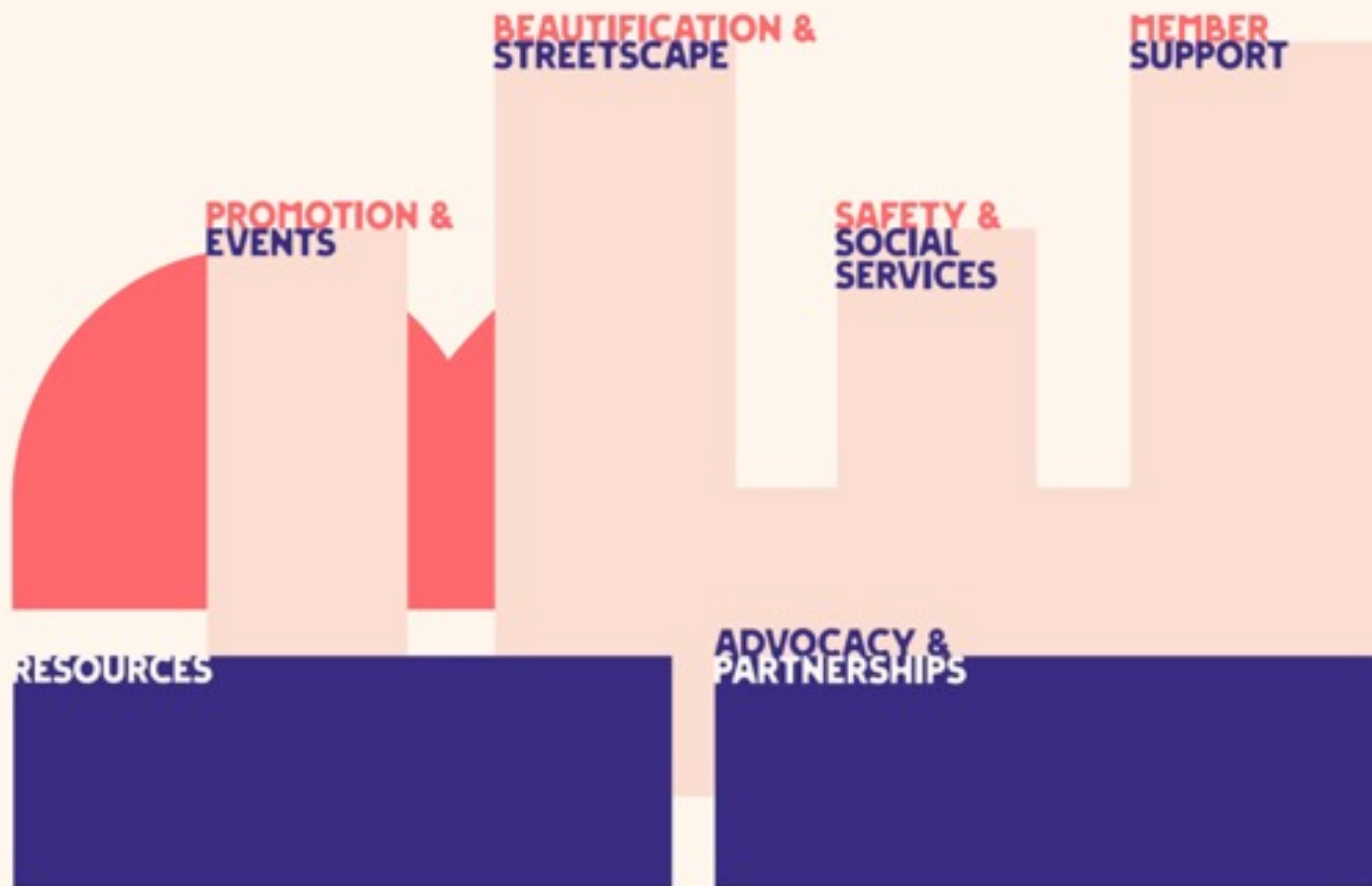
Champion Vanier.

Organize, finance, improve and promote the area as a business and cultural district.

BHAG

Put the yeah back into Vanier.

Make Vanier a sought after destination by 2030.



PROMOTION & EVENTS

GOAL

Attract consumers and businesses to Vanier.

HOW WE SUCCEED

MEASURES OF SUCCESS

Grow brand awareness, drive traffic, and improve the perception of the neighbourhood

- Event attendance grows by 15%
- Reach of digital content/ads/channels grows by 15%
- Website traffic increases by 15%
- 3 internal process or system projects completed (e.g., marketing plan, website refresh)
- 3 external process or informational data projects completed (e.g., member/partner perceptual survey, participant data collected at all events)






Promote and attract prospective businesses to the neighbourhood (B2B)

- Vacancy rates have dropped and end-of-life buildings are replaced with new ones
- 6 new business openings
- Business mix better reflects ideal mix for the area
- Meetings with all major developers/landowners
- Strategy in place and executed for commercial real estate brokers and major developers/landowners

Organize and promote events that allow people to engage with the neighbourhood

- 2 signature events held per year (e.g., Partage, Beechfest)
- Support 6 community events per year
- Define our involvement at the Hub
- Evaluation of the equity of event efforts on each main street completed with clear recommendations

GROW BRAND AWARENESS

- Event attendance up by 15% 
Participation aux événements par 15%
- Digital content growth by 15% 
Contenu numérique par 15%
- Website traffic up 
Hausse de trafic sur le site web
- 3 internal processes complete 
3 processus internes achevés
- 3 external processes complete 
3 processus externes achevés

GROW BRAND AWARENESS



- Event attendance:
 - Partage up by/augmentation de 27%
 - BeechFest up by/augmentation 25%
 - HUB events streamlined and better attended
Mieux définir les événements du HUB et
augmenter la participation

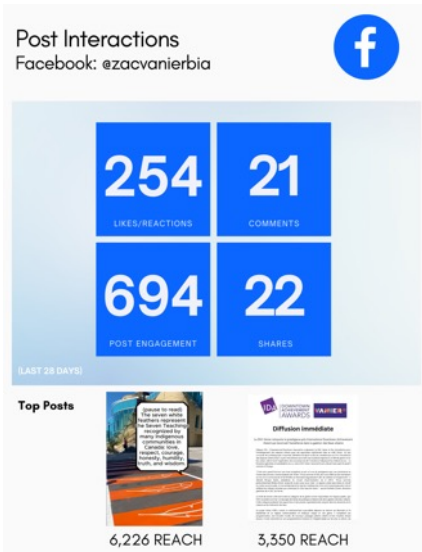
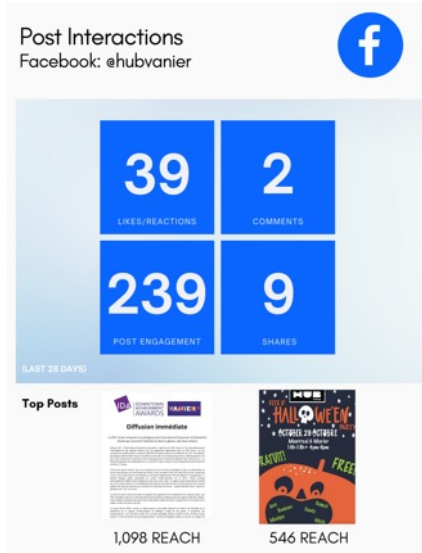


REBRAND



GROW BRAND AWARENESS

- Digital content growth on ALL PLATFORMS /
Croissance du contenu numérique sur
TOUTES LES PLATES-FORMES 
- Website phases 1 & 2 completed / Achèvement des
phases 1 et 2 du site web
- Traffic increased / Augmentation du trafic 



Post Interactions
Instagram: @zacvanierbia



Top Posts (based on likes)



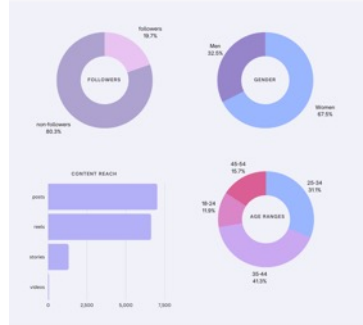
164 ❤️

Top Reels (based on likes)



172 ❤️

Accounts reached: 8,838
Instagram: @zacvanierbia



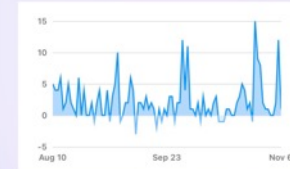
Profile Activity

Profile Visits: 4052 **+59.5%**
External link taps: 125 **+59.2%**

Follower Growth
Instagram: @hubvanier



GROWTH:



Overall: 203
Follows: 256
Unfollows: 53

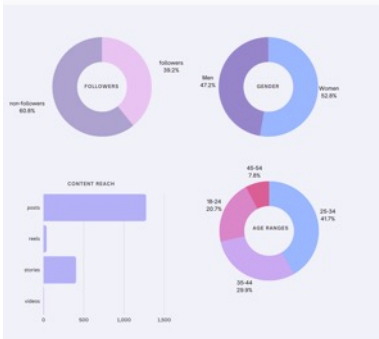
CURRENTLY:

698

FOLLOWERS

+41% vs Aug 9

Accounts reached: 1,162
Instagram: @hubvanier



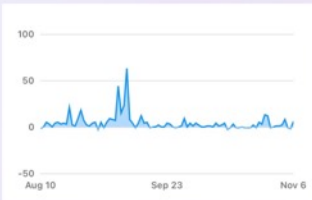
Profile Activity

Profile Visits: 1325 **-29.2%**
External link taps: 0 0
Email button taps: 0 0
Call button taps: 0 0

Follower Growth
Instagram: @zacvanierbia



GROWTH:



Overall: 389
Follows: 481
Unfollows: 92

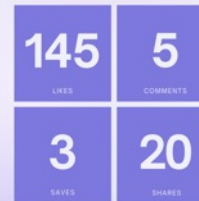
CURRENTLY:

2,523

FOLLOWERS

+18.2% vs Aug 9

Post Interactions
Instagram: @hubvanier



Top Posts



Follower Growth
Tiktok: @zacvanierbia



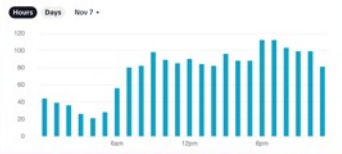
GROWTH:



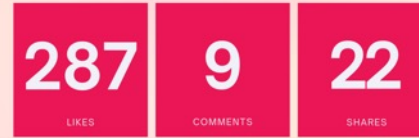
CURRENTLY:



Follower activity



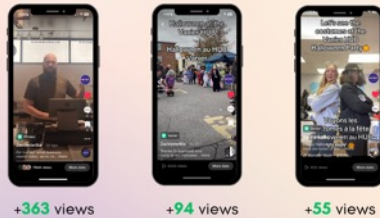
Post Interactions
Tiktok: @zacvanierbia



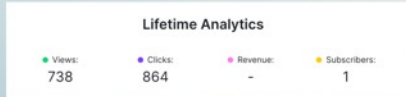
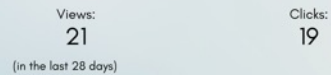
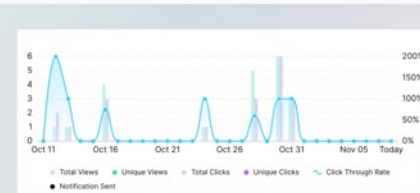
Accounts Reached
Tiktok: @zacvanierbia



TRENDING VIDEOS (last 7 days)



Activity
Linktree: @zacvanierbia





RICHNESS IN CONTRASTS



THE VANIER VISUAL IDENTITY EMBODIES THIS IDEA UNITED DIVERSITY. THE SIMPLE SHAPES CONTAINED IN THE GRAPHIC SIGNATURE ARE FLEXIBLE, UNIVERSAL, AND MULTICULTURAL.



MCARTHUR

A vibrant mosaic of cultures, McArthur Ave. is home to the most culturally diverse shops and businesses in the city. It is a foodie wonderland where you can find unique ingredients and experiences.

MONTRÉAL

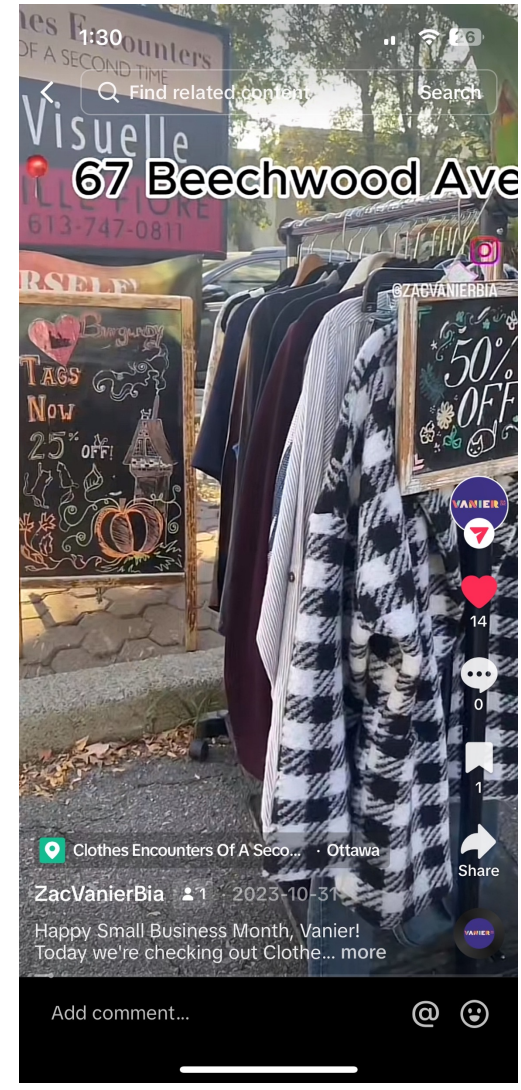
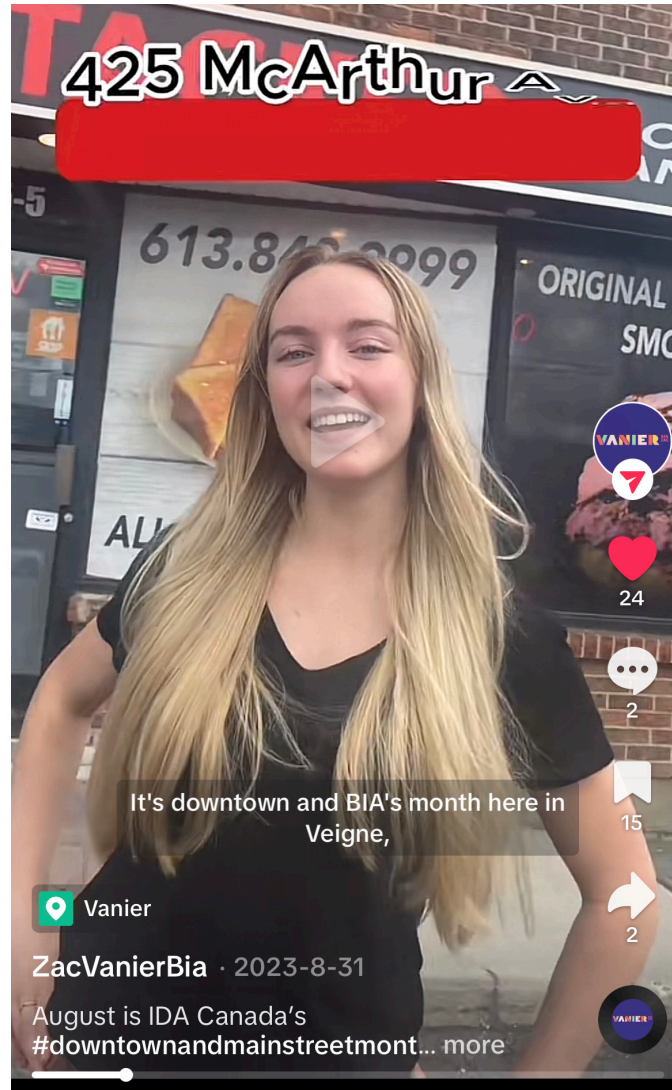
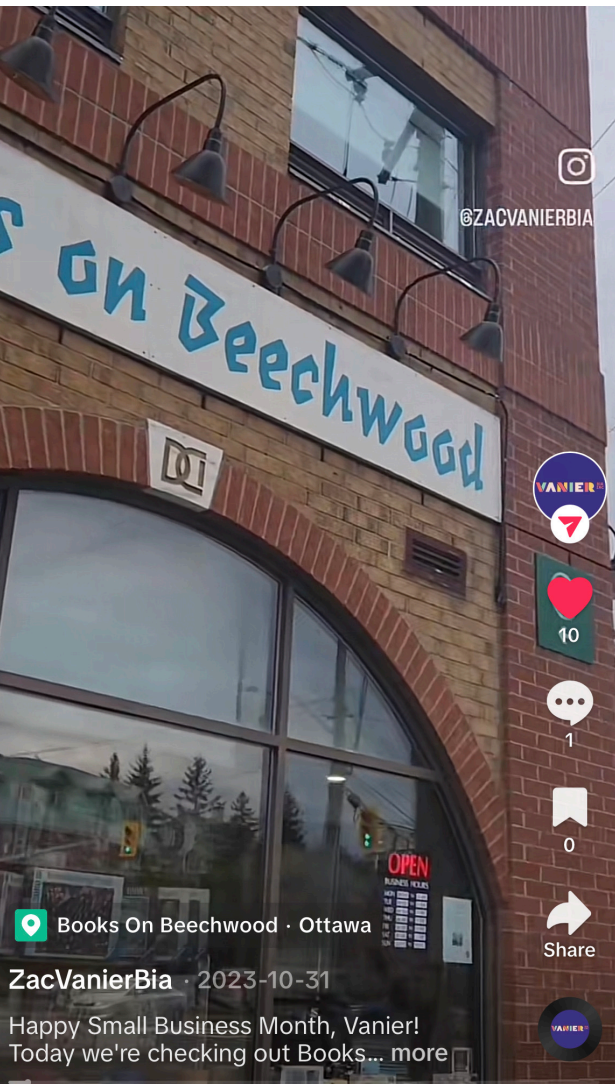
Newly revitalized, it is rapidly evolving into a diverse hub of economic and cultural activity. The heart of the former City of Vanier, Montreal Rd will transition to hosting hundreds of new housing and commercial spaces.

BEECHWOOD

A quaint, more traditional main street, Beechwood begins at the river and winds its way to St-Laurent. It boasts beautiful shops, restaurants and cafés and has incubated some of the most iconic businesses in Ottawa.

#DowntownsAndBIAsMonth

#SmallBizMonth



GROW BRAND AWARENESS

- 3 internal processes / 3 processus internes :
 - Social Media Plan / Plan pour les médias sociaux
 - Website refresh / Actualisation du site web
- 3 external processes / 3 processus externes
 - Member survey / Sondage aux membres
 - Attendance data collection / Collecte de données



PROMOTE & ATTRACT BUSINESSES

- Vacancy rate drop / Baisse du taux d'inoccupation ✓
- 6 new businesses / 6 nouvelles entreprises ✓
- Meetings with major developers / Réunions avec des développeurs ✓
- Strategy for real-estate etc / Stratégie immobilière, etc. ✓

PROMOTE AND ATTRACT BIZ

- Slight vacancy drop / Légère baisse de l'inoccupation
- 3 new businesses / 3 nouvelles entreprises:
- Held the Housing and development Summit / Tenue du sommet sur le logement et le développement
- Working on pitch deck for real estate and new members / Document promotionnel pour l'immobilier et les nouveaux membres



PRODUCE SIGNATURE EVENTS

- 2 signature events / 2 événements marquants
- 6 community events / 6 événements communautaires
- Define HUB involvement / Définir la participation au HUB
- Equity of events across all Mainstreets / Équité des événements dans toutes les rues principales

PRODUCE SIGNATURE EVENTS

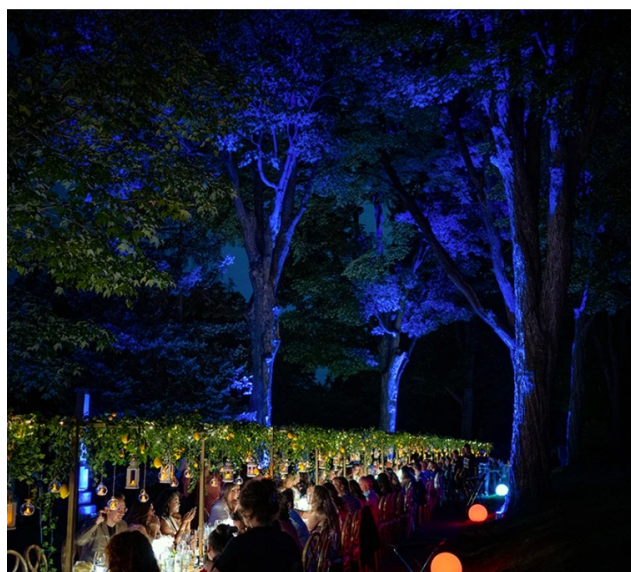








Nathalie Carrier, executive director of Vanier BIA; Michael McLellan, chair of Services Centre; and Andrée-Anne Martel, executive director of the Vanier Centre. PHOTO BY ASHLEY FRASER /Postmedia



raised \$55,000 from guests who filled 22 tables with eight guests per table, growing, with \$30,000 raised in 2021 and hopes of raising even more in 2022. The event was held at Beechwood Cemetery, the province's most-used food bank. PHOTO BY ASHLEY FRASER /Postmedia

PHOTO BY ASHLEY FRASER /POSTMEDIA



Steven McKeown, Vanier BIA event planner; Morgan Eadie, chair of the Vanier BIA; and Pat Vandesompele, Vanier Community Garden co-ordinator. PHOTO BY ASHLEY FRASER /Postmedia



OTTAWA CITIZEN

Our community matters at Star Motors of Ottawa

This article is Sponsored by STAR MOTORS OF OTTAWA

Social Scene | Community Builders: Partage at Beechwood

Ashley Fraser

Published Aug 28, 2023 • 1 minute read



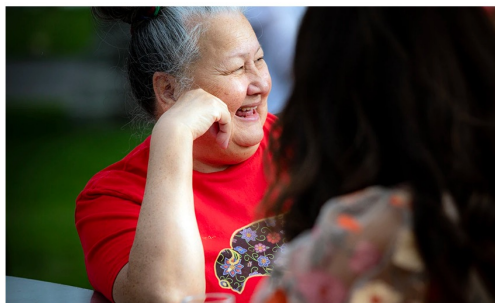
Partage at Beechwood was a fundraising dinner nestled in the heart of Beechwood Cemetery, the National Cemetery of Canada. PHOTO BY ASHLEY FRASER /Postmedia



John Gomes, with Royal LePage Real Estate, a sponsor for the evening, with his wife Meghan Gomes, an elementary school teacher at Manor Park Public School. PHOTO BY ASHLEY FRASER /Postmedia



Mathieu Fleury, former councillor for Rideau-Vanier, was at the event to show his support. PHOTO BY ASHLEY FRASER /Postmedia







INUIT OLYMPICS

VANIER BIA ZAC
PRESENTS | PRÉSENTE
AKOUSTIK
AT | À ST CHARLES



VANIER BIA ZAC
PRESENTS | PRÉSENTE
AKOUSTIK
AT | À ST CHARLES

VANIER BIA ZAC
PRESENTS | PRÉSENTE
AKOUSTIK
AT | À ST CHARLES

ASPECTS
+ **ILLIYAH ROSE**

HOSTED BY:
SHAWN TAVENIE

SOPHIE D'ORLEANS

TRISTAN GUAY

HOSTED BY:
WASSI ABOUTA

HOSTED BY
SHAWN TAVENIE

PERFORMANCES BY
-JEFF DEVALK & THE FALCONS-
SSICA PEARSON & THE EAST WIND-

JUL 26 JUI | 6PM TO 8PM
FREE | GRATUIT | 18h à 20h

AUG 2 AOÛT | 6PM TO 8PM
FREE | GRATUIT | 18h à 20h

AUG 16 AOÛT | 6PM TO 8PM
FREE | GRATUIT | 18h à 20h

AKOUSTIK

Long & McQuade
MUSICAL INSTRUMENTS

LA PARTNERS
GENERAL CO
& PROJECT

**VANIER
PRIDE
CARNIVAL
FIERTÉ**





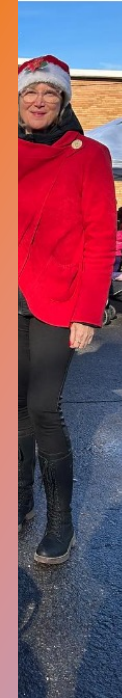
HALLOWEEN!



—

ORANGE SHIRT DAY!





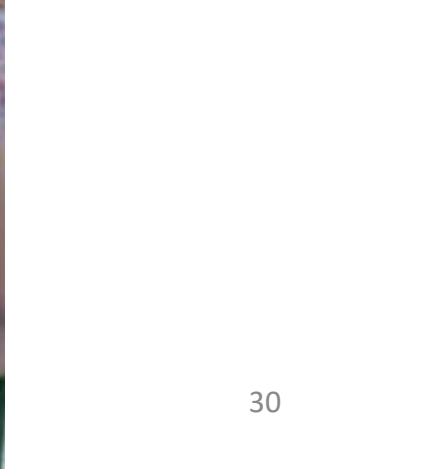
Summer SUN
 Thank you for shopping local!
Soleil D'ÉTÉ
 Merci de magasiner localement!

VANIER BIA ZAC

Beechwood
 Sat. July 15 / Sam. 15 juillet
 Bibi's to/à SconeWitch
 11am-1pm 11h-13h

McArthur
 Sun. July 16 / Dim. 16 juillet
 FreshGo to/à Dairy Queen

Music/Musique Neuron Scooters Food/Bouffe
 Buskers/Amuseurs publics



BEAUTIFICATION & STREETSCAPE

GOAL

Ensure our mainstreets are a greener, cleaner, arts & culture infused neighbourhood.

HOW WE SUCCEED

MEASURES OF SUCCESS

Improve physical attractiveness of the neighbourhood

- Increase number of green space initiatives on all streets (e.g., number of plants on all streets, partnerships to decorate privately owned land)
- Ensure street lighting is in place to reflect seasons-holidays
- Complete an audit of eye-sores/unused spaces
- Complete Public Realm plan for our main streets
- Number of complaints BIA receives about streetscape reduced

Brand the neighbourhood

- Finalized branding of our main streets
- Ensure New gateway signage and banners are in place
- Ensure new branding appears with all events and on online collateral (e.g., social, website)

Make Vanier a cultural destination

- Create 5 new go-to places (placemaking)
- Support 3 new murals in the neighbourhood
- Promote events, businesses, and beautification & streetscape projects
- Be amongst the key destinations included in Ottawa Live! event

IMPROVE PHYSICAL ATTRACTIVENESS OF BIA

- Increase number of green space initiatives on all streets (e.g., plants on all streets, partnerships to decorate privately owned land) / Augmenter le nombre d'initiatives en matière d'espaces verts dans toutes les rues (par exemple, plantes dans toutes les rues, partenariats pour décorer des terrains privés). ✓
- Ensure street lighting is in place to reflect seasons-holidays / Veiller à ce que l'éclairage des rues reflète les saisons et les vacances. ✓
- Complete an audit of eye-sores/unused spaces / Réaliser un audit des espaces inutilisés et des points noirs. ✓
- Complete Public Realm plan for our main streets / Achever le plan d'aménagement du domaine public pour nos rues principales ✓
- Number of complaints BIA receives about streetscape reduced / Réduction du nombre de plaintes reçues par la BIA concernant le paysage urbain ✓

BRAND THE NEIGHBOURHOOD

- Finalized branding of our main streets. / Finalisation de l'image de marque de nos rues principales. ✓
- Ensure New gateway signage and banners are in place / Veiller à ce que la nouvelle signalisation et les nouvelles bannières soient en place. ✗
- Ensure new branding appears with all events and on online collateral (e.g., social, website) / Veiller à ce que la nouvelle image de marque apparaisse lors de tous les événements et sur les supports en ligne (p. ex. sites sociaux, sites web). ✓



CROSSWALKS

MAKE VANIER A CULTURAL DESTINATION

- Create 5 new go-to places (placemaking) / Créer 5 nouveaux lieux de prédilection (placemaking) ✓
- Support 3 new murals in the neighbourhood / Soutenir 3 nouvelles peintures murales dans le quartier ✓
- Promote events, businesses, and beautification & streetscape projects / Promouvoir les événements, les entreprises, les projets d'embellissement et d'aménagement des rues ✓



zacvanierbia
and
hubvanier
Vanier HUB / HUB Vanier

zacvanierbia TOMORROW celebrate the Vanier BIA's International Placemaking Award!! We're thrilled and honoured to have won this award and invite you to celebrate it with us! Come down to the HUB on October 11 from 4-7pm for some free pizza and games! We couldn't have done it without all of you!

The International Downtown Association recognized the Vanier BIA with the Downtown Achievement Award of Excellence for its resourceful approaches related to Vanier HUB. A jury of professional peers reviewed, deliberated, and evaluated all entries in the 2023 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an urban place management challenge, demonstrating application of industry knowledge and exceeds the jury criteria.

DEMAIN, venez célébrer notre prix international ! Nous sommes ravis et honorés d'avoir remporté ce prix et nous vous invitons à le célébrer avec nous ! Venez au HUB le 11

🤍 💬 📌

Liked by rexne and others
OCTOBER 10

😊 Add a comment... Post

VANIER BIA WINS PRESTIGIOUS INTERNATIONAL AWARD

The International Downtown Association (IDA) recognized the Vanier BIA with the Downtown Achievement Award of Excellence for its resourceful approaches related to Vanier HUB. A jury of professional peers reviewed, deliberated, and evaluated all entries in the 2023 Downtown Achievement Awards. The Award of Excellence acknowledges an excellent response to an urban place management challenge, demonstrating application of industry knowledge and exceeds the jury criteria. The Vanier BIA Executive Director and Chair accepted the Award before their peers on Thursday Oct. 5th in Chicago.

"We are beyond honoured by this award and we share it with our partners at the Vanier Community Services Centre! We are so proud of our 'little parking lot that could' that is now a space where community and families gather regularly to celebrate and learn from each other," says Morgan Eadie, Chairperson of the Vanier BIA Board.

"We are especially flattered that we won this award based on creating a safe



and inclusive space on our main street where our businesses and our community members get to experience all the vibrant cultures that make up the rich fabric of Vanier," added Nathalie Carrier, Executive Director of the Vanier BIA

The Vanier HUB was entered in the category of Public Space Management and Operations which IDA identifies as one of the seven professional urban place management practice areas. This category features unique organizational approaches and projects in the areas of placemaking and activation.

The Vanier HUB Place Making project activated an underused parking lot adjacent to Montreal Rd. and turned it into a one-of-a-kind community and arts space. It includes programming, a vibrant new mural, new creative crosswalks and more. It focused on inclusive and integrated programming based on arts, culture, sports and community engagement for francophone, indigenous and newcomer communities, families, 2SLGBTQ+, and youth. From Camp Fire nights with indigenous, francophone and African story tellers, to movie nights and music nights. The HUB hosts weekly pop-up skate parks, Inuit Olympics, Orange Shirt

Day, maker fairs, dance battles, satellite events from local festivals, Pride events and so much more.

In 2022 the Vanier BIA received a Mainstreet grant of \$230,000 from Canadian Urban Institute and Federal Ontario which afforded the HUB the necessary resources to ensure its sustainability and now translates to over 10,000 people attending events and an important impact on the businesses of Vanier.

"The Vanier BIA has demonstrated skillful application of urban place management principles with their Vanier HUB," said David Downey, IDA President and CEO. "The HUB should serve as a framework to all member communities within IDA."

Washington, DC-based IDA is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Vanier is the urban place management organization representing the interests of property owners and businesses in the Vanier neighbourhood in Ottawa.





SAFETY & SOCIAL SERVICES

GOAL

Create a safe and clean business district where everyone feels welcome.

HOW WE SUCCEED

MEASURES OF SUCCESS

Direct intervention to reduce crime and increase safety

- Crime rates are down
- Structural remedies to crime reduction in place
- Improve walkability score by 5 points
- Increased level of security on our streets as perceived by store owners and residents compared to 2022
- Internal policy in place for our role in crime reduction through safe practices for all - understanding crime is a symptom and not the disease
- All members have CPTED audits completed






Outreach and Education to members on how to manage these issues

- All members are equipped with safety toolkit
- Members are aware of who to reach out to for what as established through a member survey

Increased collaboration and exchange of best practices with community partners to address safety and social issues

- Monthly meetings with Together for Vanier, OCOBIA Safety Committee, NRT, VCSC, VCA, and key partners
- Are invited to and attend key conversations/events/forums with community partners

REDUCE CRIME INCREASE SAFETY

- Crime rates are down / Les taux de criminalité sont en baisse 
- Improve walkability score by 5 points / Amélioration de 5 points du score de marchabilité 
- Increased level of security on our streets. / Augmentation du niveau de sécurité dans nos rues 
- Internal policy for our role in crime reduction through safe practices for all - crime is a symptom and not the disease / Politique interne notre rôle dans la réduction de la criminalité par le biais de pratiques sûres pour tous - la criminalité est un symptôme et non la maladie. 
- All members have CPTED audits completed / Tous les membres ont réalisé des audits PCDE 

MEMBER OUTREACH

- All members are equipped with safety toolkit. / membres sont équipés d'une trousse à outils de sécurité. ✓
- Members are aware of who to reach out to for what as established through a member survey / membres savent à qui s'adresser pour obtenir des informations ✓

INCREASE COLLABORATION AMONGST STAKEHOLDERS

- Monthly meetings with T4V, OCOBIA Safety Committee, NRT, VCSC, VCA, Vanier Cultural Strategy, and key partners. / Réunions mensuelles avec ensemble pour Vanier, le comité de sécurité de la COZACO, l'ÉRC, le CSC Vanier, l'ACV, Stratégie Culturelle de Vanier, A et les principaux partenaires
 - Presented to VCA AGM, working directly with OPS and NRTs, Pride and other orgs, etc / Présentation à l'AGA de l'AVC, collaboration directe avec le SPO et les TRN, la Fierté et d'autres organismes, etc.
- Are invited to and attend key conversations/events/forums with community partners. / Invitation et participation à des conversations/événements/forums clés avec les partenaires communautaires.
 - VBIA is recognized as an important player / La ZACV est reconnue comme un acteur important.

MEMBER SUPPORT

GOAL

Inform, educate and empower our members.

HOW WE SUCCEED

MEASURES OF SUCCESS

Be the go-to resource for all relevant information to members

- A monthly newsletter is consistently distributed to all members
- Member database is kept up to date and complete
- All members receive a welcome package
- Ensure website acts as a centralized repository of current and up-to-date information and resources

Increase opportunities for members to connect

- 2-4 subject-based town halls are held each year
- 4 "5 à 7" gatherings are held
- Participation rate at member events increases by 30%




High-level engagement with and from our members

- Brand ambassador strategy defined and 55% of members are considered brand ambassadors
- Increase click rate by 15% on newsletter
- 25 members attend at AGM each year
- More diverse representation on the board and in attendance at meetings compared to 2022

BE THE GO-TO RESOURCE

- A monthly newsletter is consistently distributed to all members / Communiqué mensuel est systématiquement distribuée à tous les membres. ✓
- Member database is kept up to date and complete / La base de données des membres est tenue à jour et complète ✓
- All members receive a welcome package / Tous les membres reçoivent un dossier de bienvenue. ✓
- Ensure website acts as a centralized repository of current and up-to-date information and resources / Veiller à ce que le site web serve de dépôt centralisé d'informations et de ressources actuelles et à jour. ✓

INCREASE OPPORTUNITIES FOR MEMBERS TO CONNECT

- 2-4 subject-based town halls are held each year / 2 à 4 assemblées générales thématiques sont organisées chaque année 
- Quarterly 5 à 7 gatherings are held / 5 à 7 réunions trimestrielles sont organisées 
- Participation rate at member events increases by 30% / Le taux de participation aux événements organisés par les membres augmente de 30 % 



zacvanierbia
Coworking space



zacvanierbia Thank you to everyone who joined us for the Rideau-Vanier Networking Breakfast this morning. This breakfast was held with Vanier and Rideau BIA small business owners, co hosted with @ottawa_bia .

Thank you to our panelists:

- Brian O'Hoski, @cfrideaucentre
- Adam Weiss, @eatatbibis
- Pat Nicasastro, @botteganicasastro
- David Seba, @macaronscanada
- Sofia Borsten, @zaksdiner

-

Merci à tous ceux qui se sont joints à nous pour le petit-déjeuner de réseautage Rideau-Vanier ce matin. Ce petit-déjeuner a eu lieu avec les propriétaires de petites entreprises des ZACs Vanier et Rideau, co-organisé avec @ottawa_bia

3w See translation







botteganicasastro Thank you for including us.



Liked by **johnsonkris1976** and others

OCTOBER 13

ENGAGEMENT WITH AND FROM MEMBERS

- Brand ambassador strategy defined and 55% of members are considered brand ambassadors / La stratégie d'ambassadeurs été définie et 55% des membres sont considérés ambassadeurs 
- Increase click rate by 15% on newsletter / Augmentation de 15 % du taux de clics sur la lettre d'information 
- 25 members attend at AGM each year / 25 membres participent à l'AGA chaque année 
- More diverse representation on the board and in attendance at meetings compared to 2022 / Représentation plus diversifiée au sein du conseil d'administration et dans la participation aux réunions par rapport à 2022 

ADVOCACY & PARTNERSHIP

GOAL

Be the voice of our members at all levels of government. Pursue and strengthen new and existing partnerships.

HOW WE SUCCEED

MEASURES OF SUCCESS

Government Relations

- Vanier is actively contributing to task forces, consultations, and policy development at all levels of government
- Plan to secure 100M\$ for Vanier version of Daniels Spectrum Project is established
- Work with our local, provincial and federal groups and organizations (OBIAA, IDA, OCOBIA)

Industry Relations

- 2 award-winning community projects
- 2 speaking engagements to share our successes/stories (IDA, OBIAA, OCOBIA)
- Vanier BIA is a board member of OCOBIA

Community Relations

- Collaboration and partnerships with CSCV and VCA well established
- Clear role definition of the role of each member within the community as the Custodians of the Public Realm
- 2 new policies developed as a result of the partnerships

GOVERNEMENT RELATIONS

- Vanier is actively contributing to task forces, consultations, and policy development at all levels of government / Vanier contribue activement aux groupes de travail, aux consultations et à l'élaboration des politiques à tous les niveaux de gouvernement. ✓
- Plan to secure 100M\$ for Vanier version of Daniels Spectrum Project is established / Etablissement d'un plan visant à obtenir 100 millions de dollars pour la version de Vanier du projet Daniels Spectrum. ✓
- Work with our local, provincial and federal groups and organizations (OBIAA, IDA, OCOBIA) / Travailler avec nos groupes et organismes locaux, provinciaux et fédéraux (OBIAA, IDA, OCOBIA). ✓

INDUSTRY RELATIONS

- 2 award-winning community projects. / 2 projets communautaires primés.
 - 1 project – 2 awards! / 1 projet - 2 prix !
- 2 speaking engagements to share our successes/stories. (IDA, OBIAA, OCOBIA) / 2 conférences pour partager nos succès et nos histoires. (IDA, OBIAA, OCOBIA)
- Vanier BIA is a board member and Vice-Chair of OCOBIA. / La ZAC Vanier est membre du conseil d'administration et vice-présidente de l'OCOBIA.
 - 2nd term / 2e mandat



OTTAWA

The 'little parking lot that could' wins international award for Vanier BIA






Mia Jensen

October 5, 2023 2:03 PM ET



COMMUNITY RELATIONS

- Collaboration and partnerships with CSCV and VCA well established. / Collaboration et partenariats avec le CSCV et l'ACV bien établis. 
- Clear role definition of the role of each member within the community as the Custodians of the Public Realm. / Définition claire du rôle de chaque membre de la communauté en tant que gardien du domaine public. 
- 2 new policies developed as a result of the partnerships / 
- 2 nouvelles politiques élaborées à la suite des partenariats

RESOURCES

GOAL

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

HOW WE SUCCEED

MEASURES OF SUCCESS

People

- Board members attend 6-7 meetings, arrive prepared, and are brand ambassadors in the community
- A minimum of one board member attending each event
- Board is a governance board not an operational board
- 3 - 4 FTE + 3 - 5 FTE in the summer months
- Defined org chart and role definition for each team member
- Professional development plan for each team member in place

Money

- 525k levy revenues by 2025
- 60k/year in grants
- 30k/y in sponsorship revenue
- 10k/year in Vanier Merch Sales

Tools

- CRM in place
- Email system in place with welcome and/or nurture streams
- Functional website
- Project Management Software in place
- Dashboard in place with key metrics being tracked and monitored

PEOPLE

- Board members attend 6-7 meetings, arrive prepared, and are brand ambassadors in the community / Les membres du c. a. assistent à 6-7 réunions, arrivent préparés et sont des ambassadeurs de la marque dans la communauté. ✓
- A minimum of one board member attending each event / Au moins un membre du conseil d'administration participe à chaque événement ✓
- Board is a governance board not an operational board / Le c. a. est un conseil de gouvernance et non un conseil opérationnel ✓







PEOPLE / GENS

- 3 - 4 FTE + 3 - 5 FTE in the summer months / 3 - 4 ETP + 3 - 5 ETP pendant les mois d'été ✓
- Defined org chart and role definition for each team member
Organigramme défini et définition des rôles de chaque membre de l'équipe ✓
- Professional development plan for each team member in place / Plan de développement professionnel en place pour chaque membre de l'équipe ✓

MONEY / ARGENT

- 500k levy revenues by 2025 / 500 000 de revenus d'ici à 2025 ✓
- 60k/year in grants / 60k de subventions par an ✓
- 30k/y in sponsorship revenue / 30k en commanditaires ✗
- 10k/year in Vanier Merch Sales / 10k en ventes de notre magasin ✓
- Financial policies and infrastructure in place /
• Politiques financières et infrastructure en place ✓

TOOLS / OUTILS

- CRM in place / CRM en place 
- Email system in place with welcome streams/ Système courriels en place avec flux de bienvenue 
- Functional website / Site web fonctionnel 
- Project Mgmt Software in place / Logiciel de gestion de projet en place 
- Dashboard in place with with key metrics being tracked and monitored / Tableau de bord en place avec des mesures clés suivies et contrôlées 
- Organizational governance in place / Gouvernance organisationnelle en place 



Vanier BIA Continues to invest in:

- Public Art – over 400k since 2017
- Beautification – 150K annually
- Safety and Security – 50k annually
- Merchant Needs – 50k annually
- Neighbourhood rebrand - 100K
- Community events over 120k annually

QUESTIONS?

AUDIT 2022



2022 - AUDIT

- Overall the audit is “clean”
- There is a note about “understatements” – this refers to an agreement we had with VCSC in 2021 that was paid in 2022. We initially thought it should have been sent back to 2021 but the auditors felt it should reside in 2022. It therefore required an adjustment and a note.
- There is a note about exceeding certain budgetary lines within the budget. We have reviewed these and have already begun adjusting these methods this year (example transferring from one line to another to accommodate the higher fee for OCOBIA this year)
- There is the standard note that all BIAs get about remissions which OCOBIA and Ottawa Finance Dep have begun to address.
- AUDIT DOCUMENTS APPROVAL CARRIED BY BOARD

THE VANIER 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 [notes 3 and 5]	\$355,350	\$369,762	\$273,169
Sundry [note 2]	65,000	382,523	179,178
Payments in lieu of taxation	-	1,135	876
Total revenue	420,350	753,420	453,223

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2022	Actual 2022	Actual 2021
Salaries	208,025	255,030	188,167
Advertising	72,835	232,200	51,563
Maintenance	47,000	71,234	47,815
Rent	35,000	51,786	26,350
Office	42,290	108,400	38,142
Professional and consulting fees	10,000	23,874	43,175
Insurance	3,200	4,485	5,116
Audit fees	2,000	2,594	2,318
Depreciation	-	7,868	1,034
Total expenses	420,350	757,471	403,680
Annual (deficit) surplus	-	(4,051)	49,543
Accumulated surplus, beginning of year	467,292	467,292	417,749
Accumulated surplus, end of year	\$467,292	\$463,241	\$467,292

See accompanying notes

THE VANIER BUSINESS IMPROVEMENT AREA

STATEMENT OF FINANCIAL POSITION

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

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2022	2021
Cash on deposit with the Corporation of the City of Ottawa	\$240,156	\$451,315
Accounts receivable	245,301	22,710
Total financial assets	485,457	474,025

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2022	2021
Accounts payable and accrued liabilities	107,858	72,697
Total liabilities	107,858	72,697
Net financial assets	377,599	401,328

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

Non-financial assets	2022	2021
Prepaid expenses	4,159	5,002
Tangible capital assets <i>[note 4]</i>	81,483	60,962
Total non-financial assets	85,642	65,964
Accumulated surplus	\$463,241	\$467,292

See accompanying notes

\$\$\$ 2023



BIG IDEAS FOR 2024



2024

- Governance and policies refresh / Refaire nos politiques de gouvernance
- Build on success of AKOUSTIK - (more \$\$) – Continuer le projet Akoustik
- Member events and relations / événements pour les membres et relations avec les membres
- BRANDING!!!
- Public realm activation / Activations du domaine public
- Increase sponsorship for events / Augmenter les commandites pour événements
- Redefine the HUB / Redéfinir le HUB
- Evaluate possibility of multi-BIA mural Festival / Evaluer la possibilité d'un festival mural multi-ZAC

2024

REVENUE:

- 615k operating budget:
 - \$ 512,500 levy
 - \$. 52,000 in grants
 - \$. 49,500 from reserves

EXPENSES:

- Safety and Security \$16,000
 - Beautification \$ 64,000
 - Promo and events \$ 93,150
 - Member Services \$ 15,000
 - Resources and Admin \$341,755
-
- **Levy up by 2.5% - \$512,500**
 - **Salaries up by 2.5%**

FOR MORE INFO :

NATHALIE CARRIER

613-864-8762

NCARRIER@VANIERBIA.COM