

**Subject: 2024 Business Improvement Area and Sparks Street Mall Authority –
Annual Reports and Audited Financial Statements**

File Number: ACS2026-SI-ED-0002

**Report to Finance and Corporate Services Committee on 3 February 2026
and Council 11 February 2026**

**Submitted on January 23, 2026 by Sheilagh Doherty, Director, Economic
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Ward: Citywide

**Objet: Zone d'amélioration commerciale et Administration du mail de la rue
Sparks – Rapports annuels et états financiers vérifiés de 2024**

Numéro de dossier : ACS2026-SI-ED-0002

**Rapport présenté au Comité des finances et des services organisationnels le 3
février 2026**

et au Conseil le 11 février 2026

**Soumis le 23 janvier 2026 par Sheilagh Doherty, directrice, Développement
économique**

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Quartier : À l'échelle de la ville

REPORT RECOMMENDATION(S)

That the Finance and Corporate Services Committee recommend Council receive the 2024 Business Improvement Area and Sparks Street Mall Authority Annual Reports and Audited Financial Statements.

RECOMMANDATION(S) DU RAPPORT

Que le Comité des finances et des services organisationnels recommande au Conseil de prendre connaissance des rapports annuels et des états financiers vérifiés de 2024 relatifs à la Zone d'amélioration commerciale et à l'Administration du mail de la rue Sparks.

BACKGROUND

A Business Improvement Area (BIA) is an association of commercially assessed property owners and their tenants within a specified geographic area who join together, with approval of the municipality under [Section 204 of the Municipal Act, 2001](#), in a self-funded program paid through a levy collected with annual municipal property taxes. BIAs undertake a variety of beautification, cleanliness and safety, and marketing programs to attract customers and visitors to the area and support their member businesses. The City of Ottawa currently has [eighteen \(18\) BIAs](#).

BIAs are required to submit annual reports to Council, in accordance with [Subsection 207\(1\) of the Municipal Act, 2001](#), which states, "A board of management shall submit its annual report of the preceding year to Council by the date and in the form required by the municipality and the report shall include audited financial statements."

Following Council's approval of the [2014-2018 Mid-term Governance Review](#) report ([ACS2016-CCS-GEN-0024](#)) on November 9, 2016, annual reports of BIAs and other local boards of the City are to be submitted to Council in the form of a written electronic document and include the mandate of the BIA (or other local board), its strategic directions, annual highlights and audited financial statements.

The purpose of this report is to bring forward to Council the 2024 annual reports of the City's BIAs and the Sparks Street Mall Authority for information, consistent with the requirements set out under Subsection 207(1) of the Municipal Act, 2001, and in keeping with the format approved by Council.

DISCUSSION

A BIA is a local board of the municipality that oversees the improvement, beautification and maintenance of public land, buildings, and structures of a specified [geographic area](#). Its efforts extend beyond those services provided at the expense of the municipality while also promoting the area as a business or shopping area.

Ottawa's eighteen (18) BIAs include vibrant commercial districts and main streets and encompass more than 7,100 businesses and 128,000 employees. Although BIAs serve the individual districts they represent, they contribute to the health and vitality of the city through community and stakeholder engagement, promotion, and member advocacy. In 2024, BIA and Sparks Street Mall Authority members contributed approximately [\\$8 million](#) towards beautification, promotion, cleanliness, and safety within their respective districts to improve the visitor and resident experience and support business growth.

In 2024, Ottawa's BIAs, supported by the advocacy efforts of the [Ottawa Coalition of BIAs \(OCOBIA\)](#), continued supporting their small business members with economic initiatives such as advertising and promotion, hosting community festivals and events, street enhancements and beautification projects, strategic plans, and other activities.

Below are brief highlights from each BIA:

Barrhaven BIA

The Barrhaven BIA experienced significant growth and engagement in 2024, reaching 620 member businesses and strengthening its role as a key advocate for economic vitality in Ottawa's largest suburban community. Marketing initiatives such as the award-winning I ❤️ Barrhaven campaign, branded banners, and traffic control box wraps enhanced community visibility and pride. Membership engagement remained high through newsletters, networking events, and in-person outreach, with over 80 per cent active participation.

Bells Corners BIA

In 2024, the Bells Corners BIA focused on strengthening member engagement and community presence through strategic initiatives and events. Key accomplishments included the successful Summer Bash, which expanded in scale and secured grant funding, and the popular Tree Lighting Event, reinforcing Bells Corners as a vibrant destination for families.

Carp Road Corridor BIA

The Carp Road Corridor BIA, representing Ottawa's largest rural employment area and 62 per cent of the city's rural industrial land supply, continued its mission in 2024 to promote economic growth and advocate for improved municipal services. Key highlights included active participation in the Rural Summit, co-hosting a public meeting on municipal water, and providing input on major City initiatives such as the zoning bylaw, transit planning, and infrastructure master plans.

Carp Village BIA

In 2024, the Carp Village BIA advanced its mission to support local businesses and enhance community engagement through strategic initiatives and partnerships. Key accomplishments included a successful Annual General Meeting, expanded business promotion efforts via The Villager publication, monthly profiles in West Carleton Online, and active social media management. The BIA also hosted a local business mixer and participated in the Doors Open event, strengthening networking and visibility for members.

Centretown BIA

In 2024, the Centretown BIA focused on revitalizing operations, enhancing the public realm, and strengthening community engagement. Key achievements included daily street cleaning, graffiti removal, tree lighting upgrades, and the installation of a new mural, all aimed at improving the neighbourhood's vibrancy and safety. Financial restructuring and governance improvements positioned the BIA for sustainable growth, while cost-saving measures ensured fiscal responsibility.

Downtown Rideau BIA

In 2024, the Downtown Rideau BIA advanced its mission to position Rideau as Ottawa's premier destination for shopping, dining, arts, and culture. A major highlight was the strategic marketing program, which drove significant growth: campaign impressions rose 50 per cent, reach increased 48 per cent, and website visits surged 144 per cent. Social media engagement also soared, with Facebook reach up 310 per cent and Instagram reach up 50 per cent. Foot traffic hit 48 million visits, surpassing pre-pandemic levels for several months and marking a 42 per cent increase over 2023.

Glebe BIA

The Glebe BIA delivered a year of strong engagement, placemaking, and advocacy to

maintain its position as one of Ottawa's most vibrant main streets. Key highlights included the Great Glebe Garage Sale & Sidewalk Sale, which attracted thousands of visitors and raised over \$16,000.00 for the Ottawa Food Bank, and the Glebe Spree campaign, generating significant local spending and participation. Seasonal events such as Winterlude programming, member socials, and community clean-up initiatives reinforced the Glebe's reputation as a welcoming and dynamic destination.

Heart of Orléans BIA

2024 was a transformative year for the Heart of Orléans BIA, marked by significant growth and strategic advancements. The BIA successfully expanded its membership from 360 to 780 businesses, implemented a strategic board and operations model, and fully staffed its operations team to enhance delivery capacity. Key initiatives included the installation of over 300 banners and 5 large gateway signs, branding the district to strengthen identity and visibility.

Kanata Central BIA

The Kanata Central BIA advanced its strategic priorities in 2024 through organizational improvements, member engagement, and placemaking initiatives. The new 2024–2027 Strategic Plan focuses on four pillars: improving organizational performance, enhancing board engagement, supporting members, and increasing district awareness. Operational enhancements included implementing structured mentorship programs, adopting training initiatives, and leveraging partnerships with OBIAA, OCOBIA, and the City of Ottawa to strengthen governance and advocacy.

Kanata North BIA

In 2024, the Kanata North Business Association (KNBA) strengthened its role as Canada's largest technology park, advancing its three strategic pillars: Technology, Talent, and Community. Key achievements included hosting flagship events such as the Discover Technata Career Fair, which attracted over 4,000 registrants and 30 exhibitors, and the Annual Partner Summit, fostering collaboration among industry, government, and academia.

Manotick BIA

2024 was a transformative year for the Manotick BIA, marked by a major rebranding initiative that introduced a new logo, refreshed website, updated signage, and vibrant street banners to strengthen community identity and boost business visibility. This effort resulted in a 15 per cent increase in foot traffic and a 30 per cent rise in community

satisfaction, positioning Manotick as a more cohesive and inviting destination.

Preston Street BIA

The Preston Street BIA delivered a year of resilience and revitalization in 2024, marked by major infrastructure and cultural milestones. A key challenge was the rapid bridge replacement in July, which required full street closure. The BIA worked closely with the Ministry of Transportation to minimize disruption and preserve iconic features such as the Heritage Mural Project and Little Italy signage, slated for reinstatement in 2025.

Despite these challenges, the BIA hosted highly successful events, including the Ottawa Italian Festival, which drew over 100,000 attendees, and introduced the new Taste of Little Italy Ottawa, a sold-out culinary showcase. Other initiatives included the SPAO Photo Walk, expanding public art installations, and year-round beautification programs such as tree lighting and banner displays.

Somerset Street Chinatown BIA

In 2024, the Somerset Street Chinatown BIA advanced its mandate to promote economic growth, cultural vibrancy, and community engagement across its eight-block district. Key achievements included hosting two Ottawa Chinatown Night Markets, expanding multicultural programming, and delivering a record-breaking Lunar New Year Parade. The Ottawa Chinatown Bazaar and Walking Tour of Chinatown further strengthened cultural tourism, while marketing campaigns boosted visibility - Instagram followers grew from 5,000 to 8,300+. The BIA secured over \$250,000.00 in Tourism Growth Program funding from the Government of Canada and \$17,000.00 from the City of Ottawa to support these initiatives.

Somerset Village BIA

In 2024, the Somerset Village BIA focused on enhancing the streetscape and supporting local businesses through placemaking and event-driven initiatives. A major highlight was the annual outdoor summer patio street closure from May to September, which provided expanded seating capacity and boosted business activity. Additional funding enabled a two-week street closure for community programming and activations reinforcing the BIA's commitment to creating a vibrant, pedestrian-friendly environment.

Sparks Street BIA / Sparks Street Mall Authority

In 2024, the Sparks Street BIA and Mall Authority collaborated to revitalize Sparks Street through enhanced public realm improvements, cultural programming, and

economic development initiatives. Key achievements included launching a Leasing Support Program, hosting major events like Ribfest and Winterlude, expanding marketing reach, and preparing for a BIA boundary expansion and rebrand to better represent Ottawa’s downtown core.

Vanier BIA

In 2024, the Vanier BIA focused on strengthening its identity as a vibrant, inclusive, and culturally rich neighbourhood by investing in beautification, safety, public art, and community events. Key achievements included a major increase in social media engagement, successful events like Akoustik Nights and Partage Beechwood, the onboarding of new businesses, and over \$129,000.00 in grants secured - all contributing to Vanier’s transformation into a sought-after destination.

Wellington West BIA

In 2024, the Wellington West BIA focused on revitalizing its commercial district through beautification projects, placemaking initiatives, and member-driven street activations that boosted member sales by up to 400 per cent. The BIA also saw a dramatic increase in social media engagement, improved lighting infrastructure, and launched new branding and signage efforts - all aimed at enhancing visibility, community connection, and business success.

Westboro Village BIA

In 2024, the Westboro Village BIA enhanced its “City Life, Village Feel” identity through beautification projects, community events, and member engagement initiatives. Highlights included new murals, expanded veterans’ banners, successful campaigns like Shop the Village and Wickedly Westboro, and a strong focus on women-led businesses, which make up 37 per cent of the membership.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

COMMENTS BY THE WARD COUNCILLOR(S)

This is a city-wide report – not applicable.

CONSULTATION

No consultations were conducted for this report.

ACCESSIBILITY IMPACTS

Businesses within the City's BIAs are responsible for adhering to the requirements of the Accessibility for Ontarians with Disabilities Act, 2005, which includes, but is not limited to, providing accessible customer service, training for staff, and access for people with service animals. The City has supported many initiatives that impact accessibility within the BIAs, such as reviewing patio approvals, road closures and other projects using an accessibility lens. This results in a more accessible, inclusive, and welcoming city for all residents and visitors.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications arising from the recommendations of this report.

CLIMATE IMPLICATIONS

There are no climate implications associated with this report.

DELEGATION OF AUTHORITY IMPLICATIONS

The General Manager of the Strategic Initiatives Department has delegated authority ([Schedule L / Section 4](#)), on behalf of City Council, to appoint to a Business Improvement Area Board of Management those directors who have been selected by a vote of the membership of the improvement area in accordance with Subsection 204(3)(b) of the Municipal Act, 2001.

ECONOMIC IMPLICATIONS

Business Improvement Areas (BIAs) are a critical part of Ottawa's economic development ecosystem representing the interests of small businesses and highlighting the significance of vibrant main streets and commercial districts to economic growth and prosperity. Vibrant neighbourhoods and main streets contribute to quality of life and the attractiveness of Ottawa as a place to live, work, play, invest, visit, and learn.

BIAs, through OCOBIA, were an important participant on the external partners Sponsor Group which supported the development of the City's [Economic Development Strategy and Action Plan](#), which was approved by City Council on April 3, 2024.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with this report.

INDIGENOUS, GENDER AND EQUITY IMPLICATIONS

There are no Indigenous, gender and equity implications associated with this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

RURAL IMPLICATIONS

This report provides the annual reports and audited financial statements of the Carp Road Corridor, Carp Village and Manotick BIAs.

TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

TERM OF COUNCIL PRIORITIES

The recommendations in this report support the following 2023-2026 Term of Council priorities and [2023-2026 City Strategic Plan](#):

A city with a diversified and prosperous economy.

SUPPORTING DOCUMENTATION

Document 1	Barrhaven BIA 2024 Annual Report
Document 2	Bells Corners BIA 2024 Annual Report
Document 3	Carp Road Corridor BIA 2024 Annual Report
Document 4	Carp Village BIA 2024 Annual Report
Document 5	Centretown BIA 2024 Annual Report
Document 6	Downtown Rideau 2024 Annual Report
Document 7	Glebe BIA 2024 Annual Report
Document 8	Heart of Orléans BIA 2024 Annual Report
Document 9	Kanata Central BIA 2024 Annual Report

Document 10	Kanata North BIA 2024 Annual Report
Document 11	Manotick BIA 2024 Annual Report
Document 12	Preston Street BIA 2024 Annual Report
Document 13	Somerset Street Chinatown BIA 2024 Annual Report
Document 14	Somerset Village BIA 2024 Annual Report
Document 15	Sparks Street BIA 2024 Annual Report
Document 16	Sparks Street Mall Authority 2024 Annual Report
Document 17	Vanier BIA 2024 Annual Report
Document 18	Wellington West BIA 2024 Annual Report
Document 19	Westboro Village BIA 2024 Annual Report
Document 20	Barrhaven BIA 2024 Audited Financial Statements
Document 21	Bells Corners BIA 2024 Audited Financial Statements
Document 22	Carp Road Corridor BIA 2024 Audited Financial Statements
Document 23	Carp Village BIA 2024 Audited Financial Statements
Document 24	Centretown BIA 2024 Audited Financial Statements
Document 25	Downtown Rideau BIA 2024 Audited Financial Statements
Document 26	Glebe BIA 2024 Audited Financial Statements
Document 27	Heart of Orléans BIA 2024 Audited Financial Statements
Document 28	Kanata Central BIA 2024 Audited Financial Statements
Document 29	Kanata North BIA 2024 Audited Financial Statements
Document 30	Manotick BIA 2024 Audited Financial Statements
Document 31	Preston Street BIA 2024 Audited Financial Statements
Document 32	Somerset Street Chinatown BIA 2024 Audited Financial Statements

Document 33	Somerset Village BIA 2024 Audited Financial Statements
Document 34	Sparks Street BIA 2024 Audited Financial Statements
Document 35	Sparks Street Mall Authority 2024 Audited Financial Statements
Document 36	Vanier BIA 2024 Audited Financial Statements
Document 37	Wellington West BIA 2024 Audited Financial Statements
Document 38	Westboro Village BIA 2024 Audited Financial Statements

DISPOSITION

Economic Development Services will action any direction received from Council with respect to this report. Consistent with previous years, Council will be requested to consider this item in the same calendar year as the report to the Finance and Corporate Services Committee.