

ANNUAL REPORT

2024



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MESSAGE FROM THE CHAIR

Welcome to the 2025 Annual General Meeting of the Bells Corners BIA.

We are certainly kicking off 2025 with a bang. Just three months into 2025 and the current economic and political climate has shifted dramatically around the world. It is sometimes difficult to see a clear path through the all the information but I believe we are up for the challenge. Armed with the right tools and sharpening your business decisions and pivoting where necessary to ensure we can weather the storm.

The issue for businesses and citizens alike is the uncertainty resulting from the recent trade tariffs. We will all be impacted whether it be in the products that we sell or buy, transportation or food. Adaptation and flexibility will be essential in navigating the way forward through any imposed trade tariffs.

The Shop Local and Canadian First slogans have never been more relevant than they are today. It will be an important key message as we move forward in the current economic climate.



**JIM
SORGES**

Chair, Bells Corners BIA
Electrical and Plumbing Store

Our efforts for 2025 will be to continue to support our member businesses and our community in the best possible way we can. The Bells Corners BIA will be committed to a higher level of engagement with our members with the completion of our new database, assist in helping to promote your businesses through our social media platforms, new updated website currently in the works, events, advertising and promotional campaigns. In turn, we ask you to help us in these efforts, to be more active in providing us with the information we need to help you, be more engaged in the events that we put on for the public and community.

Let's take on 2025 with "elbows up"!

MESSAGE FROM THE COUNCILLOR

**Dear Members of the Local BIA
Community,**

I wish to congratulate you on another amazing year serving the Bells Corners community. It was my pleasure to attend the Summer Bash, which is one of the highlights of the year. Your many other events do so much for our "Village in the Greenbelt" and collectively the businesses do an amazing job of serving everyone from kids to adults to seniors. It is also a joy and a privilege that we get to host our Senior's Strawberry Social in Bells Corners every year and bring together residents from all over the College Ward community together to connect.



**LAINE
JOHNSON**

Councillor - College Ward

Congratulations, too, to Executive Director Christine Leadman for her first year of service to the business community. As we move forward, I look forward to continuing to work with Christine and the Board to showcase the incredible services, products, and professionalism that Bells Corners businesses have to offer. Bells Corners is well poised to become a local tourist destination, with a strong main street and fabulous green space surrounding a vibrant business community. You will always be the heart of the village!

Laine Johnson

City Councillor, College Ward

MESSAGE FROM THE EXECUTIVE DIRECTOR

It is hard to believe that we are almost through the first quarter of 2025 and we already have our work cut out for us! We have all been through difficult times and we will be coming into some rocky terrain over the next little while and the BIA will be doing as much as it can to inform, promote and support our businesses to arm them with the best possible tools moving forward.

Our success in developing and completing our database is the first step in ensuring we are connected to the business members along with our community collaborators. Forming stronger bonds to support each other will be the Canadian First strategy. The strong Canada First sentiment has grown exponentially and it is a train that we will be riding on. Following the growth of this movement we have seen efforts by businesses to highlight Canadian made products, identifying Canadian owned businesses and reducing dependence with on-line shopping to keep Canadian dollars in Canada in support of our businesses and entrepreneurs.



**CHRISTINE
LEADMAN**

Executive Director

The Bells Corners BIA is currently working on giving our website a facelift. With the development of the database going hand-in-hand with the business listings that will be offered on the site. We will be encouraging our members to visit the site to ensure that the information on the listing aligns with the business owners' ideals, that it is accurate and that the photographs compliment the business. The website will be a tool to expand our information sharing through blog posts, our community calendar, special features and programming for our special events.

A Bells Corners BIA Newsletter will be developed in the second quarter to communicate directly with members on a periodic basis with special mailings going out when relevant information needs to be circulated quickly. Rest assured that we make every effort not to inundate our members with emails or correspondence.

This year will see Canadians locking arms for a stronger Canada and we will be doing the same to ensure Bells Corners thrives in 2025.

YOUR BOARD OF DIRECTORS



OUR MANDATE

The Bells Corners BIA is a non-partisan, not-for-profit organization governed by a volunteer Board of Directors consisting of leaders from the business community located within the BIA boundary. The Bells Corners BIA's leadership as well as the members actively participate on many boards, forums and opportunities to engage and champion the area. As an organization, we are focussed on co-creating a growing and vibrant village in the Greenbelt.

Our mandate reflects the priorities of our members, which is to advance the prosperity and economic competitiveness of Bells Corners by building partnerships to create a dynamic and sustainable area that is the place to invest, work, learn, connect and live. We are committed to energizing a dynamic business environment that benefits and enhances all public safety, transit and transportation, investment, growth, sustainability, livability and education and training.

The Bells Corners BIA engages all three levels of government on behalf of our members and we produce surveys, research, strategic and placemaking events with the goal of contributing to the positive growth of our community.



YEAR IN REVIEW



SUMMER BASH

This third Annual Summer Bash saw many changes in 2024. The location was new providing significantly more space, increased live entertainment and activities for everyone. The Bells Corners BIA was able to secure a grant for the event which helped raise its profile and provide a brand look that will continue in future years.

TREE LIGHTING EVENT

This long-standing event was extremely well attended coupled with great weather. The event was held on December 1 and the public checking in to see when the event was taking place well in advance of the event date.

People were not disappointed with the usual attractions as well as some new ones to rmoved the event up a notch. ReMAX plays a large role in making this event a true family experience for the holidays. Our business partners continue to grow with this event and expect that this family favourite will be around for a long time.

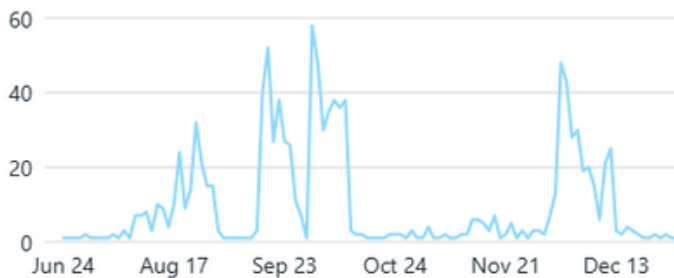
DATABASE

The development of the database was a key task in 2024. It is an essential tool in our communication strategy with our members. The database is fluid in that it will always need to be monitored and updated. The strong foundation we have established positions us well with the new website work in 2025 to ensure that all members have a profile listing. with accurate, up-to-date information.

BELLS CORNERS ONLINE

Follows ●

1.1K

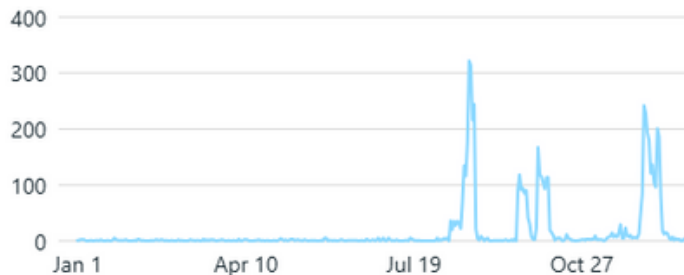


Over 2024 we have increased our following by 1.1K! Over 20% of the industry average!

Our social pages have both organically and through ads increased visits!

Visits ●

5.9K ↑ 1.3K%



Agenda

6:00 p.m. Meeting called to order

6:05 p.m. Declaration of Conflict of Interest

6:10 p.m. Approval of Agenda

6:15 p.m. Approval of Minutes of the 2023 AGM

6:25 p.m. Presentation by Ivan Milev: Tariffs

6:35 p.m. Report on 2024 Year-end position

6:45 p.m. Change to Bells Corners BIA Constitution re office location

7:00 p.m. Approval of Draft 2023 Budget

7:15 p.m. Q&A

7:30 p.m. Adjournment

BUDGET 2025

* REVENUE STREAMS

BIA Levy	\$210,000
Payment in Lieu	500
Remissions	(15,000)
Contribution from Reserve Fund	10,000
TOTAL	<u>\$210,500</u>

* EXPENDITURES

Administration	\$ 67,800
Office Rentals	4,000
Professional Services	29,500
Audit Services	4,500
Insurance (Liability/BOD)	3,000
Programming/Events	85,000
Advertising and Promotions	8,200
Graffiti Removal	500
Signage	8,000
TOTAL	<u>\$210,500</u>

CONTACT US

BELLS CORNERS BIA

Email/

info@bellscornersbia.ca

Phone/

613-695-2425

Website/

www.bellscornersbia.ca

Instagram/

@BellsCornersBIA

Facebook/

<https://www.facebook.com/bellscornersbia>

