



centre
town

A YEAR IN REVIEW

2024 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

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

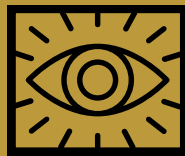


STRATEGIC FOCUS



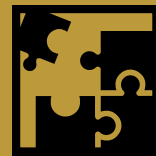
Purpose

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.

MEET THE TEAM



Michael Wallack
Chair



Matthew Tweedy
Board Member



Dave Massine
Vice Chair



Adam Wilson
Treasurer



Jacob Racco
Board Member



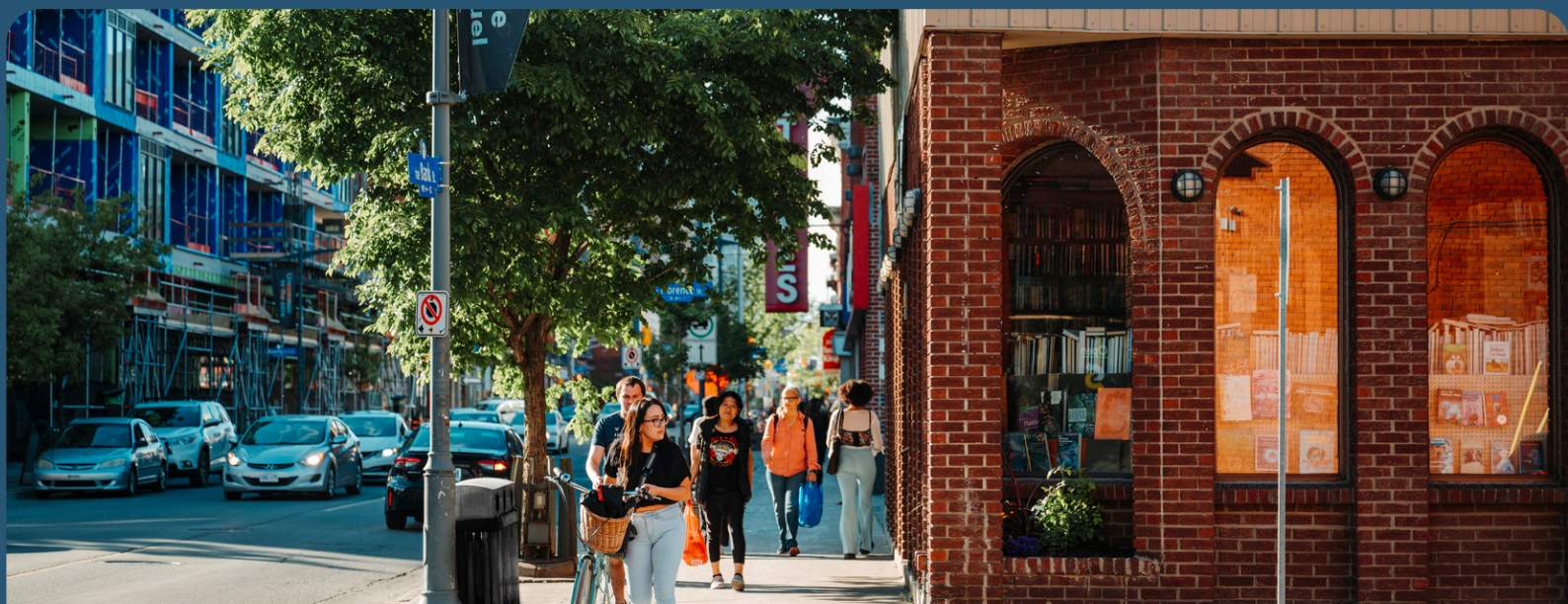
Farid Dagher
Board Member



Cst Stephanie Lemieux
Board Member



Councillor Ariel Troster
Board Member



MEET THE TEAM



Sabrina Lemay

Executive Director



Steph Wawrzynczak

Communications and Marketing Director



Emma Gmazel

Financial Officer



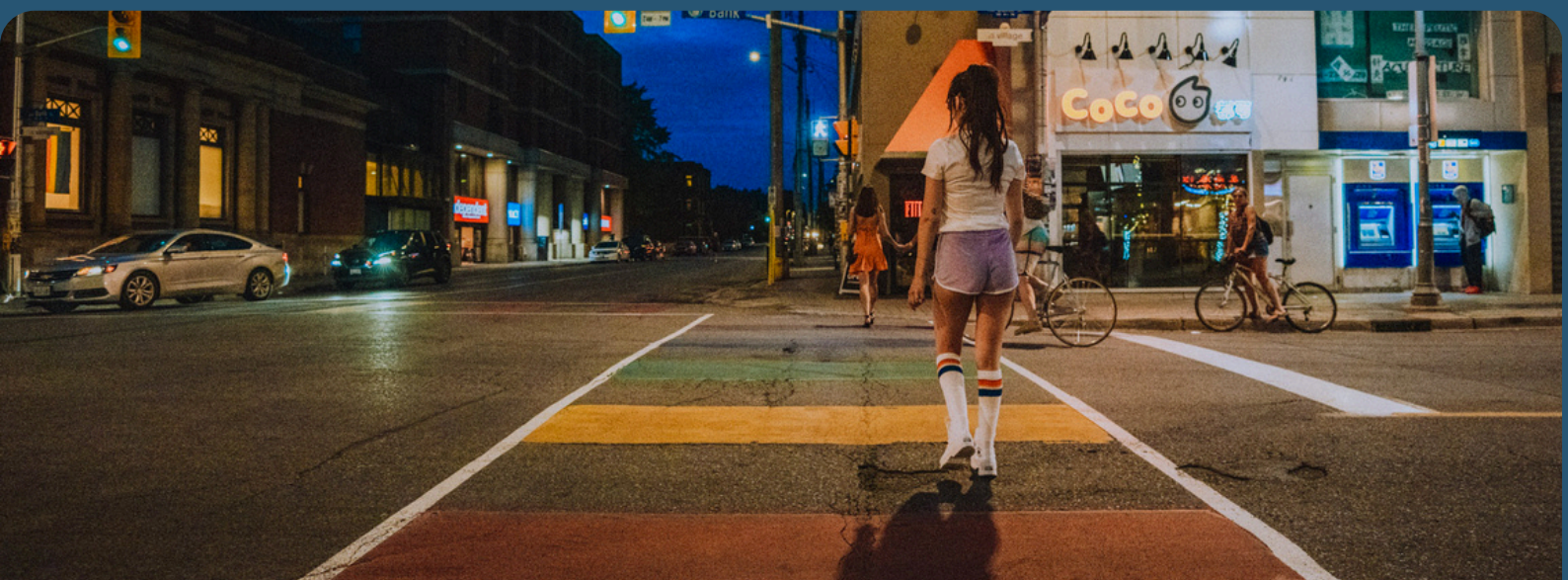
Faisal Ghali

Community and Economic Development Coordinator



Rahmah Aldakkak

Promotions and Operations Coordinator



AGENDA

12:00 PM

Welcome & Land Acknowledgment

Chair Michael Wallack

12:02 PM

Call to Order

Chair Michael Wallack

12:02 PM

Declaration of Pecuniary Interest

Chair Michael Wallack

12:03 PM

Approval of Agenda

-Chair Michael Wallack-

12:04 PM

Approval of 2023 AGM Minutes

-Chair Michael Wallack-

12:05 PM

Audited Financials and 2024 Budget Overview

-Treasurer Adam Wilson-

12:06 PM

Approval to Accept Audited financials and

2024 budget -Chair Michael Wallack-

12:08 PM

Message from Chair Michael Wallack

12:10 PM

Message from Executive Director

SabriNa C.Lemay

12:25PM

2024 Annual Report

-Chair Michael Wallack-

12:30 PM

Message from Councillor Ariel Troster

12:35 PM

Presentation of 2025 Report

-Centretown BIA Team -

12:50 PM

Presentation of 2025 Budget

-Treasurer Adam Wilson-

1:05 PM

Approval to accept the 2025 Budget

-Chair Michael Wallack-

1:06 PM

Message from Constable

Stephanie Lemieux

1:07 PM

Guest Speaker: Steve Ryan from

Uncommon

1:10 PM

Q & A

1:30 PM

Adjournment

AUDITED FINANCIALS



To view the full 2023 Audited Financials:

[Click Here](#)

Financial Assets	2022	2023
Cash and Cash Equivalents	\$113,295	\$33
Accounts Receivable	\$41,097	\$16,587
Total Financial Assets	\$154,392	\$16,620

Liabilities	2022	2023
Cash due to the corporation of the City of Ottawa	\$25,880	\$199,151
Accounts Payable and accrued liabilities	\$54,874	\$150,900
Total Liabilities	\$80,754	\$350,051
Net Financial (liabilities) Assets	\$73,638	(333,431)

Non-Financial Assets	2022	2023
Prepaid Expenses	\$10,419	\$6,868
Tangible Capital Assets	\$26,080	\$21,233
Total Non-Financial Assets	\$36,499	\$28,101
Accumulated (deficit) Surplus	\$110,137	\$305,330

2024 BUDGET



Revenue	Amount Budgeted	Amount Recieved
Contributions From Reserve Funds (Surplus)	\$0	\$0
Grants (Admin, Graffiti , & Parking)	\$16,000	\$120,000
Levy	\$989,100	\$989,098
Other Revenue		\$2,168.14
Other Revenue (World Exchange)	\$7,500	\$7,500
Total Revenue for 2023	\$1,012,600	\$1,118,766.14

2024 BUDGET



Expenses	Amount Budgeted	Amount Spent
Strengthen (Operational, Staff Training, Audit & Legal Fee)	\$837,100	\$827,284
Promote (Office Print, Social Media)	\$52,300	\$42,792
Beautify / Public Realm (Maintenance, Signage, Banners & Flower Pots)	\$122,700	\$123,628
Village Legacy	\$500	\$0
Total Expenses for 2023	\$1,012,600	\$986,704

MESSAGE FROM THE CHAIR



"It's my privilege to welcome you all to this year's Annual General Meeting for the Centretown Business Improvement Area. As we reflect on the past year, I am struck by the resilience, innovation, and determination displayed by our members. Centretown is a community that continuously rises to challenges, and 2024 was no exception.

This year, we made significant strides toward realizing our vision of establishing Centretown as "the definitive alternative to the ordinary." Our strategic focus centred on strengthening our foundations, enhancing our public realm, promoting our district, and planning for thoughtful expansion. Pushing these pillars has driven our efforts to improve the vibrancy and sustainability of our community.

Looking ahead, the theme of "Planting the Seed" will guide us in 2025 as foster collaboration among stakeholders, initiate new marketing initiatives, and push forward with our beautification efforts. By focusing on key priorities like clean streets, cultural promotion, and strategic advocacy, we aim to create an environment where Centretown businesses and residents can thrive.

As we continue on this transformative journey, I encourage each of you to stay engaged, share your insights, and take an active role in shaping the future of Centretown. Together, we can achieve great things, positioning our community as a vibrant, welcoming, and prosperous destination for years to come.

Thank you for your dedication to Centretown. Let's make 2025 our most impactful year yet."

Michael Wallack
Board of Directors Chair
Centretown BIA

A white, handwritten signature of Michael Wallack, written in a cursive style, positioned below the printed name and title.

MESSAGE FROM THE EXECUTIVE DIRECTOR



"2024 was a year of planting seeds - both literally and figuratively. It was a time of growth and transformation, where we exceeded expectations and closed the year stronger than ever. This success was built on a foundation of passion and dedication, as we reexamined and rebuilt our operations from the ground up. By refining our structure, processes, and approach, we positioned the BIA for sustained growth and meaningful impact.

Throughout the year, we connected deeply with our members and the community, championing Centretown's vibrant spirit through a range of initiatives. Our work extended beyond programs - fostering meaningful relationships that transformed into the collaboration needed to bring bold ideas to life in 2025.

Centretown has become a focal point for the city - with major investments underway that promise an increase in traffic, enhancing our culture, supporting business growth, and improving mental health. These efforts ignite hope - that the most challenging days are behind us, and the future holds transformative opportunities for the area. This progress is a testament to the resilience of our businesses, whose grit and determination are the beating heart of Centretown.

Centretown truly is the heart of our city!

The strength and courage of our members and community at large inspire our work every day, serving as a powerful reminder of the purpose behind our efforts. As we move into 2025, we are more motivated than ever to take bold action, advocate for our community and deliver meaningful results. With a strong - dedicated team, we are committed to making Centretown a place that is vibrant, clean, green, and safe while staying true to its uncommon grit and unique energy.

Together, we will continue to lead with passion and care, shaping a dynamic and thriving future for Centretown, one step at a time!"

SabriNa C.Lemay
Executive Director
Centretown BIA

A handwritten signature in white ink, reading 'Sabrina Lemay'.

2024 HIGHLIGHTS



STRENGTHEN & EXPAND

In 2024, we focused on building stronger connections within our community and expanding the Centretown BIA's reach. Here's a summary of the key steps we've taken:

- **BIA Visits:** Conducted visits to other BIAs across the city to gain insights, exchange ideas, and explore best practices that would benefit Centretown. These visits were invaluable in strengthening our network and learning from other successful initiatives.
- **Ongoing Member Engagement:** Held regular meetings with BIA members to discuss Centretown's plans for the year. These meetings were essential in understanding the needs and concerns of our members, ensuring their voices are heard and incorporated into our plans.
- **Engaging Non-Members:** Focused on building relationships with non-member businesses in Centretown, promoting the benefits of joining the BIA, and encouraging participation in community initiatives. We believe this outreach will lead to a more unified and active neighbourhood.
- **Expansion Pilot with Somerset:** Launched a pilot project with the Somerset neighbourhood as part of our BIA expansion strategy. This initiative will serve as a model for extending our influence and fostering new partnerships within the greater Centretown area.

2024 HIGHLIGHTS



STRENGTHEN & EXPAND -OPERATIONS-

In 2024, we optimized operations to strengthen community ties and position Centretown for sustainable growth

Budget Restructuring and Financial Management:

In 2024, the BIA restructured its budget processes to better utilize funds and initiated a plan to pay off outstanding debt. Internal financial processes were established to ensure smoother operations, and for the first time, a series of comprehensive financial reports, such as "Over and Under" analyses, were created and presented to the board monthly. This approach enhanced transparency and informed decision-making.

Operational and Governance Improvements:

Key operational improvements included creating a decision-making binder to document all major resolutions and conducting board training sessions. A comprehensive board and governing documents binder was developed, and archived files were fully digitalized to improve accessibility and efficiency in operations.

Cost-Saving Measures:

To address financial challenges, we made difficult but necessary cost-cutting decisions, including letting go of the warehouse and transitioning to a leaner internal team. These changes ensured the organization remained fiscally responsible while maintaining core functions.

2024 HIGHLIGHTS



STRENGTHEN & EXPAND -OPERATIONS-

In 2024, we optimized operations to strengthen community ties and position Centretown for sustainable growth

Team and Board Engagement:

In 2024, we fostered strong communication and collaboration through weekly team meetings and consistent monthly board meetings, enhancing alignment and open communication. Additionally, we focused on establishing and strengthening relationships with key stakeholders, including the City to support Centretown's development.

Workflow and Technology Enhancements:

The integration of new software tools, such as a CRM system and ClickUp, significantly improved task management and workflow efficiency, allowing the team to work more effectively.

Strategic Budget Planning for the Future:

To ensure board members remained well-informed and actively involved in shaping the BIA's direction, we developed and presented three detailed budget scenarios for 2024 and 2025. This approach not only emphasized transparency and collaboration but also reinforced the importance of aligning our financial strategies with Centretown's long-term goals and priorities.

2024 HIGHLIGHTS



BEAUTIFICATION & PUBLIC REALM

Over the past year, we've focused on enhancing the beauty and vibrancy of our neighbourhood through a series of impactful initiatives. Here's a look at what we've accomplished:

Daily Street Cleaning:

In partnership with Univer Cleaning, we provided daily street cleaning along Bank Street from Wellington to Bank/Catherine. This effort ensured a cleaner and more welcoming environment for both residents and visitors. The cleanup also included the removal of hazardous materials, such as needles. Additionally, we received daily reports detailing high-traffic areas and varying levels of debris.

Community Safety Walks:

We conducted biweekly walks with Constable Lemieux to ensure the safety of our community and address the concerns of local residents. During these walks, we listen to community members and make efforts to provide support whenever possible.

Tree Guard Upgrades:

Freshened up the look of our streets by painting tree guards from a dull grey to a sleek black, contributing to a more polished and cohesive streetscape.

Increased Tree Lighting:

Added new lighting to the trees along our streets, creating a warm and inviting atmosphere that enhances the neighbourhood's charm, especially during the winter months.

2024 HIGHLIGHTS



BEAUTIFICATION & PUBLIC REALM

Bike Rack Revitalization:

Gave a second life to 20-year-old bike racks by upcycling them with a vibrant purple paint job. While we initially planned to add cascading flower boxes atop the racks, the City revisited their commitment, and we pivoted to focus on other improvements.

Year-Round Floral Displays:

Collaborated with La Fleur to install all-season flowers in our corner street-facing flower pots, ensuring colour and life throughout the year.

New Mural Installation:

Introduced a stunning new mural to the community, located at Uncommon Space, in collaboration with talented artist Allan Andre. This mural adds artistic flair and strengthens Centretown's identity as a culturally rich and creative neighbourhood.

Biweekly Meetings with Public Realm:

We held biweekly meetings with the Public Realm team and the City of Ottawa to address issues related to the public realm in Centretown. Through these meetings, we advocated for our members and the beautification of our neighborhood. Our strong relationship and commitment to transparency with the Public Realm team helped us secure funding from the City to support these efforts.

2024 HIGHLIGHTS

Stoughton



2024 HIGHLIGHTS



MARKETING & COMMUNICATION

2024 has been an incredibly productive year, focused on increasing visibility, promoting community engagement, and showcasing the vibrant diversity that makes Centretown such a dynamic area. The initiatives we led this year played a significant role in enhancing the BIA's reach, supporting local businesses, and creating meaningful connections within our community. Below is a summary of the key accomplishments from 2024:

1. Humans of Centretown Series

In 2024, we launched the Humans of Centretown series, a weekly initiative that highlights the inspiring stories and diverse faces of the people who live, work, and shop in our neighbourhood. Every Friday, we featured a captivating photo and/or video paired with a bio of a local individual, showcasing their personal story and unique connection to the Centretown community.

- **Total Features:** 48 individuals were featured, including residents, local artists, photographers, business owners, and staff.
- **Public Reception:** The series received overwhelmingly positive feedback, with countless messages expressing appreciation for the initiative's ability to connect people and bring the community together. This project has not only celebrated the rich diversity of Centretown but has also fostered a greater sense of belonging and unity among residents and business owners alike.

2024 HIGHLIGHTS



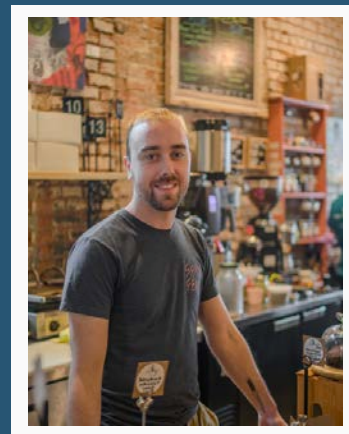
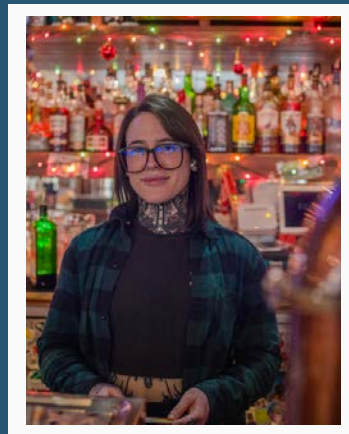
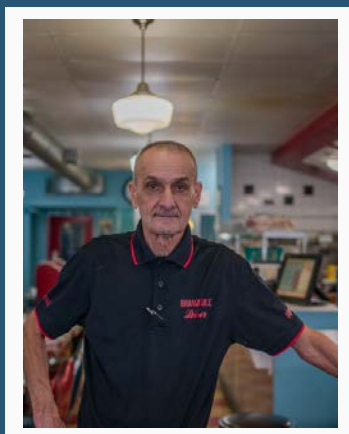
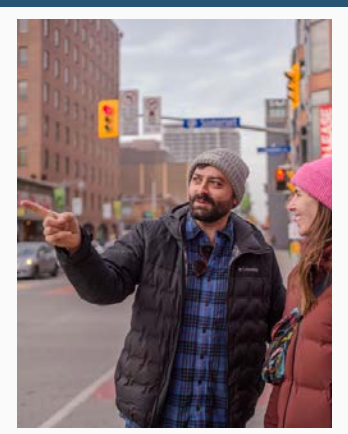
MARKETING & COMMUNICATION

2. Centretown Business Spotlight Series

To further amplify the stories behind the businesses in Centretown, we introduced a special series dedicated to showcasing small businesses. This initiative went beyond highlighting products and services; it focused on the passionate individuals behind each establishment and the heart of the business.

- Total Features: 38 businesses were featured, including popular spots such as The Greek Souvlaki Shack, Venus Envy, Prohibition Public House, Top Shelf Preserves, Paradise Poke, and High Jinx.
- Impact: This series helped humanize local businesses, bringing more attention to their unique stories and fostering a deeper connection with the community. Many businesses reported increased foot traffic.

Example- Afaghani Kabob, shared that their Instagram collaboration led to new customers mentioning they had seen the video and were inspired to visit. This is a clear indication of the power of storytelling in attracting new clientele.



2024 HIGHLIGHTS



MARKETING & COMMUNICATION

3. Neighborhood-Focused Video Content

As part of our ongoing efforts to showcase Centretown's vibrant community, we produced a series of short videos designed to capture the essence of the neighbourhood. These videos were designed to engage both residents and visitors, highlighting the beauty and character of Centretown.

- Video Series: Featured video projects included 15 Seconds in Centretown, People in Centretown, Architecture in Centretown, and Slow Mornings in Centretown.
- Goal: These videos served to highlight the charm and diversity of the area, emphasizing the vibrant atmosphere and unique spots that make Centretown a special place to live, work, and visit.

4. Collaboration with Community Associations

we also focused on strengthening partnerships with key community organizations to amplify their work and initiatives. Notable collaborations included:

- Centretown Community Health Centre (CCHC): I partnered with CCHC to highlight the valuable programs they offer, such as nutrition classes that teach community members how to prepare healthy meals on a budget. Additionally, we helped promote the launch of the new 211 crisis outreach program, ANCHOR, by shooting a video to raise awareness and inform the public about this vital service.

These efforts helped expand the reach of important community programs and showcased the BIA's commitment to supporting local social services.

2024 HIGHLIGHTS



MARKETING & COMMUNICATION

5. Uncommon Mural Project & Artist Collaboration

This year, we also had the opportunity to collaborate with local artist Allan Andre to bring a stunning mural to Uncommon (Snider Plaza). The mural, completed in the summer of 2024, represents the cultural and artistic vibrancy of Centretown and serves as a visual symbol of the area's dynamic creative scene.

- Promotional Video: To amplify the mural's impact, we produced a video explaining the mural's meaning and significance, further connecting residents and visitors to the artwork.

6. Support for the Launch of Uncommon Event Space (soft launch)

We played a key role in promoting the launch of Uncommon, a new event space in Centretown. Through targeted marketing efforts and community engagement, we helped introduce this new venue to the public, positioning it as a versatile and exciting location for events in the heart of Centretown.

7. Business Promotion and Visibility

In total, we worked with 122 businesses throughout 2024 (some businesses featured multiple times), ensuring that their products, services, and unique stories were highlighted through various communication channels.

- Social Media: Strategic use of our social media platforms helped businesses increase their visibility and reach a larger audience.
- Video Production: we produced a range of promotional videos, showcasing both businesses and the neighbourhood as a whole, allowing business owners to connect directly with their customers and the community.

2024 HIGHLIGHTS



MARKETING & COMMUNICATION

8. Blog Posts & Website Content

As part of our efforts to continuously promote local businesses and increase online engagement, we wrote and published 28 blog posts on the Centretown BIA website throughout 2024. These blog posts covered a variety of topics, including business spotlights, community events, and neighbourhood guides, all designed to inform and engage our audience.

- Total Blog Posts: 28 blog posts were published, contributing valuable content that resonated with both locals and visitors.
- Event Calendar: In addition to the blog posts, the BIA's website events calendar was updated on a weekly basis, ensuring that all relevant local events were promoted and easily accessible for the community. This helped drive traffic to the website and increased awareness of events happening in Centretown.

9. Fully Bilingual Communications

The Centretown BIA is proud to be fully bilingual, ensuring that we reach and engage with our entire community. We understand the importance of inclusivity, which is why all of our content - whether it's social media posts, website updates, or promotional materials - is translated into both English & French.



2024 HIGHLIGHTS



MARKETING & COMMUNICATION

Key Outcomes of 2024 Marketing Efforts:

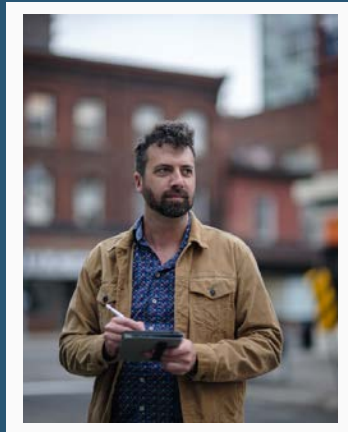
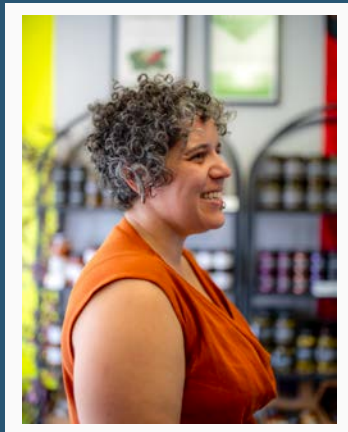
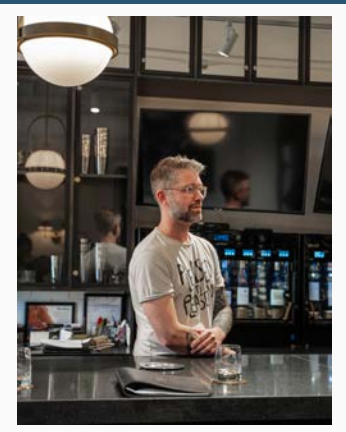
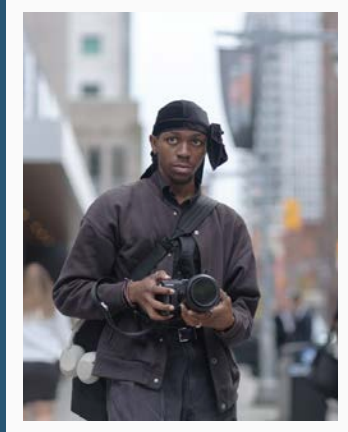
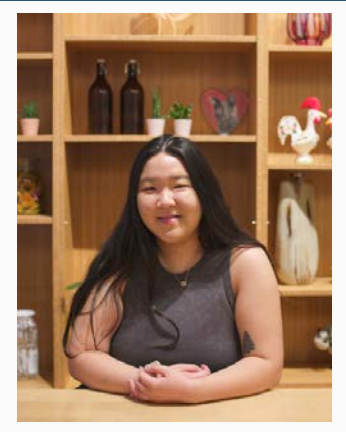
- **Increased Community Engagement:** Public engagement with our campaigns has skyrocketed, with many expressing their appreciation for the way we showcase the community's diversity and vibrancy.
- **Business Growth:** Multiple local businesses have reported increased visibility and customer traffic, particularly as a result of our social media campaigns.
- **Enhanced Brand Identity:** The BIA's brand has become more synonymous with community spirit, inclusivity, and local pride.
- **Stronger Partnerships:** The collaborations with community organizations like CCHC and Highjinx have reinforced the BIA's role as a community-driven organization, amplifying the positive impact we have on Centretown residents.



2024 HIGHLIGHTS

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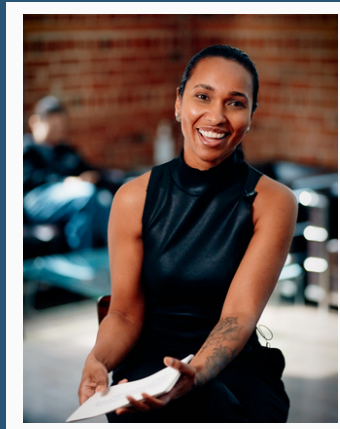
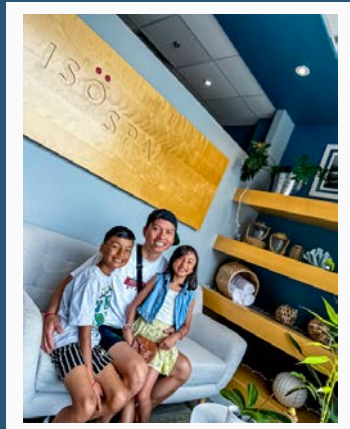
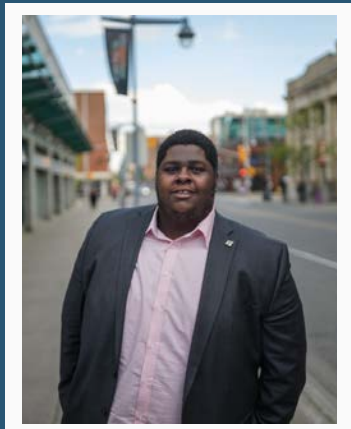
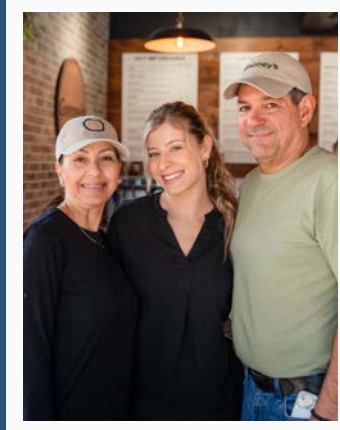
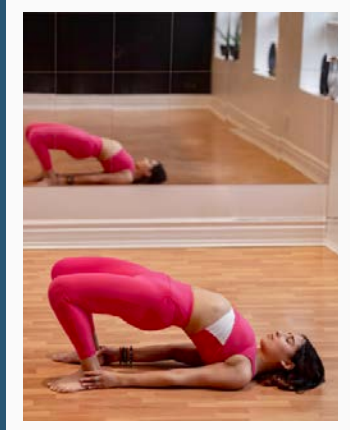
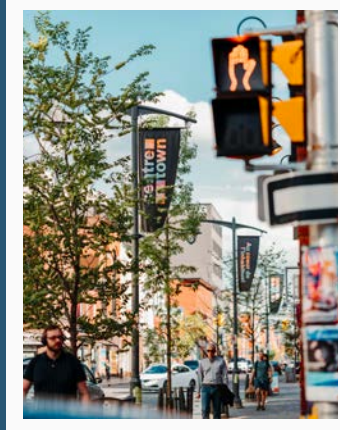
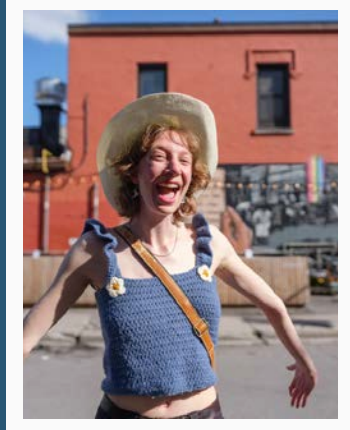
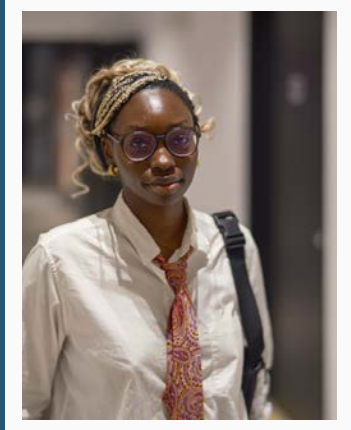
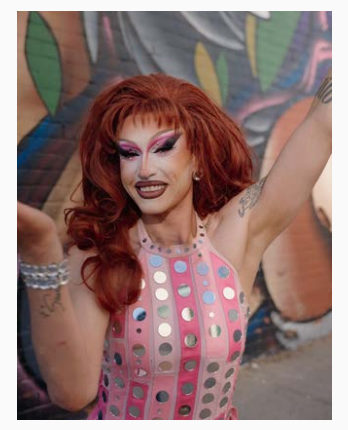
MARKETING & COMMUNICATION



2024 HIGHLIGHTS

Stoughton

MARKETING & COMMUNICATION



2024 HIGHLIGHTS



MARKETING & COMMUNICATION

What People Are Saying:

Dear Centretown Team, a huge thank you to all of you for your incredible support! Truly means the world to us! Your belief in what we do and your willingness to help us grow means more than words can express! - Sip and Paint



Centretown is the best! So great to have a BIA that gets it and champions what we're working to build! - Knyota Drinks



"Love how you support all the businesses. Love your page" - Thompsons Jewellers



Steph, you have a great reputation. I've received so many DMs saying how amazing you are to work with and how you have helped businesses in the area that aren't even sure if they're part of the BIA!- Lynn



Whoever took over the BIA's social media management is crushing it. Loving the Humans of Centretown series too. Good work - Britt



What a glorious improvement centretown love seeing what's happening long overdue and bravo this is bringing life back to the Centre - Dykeseries



We love your profile. Great story telling and amazing content, it was nice seeing a couple of our clients featured on the page. - Amelia



Hi hope all is well. I really like your page; it's full of joy to see all the inspiring, determined and creative entrepreneurs Ottawa has - Studio Rental



"Thank you, it's so far one of the best videos we have on our page. This is incredible! Thank you guys for the great work you doing for the community" - Mr. Fez



Wow you helped us get to over 1000 followers! Thank you again for connecting with Festival Japan! - Festival Japan



These series and concepts are genius well done and love every bit of it - Brian



I walk by multiple times a week and I look forward to checking it out every time! It's vibrant, joyful, peaceful, and beautiful. I love it - Arigaai (referring to new mural).



2024 HIGHLIGHTS



MARKETING & COMMUNICATION

What People Are Saying:

“Thank you so much and for all your work in highlighting the beauty of my neighbourhood” - Prispaints

★★★★★

“Fantastic job guys. I really appreciate what you are doing for the neighbourhood!” - Flora Hall

★★★★★

“We just watched your promotion video and are absolutely in LOVE! Thank you for going ahead and adding us as a collaborator. We really appreciate all your hardwork on making this possible. It looks so lovely.” - Midori Gifts

★★★★★

“I’m so proud of the work you are doing to be inclusive in our local community.” - leesin613

★★★★★

“Hey Centertown BIA! We’re just curious if your membership reach goes as far as Elgin Street? We’re at 292 Elgin and are trying to figure out if our location still constitutes as Centertown, massive fan of your account and all the cool work your team does!” Manor

★★★★★

“What a sweet vid. You guys (not sure how big your team is) do such a good job at showcasing Centertown. It’s so lovely.” - Cindy

★★★★★

I just wanted to say I love your page.” - William

★★★★★

“Hey friends! Great account!” - Mary

★★★★★

Whoever is running this page is crushing it!” - brittpaul

★★★★★



MESSAGE FROM THE COUNCILLOR



Dear Centretown BIA members,

Congratulations on all the work you have done to help enliven Centretown, investing both in your businesses and in the broader community. Through your BIA, you have helped tell the story of why our community is such a great place to shop, visit and live in.

This year saw the launch of ANCHOR, the 24/7 alternative crisis response service in Centretown, something our community fought very hard for. I was also able to secure new funding for 2025, focused on community outreach and safety. You can expect to see more helpers out on the streets in the coming months, something I know you have all been asking for.

There are several office-to-residential conversions happening downtown, and I was pleased to work with city staff to pass some measures that will make these kind of housing projects easier to complete. We know that getting more people to live in our wonderful community will also bring new vitality to the street and customers to your businesses.

The city will also be building modular, self-cleaning washroom facilities in our neighbourhood in 2025, something that I hope will take the burden off some of your businesses. In addition to this, we have a new partnership with the Bloomberg Foundation that will help create vibrant and art-filled spaces in the downtown core. More on that soon.

Congratulations to the Centretown BIA for the work you did to turn Snider Plaza into an event space. I know this is just the beginning and that you have so many more ideas of how to continue to attract people to spend time in and enjoy Centretown.

As always, please reach out to my office if there is anything we can help you with. We are here for you."

centre town

LOOKING AHEAD

2025

RESOURCES & ADVOCACY



EXPANSION EFFORTS:

We are embarking on an exciting journey to expand the BIA's influence and strengthen its impact across Centretown. To ensure the success of this expansion, we will hire a consultant who will guide our strategy and provide valuable insights. Additionally, we are conducting regular meetings with non-members to build stronger relationships and showcase the benefits of joining the BIA. A major focus of these efforts is the Somerset Strategic Review, where we aim to effectively integrate this vibrant neighbourhood into our broader plans through careful analysis and collaboration.

ENHANCED MEMBER MANAGEMENT:

To better serve our members, we are implementing a new CRM system designed to track and manage relationships with members, landlords, and property owners more efficiently. This system allows us to better understand their needs and provide tailored support. Alongside this, we have also upgraded our software tools to ensure that our team remains proactive, efficient, and aligned with modern operational practices. These upgrades are vital for streamlining our processes and improving overall work proficiency.

ENVIRONICS PARTNERSHIP:

Our partnership with Environics is a critical step toward gaining deeper insights into the Centretown community. This collaboration helps us market businesses more effectively, provides a clearer understanding of the community's needs, and identifies opportunities for growth by analyzing past trends and future potential. By leveraging this data, we can better align our initiatives with the evolving needs of the area.

RESOURCES & ADVOCACY



MEMBER SURVEY:

We are collaborating with Brodie to develop a comprehensive Member Survey aimed at gathering valuable insights from landlords, property owners, and businesses. This survey will collect data on demographics, operational challenges, and community priorities, which will be used to inform future initiatives. The results will also be shared with the City to support broader strategic planning. Members are encouraged to complete the survey, as their input is essential for the success of these efforts and for shaping Centretown's future.

FINANCIAL MANAGEMENT:

We have brought our financial management in-house, with Emma, our Financial Officer, leading the charge. This move has allowed us to streamline processes, increase transparency, and ensure that every dollar is used effectively to support Centretown's growth and development. Emma's expertise has been instrumental in enhancing our financial oversight and accountability.

PROFESSIONAL DEVELOPMENT AND NETWORKING:

To stay ahead of industry trends and bring innovative ideas back to Centretown, we will attend the International Downtown Association (IDA) conferences. These events provide valuable opportunities to learn from other successful organizations and implement best practices that can help Centretown thrive.

STRENGTHEN/EXPAND



MEETING MEMBERS:

In the upcoming year, 2025, 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 2025 and to delve into opportunities aimed at providing enhanced support to each member.

VISIT BIA'S:

Exploring all the BIA's in 2025 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.

MEETING NON-MEMBERS:

Apart of Centretown BIA's rebranding strategy, expansion takes center stage in our plans. In 2025, 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.

PROMOTIONS & OPERATIONS



IMPLEMENTATION OF CRM SYSTEM:

In 2025, we will fully implement the Mainstreet RM CRM system to improve member management, streamline communications, and track engagement. This tool will enhance our ability to build and maintain strong relationships with members, partners, and stakeholders, ensuring we remain responsive and effective in our efforts.

MEMBER ENGAGEMENT AND INSIGHTS:

To enhance our understanding of member needs and priorities, we are developing a comprehensive Member Survey to gather valuable demographic and operational insights. This data will enable us to better tailor our programs, promotions, and advocacy initiatives, ensuring our efforts align with the evolving needs of our community and drive meaningful impact.

EVENT MANAGEMENT AND PROCESS DEVELOPMENT:

We are developing an Events Process and an accompanying Events Guide for both members and non-members. These resources will streamline event planning, improve consistency, and make it easier for stakeholders to participate in and benefit from Centretown's activities. These guides will provide clear steps and best practices, ensuring events run smoothly and successfully.

PROMOTIONS & OPERATIONS



PROMOTIONS AND COMMUNITY EVENTS:

Throughout 2025, we will focus on organizing three promotional campaigns over the year to enhance Centretown's vibrancy and support local businesses. We will also be coordinating Pride from June to August alongside Executive Director, Callie Metler, to foster inclusivity and engagement within the community. Additionally, we will facilitate the Milkup event - amongst many others - at Uncommon, an initiative aimed at supporting local businesses.

KEEPING UP WITH CENTRETOWN PROMOTIONS:

In 2025, we will stay up-to-date with the latest promotions, events, and updates in Centretown through a multifaceted approach. This includes conducting regular visits to local businesses and community spots to maintain firsthand knowledge and strengthen relationships. Additionally, we will leverage social media, ongoing communication with the community, and active participation in local initiatives to ensure we remain informed and responsive to the evolving needs of Centretown. This comprehensive approach allows us to provide timely support and foster deeper connections across the area.

MARKETING & COMMUNICATION



OVERVIEW:

To elevate the Centretown BIA's presence and recognition in Ottawa, a cohesive brand identity and marketing strategy for 2025 is essential. This proposal outlines a comprehensive approach to achieve this by focusing on consistent language and voice, distinctive branding elements, brand ambassadors, and the promotion of Centretown as a vibrant, diverse, and central part of the city, making it a destination district through our digital online presence.

BRAND IDENTITY DEVELOPMENT

- The tone and messaging needs to be consistent. The language should reflect Centretown's gritty, vibrant down to earth, out-of-the-box nature while emphasizing its role as the heart of the city and tagline "uncommon to the core".
- The Centretown BIA will be looking into hiring Local Weirdo Studio - Dom Richichi a brand designer and illustrator to assist in the process of the thematic development of the Centretown brand. He will provide insight into how we as an organization can develop consistency in our visual communication.
- The Centretown BIA will purchase Centretown merch such as branded tote bags, t-shirts, and hoodies to serve a physical representation of the Centretown brand. This will foster a sense of community, it also helps with increasing brand visibility and is a valuable tool for marketing.

MARKETING & COMMUNICATION



BRAND IDENTITY DEVELOPMENT

- The Centretown BIA has hired two key brand ambassadors who embody the Centretown spirit : Lynn and Revello.
- By hiring these two ambassadors who genuinely embody the Centretown vibe, we're creating relatable faces for our community to connect with (we're humanizing the brand and building authentic connections.)

DIGITAL PRESENCE

- We will be looking to expand our social platforms onto Tik Tok and Youtube Shorts. We will ensure content is cross-promoted across all platforms to maximize reach and engagement (great return of investment for our members)

Monthly Series:

Monthly Captures on Film:

- Nicholas Place will capture high-quality photographs of the Centretown neighbourhood, people within the community, events in Centretown and of the local businesses. Each month we will feature a capsule collection. These images will be used for social media posts, website content, and promotional material to enhance the visual appeal and engagement .

Humans of Centretown

- Updated format - shift from photography to only videos for the "Humans of Centretown" series. Monthly video profiles featuring personal stories and experiences from Centretown community members. This format will provide a deeper, more engaging connection with the community.

MARKETING & COMMUNICATION



DIGITAL PRESENCE

Monthly Series:

Pets of Centretown

- While “Humans of Centretown” focuses on personal stories from our community, “Pets of Centretown” will appeal to a broader audience—especially pet owners and animal lovers. It taps into a different emotional connection, as many people view pets as family members, deepening the sense of community.
- Both series together humanize and add warmth to the community.

Ambassadors:

- Ambassador Revello will be featured in two series : Centretown challenges and Table for Two
 - Centretown Challenges : "Centretown Challenges" is a fun and dynamic new video series where our Ambassador, Revello, takes on exciting and quirky challenges across Centretown! Each episode, Revello will explore the neighbourhood in a new way—whether it's taking on a food challenge, tackling a fitness class, or racing against the clock in a shopping spree.
 - Table for Two : "Table for Two" is a new video series where Revello, our Centretown Ambassador, invites you to join him for a meal at local eateries around Centretown. Each episode, he'll sit down with the owner and/or chef to dive into their story, passion for food, and the special dishes they serve.
- Ambassador Lynn will be featured in one series : Monthly highlights
 - "Seasonal Highlights with Lynn" is a brand-new video series where Lynn, our Centretown Ambassador, will explore and celebrate the vibrant community of Centretown through a seasonal lens.

MARKETING & COMMUNICATION



DIGITAL PRESENCE

Queer History in Centretown

- Will be featuring Meghan aka. Morgan Mercury in a series focused on queer history in Centretown
- Centretown has a rich queer history that is deeply rooted in its identity. By launching a dedicated series, we're preserving this history but also celebrating it. This reflects Centretown's commitment to inclusivity and diversity, which strengthens our reputation.

Website:

Overview : To position the Centretown website as the go-to destination for everything happening in Centretown, making it the primary resource for residents, visitors, and businesses.

- Blog Content Creation: Increase website engagement and provide valuable, localized content that drives traffic and interest to Centretown

Centretown Newsletter Launch:

- To create a dedicated newsletter that serves as the go-to source for "What's Happening in Centretown", keeping local residents and Ottawans informed about the latest in Centretown (this will be published monthly).

BEAUTIFICATION & PUBLIC REALM



OVERVIEW:

This year, the Centretown BIA aims to enhance the public realm through several key initiatives, including increased graffiti removal and ongoing street cleaning efforts. The BIA will also address issues with tree lighting and partner with Operation Come Home for a community clean-up. Other planned improvements include the installation of 55 new planters, consisting of 15 origami-style and 40 slat planters, as well as updating damaged and rusted garbage cans in collaboration with the City of Ottawa.

PUBLIC REALM:

Daily Graffiti Removal:

Graffiti will be removed daily to maintain a clean and welcoming environment, with services provided by Univer.

Addressing Tree Lighting Issues:

Install elevated power supplies for each tree along Bank St. to keep them safely out of pedestrian reach.

Community Clean-Up Partnership with Operation Come Home:

We'll be collaborating with Operation Come Home to launch a youth employment program, where youth will be hired to assist with cleaning up Bank St. alongside other community members.

Replacement of Damaged and Rusted Garbage Cans (City of Ottawa):

The City of Ottawa will be removing all old garbage cans along Bank Street and replacing them with new, updated units.

Replacement of Damaged Trees along Bank Street (City of Ottawa):

The City of Ottawa will be removing damaged trees along Bank Street and replanting new ones to enhance the streetscape.

BEAUTIFICATION & PUBLIC REALM



BEAUTIFICATION

New Mural:

The Centretown BIA is excited to revitalize the mural at Bank and Lisgar as a focal point of our beautification efforts in 2025. The current mural has weathered over time and is due for an update. By redoing it, we can bring new life to this major Centretown corner. The mural will become a striking visual landmark for Centretown, enhancing the aesthetic appeal of the area.

Installation of 55 Planters (15 Origami, 40 Slat):

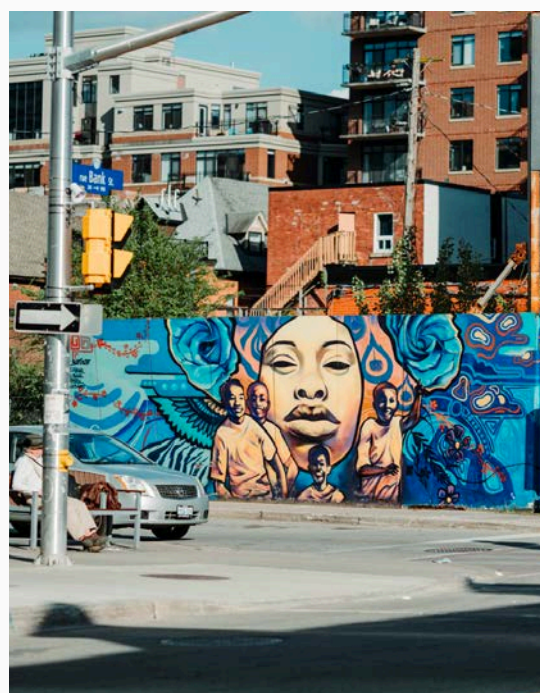
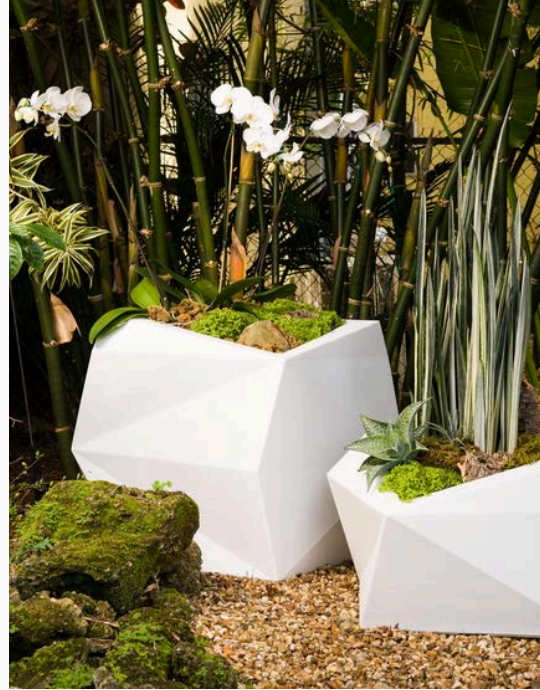
We will be placing an order for 15 Origami planters and 40 Slat planters, each with four attachments, all in black. Our goal is to order the Origami planters before the end of the year, with the 40 Slat planters scheduled for purchase in 2025.

New Banners:

We're thrilled to collaborate with four unique Ottawa artists to create the artwork for our new Centretown banners. Each artist brings their distinct style and perspective, offering an authentic and diverse reflection of what Centretown represents. These banners will be more than just decoration—they'll represent Centretown's story and its unique community values. This collaboration brings fresh, dynamic visuals to our streets that will resonate with residents and visitors.

2025 HIGHLIGHTS

Autotown



2025 BUDGET



Revenue	Amount
Grants (Research, Graffiti , & Parking)	\$20,000
Levy (with 5% increase)	\$1,038,555
Remissions	-\$86,000
Other Revenue (World Exchange)	\$7,500
Total Revenue for 2025	\$980,055

As an illustration, consider a property valued at \$500,000 that incurred an annual levy of \$421 in 2024. 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.

2025 BUDGET



Expenses	Amount
Strengthen (Operational, Staff Training, Audit and Legal Fees, Surplus Builder)	\$570,755
Promote (Events & Social Media)	\$97,200
Beautify / Public Realm (Public Realm, Maintenance, Hydro, & Planters)	\$308,600
Village Legacy	\$3,500
Total Expenses for 2025	\$980,055

MESSAGE: CONSTABLE STEPHANIE LEMIEUX



Good afternoon, everyone.

As I reflect on the past year, and look to 2025, we, in the OPS Central Community Policing section, will continue to encourage the community, businesses and its residents to make the right call. Promoting “when you see something, say something”. This requires not only thoughtful consideration and due diligence, but also a commitment to the safety and well-being of our communities.

Key components of community policing are the core crime prevention programs which include Crime Prevention Through Environmental Design (CPTED) which emphasizes the importance of designing and maintaining our environment in a way that naturally reduces the opportunity for crime. CPTED principles guide us in creating safer spaces through thoughtful design, proper lighting, visible surveillance, and the promotion of community engagement. By applying these principles, we can help deter criminal activity and foster a greater sense of security for all who interact with our spaces in Centretown.

I also recognize the value of collaboration and working alongside our partners, the BIA, CCHC, ANCHOR, the Community Association, the city services and the Councillor’s office to name a few. Together, we can address challenges, share resources, and achieve our goals of safety and community well-being.

As we move forward into 2025, I encourage businesses to report incidents to the police (9-1-1 or non-emergency) ANCHOR (2-1-1) etc. I will continue to walk Bank St with the BIA as well as the City’s CET (community engagement team) with my colleagues. When they are not being reassigned, NRT will continue to be present in Centretown, specifically Bank St to assist in decreasing the number of incidents that are being reported.

I look forward to continuing my relationship with the BIA.

Thank you.
Stephanie

Cst Stephanie Lemieux
Centretown Community Police Officer
Ottawa Police Service
Proudly serving the City of Ottawa.

“UNCOMMON”



UNCOMMON:

Welcome to Uncommon, an exciting new event space located at the historic Snider Plaza between Bank/Laurier and Bank/Slater, this unique 4,819 sq. ft. venue has been thoughtfully transformed into a vibrant space for connection, celebration, and community gatherings—just minutes from Parliament Hill.

Uncommon reflects the resilience and creativity of Centretown, blending historical charm with modern amenities. Uncommon features a full-service bar, a curated food menu, state-of-the-art sound and lighting, bathrooms, and versatile furniture to suit any event. Beautiful murals by local Ottawa artists add to the space's character, making it ideal for everything from community meetups to private celebrations.

Uncommon is more than just an event space—it's a destination for residents, local businesses, and visitors to come together, revitalize the downtown core, and contribute to the area's thriving culture and nightlife.





centre town

@CENTRETOWNOTTAWA

