



2024 ANNUAL REPORT

Glebe

BUSINESS IMPROVEMENT AREA



Table of Contents

Letter to Our Members1

Our Board of Directors 2

2024 By the Numbers 4

Placemaking 5

Promotions & Events 7

Marketing &
Communications 11

Advocacy 16

Research..... 20

Finance21

Sponsors &
Community Partners..... 23

Glebe BIA Team 24

A Letter to Our Members



As we reflect on the year past, I am filled with gratitude for the unwavering commitment of our members, staff, and partners. Thanks to your collective dedication, the Glebe BIA continues to make a profound impact on our business community, and I am excited to share our progress and accomplishments with you in this annual report.

2024 has been a year of resilience, growth, and transformation. Despite the challenges that local businesses continue to face, the Glebe continues to be one of Ottawa's most successful and vibrant business communities. Although we have seen some business closures over the past year, including long standing businesses such as Top of the World, we continue to attract new and diverse retail stores, restaurants and professional services.

We have expanded our programs, strengthen our partnerships, and further our mission of promoting and supporting the economic growth and well-being of the business community. With your support, we have provided important support services and created opportunities for our businesses to thrive.

Some of the key highlights of the year were another highly successful Great Glebe Garage Sale & Sidewalk Sale, where several businesses experienced record sales, along with our beloved Glebe Spree campaign, which continues to attract shoppers from across the city. These accomplishments are a testament to the power of collaboration and the dedication of our team and members.

As we look forward to 2025, we are excited about the opportunities and challenges that lie ahead. We will continue to innovate, adapt, and deepen our commitment to supporting and strengthening our main street. Our focus remains on promoting our members through our successful social media channels, providing an attractive main street through our placemaking initiatives, and ensuring that the voices of those we serve are heard and valued through our advocacy efforts.

On behalf of the entire team at the Glebe BIA, I want to express my deepest appreciation for your generosity and belief in our work. Together, we are making a real difference, and I am proud to continue this journey with all of you.

Darrell Cox

Executive Director, Glebe BIA

Our Board of Directors



Stephane Sauve
Owner, Glebe Meat Market
Board Chair



Dan Rogers
Owner, Glebe Central Pub
Vice Chair



Mamadou Kane
Manager, Whole Foods
Treasurer



Janice Barresi
Vice-President, Brand and
Social Impact, OSEG
Director



Ian Boyd
Owner, Compact Music
Director



Santana Campanale
Property Owner,
Director



Marc Clement
Owner, Home Hardware
Director



Erin Crotty
Chief Business and
Relationship Officer,
CURAVITA
Director



Shawn Menard
City Councillor, Ward 17



2024 By The Numbers

15+

New businesses opened

260

Member businesses

\$15k

Worth of prizing
contributed by the
Glebe BIA

250+

Unique events
hosted by Glebe
Businesses

43k

Average Monthly
Reach on Instagram

9.5k

Email Newsletter
Subscribers

30k

Combined Audience
across Social Media
Platforms

113k

Average Monthly
Website Visitors





Placemaking

The Glebe Business Improvement Area (BIA) prioritized placemaking in 2024 to create inviting public spaces and enhance the neighborhood’s charm and accessibility. These efforts were designed to attract visitors, support businesses, and create a sense of community pride.

Street Pole Pageantry & Beautification

Street pole banners remained an integral part of the BIA’s strategy to animate the neighbourhood.

This year, the Glebe BIA fostered a relationship with Glebe business, The Flag Shop, to produce and install street pole banners. Leveraging a local supplier strengthens a commitment to contract local, when possible, for high-visibility BIA projects.

Spring-summer banners were installed along Bank Street in April, welcoming visitors with vibrant colours and a floral motif to complement the hanging baskets. In early December, seasonal winter banners featuring snowflake designs were paired with a select number of banners celebrating the IIHF World Junior Hockey Championships.

These banners not only enhanced the street’s visual appeal but also promoted a major event, encouraging increased foot traffic and participation in local activities. By collaborating with organizations like Hockey Canada, the BIA reinforced its role as a key community partner.

In 2024, the BIA was able to complete many design projects in house, such as the street pole banner designs, thereby significantly reducing the cost of the program while simultaneously strengthening the visual representation of the brand through design. The funds saved from outsourcing design were reallocated towards an increase in production and installation costs.

Hanging Baskets & Landscaping

The BIA maintained 130 hanging baskets and 13 garden beds this year, ensuring Bank Street was vibrant and colorful throughout the summer months. This effort extended into Lansdowne Park, creating a cohesive and attractive streetscape that drew shoppers and diners to outdoor spaces. Seasonal landscaping efforts, including weed removal and garden bed maintenance, enhanced the neighborhood's appearance and supported a welcoming environment for both businesses and visitors.

Parkettes & Patio

In partnership with the Glebe Community Association, the Glebe BIA once again sponsored the installation of a patio at Third and Bank Street to provide seating and animate the street at a premium intersection. This addition offered residents and visitors a welcoming space to gather and enjoy the neighborhood while taking in the dynamic energy of Bank St. It encouraged longer visits to the area, benefiting nearby businesses through increased foot traffic and spending. The BIA will continue to support these types of endeavours which improve the liveliness of Bank Street and serves nearby members.

Winter Décor

Winter decorations transformed Bank Street into a festive destination over the holidays through several street-enhancement efforts.

The Glebe BIA revisited the long-standing Winter Window Painting program, partnering with Ottawa artist Kasia Niton of Sunnystreet Studios. The BIA contributed 50% funding for participating businesses, up to \$250 each. Through this program, the BIA supports pageantry in the neighbourhood; while enabling businesses to collaborate with a local artist to create a custom, festive installation that highlights their offerings and their stores' take on the Holiday season.

The BIA redistributed 5,000 surplus lights to maximize visibility and collaborated with Christmas Décor Ottawa to install year-round illuminated tree lights. Additional enhancements included festive wreaths to the Street Poles to compliment the winter themed banners. This comprehensive winter decor plan enhanced the neighborhood's seasonal charm, creating a warm and inviting atmosphere that supported holiday shopping and dining activities.





Promotions & Events

The Glebe BIA organized a diverse range of events and promotional activities in 2024 to engage the community and support local businesses. Each initiative was designed to drive foot traffic, foster community connections, and boost economic activity.

Winterlude

Winterlude took place from February 2nd to 19th, 2024 throughout the National Capital Region and the Glebe participated in the festivities, attracting visitors to the neighbourhood through the colder, quieter season. The BIA sponsored two Snowflake Beading Workshop at Indigenous owned café, Beandigen, on February 3rd and 4th. The beading workshop was led by resident beader, Jayde, who co-owns Beandigen with her mother. These sold-out workshops brought people to a local business, while enjoying food and drinks purchased from Beandigen and simultaneously participating in the workshop.

The BIA also introduced support for a new event and sponsored a Night of Drag at Margarita Restaurant. The show featured performances from local drag performers Eden Morre, BJ Stroker, Shea Muah, and Caligula. Tickets for this event sold out in less than 24 hours and brought visitors from around Ottawa to the Glebe to dine at a local restaurant while enjoying the performance.

Winterlude marketing activities included the BIA's coordination of the beloved Snowphy Trophy

contest through our social media channels. To elevate this annual tradition, the BIA partnered with the Ottawa 67s to promote the event on Instagram. 3 winners were selected this year, including People's Choice and Funniest Creation. The winner of this year's Snowphy Trophy was Kent Woodhall, who's 20-foot snowman "Janus" brings joy to the Glebe community and visitors from all over. Kent won 4 tickets to watch the Ottawa Charge and a \$100 gift certificate to a Glebe business of his choice. The BIA provided these prizes, maximizing Kent's ability to interact with what the Glebe has to offer.

By offering a mix of family-friendly and culturally diverse programming, such as workshops and performances, Winterlude also showcases the Glebe's inclusivity and vibrant community spirit. Businesses reported an uptick in visitors during the Winterlude, helping to offset seasonal slowdowns. Overall, Winterlude highlights the importance of programming that draws people to the Glebe, fosters community pride, and drives economic benefit to local merchants.

Mutchmor Rink Party

The Glebe BIA once again sponsored The Glebe Neighbourhood Activity Group's (GNAG) Mutchmor Rink Party. This fantastic community event took place on Saturday, February 24th from 3:30 to 5:30. The afternoon was filled with food and drinks, games on and off the ice, hot chocolate provided by Cinnaholic, pictures with the REDBLACKS mascot, Big Joe, and prizes from Capital Home Hardware and Ollie Quinn. The Rink Party celebrated winter traditions and brought residents together, strengthening the neighborhood's community spirit while encouraging attendance at nearby businesses. Through this event, the BIA fosters a stronger relationship with The Glebe Neighbourhood Activities Group (GNAG), an organization committed to providing recreational and cultural opportunities in the community. Strengthening ties with GNAG highlighted the importance of community connections, which are vital for building trust, fostering collaboration, and creating shared opportunities for businesses and residents alike. By working together with GNAG, the BIA was able to expand its outreach and support activities that benefit the entire neighborhood, and ensure that the BIA membership could contribute to this feel-good, local tradition.



Cleaning The Capital

On April 26th, the Glebe BIA Partnered with OSEG, the Ottawa REDBLACKS, and Waste Management to pick up garbage in the community. This citywide cleanup occurs in the spring and fall every year and encourages Ottawa residents to come together as a community to pick up litter from public spaces to keep our city clean. Over 40 volunteers from OSEG and other Glebe businesses joined our team, including several REDBLACKS players and staff, all keen to demonstrate their neighbourhood pride through their time and efforts.



Great Glebe Garage & Sidewalk Sale

The Great Glebe Garage Sale is one of the most significant and anticipated events in the neighborhood, attracting thousands of visitors from across the city and beyond. Known all over the city, the GGGs serves as a major economic driver for businesses, as the influx of visitors results in increased foot traffic and sales for shops, cafes, and restaurants. With over 40 businesses participating in the accompanying Sidewalk Sale, local merchants showcased their offerings to a broader audience, with several seeing record-breaking revenues on the day of the event.

The community aspect of the Great Glebe Garage Sale is equally impactful. By raising over \$16,000 for the Ottawa Food Bank, the event highlighted the neighborhood's charitable spirit and commitment to looking beyond itself to offer support to those in need. It fostered a stronger sense of community amongst residents, visitors, and businesses, who came together to celebrate the vibrant and unique character of the Glebe. The success of this event demonstrates the importance of large-scale community gatherings which help strengthen the local economy and promote long-term loyalty to businesses in the area.

Member Socials

In 2024, the Glebe BIA prioritized developing and strengthening relationships among member businesses. The Glebe is a strong community with both longstanding family businesses and new entrepreneurs, each offering knowledge to share with the other. The BIA hosted two Member Socials on May 30th at Glebe Central Pub and September 24th at Amica The Glebe. Each event saw approximately 30 attendees for thoughtful discussions over snacks and light refreshments. The Glebe BIA also provided door prizes for the event.



Canada Summer Jobs

The Glebe BIA once again participated in the Canada Summer Jobs funding program, which provides wage subsidies to employers from not-for-profit organizations to create quality summer work experiences for young people aged 15 to 30 years.

The Communication and Outreach Intern supported BIA Staff with marketing, communications, outreach, and administrative work. Throughout the summer she conducted five interviews with local businesses (Sports4, Davidson's Jewellers, Glebe Meat Market, Kettleman's, and Compact Music) and wrote a thoughtful spotlight article for each, which were published in the Glebe Report. She also assisted BIA Staff by organizing and updating our membership email database, updating our website directory with points of interest, and inputting data from Glebe Spree Ballots. This is vital work to the small BIA team, as it means the communication can remain transparent and current with our members.



Glebe Spree

In 2023, the beloved neighbourhood Glebe Spree returned in time for the Holidays. The 2023 Spree resulted in impressive and surprising stats, which speak to excellent uptake by local shoppers and facilitation by local businesses.

Glebe Spree '23 totalled over 35,000 individual ballot entries, equal to over \$5.25 Million spent in the Glebe over the last 6 weeks of 2023. This remarkable level of participation speaks to the success of this program.

In 2024, the BIA focused on improving the logistics of the Glebe Spree. Based on the stats from the previous year, the logistics to facilitate a promotion of this scale across the entire Glebe required finessing and redesign to ensure that the small but mighty BIA team has capacity to execute this in-demand program.

In 2024, several efficiencies were made to the program to ensure success for the Glebe and feasibility for the BIA team. As with any long-standing tradition, changes had to be highly communicated and implemented incrementally to ensure that no one was left behind!

Changes included:

- Participating Business registration
- Neighbourhood-wide ballot boxes at high-volume stores
- Drop-boxes at select neighbourhood locations and having participating businesses drop their own ballots on a bi-weekly basis

Additionally, in 2024, the BIA secured over \$4,500 in Prizing Sponsorship through the AnyDay Prize surprise giveaways (\$1,200), the Early Bird prize sponsored by Lansdowne Dental (\$1,000) and one Grand Prize sponsored by Amica the Glebe (\$2,500). These sponsorships enhanced business visibility and offered some local connections and showcases of enthusiastic participation.

In 2025, the BIA will put these same efficiencies to work. The strategy behind the changes allows the BIA to ensure that the groundwork and time spent managing the Spree, both administratively and in the Glebe during the busiest time of year, reflects the most sustainable and intelligent way to preserve this long-standing promotion for the future.



Marketing and Communications

The BIA's marketing and communications efforts in 2024 focused on enhancing visibility, engagement, and brand identity. These initiatives showcased the Glebe's vibrancy and supported local businesses by drawing attention to the area's unique offerings.

Logo Redesign

The Glebe BIA undertook a logo redesign with Dave O'Malley from Aerographics in 2024. The goal of this project was to create brand recognition and consistency, as well as to ensure the logo better reflects the vibrancy of our community. The new logo aligns with the gateway signs found at the North and South entrances to the Glebe, creating a cohesive and recognizable identity for the area. This update emphasizes the BIA's commitment to showcasing the Glebe as a dynamic, welcoming, and vibrant community. By modernizing its visual representation, the BIA strengthened its brand presence, enhancing both local pride and the neighborhood's appeal to visitors.



Videography

In 2024 the Glebe BIA engaged Aspen Films to produce a 2-minute promotional video of the neighbourhood. We recruited 9 companies to feature in the video, showcasing a diverse range of business activities from retail to real estate. The completed video was added to our website's homepage and automatically play whenever a user enters the site.

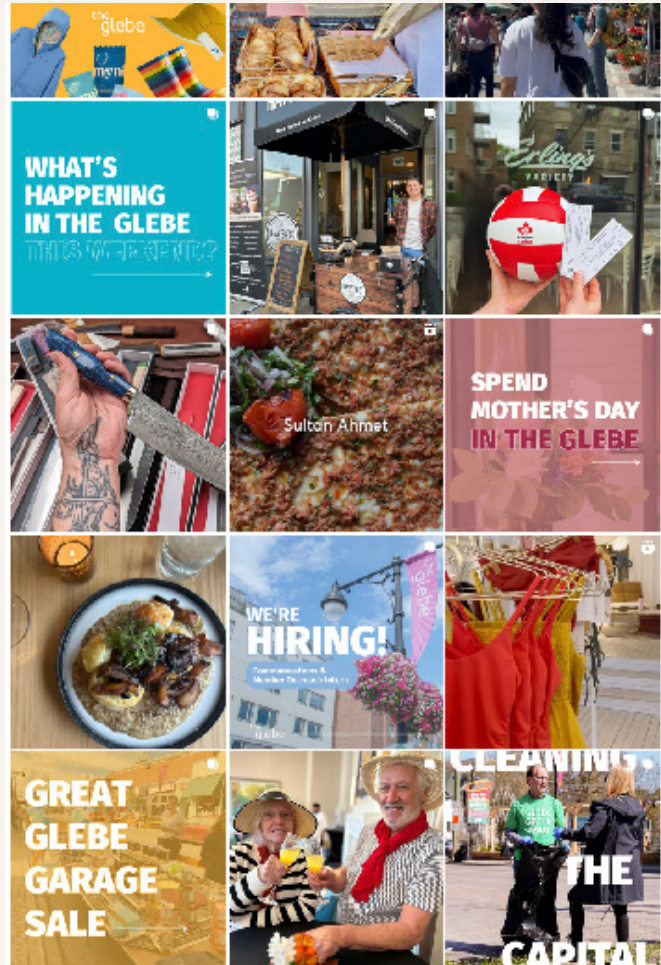
To ensure we were able to maximize our use of time and resources, the full-length video was subsequently edited into 4 shorter versions and, with the addition of professional voice-overs, these videos are now suitable for us as digital ads across multiple, platforms such as YouTube and Rogers Media Outlets.

This videography project provided the BIA with high quality content that can be used across platforms for years to come. By investing in high quality storytelling in an adaptable format, this project enhanced the neighbourhood's visibility and elevated its appeal to visitors.

Paid Advertising

The Glebe BIA has organized an audio and video ad series in partnership with Rogers Media that will launch in early January 2025. These ads were strategically designed to tap into Rogers' extensive network, which includes over 26 million monthly unique video visitors and 13 million monthly audio listeners across Canada. By leveraging this platform, the BIA aims to expand its reach and connect with a broader audience, showcasing the unique offerings of the Glebe.

The ad series featured short-form video content tailored for digital platforms and audio ads aired on popular streaming services and radio stations. These ads highlighted the Glebe's vibrant community, local businesses, and events, encouraging viewers and listeners to explore the neighborhood. This campaign was part of the BIA's ongoing efforts to enhance visibility, attract new visitors, and drive economic activity for its member businesses.



Social Media

Social media is an important tool that the Glebe BIA uses to communicate with the public and its members. Posts were made consistently throughout the year, focusing on seasonal campaigns, community events, and promotional activities. Increased activity was noted around key campaigns like Glebe Spree, seasonal events (e.g., Halloween, Winterlude), and community celebrations. Posts encouraged community interaction through contests, giveaways, and calls-to-action, such as tagging businesses or participating in events. An emphasis on visual storytelling through high-quality images, videos, and compelling captions was a top priority for creating successful social media campaigns.

The top Social Media content themes are

- **Promoting Local Businesses:** Focus on driving traffic to Glebe businesses through posts about specific shops, promotions, and community stories.
- **Informational Content:** Posts educated audiences on the benefits of shopping local, environmental impacts, and the community's economic health.
- **Aesthetic Appeal:** Posts leveraged appealing visuals and localized themes to capture the unique identity of The Glebe.

Notable Social Media Campaigns & Giveaways

March: Women in Business Spotlights

This campaign celebrated female entrepreneurs in The Glebe with a series of 8 feature posts, each sharing an inspiring story and encouraging the community to support women-led businesses.

717 Interactions

18K Reach

May: Volleyball Nations League Giveaway

Followers entered to win tickets to this global volleyball event as well as \$100 to a local restaurant, encouraging viewers to visit the Glebe before and after the games.

300 Contest Entries

June: Glebe Pride Campaign

A vibrant celebration of diversity and inclusion in The Glebe, featuring custom “Glebe Pride” stickers that businesses gave out in exchange for a \$1 donation to KindSpace, an Ottawa-based resource center for LGBTQ+ individuals.

\$350 Raised for KindSpace

June: Rugby Canada Giveaway

This giveaway offered tickets to a Rugby Canada match, as well as \$100 to a local Glebe restaurant, encouraging viewers to visit the Glebe pre- and post- game

200 Contest Entries

October: Halloween Colouring Contest

Kids submitted Halloween-themed coloring pages by local artist Jordan Childs for a chance to win prizes, promoting creativity and engaging families with Glebe businesses during the spooky season.

100 Participants

Fall: Love or Lose Local Campaign

This campaign highlighted the importance of supporting local businesses with an “I Love Local” decal initiative, a social media series, and 4 \$100 gift card giveaways. Followers shared their favorite Glebe businesses in the comments section to enter and build community pride.

1.4K Interactions

21K Reach



Stay Connected!



InTheGlebe



Glebe BIA



@intheglebe



www.intheglebe.ca



@intheglebe

Key Social Media Statistics

194

Social Media posts made:
69 reels & 126 static

500+

Instagram Stories
posted

30%

Increase in social
media reach
compared to 2023

13.7K

Followers on
Instagram, a 15%
increase from 2023

1M

Views across social
media platforms

Influencer Collaborations

After successful influencer collaborations in 2023, the Glebe BIA hired three local content creators for 2024 to reach a wide audience in Ottawa.

Jouella D'souza (@babymamahustle), Sara Ballantyne (@unstoppable.mama), and Jessica Williams (@jess.can.eat) filmed a joyful seasonal campaign that featured an end-of-summer picnic, where everything from food and drink to décor and activities were purchased in the Glebe. Each content creator captured and shared a video of themselves shopping in the Glebe in preparation for the picnic. The videos received nearly 50k views in total. This is a significantly larger reach than videos the Glebe BIA produces alone, emphasizing the value of these collaborations.

Based on the success of the summer campaign, the Glebe BIA collaborated with the same group of content creators for a holiday campaign during Glebe Spree. The video series featured a gift exchange between friends, with each creator shopping at glebe businesses to collect Glebe Spree stickers. The campaign created increased visibility for the promotion, explained the rules, and encouraged participation.



Email Newsletters

In 2024, The Glebe BIA executed an enhanced email marketing strategy to establish stronger and more consistent communications with its membership. The BIA sent weekly updates through email newsletters to both business owners and the public. Both email streams garnered consistent engagement rates of approximately 50%. Refining subject lines and redesigning templates ensured the newsletters remained an effective communication tool for both members and the public.

The Weekend Update, our general newsletter which is sent every Friday to over 7,000 contacts, promoted local events, shared promotional updates, and notified the public of community happenings. The BIA's public newsletter is crucial in fostering a sense of community and encouraging participation in neighborhood activities.

The Member Bulletin, sent every Thursday to over 400 contacts, highlights resources available to Glebe businesses, updates on city initiatives and events, and spotlighted opportunities for local businesses. Email newsletters are the primary channel through which the BIA communicated with member businesses, fostering a sense of community and encouraging participation in neighborhood activities.

Although the bulletins are sent en masse, the email signatures on these bulletins are unique and individualized to the BIA staff, so that members can always get in touch with someone on our team to help solve a problem or answer a question.



Glebe
BUSINESS IMPROVEMENT AREA

Member Updates October 17th

Traffic Advisory
In The Glebe

SPECIAL EVENT PARKING ON NOVEMBER 10th

Please be advised that there is a special event happening on November 10th. Parking on Bank St. between Third and Fourth Ave. will be reserved for event participants. For more details on this event please [click here](#).

TD PLACE E-WASTE COLLECTION
October 15th - October 18th
Drop off hours: 8:30am-3:00pm
Location: TD Place Loading Dock

Does your business have e-waste to get rid of?

The OSEG Sustainability Advisory Committee has organized an opportunity to properly recycle your e-waste!

You can responsibly dispose of your electronic waste, and batteries at the TD Place loading dock from October 15 to October 18, with drop-off hours between 8:30 AM and 3:00 PM daily.

If you have any questions, please email gogreen@oseg.ca

Thank you for your participation!

Making the Glebe more accessible **STOPGAP FOUNDATION** Ottawa



Advocacy

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

Community Safety

The BIA partnered with the Glebe Community Association (GCA) and the Glebe Neighbourhood Activities Group (GNAG) to organize and host a successful Community Safety Forum on May 2nd at the Glebe Community Centre. This event brought together residents, business owners, and local stakeholders to discuss pressing local safety concerns, identify solutions, and foster collaboration on community safety initiatives. The forum served as a valuable opportunity for participants to share their experiences and contribute to creating a safer and more secure environment for everyone in The Glebe.

In addition to this event, the BIA worked closely with the GCA and GNAG to advocate for improved safety measures in the neighborhood. Together, the groups submitted a formal letter to Mayor Mark Sutcliffe and Ottawa Public Health, highlighting the urgent need for faster and more efficient responses to needle clean-up across the city. This collaborative effort underscored the importance of prioritizing safety in public spaces and emphasized the need for action to address this critical issue, ensuring a cleaner, safer, and more welcoming environment for all who live, work, and visit The Glebe.

Lansdowne 2.0

The Executive Director spoke at the Finance and Corporate Services Committee on April 2nd to reiterate the Glebe BIA's support for Lansdowne 2.0. Lansdowne 2.0 is a transformative expansion plan for Lansdowne Park, aimed at revitalizing the area with additional retail spaces, a comprehensive renovation to TD Place, and the construction of two high-rise towers. The BIA supports the initiative, recognizing its potential to drive significant economic growth and enhance the neighborhood's appeal.

The addition of retail spaces is expected to attract new businesses, diversify offerings, and draw more visitors to the Glebe. The renovation of TD Place will modernize the events center, increasing its capacity to host world-class events and concerts, thereby boosting tourism and local spending. The high-rise towers will provide additional housing options, contributing to the area's vibrancy and increasing the customer base for nearby businesses.

The BIA views Lansdowne 2.0 as an opportunity to strengthen the Glebe's status as a premier destination for shopping, dining, and entertainment, while also addressing long-term growth and sustainability for the community.

Graffiti removal

With funding support received through the City of Ottawa Graffiti Removal grant, 508 pieces of graffiti were removed from private property in the Glebe. This program plays a critical role in maintaining the neighborhood's cleanliness and aesthetic appeal. Graffiti not only detracts from the visual charm of the area but can also negatively affect perceptions of safety and deter potential customers from visiting businesses.

The BIA's proactive approach to graffiti removal ensures that vandalized areas are promptly restored, fostering a sense of pride among residents and business owners. By partnering with the City and leveraging resources like the Graffiti Removal grant, the program supports a consistent and well-maintained streetscape that reflects the Glebe's vibrant community spirit. Clean and graffiti-free environments encourage foot traffic, contribute to higher customer satisfaction, and reinforce the area as a welcoming destination for locals and visitors.



311 Member Service Requests

The BIA provided consistent and responsive support to its members throughout the year by addressing over 60 service requests.

These requests ranged from inquiries about operational challenges to more specific concerns regarding property maintenance. Additionally, the BIA took proactive steps to ensure the cleanliness and functionality of public spaces by submitting over 30 online 311 requests to the City of Ottawa. These reports addressed a variety of issues, including garbage removal, abandoned items such as wheelchairs and shopping carts, the proper management of commercial recycling containers, and the repair of broken bicycle racks. By liaising with the City and responding to member needs, the BIA demonstrated its ongoing commitment to maintaining The Glebe as a clean, accessible, and well-maintained neighborhood for businesses, residents, and visitors alike.

Stop Gap Ramps

Accessibility is an area with significant opportunities for improvement in The Glebe. In 2024, the BIA partnered with StopGap to organize the production of accessibility ramps for participating businesses. These ramps, which help eliminate barriers at storefront entrances, are funded 100% by the BIA and will be installed in 2025.

This initiative is part of a broader effort to make the Glebe more welcoming and accessible for people of all abilities, including those using mobility devices and strollers. By investing in accessibility solutions, the BIA not only enhances the customer experience but also supports businesses in reaching a wider audience. This program underscores the belief that creating an inclusive community benefits everyone, fostering goodwill and increased engagement throughout the neighborhood.

Glebe BIA Public Realm Audit

The Glebe BIA retained Siteform, a local landscape architecture firm, to undertake a Public Realm Audit, which will provide the Glebe BIA with a focused, on-the-ground audit of public realm attributes and features. This audit will provide insight and statistics about where and how to invest future public enhancements, including but not limited to seating, lighting, public art, and community nodes.

The audit will identify opportunities to better utilize land as well as to enhance community connections.

City of Ottawa Public Realm Asset Audit

The BIA undertook a comprehensive audit of City owned assets in the BIA, such as street light fixtures, waste receptacles, parking meters and bike racks, many of which are in dire need of repair or are past their lifecycle. The audit was shared with Councillor Menard and City of Ottawa staff as a starting point for discussions on improving or replacing these assets and developing a more detailed maintenance schedule.

Glebe BIA Committees

- **Membership Engagement Committee:** A new Membership Engagement Committee was formed to identify, define, and prioritize key initiatives that will improve member engagement, that can be actioned as soon as possible and to determine the human and financial resources required for their implementation.
- **Parking and Transportation Task Force:** A new Parking and Transportation Task Force was formed to advise the Board on actionable items that will improve parking and transportation in the Glebe for all relevant stakeholders, to assist Glebe BIA members to better meet the parking needs of their customers and staff, and to strengthen the perception of the area as an accessible and welcoming place to visit via any mode of transportation.



Ottawa Coalition of Business Improvement Areas (OCOBIA)

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

OCOBIA is a unified voice of the 18 Business Improvement Areas within urban, suburban, and rural Ottawa who represent more than 6,400 businesses and 100,000 employees. The Glebe BIA sits on the Board of Directors for OCOBIA, and in November 2024, the Glebe BIA Executive Director, Darrell Cox, was elected Chair of OCOBIA.



Bank of Canada Roundtable Luncheon

The Executive Director, along with 9 other BIAs, attended a luncheon hosted by Sharon Kozicki, Deputy Governor and Jane Voll, Ontario Regional Director, and several BIA Executive Directors. Some of the key topics of discussion included the biggest challenges or that small businesses are facing right now; what opportunities do BIAs see on the horizon; what up and coming trends are they focused on; what are local businesses seeing in terms of customer demand; and what challenges our customers facing.



Community Organizations

-  **Glebe Community Association**
175 Third Avenue, Ottawa
-  **The Glebe Centre**
77 Monk Street, Ottawa
-  **The Glebe Report**
175 Third Avenue, Ottawa
-  **Glebe Neighbourhood Activities Group (GNAG)**
175 Third Avenue, Ottawa



Research

Glebe BIA Parking Study

The Glebe BIA received partial funding from the City of Ottawa BIA Research Funding Program to undertake a parking study. The study will help us to better understand the importance of on-street parking along Bank Street to the Glebe business community, the potential impact of the proposed active transportation options identified in the Bank St. Active Transportation and Transit Priority Feasibility Study' and assess the validity of concerns regarding the loss of business from reduced parking.

**Glebe BIA
Business Parking Study**
Understanding how neighborhood parking impacts small businesses.

The purpose of this survey is to understand the existing parking conditions and the role of on-street parking to businesses located on Bank Street. Your feedback will help us assess the potential impact of the proposed active transportation options on the Glebe business community.

Glebe
BUSINESS IMPROVEMENT AREA

This study is being completed by Momentum Consulting

Member Survey

The BIA distributed a Membership Survey to gather feedback on BIA initiatives and better understand members' needs and challenges.

Some of the key highlights from the study included:

- 56% of respondents stated the cost of doing business was the biggest challenge as a business owner, followed by public transit, parking and access to the Glebe at 48%
- Programs, Events, and On-Street Beautification are the most important BIA initiatives
- The top 3 programs and events that the BIA offers are the Great Glebe Garage and Sidewalk Sale, Glebe Spree, and Winterlude programming
- The top 5 on-street programs are graffiti removal, street pole banners, flower beds and hanging flower baskets, neighbourhood murals, and holiday lighting



Finance

The Glebe BIA Board of Directors has approved a 2% increase for the 2025 budget. This marks only the second budget increase since 2016. The BIA team will continue to add value to the Glebe and its businesses by delivering engaging, proven programming and by implementing new programs and events which drive traffic and customers to the Glebe. These strategies prioritize the support of our businesses and enhance our reputation as one of Ottawa's premier main street destinations.

These minimal budget increases have been achieved through strategic management by the BIA team, by finding efficiencies in long-standing programs, reducing programs or events that demonstrated low return on investment and by increasing revenue generation through sponsorships and grant-funding programs. The resulting cost savings and increased revenue will allow the BIA to implement new initiatives to better support our advocacy, public realm, and events in 2025.

Administration

The Glebe BIA's mandate is to serve the needs of the area as a whole. Our resources are invested in complementing and bolstering the work of nearly 370 member businesses and property owners. We endeavour to deliver benefit, value, and a tangible return for all members. 2025 administrative costs have remained unchanged from 2024 at 46% of expenditures. Our administrative costs are in-line with other Ottawa BIAs of similar size and budget.

Surplus

Our accumulated surplus in 2024 is \$699,252. At the time of print of this report, the final 2024 surplus was not available. Our goal in 2025 is to use funds from the surplus to strategically invest in select capital projects that will significantly enhance the public realm and streetscape of the Glebe, as well as creating new events that will attract more visitors to the BIA. We will also be introducing new grant programs for BIA members which focus on façade improvements, along with safety and crime prevention initiatives.

2025 Budget

Revenues	2025	2024
General Taxes	\$729,960	\$709,500
Payment in Lieu	\$15,000	\$15,000
Other Revenue	\$68,150	\$42,600
Remissions	-\$10,000	-\$60,000
Total Revenues	\$796,840	\$707,100
Expenditures		
Administration	\$368,585	\$331,350
Marketing	\$68,000	\$84,500
Events	\$111,500	\$90,500
Public Realm	\$219,500	\$171,300
Membership	\$29,255	\$29,450
Total Expenditures	\$796,840	\$707,100

The Member AGM package includes the 2023 Audited Financial Statement undertaken by an independent auditor. The auditor states that: "In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2023, and its results of operations, its changes in net financial assets and its cash flows for the year then ended in accordance with Canadian public sector accounting standards."

Statement of Financial Position

The December 2024 operating status report shows that the 2024 budget is on track to show a small surplus at year-end.

Financial Assests	2023	2022
Cash	–	\$500
Cash on deposit with the corporation of the city of Ottawa	\$424,487	\$289,647
Accounts receivable	\$5,220	–
Total Financial Assests	\$429,707	\$290,147
Liabilities		
Accounts payable and accrued liabilities [note 2]	\$62,319	\$35,755
Total Liabilities	\$62,319	\$35,755
Net Financial Assest	\$367,388	\$254,392
Non-Financial Assets		
Prepaid expenses	\$5,856	\$10,069
Tangible capital assets [note 4]	\$104,368	\$112,327
Total Financial Assests	\$110,224	\$122,396
Accumulated Surplus	\$477,612	\$376,788

Thank You to Our Sponsors & Community Partners!



Glebe BIA Team



Darrell Cox
Executive Director



Lucia Plunkett
Marketing & Communications
Coordinator



Julia Rocchi
Events & Placemaking
Coordinator



**We look forward to working
with you in 2025!**

858 Bank Street, Unit 110
Ottawa, ON, K1S 3W3

613-680-8506
info@intheGLEBE.ca