



THE HEART OF ORLÉANS
LE COEUR D'ORLÉANS

Annual Report

Prepared By :

Tannis Vine

613.302.3431

info@heartoforleans.ca

www.heartoforleans.ca

Message from Chair and Executive Director

Each year, the Heart of Orléans BIA's Annual General Meeting (AGM) serves as a moment for both celebration and renewal. It's an opportunity to reflect on and applaud the achievements of the past year, while also embracing the exciting challenges and opportunities that lie ahead.

The year 2024 has been remarkable in many ways. It marked the first year of our expansion, growing our membership from 360 to 780 members. It also brought a shift in focus and approach as we adopted a strategic board and operations model.

Our success is a direct result of the dedication of our BIA Board and Operations Team. We've made remarkable strides this year, and we want to extend our heartfelt thanks to each Board and Operations team member for their energy, commitment, and unwavering efforts in advancing our BIA.

Some highlights of our accomplishments this year include:

- Redefined Operational Structure
- Fully staffed Operations Team
- Implementation of MainStreetRM
- Instalment of over 300 banners
- Instalment of 5 large Gateway signs
- Networking events with Keynote Speakers
- Behind the Business Campaign that tell the stories behind the business
- Soundbite Advertising on podcasts and YouTube
- Influencer Campaign to showcase businesses

Message from Chair and Executive Director

As we enter the final quarter of the year, we've taken time to reflect on the first year of our expansion and to consider the next phase of our strategy.

We're excited for the opportunities that lie ahead and confident in our ability to meet any challenges.

On behalf of the Board and Operations, we extend our heartfelt thanks to all our members, partners, and the Orléans Community for your continued trust, confidence, and support.

Pascale Bazinet

Board Chair

Tannis Vine

Executive Director

About Us

The Heart of Orléans Business Improvement Area (BIA) is a Local Board of Ottawa Council, managed by a volunteer Board of Management and established by the local business community in 2006. BIAs enable business districts to combine resources to enhance the area and advocate with a unified voice. We achieve this by promoting the district, representing our members' interests, and enhancing the streetscape to create a more vibrant community.



By advocating on behalf of businesses and partnering with local stakeholders, the Heart of Orléans BIA creates a vibrant and welcoming environment for residents, visitors, and entrepreneurs. Through marketing initiatives, events, and improvements, the BIA fosters a thriving business community that celebrates the unique culture, history, and spirit of Orléans.

Our Vision

- The BIA takes a leadership role in attracting, supporting, and promoting the kind of businesses that makes the Heart of Orléans distinct.
- The BIA is committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.
- The BIA helps to create a beautiful, trendy destination to attract business and visitors.



Our Mandate

1

Promote the area as a District.

2

Advocate on behalf of our members.

3

Make improvements to Streetscape.

Our Values

Advocacy

We strive to be a strong community leader, influencing decisions for Or­léans, and inspiring positive change.

Impact

We support the long-term economic development of our district and the strength and success of our members.

Leadership

We strive to be a strong community leader, influencing decisions for Or­léans, and inspiring positive change.

Partnership

We are committed to helping our members connect and collaborate with each other and working with key players in the broader community of Or­léans.

Our values are essential as they define the guiding principles and core beliefs that shape the organization's culture, decision-making, and behavior.



The Board

Working with a strong and engaged board of directors in the Heart of Orléans BIA brings numerous advantages that amplify the organization's impact. Our board provides valuable insights, diverse perspectives, and strategic guidance, helping to shape a clear vision and set achievable goals for the BIA.

Their expertise and connections also open doors to new partnerships and resources, driving initiatives that benefit the entire business district. Ultimately, our dedicated board of directors empowers the Heart of Orléans BIA to better serve its businesses, foster growth, and create a vibrant community hub.



Pascale Bazinet

Chair



Fraser Paddison

Vice-Chair



Todd Muise

Treasurer



Debbie O'Connor

Secretary



Sunil Kurichh

Board Member



Elizabeth Iverson

Board Member



**Councillor
Dudas**

Board Member



**Councillor
Luloff**

Board Member

Operations

Our knowledgeable and efficient Operations team brings invaluable benefits that drive the organization's success. This team ensures that day-to-day operations run smoothly, from managing events and coordinating with local businesses to handling communications and addressing business needs. Their expertise and dedication allow the BIA to implement initiatives swiftly and effectively, maximizing the

impact of programs and resources. Our efficient Operations team also enhances responsiveness, quickly adapting to new challenges and opportunities in support of the business district. Together, their skills and reliability contribute to a thriving, well-organized BIA that serves the Heart of Orléans business community with excellence and innovation.



Tannis Vine

Executive
Director



Rita Chalabi

Member Services
Manager



Katie Adelson

Marketing &
Communications
Manager



Kamay Urquhart

Member
Concierge

2024 Strategy



Staff and Organize for Success

- Redefine the structure and processes of the organization.
- Hire key positions to enhance delivery capacity.
- Shift to become strategic policy board.
- Deepen competencies and expectations of board members
- Succession Planning



Connect our Members

- Ensure BIA is connected with all members and members are connected with one another.



Brand the Boundary

- Ensure district is clearly branded so businesses, community members and visitors know when they have entered the BIA.



A Year in Review



Staff and Organize for Success

Redefined Operational Structure

- Defined the various functions, roles and organization structure required to achieve the goals of the organization.

Developed Hiring Process

- Devised a recruitment plan, created job postings, recruited and hired the Marketing & Communications Manager, Concierge and Summer Student positions and provided onboarding.

Developed Performance Management System

- Created a performance management plan with KPIs for Operations staff and conducted weekly meetings and monthly performance reviews.

Transitioned from Google to Microsoft

- Improved security and the teams' efficiency and productivity with one platform.

Implemented MainStreetRM

- Implemented a CRM system specifically created for BIAs to better manage our member relationships and interactions.

Grant Writing

- Applied for various grant opportunities at different levels of government to obtain additional funding for programs benefiting members.

Documented systems and processes

- Documented various procedures within each role to facilitate succession planning.

Developed/Updated Policies and Programs

- Updated our Associate Membership Policy and Expenditure Management Policy and created a pilot Ambassador Program.

Defined official BIA positions/viewpoints

- Defined position on Economic Development and Federal Employment ensuring our stance always benefits members.

Held Strategic Planning Session

- Held strategic planning session to clarify our purpose and direction and define our strategic goals for 2025.

Drafted 2025 Budget

- Drafted the BIA budget for 2025 ensuring an alignment with the strategic objectives and value to our members.

A Year in Review

→ Connect our Members

Held Expansion Celebration

- Engaged with members from our existing and newly expanded areas to celebrate the expanded boundaries and set the stage for 2024.

Community Profile research completed

- Conducted research on our new BIA boundary to gather valuable information such as visitor information and investment behaviour.

Member Engagement Activities

- Visited over 1000 business members as of October 31, 2024. Added new members to website directory and MailChimp. Biweekly member emails sent.

Networking Opportunities

- Hosted networking events throughout the year, our AGM and have the World Junior Watch Party coming up in December

Large Events

- Worked to bring larger events and event organizers to the district and sponsored many of them.

Behind the Business Campaign

- Launched photography and video series of participating members and told the stories behind their business.

Soundbite Advertising Campaign

- Created short soundbites and visuals encouraging visits to the Heart of Orléans that played on YouTube, podcasts and social media.

Influencer Campaign

- Worked with several influencers to produce reels showcasing the Heart of Orléans.

Contests

- Created numerous contests that encouraged visits to various businesses. E.g. Mother's Day, Father's Day, Giant Chair Challenge, etc.

Drone View of BIA

- Created an updated drone video view of our entire district connecting our membership.

Launched Member Survey

- Launched a member survey to determine what is important to members.

Annual Tree Lighting

- The second Annual Tree Lighting event is coming up on November 28, 2024.

A Year in Review

Social Media Snapshot



 Up 25% from last year with 5368 Followers

 Down .1% from last year with 2,520 Followers

 Up 56% from last year with 522 Followers

 Up 73% from last year with 2508 Followers



Brand the Boundary

Historical plaques maintained

- Partnered with SFOPHO to erect and maintain the historical plaques in the district.

New Banners

- Over 300 new banners were installed in the district

New Gateway Signage

- 5 new large Gateway signs erected (December 2024)

Planters and Flowerbeds

- Planting and maintenance of large planters and beds.
Purchase of new self-watering planters.

Graffiti Removal

- Monitoring and removal of graffiti in the district.

Traffic boxes wrapped

- Wrapped the traffic boxes in the expansion area of the district.

LED Snowflakes

- Giant snowflakes repaired and hung along Parade of Lights route.



Financial Overview

Financial Statement and Auditor's Report for 2023

The BIA was audited by a 3rd party. KPMG found financial statements were presented fairly and in accordance with Canadian accounting standards. The full report is available to BIA members.

THE HEART OF ORLEANS BUSINESS IMPROVEMENT AREA

STATEMENT OF OPERATIONS

For the year ended December 31, 2023, with comparative information for 2022

	Budget 2023 <i>[note 5]</i>	Actual 2023	Actual 2022
Revenue			
Tax revenue <i>[note 3]</i>	\$251,754	\$266,880	\$247,029
Other revenue <i>[note 2]</i>	50,100	23,165	64,670
Total revenue	301,854	290,045	311,699
Expenses			
Salaries	141,300	143,892	118,944
Advertising and promotion	44,400	47,291	28,553
Professional and consulting fees	42,800	30,310	11,792
Maintenance	51,400	29,312	47,164
Office	29,780	23,289	39,553
Depreciation	–	5,740	2,000
Audit fees	2,500	4,883	2,583
Rent	5,500	4,364	3,787
Insurance	5,400	3,174	2,163
Furniture and equipment	2,500	1,675	305
Total expenses	325,580	293,930	256,844
Annual (deficit) surplus	(23,726)	(3,885)	54,855
Accumulated surplus, beginning of year	213,768	213,768	158,913
Accumulated surplus, end of year	\$190,042	\$209,883	\$213,768

Budget

Heart of Orléans Budget 2024 and 2025

Our 2025 Budget is in the second column. The budget is aligned with our pillars to allow Operations to easily track spending to ensure things are delivered on time and within the budget.

	2024 Budget	2025 Budget
Revenue (Levy)	(767,847)	(783,504)
Administration	(99,720)	(9,632)
Member Services	(42,000)	(42,000)
Marketing & Communication	(10,000)	0
Total Revenue	(919,567)	(835,136)
Administration	444,267	451,591
Member Services	384,200	202,500
Marketing & Communication	91,100	181,045
Total Expense	919,567	835,136

2025 Strategy

→ Capitalize on the LRT

- Keep our members informed and up to date.
- Help our members prepare.
- Take advantage of the LRT to attract people to the District.

→ Promote the District and our Members

- Deepen our marketing activities.
- Work to bring more events and initiatives to the District.
- Produce an Infoguide for the District.
- Continue our Streetscape activities.

→ Strengthen our Resilience

- Establish a robust succession plan for the Board.
- Strengthen the functioning of the Board.
- Deepen our operational capabilities.



Thank you

At the heart of a vibrant neighbourhood exists a healthy, safe and sustainable Business Improvement Area.

That BIA would not exist if it weren't for our members, partners and the Orléans community.



Phone Number

613.302.3431



Email Address

info@heartoforleans.ca



Website

www.heartoforleans.ca

