

KANATA CENTROL

Love Local, Live Central

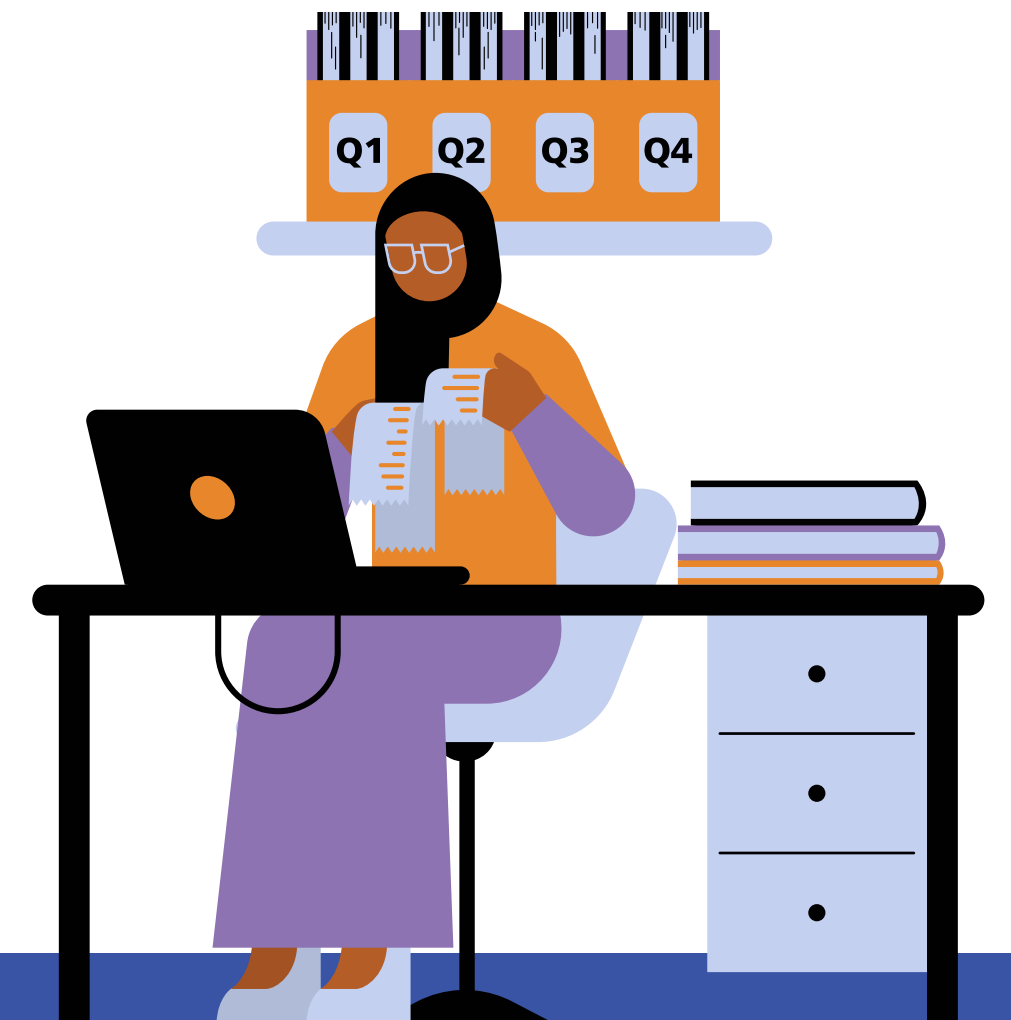
Annual Report 2024





INDEX

	<i>Page</i>
Strategic Plan Highlights.....	3
• Improve Organizational Performance	4
• Enhance Board of Directors' Engagement and Commitment	6
• Engage and Support BIA Members	8
• Increase KCBIA Awareness	10
Beautification Efforts.....	12
B2B Events and KCBIA initiatives.....	13
Sponsorship Program.....	16
Financial Report.....	17



STRATEGIC PLAN HIGHLIGHTS

The new 2024-2027 Strategic Plan for Kanata Central BIA focuses on four primary objectives.

1. Improve Organizational Performance
2. Enhance Board of Directors' Engagement and Commitment
3. Engage and Support BIA Members
4. Increase KCBIA Awareness





1. IMPROVE ORGANIZATIONAL PERFORMANCE

Provide strategic support and resources to the KCBIA Executive Director to optimize organizational performance and achieve key business objectives.



Networking



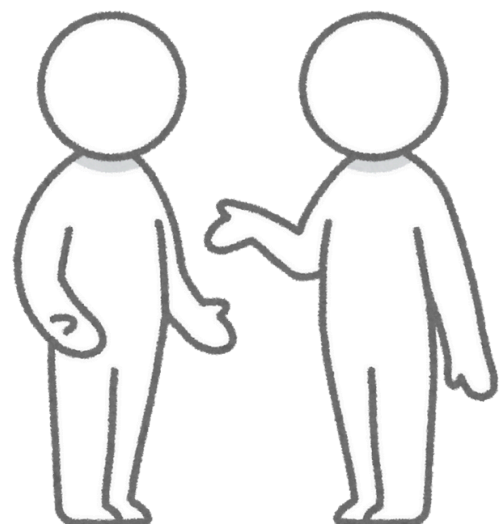
Mentorship



Development







2. ENHANCE BOARD OF DIRECTORS' ENGAGEMENT AND COMMITMENT

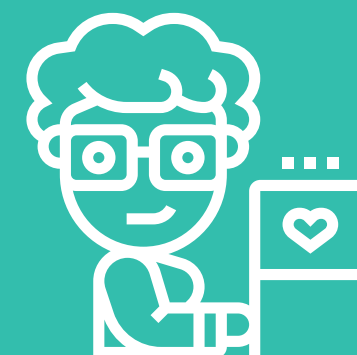
Strengthen the KCBIA board involvement to ensure effective governance, strategic direction, and long-term success of the organization.



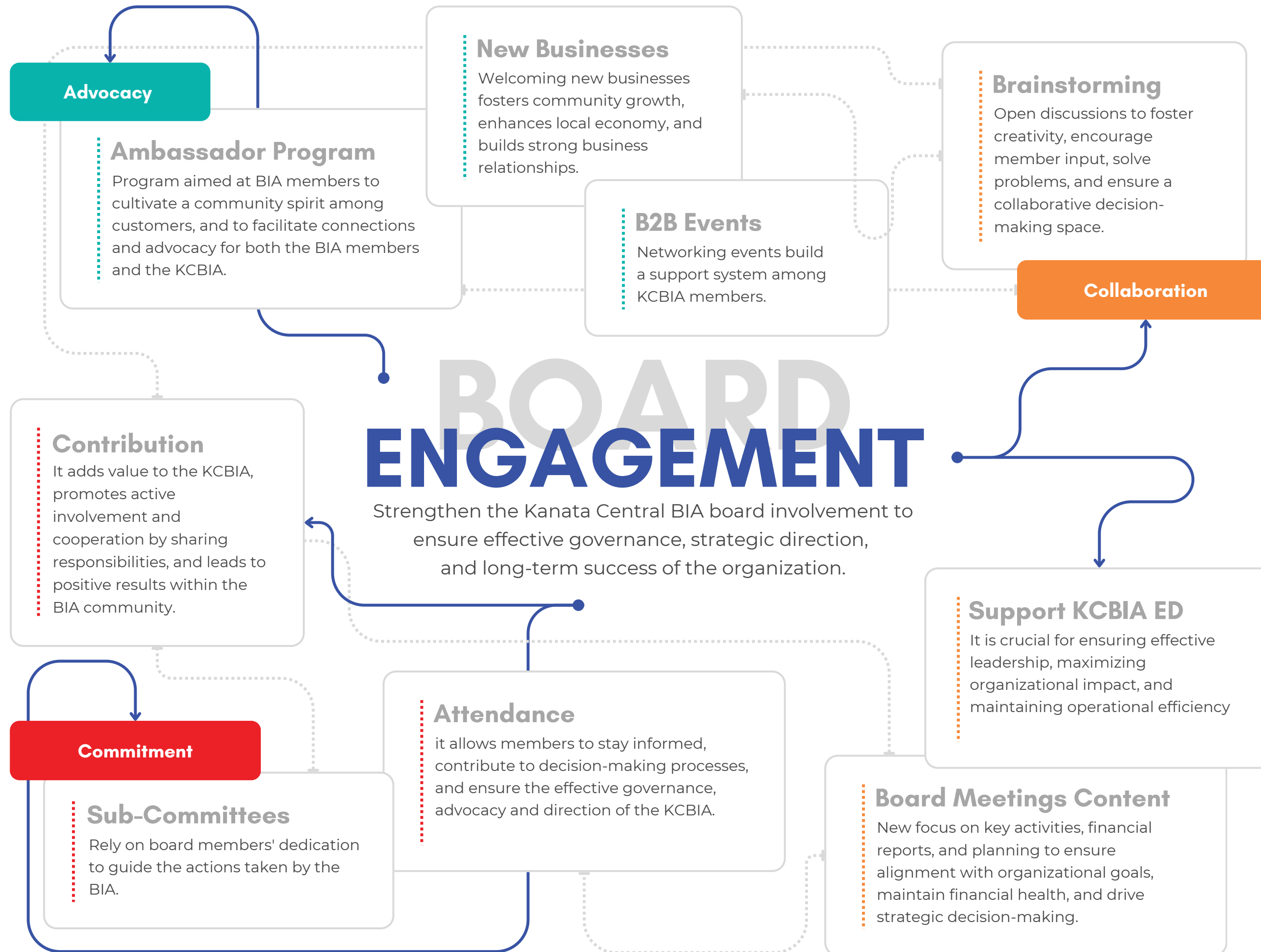
Collaboration



Commitment



Advocacy





3. ENGAGE AND SUPPORT BIA MEMBERS

Create a more involved, vibrant, and collaborative membership community within the KCBIA's Business Owners and Landlords.



Communication

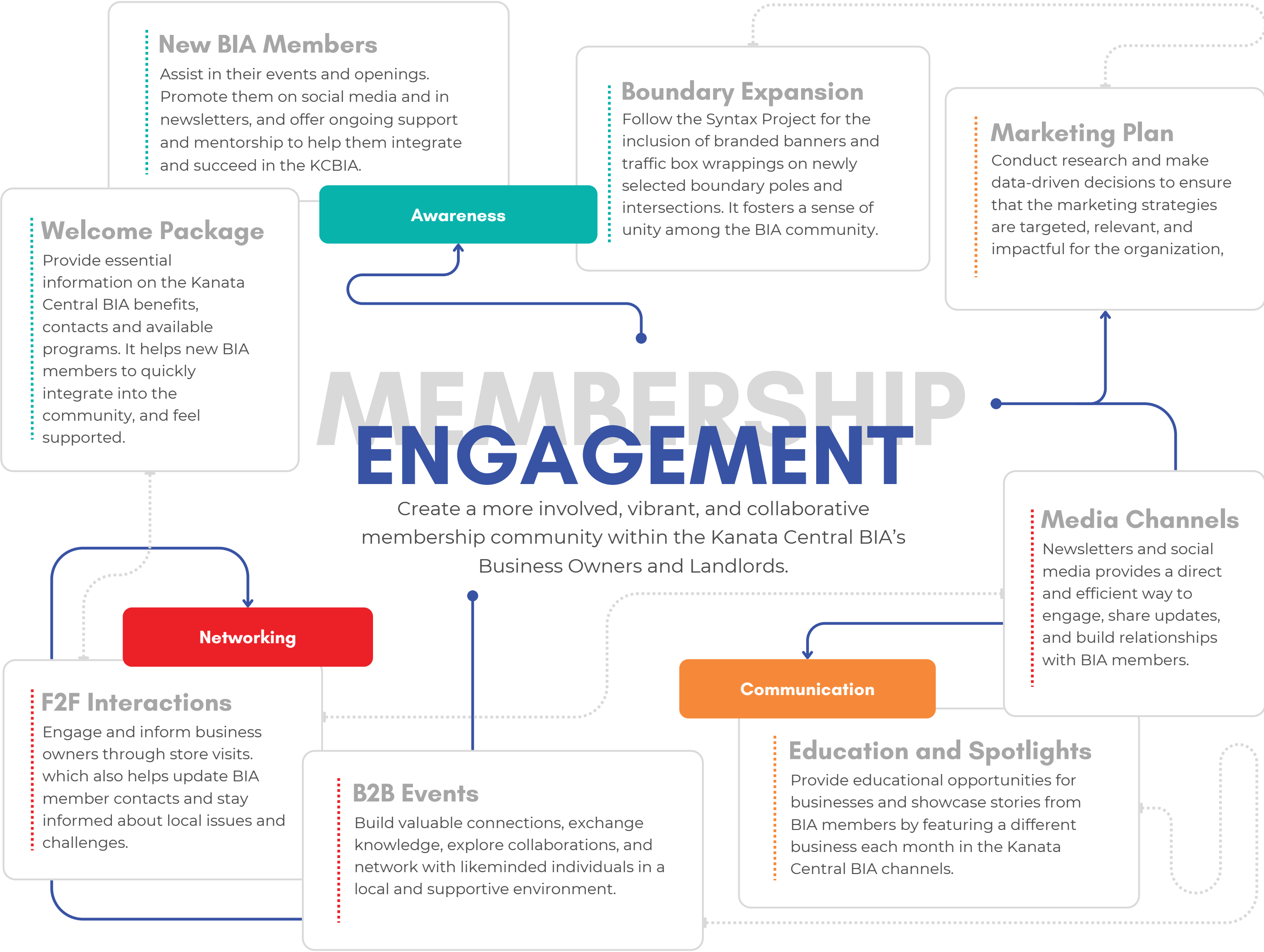


Awareness



Networking







4. INCREASE KCBIA AWARENESS

Build a unified business community and positioning the KCBIA as a vibrant and attractive commercial district that draws both residents and visitors.



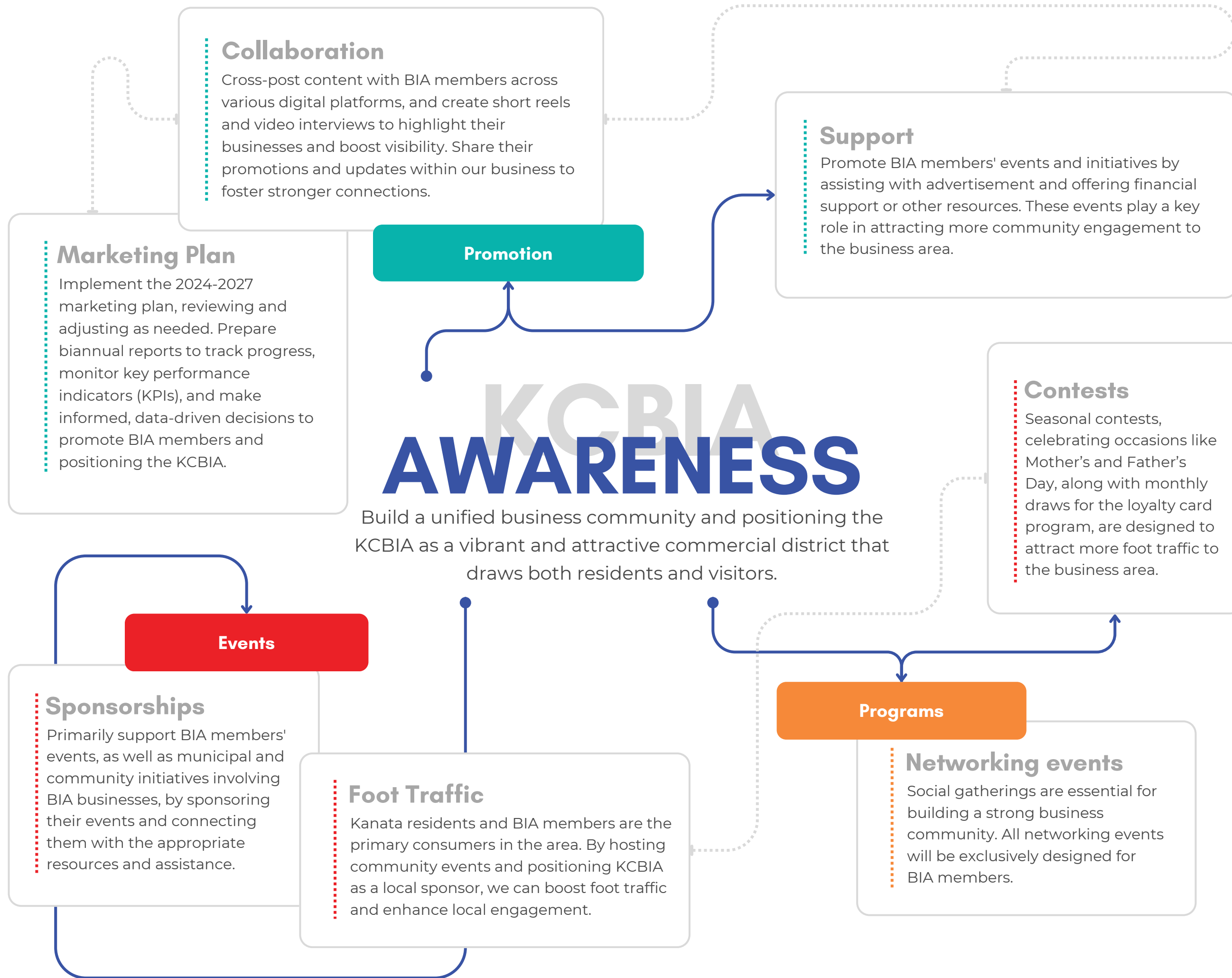
Promotions



Events



Programs





Banners

Traffic Boxes

BEAUTIFICATION EFFORTS

TOTAL COST: \$67,371





Job Fair

Networking

B2B EVENTS AND KCBIA INITIATIVES

TOTAL COST: \$6,713



February 27, 2024



September 20, 2024



April 25, 2024



October 24, 2024



Sponsorships & Community Support

TOTAL COST: \$3,764

B2B EVENTS AND KCBIA INITIATIVES



March 15, 2024



September 13, 2024



September 28, 2024



September 29, 2024

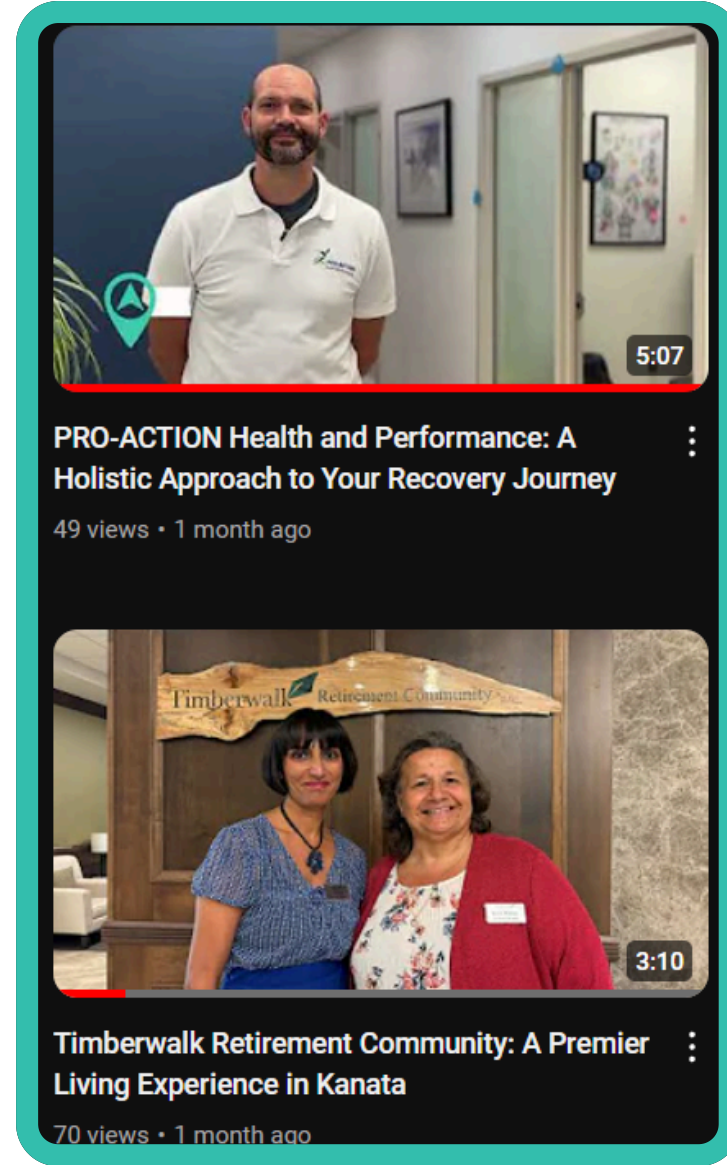


Business
Spotlight

Loyalty
Program

TOTAL COST: \$1,512

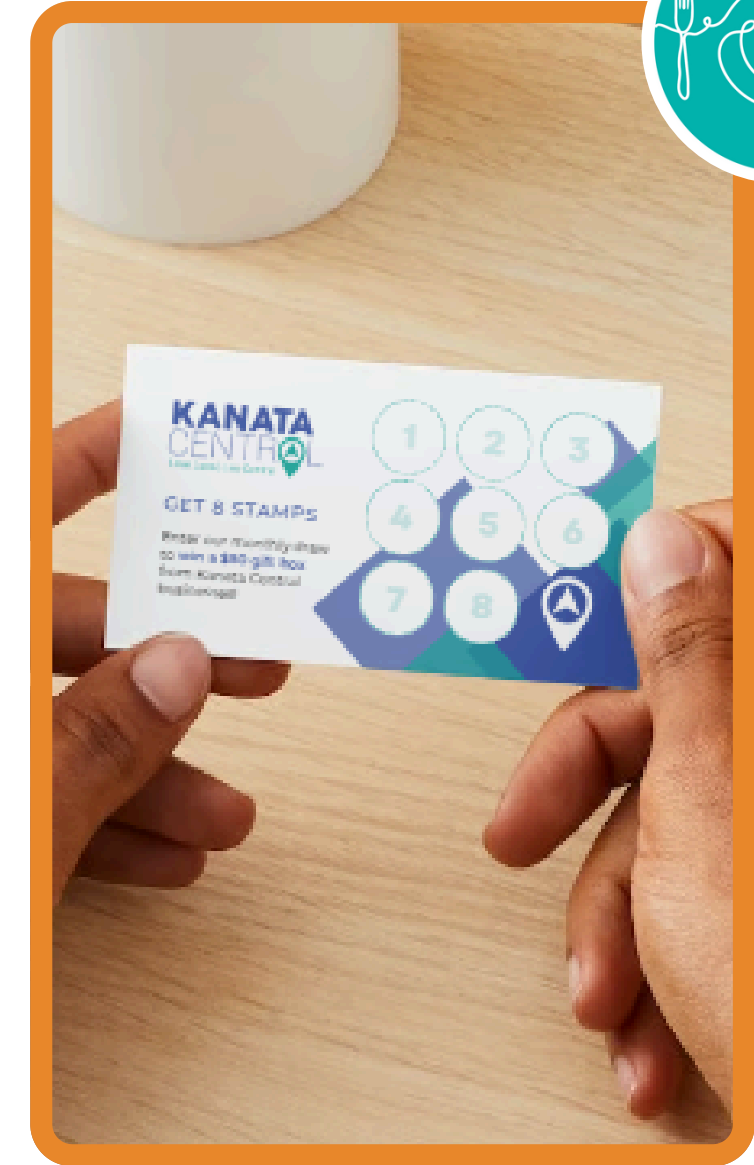
B2B EVENTS AND KCBIA INITIATIVES




HOLIDAY RAFFLE

THIS DECEMBER AND JANUARY, WIN UP TO \$150 IN GIFTS

Even if you do not win the **Holiday Raffle**, your card enters you into the monthly \$100 draw until March 2025, giving you additional chances to win exclusive prizes and gift cards from our local businesses!



SPONSORSHIP PROGRAM



The BIA is excited to introduce a new grant program designed to provide sponsorship support to businesses that actively promote economic growth and community engagement in our area.

This grant aims to empower local entrepreneurs by funding initiatives that foster collaboration, drive innovation, and enhance community connections.

Events

Fundraisers

2024 FINANCIAL REPORT

ITEM	NOTES	2024 BUDGET	ACTUAL (Jan-Sept)	2025 BUDGET
Total Revenue	Taxation, Payment in Lieu, Remissions	\$460,404	\$400,819	\$514,370
Administration	Salaries, Expenses, Rental Buildings, Professional Services, Software, Corporate Memberships	\$170,603	\$100,830	\$213,950
Marketing And Activation	Donations/Sponsorships, Promotional Items, Community Events, Receptions, Printing, Subscriptions, Professional Service, Research Grant	\$43,580	\$23,047	\$132,000
Maintenance	Beautification and Signage	\$184,735	\$67,371	\$168,420
TOTAL EXPENSE		\$398,918	\$191,249	\$514,370





KANATA
CENTRAL
Love Local, Live Central

