



2024

Manotick Business Improvement Area

ANNUAL REPORT

1096 Bridge Street, Manotick, Ontario K4M 1J2
613.762.9692 | hello@manotickvillage.com

MANOTICK BIA ANNUAL GENERAL MEETING AGENDA

Official Welcome to Manotick BIA Annual General Meeting

Call to Order

Approval of the Agenda

Declaration of Pecuniary Interest

Approval of Minutes from 2023 Annual General Meeting

Chair's Address

Treasurer's Report

a. Presentation of the Financials

b. 2025 Budget

Executive Director's Report

a. Official launch of manotickvillage.com

b. 2024 Manotick BIA Year in Review

Motion to adjourn to 2024 AGM

Immediately following the meeting we invite you to join us for refreshments and networking



ABOUT THE MANOTICK BUSINESS IMPROVEMENT AREA

What is the Manotick Business Improvement Area?

Welcome to the Manotick Business Improvement Area (BIA), where local businesses and the community come together to create a thriving, charming destination for residents and visitors alike. The Manotick BIA is dedicated to enhancing the local economy, promoting our unique businesses, and improving the overall experience of our historic village. We work closely with our members, the local community, and the City of Ottawa to make Manotick a vibrant place to live, shop, dine, and explore.

WHAT WE DO OUR RESPONSIBILITIES

As a Business Improvement Area, we focus on supporting and growing the local business community by:

Promoting our members through events, marketing campaigns, and community engagement

Coordinating efforts to improve public spaces, enhance street beautification, and ensure a welcoming environment for visitors.

Representing our members' interests to the City of Ottawa, advocating for resources and improvements that benefit our district.

Organizing events throughout the year to attract visitors and create new business opportunities for local entrepreneurs.

Offering a platform for businesses to connect, collaborate, and strengthen our collective impact.

EMPOWERED BY LOCAL BUSINESSES

We work for the businesses of Manotick—whether you're a long-established storefront, a local service provider, or a new business looking to make your mark. Our goal is to ensure that all of our members have the support and tools they need to thrive. The Manotick BIA also works closely with residents, community organizations, and the city to improve the area and ensure that Manotick remains a great place to live, shop, and visit.

WHO CAN BECOME A MEMBER

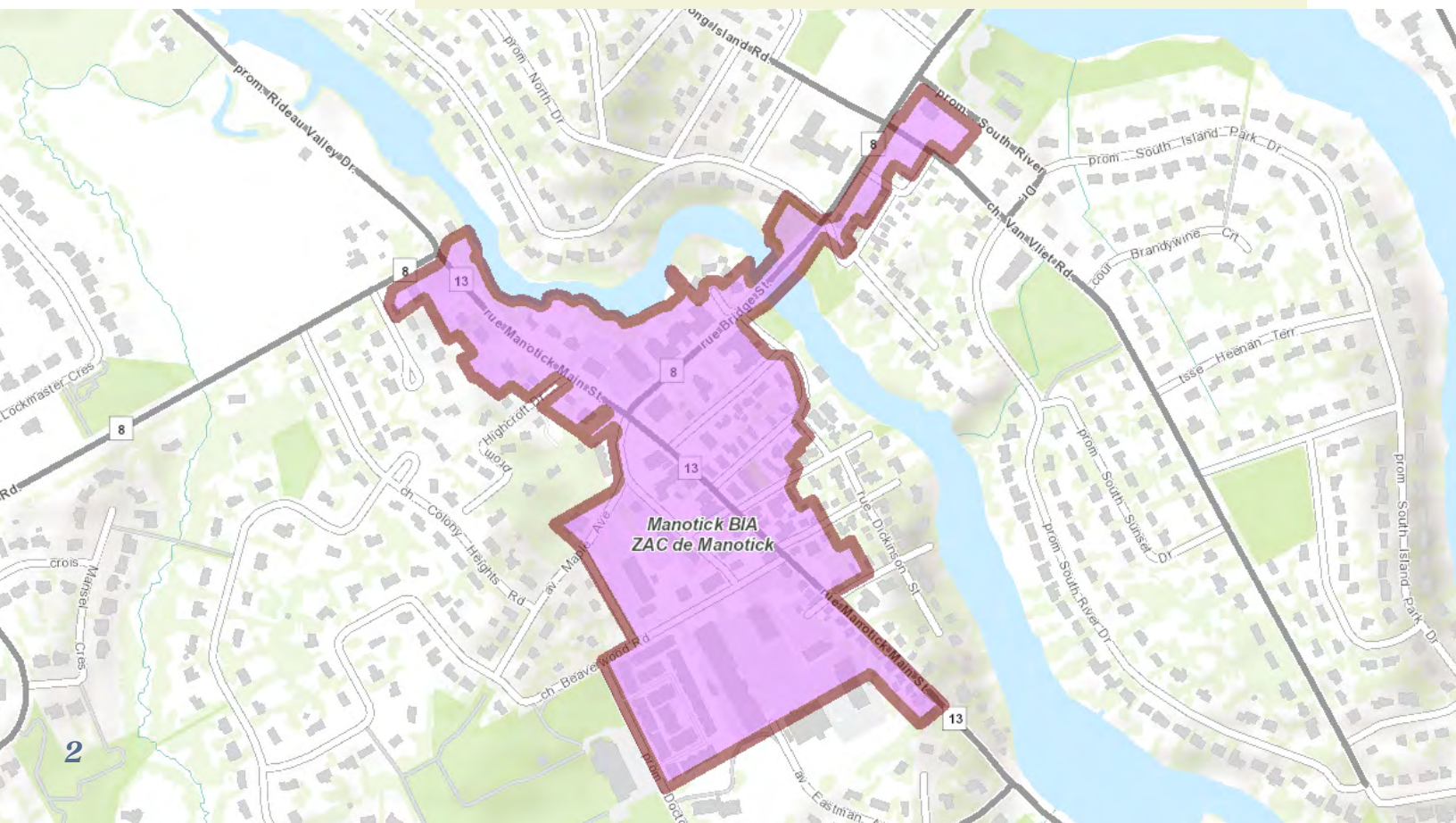
Membership is open to any business located within the boundaries of the Manotick BIA district. This includes:

- Retail shops, restaurants, and cafés
- Service providers and professional offices
- Small businesses, local entrepreneurs, and home-based businesses operating within the district

Additionally, we offer Associate Memberships for businesses located outside the catchment area who still wish to be part of the BIA's efforts. Membership dues are based on the square footage of each business, collected via municipal taxes. These funds go directly toward supporting the BIA's initiatives, events, and promotional efforts.

CATCHMENT AREA BOUNDARIES

The Manotick BIA's catchment area includes all businesses located along Main Street, as well as surrounding areas that contribute to the heart of our village. To better understand the specific boundaries of the district, view the map below.



TEAM



The Manotick BIA is led by a dedicated team of professionals and volunteers committed to strengthening the business community in Manotick:

- **Kelly Belair** – Executive Director
- **Evelyn Ashworth** – Marketing and Administrative Coordinator

Our Board of Directors is composed of local business owners who volunteer their time and expertise to guide the BIA's direction. Together, we collaborate on projects, advocate for our members, and ensure that Manotick continues to grow as a vibrant business hub.



From left to right - front row: **Shannon Giust** - 1134 Mill Street, **David Brown** - Ward 21 Councillor, **Michelle VandenBosch**, Vice-Chair - Rebel Petal, **Laura Glasper**, Treasurer - 692 Coffee and Bar, **Michael Mirsky** - Landlord | Back row: **Sarah Wright** - RLP, The Wright Team, **Amanda Cameron** - North Station Provisions, **John Fenech** - Manotick Health Hub, **Adam McCosham** - Home Hardware, **Kelly Belair** - Executive Director, MBIA **Kris Gordon**, Chair - Ken Gordon Holdings, **Dianne Pritchard** - Just Imagine Inc., **George Michaliszyn** - Nin Collection, **Darpan Ahluwalia** - Manotick Natural Market, **Kyra Gillis** - Mansfield's Shoes, *Missing from photo - **Leila Hojabri** - Desjardins Financial

CONTACT US

We'd love to hear from you! Whether you're interested in becoming a member, have a question, or want to learn more about upcoming events, don't hesitate to reach out.



hello@manotickvillage.com



613.762.9692
Available 9-5, M-F



1096 Bridge Street
Manotick, ON K4M 1J2



Follow Us
[@themanotickvillage](https://www.instagram.com/themanotickvillage)

REBRANDING CAMPAIGN

This year marked a significant milestone for our Business Improvement Area (BIA) as we undertook a transformative rebranding initiative to modernize our identity, strengthen community engagement, and align our visual elements with our mission and vision. The rebranding was a collaborative effort driven by extensive consultation with stakeholders, residents, and businesses.



IMPACT!

Community Engagement

The rebranding campaign strengthened connections with local businesses, residents, and stakeholders. Feedback indicates a 30% increase in community satisfaction with the BIA's efforts to foster a cohesive identity.

Business Visibility

The updated visuals have helped draw attention to local businesses, contributing to a reported 15% increase in foot traffic in key areas.

Recognition

The campaign received accolades from regional business organizations, recognizing our BIA as a leader in community branding.

KEY ELEMENTS OF THE CAMPAIGN

New Logo

Our new logo is a vibrant representation of the spirit of our community. Designed with modern aesthetics and a nod to local heritage, it symbolizes growth, unity, and innovation. The logo has been well-received by businesses and the public, becoming a proud emblem of our shared identity.

Street Banners

Bright and welcoming, our street banners now enhance the visual appeal of key areas within the BIA. These banners showcase our new branding while celebrating community values and seasonal events. The banners have transformed our streetscapes, creating a cohesive and inviting atmosphere.

Signage

Updated wayfinding and street signage reflect our new branding while improving accessibility and navigation for visitors. The new signage has helped to create a sense of place and identity, boosting pride among business owners and increasing foot traffic.

Website Refresh

Our website received a complete overhaul, featuring a user-friendly design, enhanced functionality, and visually engaging elements aligned with the new brand. It now serves as a hub for community news, events, and resources, making it easier for visitors and businesses to connect with our BIA.





JANUARY

- The Annual General Meeting of the MBIA was held on January 11th at the Royal Canadian Legion Branch 314 Manotick
- Social campaign focusing on the New Year, new goals with staying healthy, mindful eating, feeling strong and getting organized.

FEBRUARY

- Kelly Belair was appointed to the OCOBIA Board of Directors
- Evelyn Ashworth joined the MBIA team in the position of Marketing/Administrative Coordinator
- Sponsored annual Shiverfest festivities in collaboration with the MVCA

MARCH

- Laura Glasper was appointed as Treasurer for the Board of Directors of the MBIA
- New MBIA logo was approved
- Celebrated women in business on International Women's Day

APRIL

- Spring Fling was held on April 21st

MAY

- Kelly Belair attended the OBIAA Conference in Mississauga
- New seasonal street banners were installed
- Dickinson Days were held May 31st to June 2nd

JUNE

- Father's Day gift guide social media campaign
- Sponsored annual Fiddles on the Rideau Festival

OUR #1 GOAL IS TO PROMOTE THE HAPPENING AND HISTORIC VILLAGE OF MANOTICK AS A PLACE TO LIVE, WORK, SHOP, DINE AND EXPLORE.

JULY

- Canada Day shop local social media campaign
- Chairs for YOMA Charity Auction was held

AUGUST

- Sponsored Annual Allan Haan Soap Box Derby & MVCA's Picnic in the Park
- Hosted 8 local Digital Marketing Influencers to experience a Taste of Taste
- Celebrated OCOBIA's Fifth Anniversary

SEPTEMBER

- Taste of Manotick was held on September 14th
- Veteran Memorial Banners were hung

OCTOBER

- Participated in MVCA's Community Collaboration Event.

NOVEMBER

- Women's Day was held on November 2nd
- Participated in the local Remembrance Day festivities
- Christmas decorations & seasonal planters were installed
- Christmas in the Village festivities took place on November 29th & 30th



ANNUAL SIGNATURE EVENTS 2025

SPRING FLING

APRIL 26, 2025

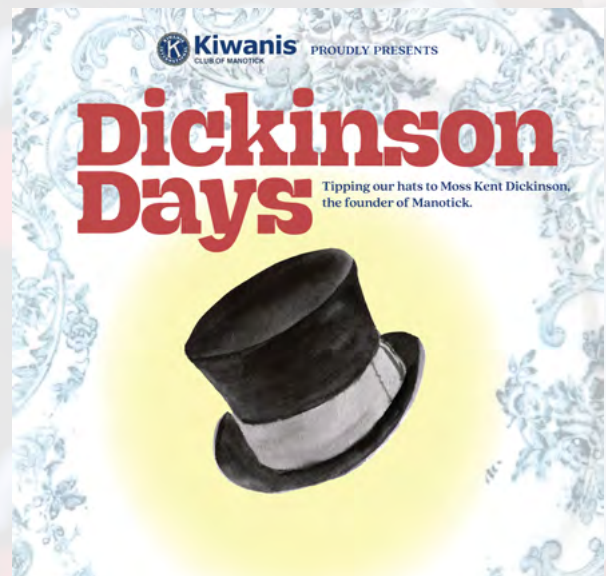


*In collaboration with Manotick Art Association
Inspirations Art Show and Sale .*

Feast your eyes on art, fill your ears with music and tempt your taste buds with festive spring menu items. Shop & enjoy in-store specials, sampling and giveaways at the Manotick BIA's annual Spring Fling event.

DICKINSON DAYS

JUNE 6 - 8, 2025



A welcome sign of summer as residents and visitors flock to historic Manotick to take part in the celebration of Moss Kent Dickinson's birthday, the founder of Manotick. Proudly presented by the Kiwanis Club of Manotick and supported by the Manotick BIA.

TASTE OF MANOTICK

SEPTEMBER 13, 2025



Sip & Savour

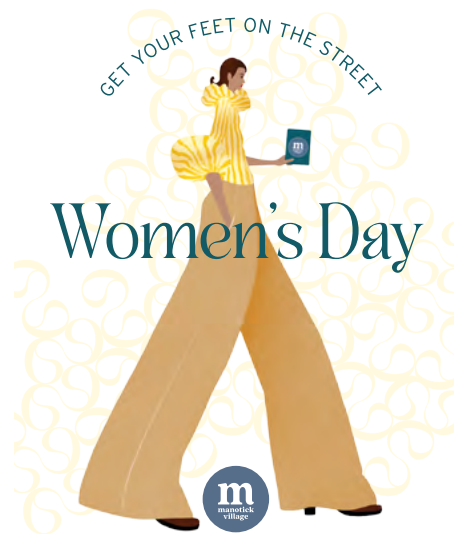
Indulge in delicious samples from local eateries, cafes, and shops as they line Manotick Main Street and the Mews, showcasing the best of their fantastic products and services. From gourmet treats to handcrafted goods, there's something for everyone to enjoy!

Music & Entertainment

Get ready for a day filled with live music, entertainment, and activities that will delight all ages. Whether you're dancing in the street, enjoying a family-friendly show, or simply soaking in the festive atmosphere, there's plenty of fun to be had!

WOMEN'S DAY

NOVEMBER 1, 2025



A day dedicated to celebrating women and local businesses! Pick up your Women's Day postcard at participating shops, get it stamped as you explore, and enjoy unique promotions along the way.



CHRISTMAS IN THE VILLAGE

NOV 28-29, 2025

The village is transformed into a Christmas of yesteryear, wreaths are hung on lampposts; storefronts are decorated with bows and boughs. Manotick will be brimming with heart and festive joy.

Join us for a festive weekend in Manotick filled with holiday spirit, seasonal activities, and something for everyone!

2025 BUDGET

	2024 Budget	2024 Actual	Projected Year End	2025 Budget
407015 - Other Revenue	(5,000)	-		(5,000)
179501 - BIA MNTK Source of Financing	(5,000)	-		(5,000)
407001 - General Taxes	(247,498)	(247,710)	(247,710)	(253,903)
407101 - Supplementary Assessment	(5,282)	(18,117)	(18,117)	(5,282)
407104 - Payment In Lieu	(8,734)	(8,521)	(8,521)	(8,734)
507431 - Remissions	-	(314)	(314)	(12,835)
179520 - BIA MNTK Taxation	(261,514)	(274,663)	(274,663)	(280,754)
REVENUES	(266,514)	(274,663)	(274,663)	(285,754)
406005 - Contributions From Reserve Funds	(59,863)	-	(10,943)	(28,160)
179500 - BIA MNTK Administration	(59,863)	-	(10,943)	(28,160)
ADMINISTRATION	(59,863)	-	(10,943)	(28,160)
407015 - Other Revenue	(5,000)	(7,500)	(7,500)	(7,500)
179514 - BIA MNTK Maintenance	(5,000)	(7,500)	(7,500)	(7,500)
MAINTENANCE	(5,000)	(7,500)	(7,500)	(7,500)
TOTAL REVENUE	(331,377)	(282,163)	(293,106)	(321,414)
501110 - Compensation	70,000	58,576	76,941	102,000
501405 - CPP Employer Contribution	4,008	2,935	3,000	7,216
501406 - EI Employer Premiums	1,469	1,219	1,500	2,198
502111 - Conferences & Conventions	2,650	198	2,650	2,800
502132 - Voice/Data Network Charges	1,200	-	1,200	1,500
502119 - Business Travel and Expenses	-	-	-	4,000
502310 - Audit Fees	5,150	-	5,150	5,500
502329 - Non Professional Services	16,000	11,259	12,500	5,000
502330 - Professional Service	12,000	2,117	3,000	20,000
502373 - Insurance Premiums	2,500	3,053	3,053	3,200
502394 - Receptions / Luncheons / Hospitality	1,500	2,902	500	1,500
502395 - Corporate Memberships	4,800	-	3,911	5,000
502396 - Outside Printing and Photography	-	3,911	-	1,000
502619 - Rental Buildings	7,000	3,500	6,000	7,000
505990 - Office Supplies	3,000	86	200	2,000
507998 - Provision for Unforeseen	3,500	-	-	-
179500 - BIA MNTK Administration	134,777	89,757	119,605	169,914
502210 - Advertising/Promotion	40,000	17,145	25,000	15,000
179523 - BIA MNTK Web Design/ Brochures	40,000	17,145	25,000	15,000
ADMINISTRATION	174,777	106,902	144,605	184,914

2025 BUDGET (CONT'D)

	2024 Budget	2024 Actual	Projected Year End	2025 Budget
502210 - Advertising/Promotion	4,500	1,301	1,301	2,500
179521 - BIA MNTK Special Events	4,500	1,301	1,301	2,500
502210 - Advertising/Promotion	14,000	2,287	14,000	15,000
179524 - BIA MNTK Olde Fashioned Christmas	14,000	2,287	14,000	15,000
502210 - Advertising/Promotion	5,000	4,456	5,600	7,000
179527 - BIA MNTK Dickinson Days	5,000	4,456	5,600	7,000
502210 - Advertising/Promotion	12,000	7,047	12,000	15,000
179528 - BIA MNTK Women's Day	12,000	7,047	12,000	15,000
502210 - Advertising/Promotion	26,000	24,593	25,000	26,000
179529 - BIA MNTK Taste of Manotick	26,000	24,593	25,000	26,000
ADVERTISING, PROMOTION & EVENTS	61,500	39,684	57,901	65,500
502210 - Advertising/Promotion	38,000	37,322	38,000	40,000
502441 - R & M - Grounds	10,600	-	10,600	-
179511 - BIA MNTK Seasonal Decoration	48,600	37,322	48,600	40,000
502210 - Advertising/Promotion	500	-	-	-
505772 - Signage	29,000	3,205	26,000	5,000
179512 - BIA MNTK Signage	29,500	3,205	26,000	5,000
502210 - Advertising/Promotion	8,000	11,091	10,000	10,000
179513 - BIA MNTK Spring Fling	8,000	11,091	10,000	10,000
502441 - R & M - Grounds	1,500	4,274	1,500	11,000
502896 - Graffiti Removal	5,000	1,936	2,000	2,000
179514 - BIA MNTK Maintenance	6,500	6,210	3,500	13,000
505348 - Hydro	2,500	-	2,500	3,000
179515 - BIA MNTK Lamppost Hydro	2,500	-	2,500	3,000
MAINTENANCE	95,100	57,828	90,600	71,000
TOTAL EXPENSE	331,377	204,414	293,106	321,414
TOTAL	-	(77,749)		



Support one of the 140+ businesses in the Manotick BIA with this voucher.

MANOTICK MONEY \$10 DOLLARS

For use in Manotick BIA member businesses only.
manotickvillage.com/directory

This year we reintroduced Manotick Money to encourage local spending and support our member businesses. The uptake has been really positive!

MBIA

CODE OF CONDUCT

This code shall apply to all MBIA Board Members and Staff at board meetings, official board visits/ business and at events where individuals represent the Board.

PERSONAL BEHAVIOUR – I WILL:

- act ethically and with integrity;
- act according to the legislative requirements, policies and ethical codes that apply;
- make decisions fairly, impartially and promptly, considering all available information, legislation, policies and procedures;
- treat members of the public and colleagues with respect, courtesy, honesty and fairness, and have proper regard for their interests rights, safety and welfare;
- not harass, bully or discriminate against colleagues, members of the public and employees;
- contribute to a harmonious, safe and productive work environment by our work habits, and professional workplace relationships; and

COMMUNICATION AND OFFICIAL INFORMATION – I WILL:

- not disclose official information or documents acquired through my work, other than as required by law or where proper authorization is given;
- not misuse official information for personal or commercial gain for myself or another;
- respect the confidentiality and privacy of all information as it pertains to individuals.

FRAUDULENT AND CORRUPT BEHAVIOUR – I WILL:

- not engage in fraud or corruption;
- report any fraudulent or corrupt behaviour;
- report any breaches of the code of conduct; and understand and apply the accountability requirements that apply.

USE OF RESOURCES – I WILL:

- agree that as a Director on MBIA assignments and/or in performing my duties as a MBIA Director, any and all purchases made by me together with any and all by- products or spinoffs that may occur from this, including any and all intellectual properties that may arise, will remain the property of the MBIA;

- be accountable for official expenditure;
- use resources diligently and efficiently. These include office facilities and equipment, event set up purchases, cab charge vouchers;
- not use office time or resources for party political work or for personal gain, financial or otherwise;
- keep to policies and guidelines in the use of computing and communication facilities, and use these resources in a responsible and practical manner; and
- be careful to ensure that any travel for official purposes is only done so when absolutely necessary.

RECORD KEEPING AND USE OF INFORMATION – I WILL:

- record actions and reasons for decisions to ensure transparency;
- ensure the secure storage of sensitive or confidential information;
- comply with our record keeping plan;
- submit receipts for Board business according to the rule set out in our procurement policy and
- where permissible, share information to fulfill our role.

CONFLICTS OF INTEREST – I WILL:

- ensure personal or financial interests do not conflict with my ability to perform my duties in an impartial manner;
- manage and declare any conflict between my personal and association duty; and
- where conflicts of interest do arise, ensure they are managed in the MBIA's interest.

I COMMIT:

- to taking responsibility for reporting improper conduct or misconduct which has been, or may be occurring. I will report the details to the relevant people; and
- to taking responsibility for contributing in a constructive and positive way to enhance good governance and the reputation of the board.

REQUIREMENTS

I am committed to upholding the principles in the Code of Ethics. The Board accepts the minimum requirements set out in the Conduct Guide for our Boards and its Committees and staff. This code of conduct builds on these minimum requirements.



MORE OF WHAT'S IN STORE FOR 2025

- Launch of new website as part of the rebranding campaign with a member's hub, updated directory, blog/news section
- Manotick Village signs & lampposts enhancements
- Manotick BIA boundary expansion
- Further development of street banner program to include winter seasonal banners
- Launch of Manotick BIA Swag/Apparel
- City of Ottawa Public Art Display

MBIA 2025 BOARD MEETINGS & IMPORTANT DATES

January 10th – MBIA Annual General Meeting

February 14th - Board Meeting

March 14th – Board Meeting

April 11th - Board Meeting

April 26th – Spring Fling

May 9th - Board Meeting

June 6th to 8th – Dickinson Days

June 13th - Board Meeting

September 12th – Board Meeting

September 13th – Taste of Manotick

October 10th – Board Meeting

November 1st – Women's Day

November 14th – Board Meeting

November 28th to 29th – Christmas in the Village

December 12th - Board Meeting

*All MBIA Board Meetings are held at the Royal Canadian Legion
5550 Ann St. in Manotick.