

2024 Annual Report and 2025 Plan

The Somerset Street Chinatown BIA, established in 1989 by the City of Ottawa, continues to lead efforts in promoting economic growth, cultural vibrancy, and community engagement across its 8-block stretch on Somerset Street West, from Bay Street to Preston Street. The BIA is governed by a Board of Management.

Mandate of the BIA:

- Maintenance, beautification, and enhancement of public areas
- Support and promotion of public safety
- Marketing and promotion of local businesses and tourism
- Encouragement of business development and economic revitalization

2024 Highlights

ANNUAL REPORT **2024**

<p>REVITALIZATION</p> <ul style="list-style-type: none"> ✓ New Year Parade ✓ Ottawa Chinatown Night Market ✓ Multicultural performances ✓ Ottawa Chinatown Bazaar ✓ Business promotions ✓ Chinatown Walking Tour ✓ Funding & outreach 	<p>BEAUTIFICATION & INFRASTRUCTURE</p> <ul style="list-style-type: none"> ✓ Sculpture and statue ✓ Hydro pole plugs ✓ 400A new service ✓ Street flowers ✓ Holiday decorations ✓ Murals & graffiti removal 	<p>MEMBER SERVICES & COMMUNITY ENGAGEMENT</p> <ul style="list-style-type: none"> ✓ Security camera installation & maintenance ✓ Communication and responses ✓ Additional loading areas ✓ Collaborations ✓ Addressing community safety concerns
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Revitalization

- **Ottawa Chinatown Night Market:**
For the first time, the BIA successfully hosted two night markets, expanding its reach and showcasing local vendors, performers, and community spirit.
- **Multicultural Performances:**
A wide range of cultural performances brought the community together, celebrating Ottawa's diversity and Chinatown's rich cultural heritage.
- **Lunar New Year Parade:**
The annual parade saw record participation and attendance, solidifying its place

as a key cultural event in Ottawa.

- **Ottawa Chinatown Bazaar:**
The Bazaar continued to thrive, supporting local businesses by offering unique products and experiences to visitors.
- **Walking Tour of Chinatown:**
The BIA proudly sponsored this insightful tour led by local artist Don Kwan, allowing participants to explore the rich history and stories of Chinatown's landmarks and community.
- **Marketing Campaigns:**
Radio, TV and social media promotions boosted awareness and traffic for local businesses, engaging a broader audience. Number of followers on Instagram reached 8,300+ compared with around 5,000 in 2023.
- **Funding & Outreach:**
The BIA secured over \$250,000 from the Tourism Growth Program and \$17,000 in support from the City of Ottawa, funding vital initiatives and expansion efforts.

Beautification and Place-making

- **Street Flowers & Planters:**
The BIA maintained and refreshed flower planters, adding color and charm to Chinatown throughout the year.
- **Power Plugs Installation:**
29 power plugs were installed on street poles to support seasonal lighting and decorations, with lighting boxes set to be completed by year-end.
- **Memorials & Public Art:**
The Railway Workers Memorial and the Lucky Cat statue were completed, celebrating the community's heritage and adding cultural landmarks.
- **Maintenance Work:**
The BIA ensured ongoing maintenance of essential street furniture and public amenities, including the upkeep of garbage bins, benches, public arts, and street signs to enhance the public space and ensure a clean, welcoming environment.
- **Holiday Decorations:**
Chinatown's festive holiday decorations brightened the streets, enhancing the atmosphere for residents and visitors alike.
- **Murals & Graffiti Removal:**
The BIA continued efforts to maintain public art while ensuring graffiti was removed promptly, keeping Chinatown welcoming and vibrant. Two new mural to be completed in 2024.

Member Services

- Safety & Security:**
 The BIA worked closely with the Ottawa Police Service (OPS) and other agencies to ensure a safe environment for businesses, residents, and visitors.
- Communication & Responses:**
 The BIA provided timely responses to member concerns and facilitated collaboration with relevant city services to resolve issues.
- Business Promotions:**
 The BIA consistently posts member marketing materials on its social media accounts, actively supporting the promotion and visibility of member businesses.
- Collaborations:**
 Ongoing partnerships with local organizations and stakeholders helped support the community's economic and social goals.

2023 Audited Financial Statement:

STATEMENT OF OPERATIONS

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

Revenue	Budget 2023	Actual 2023	Actual 2022
	<i>[note 8]</i>		
Tax revenue <i>[note 5]</i>	\$141,340	\$143,077	\$106,124
Other revenue	70,000	215,488	322,822
Payments in lieu of taxation	–	2,324	1,633
Investment income	–	23,762	6,581
Subtotal	211,340	384,651	437,160
CEWS Repayment <i>[note 9]</i>		(29,556)	–
Total revenue	211,340	355,095	437,160
Expenses			
Advertising and promotion	120,000	75,632	87,486
Maintenance	10,000	71,478	56,731
Salaries	54,500	71,956	125,942
Office	13,700	50,701	23,506
Professional and consulting	6,000	33,342	35,083
Depreciation	–	18,565	8,464
Audit fees	2,500	5,963	4,236
Insurance	3,500	3,024	2,742
Interest and bank charges	–	1,372	–
Rent	1,140	1,160	47,129
Total expenses	211,340	333,193	391,319
Annual surplus	–	21,901	45,841
Accumulated surplus, beginning of year	629,415	629,415	583,574
Accumulated surplus, end of year <i>[note 7]</i>	\$629,415	\$651,316	\$629,415

Please email ed@ottawachinatown.ca for a complete audited financial statement.

2025 Strategic Direction



Revitalization

- ✓ Ottawa Chinatown Night Market
- ✓ Lunar New Year Parade
- ✓ Walking Tour of Chinatown
- ✓ Marketing & branding
- ✓ Funding & outreaching

BEAUTIFICATION

- ✓ Street flowers & holiday decorations
- ✓ Street cleaning
- ✓ Murals & graffiti removal
- ✓ Street banners
- ✓ Other streetscaping projects

MEMBER SERVICES

- ✓ Business promotions and support
- ✓ Communication and responses
- ✓ Collaborations
- ✓ Security

Revitalization

- **Ottawa Chinatown Night Market:**
Build on the success of 2024 with expanded vendor participation, multicultural performances, and enhanced visitor experiences.
- **Lunar New Year Parade:**
Continue growing these signature events, attracting larger audiences and showcasing the diversity of Chinatown.
- **Walking Tour of Chinatown:**
Sponsor more tours, engaging locals and visitors in the rich history of Ottawa's Chinatown.
- **Marketing Campaigns:**
Launch new media campaigns, promoting member businesses and attracting tourists to the area.
- **Funding & Outreach:**
Actively seek additional external funding to bolster revitalization and marketing initiatives, ensuring ongoing community growth. Additionally, the BIA will work to expand its outreach network to secure support and foster collaborations with key stakeholders.

Beautification and Place-making

- Street Cleaning:**
 All-year-long street cleaning will be implemented in 2025 to maintain a clean and welcoming environment for patrons and members.
- Murals & Graffiti Removal:**
 Continue refreshing public murals and ensure rapid graffiti removal to preserve Chinatown’s aesthetic appeal.
- Holiday Decorations & Public Arts:**
 Expand holiday decorations and maintain public arts, highlighting Chinatown’s unique cultural identity.

Member Services

- Safe Environment:**
 Enhance safety measures with the installation of more security cameras and closer collaboration with OPS to monitor high-traffic areas.
- Communication & Engagement:**
 Continue improving communication with members, ensuring timely responses and proactive engagement.
- Business Promotions:**
 Increase efforts to promote member businesses through targeted marketing strategies and event-driven opportunities.
- Collaborations & Support:**
 Strengthen partnerships with stakeholders to ensure that the BIA remains at the forefront of community and economic development initiatives.

2025 Budget

2025 BUDGET APPROVAL

	2023 Budget	2024 Budget	2025 Budget
Total Expenses	214,340	187,240	210,590
Total BIA Levy	144,340	157,240	163,590
Other Revenues	70,000	30,000	47,000
ANNUAL BUDGET	214,340	187,240	210,590

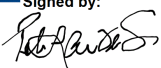



Conclusion

The BIA's efforts in 2024 laid a strong foundation for continued growth and revitalization in 2025. With a focus on enhancing the community's vibrancy, safety, and attractiveness, we are excited to move forward with initiatives that will benefit all members and patrons of Ottawa's Chinatown.

2024 Board of Management Directors:

- Peter So, Chair Property Owner
- John Sproull, Vice Chair Business Owner
- Tingting Wang, Treasurer Business Owner
- Terry Cheng, Secretary Property Owner
- John Maiorino Property Owner
- Beibei Chang Business Owner
- Lisa Ding Corporate Representative
- Kristen Mikkelsen Corporate Representative
- Mui Manh Ha Property/Business Owner
- Peter Yeung Property Owner
- Ken Kwan Property Owner
- Ariel Troster Councilor, City of Ottawa

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