

Sparks Street Mall Authority



2024 ANNUAL GENERAL MEETING | AGM Report and Financials

Sparks Street

SSMA | ROLE + MANDATE

- To Our mandate is to maintain Sparks Street as an attractive destination encompassing local and national culture by offering:
- An exciting community mix that works collectively, is diverse, combining financial institutions, restaurants, shops, services, entertainment and more
- An outdoor environment where pedestrians have priority – an oasis away from traffic, a meeting space that provides a unique experience for families, tourists, and business
- Streetscape improvement and other amenities: Providing for more pedestrian-friendly lighting, signage, street furniture, planters, banners and sidewalk treatment
- An attractive destination that reflects local and national culture and heritage with historically significant and beautiful architecture, views to Parliament Hill and cultural landmarks
- A hub that connects downtown Ottawa – convenient and accessible, linking cultural centres and residential areas with hotels, retail, entertainment and dining destinations and residential areas of Ottawa Centre and beyond



Sparks Street | 2024 IMPACT + INITIATIVES

Sparks Street

DESTINATION DEVELOPMENT | Public Realm

PUBLIC REALM

- Relocation and dedication ceremony for Terry Fox monument
- Retrofitted 15 cedar planters for year-round greenery
- Enhanced seasonal activations, lighting, greenery
- Interlock repairs
- Lamp post repainting
- New site plan for hosting 3rd party events on Block 5
- Enhanced Winter Wander lighting, tree and activations
- New bollards program for enhanced security
- Seasonal patio improvement program (7 patios)



DESTINATION DEVELOPMENT | Programming

PROGRAMMING

- Ribfest
- Canada Day
- Buskerfest
- Songs from the Shed / DJ from the Shed
- Ottawa JazzFest in the Shed
- Pop Up Cinema
- Winter Wander – lighting and new Christmas tree
- Winterlude
- Mexican Embassy Festival



DESTINATION DEVELOPMENT | Promotions + Partners

PROMOTIONS:

- New campaigns: #winterwander, #sparksgives
- Media campaigns
- Stingray Media digital – evergreen year-round awareness campaign
- Online and OTA on Hot 89.9 and Live 88.5
- Bluesfest screen digital campaign
- Activations and promotions of World Juniors / Ottawa Tourism
- Winterlude campaign



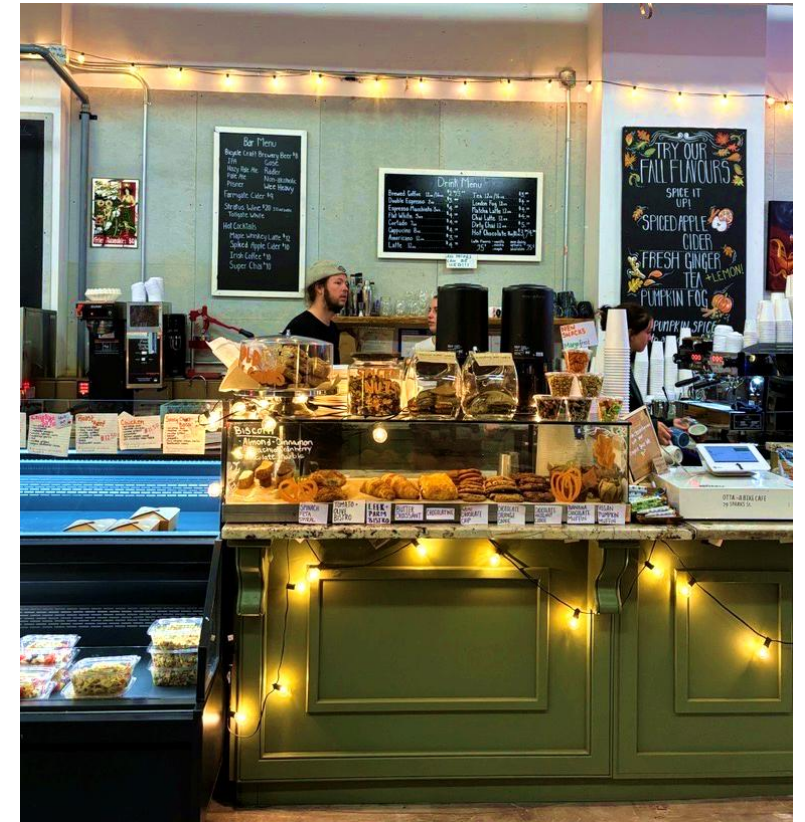
ECONOMIC DEVELOPMENT | Leasing Support Program

- Launched in April
- Hired Economic Development Director
- Developed new Leasing page on website with map of businesses, available spaces, details
- Developed economic profile for business prospects
- Liaison with public and private property owners, managers, brokers
- Group tours of spaces for arts + culture hub creation at 300 Sparks
- Tours with MPs, Councilors, Night Commissionaire
- Ottawa Festivals Network, Ottawa Museums Network and OMIC became new Sparks Street tenants
- Meetings with entrepreneurs and prospects
- Broker events with NCC at North side bays
- Added two new businesses FHENY, and Capital Art Fair
- Developed relationship with BOMA



COMMUNITY DEVELOPMENT | MEMBER ADVOCACY

- Hosted group meetings to promote destination and economic profile
- Hosted group tours for arts + culture hub creation
- Tours and meetings with Night Life Commissionaire, MPs, Councillor
- Sponsored Bluesfest,
- Promoted destination with groups from Open Doors Ottawa, Ottawa Architecture Week, IronMan, World Juniors Hockey, Walking Tours
- Co-hosted networking event with Invest Ottawa
- Hosted and welcomed Ottawa Festivals Network, Ottawa Museums Network and OMIC as new Sparks Street tenants
- Developed partnership with BOMA and presented to members
- Attended Ottawa Real Estate Forum, City Building Summit, Cdn Urban Institute Infrastructure Summit, OBIAA Conference
- Represented Membership at IDA on Hill, OBOT, City of Ottawa
- Presented to FEDCO and Council on BIA expansion plans



MARKETING | Owned Channels

1. Instagram B2C

Followers: 11,890

Growth: Steady increase of **2.2k** followers.

Impact: Contests, collaborations, boosted posts, and organic content including more frequent reels influenced this increase.

2. Facebook B2C

Followers: 24,465

Growth: Steady increase of **707** followers.

Impact: Collaborations, boosted posts, and organic content influenced this increase.

3. LinkedIn B2B

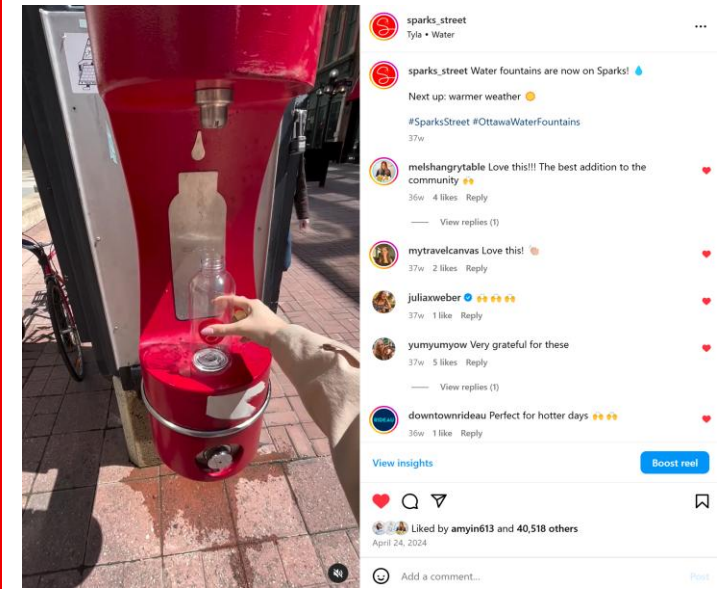
Followers: 273

Growth: Increase of **178** followers.

Impact: Organic and paid posts, sharing content. Plans to increase and enhance content and engagement on this channel for member and stakeholder comms.

Top post: 1.9 million views

April: Earth Week, aligned with Environment Conference in Ottawa, feature reel highlighting Sparks water filling stations



Sparks Street

FUNDING GRANTS

My Main Street Ambassador - \$45k

➤ Live from the Booth Program – Summer series

Ottawa Tourism DDF Grant - \$30k

➤ New DJ series to support Winterlude weekends



VISITOR TRAFFIC | Environics Analytics Data

Geographic Settings

Search by Geography Type Search by Geography Search by Category Variable(s) Type

Census Metropolitan Area Retail - Business Improve... Location

Variable(s) (Select up to 25) Select Metric Benchmark Type

Sparks Street BIA - Ottawa, ON ID:2182671 Count None

Time Frame Settings

Target Time Frame

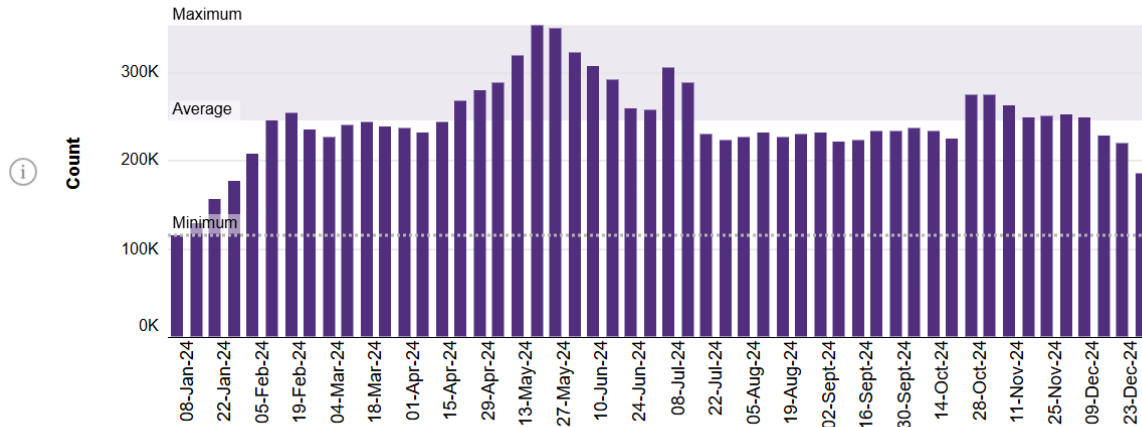
2024-01-01

Time Frame Type Comparison Period

Weeks Starting Monday None

Total Foot Traffic by Week

1 Locations Selected **28.7 km** Average Distance Travelled **12,717,160** Total Visits **244,561** Average Weekly Visits **185,112** Latest Weekly Visits



Demographic Highlights

for 1/1/2024 to 12/29/2024

| | | |
|-------------------------------------------|-----------------------------------|----------------------------------------|
| \$129K Average Household Income | Under 35 Maintainer Age | 36% Households with Children |
| 1 Person Household Size | University Education | High Cultural Diversity |

Top PRIZM Segments by Volume of Visits

Partial PRIZM® details available only, check selected time frame

47 SOCIAL NETWORKERS

The complete PRIZM® profile of visits is available to data licensees. Contact your sales representative to purchase.

MEMBERSHIPS + PARTNERS



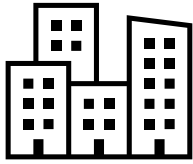


BIA BOUNDARY EXPANSION + REBRAND

Sparks Street



BIA | BOUNDARY EXPANSION + REBRAND



Provide stronger representation of the downtown core that has been underrepresented for many years

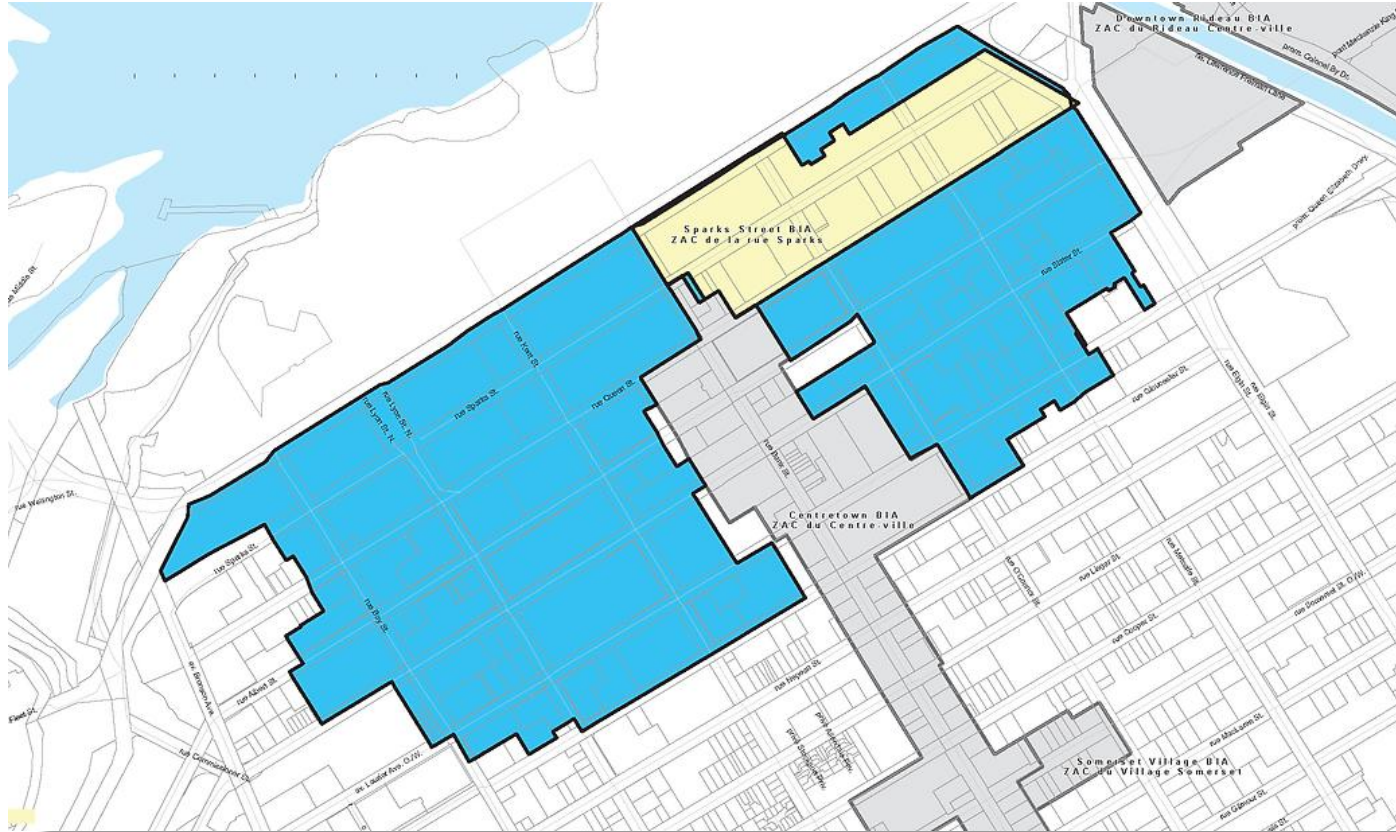


Create positive change for members by focusing on business retention and expansion, economic development, public realm and cultural programming



Expand the BIA's area of influence and impact while building an environment where business members can thrive

BIA Boundary Expansion Map | Downtown BIA



*BIA expansion pending final approval.



Mall Authority | 2024 FINANCIAL UPDATE

Spark's Street

SSMA | 2024 FINANCIAL UPDATES

STATEMENT OF OPERATIONS

| | Budget 2023 <i>[note 6]</i> | Actual 2023 | Actual 2022 |
|-----------------------------------------|-----------------------------------|--------------------|--------------------|
| Revenue | | | |
| Tax revenue <i>[note 4]</i> | \$203,177 | \$232,025 | \$232,025 |
| Payments in lieu of taxation | 251,823 | 257,975 | 257,975 |
| Other revenue | 318,900 | 225,076 | 178,668 |
| Long term rents/concessions | 40,000 | 37,014 | – |
| Subtotal | 813,900 | 752,090 | 668,668 |
| CEWS repayment <i>[note 5]</i> | – | (34,088) | – |
| Total revenue | 813,900 | 718,002 | 668,668 |
| Expenses | | | |
| Maintenance | 341,400 | 358,948 | 278,672 |
| Office | 416,395 | 169,579 | 47,175 |
| Salaries | 209,150 | 143,168 | 142,484 |
| Depreciation | – | 38,530 | 41,592 |
| Rent | 52,000 | 18,962 | 21,926 |
| Audit fees | 3,000 | 5,963 | 3,946 |
| Insurance | 1,500 | 1,070 | 1,590 |
| Professional and consulting | 800 | 239 | 145 |
| Electricity and water | 1,600 | (680) | 2,192 |
| Total expenses | 1,025,845 | 735,779 | 539,722 |
| Annual (deficit) surplus | (211,945) | (17,777) | 128,946 |
| Accumulated surplus, beginning of year | 1,036,491 | 1,036,491 | 907,545 |
| Accumulated surplus, end of year | \$824,546 | \$1,018,714 | \$1,036,491 |

SSMA | 2024 FINANCIAL UPDATES

STATEMENT OF FINANCIAL POSITION

| Financial assets | 2023 | 2022 |
|---------------------------------------------------------------|--------------------|--------------------|
| Cash | \$15,894 | \$24,280 |
| Cash on deposit with the Corporation of the City of Ottawa | 835,752 | 645,539 |
| Accounts receivable | 23,387 | 127,084 |
| Total financial assets | 875,033 | 796,903 |
| Liabilities | | |
| Accounts payable and accrued liabilities <i>[note 2]</i> | 145,642 | 13,907 |
| Total liabilities | 145,642 | 13,907 |
| Net financial assets | 729,391 | 782,996 |
| Non-financial assets | | |
| Prepaid expenses | 3,873 | 46,434 |
| Tangible capital assets <i>[note 3]</i> | 285,450 | 207,061 |
| Total non-financial assets | 289,323 | 253,495 |
| Accumulated surplus | \$1,018,714 | \$1,036,491 |

SSMA | 2024 FINANCIAL UPDATES

STATEMENT OF CHANGES IN FINANCIAL ASSETS

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

| | Actual 2023 | Actual 2022 |
|----------------------------------------------------|------------------------|------------------------|
| Annual (deficit) surplus | (\$17,777) | \$128,946 |
| Decrease (increase) in prepaid expenses | 42,561 | (42,128) |
| Depreciation of tangible capital assets | 38,530 | 41,592 |
| Acquisition of tangible capital assets | (116,919) | (114,268) |
| (Decrease) increase in net financial assets | (53,605) | 14,142 |
| Net financial assets, beginning of year | 782,996 | 768,854 |
| Net financial assets, end of year | \$729,391 | \$782,996 |

SSMA | 2024 FINANCIAL UPDATES

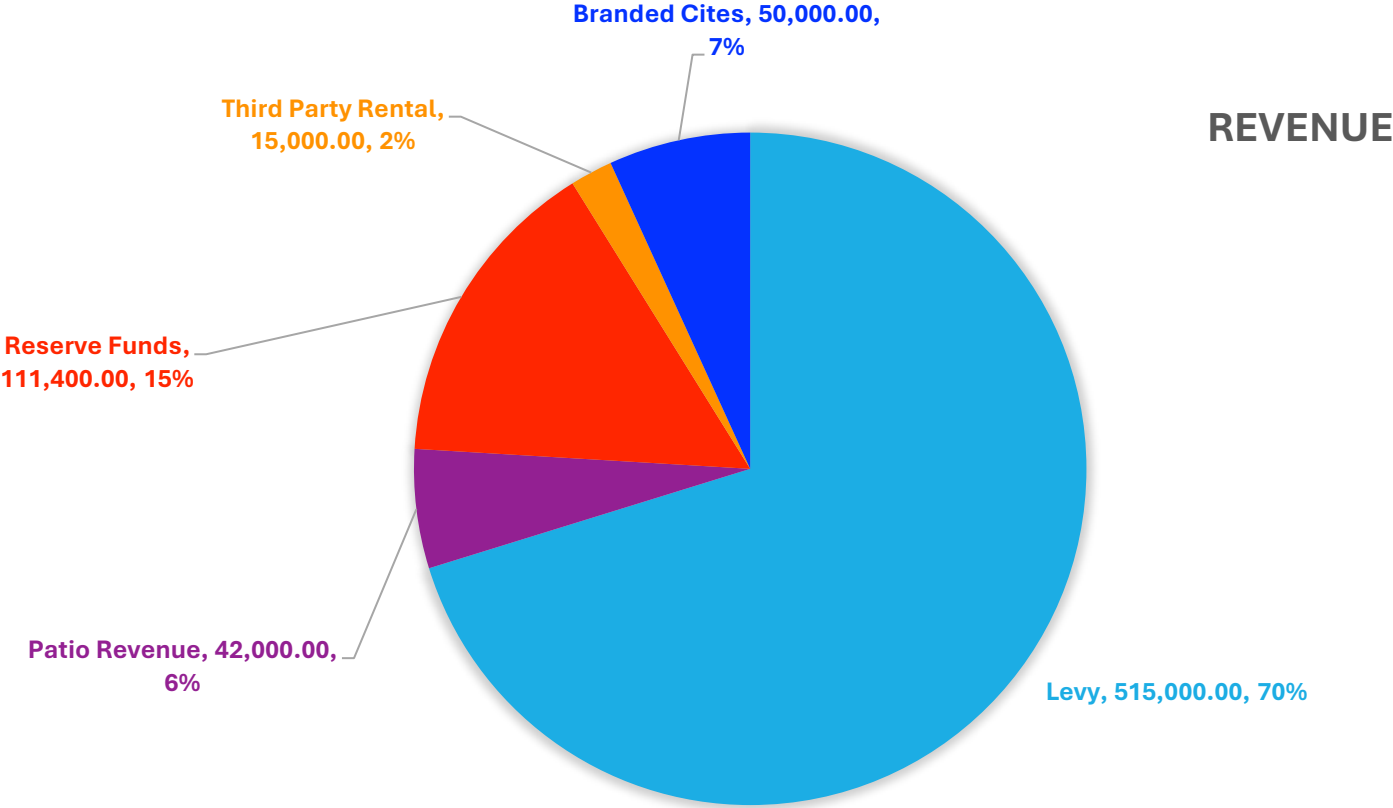
STATEMENT OF CASH FLOWS | OPERATING ACTIVITIES

| | 2023 | 2022 |
|----------------------------------------------------------------------|------------------|------------------|
| Operating transactions | | |
| Annual (deficit) surplus | (\$17,777) | \$128,946 |
| Add item not affecting cash | | |
| Depreciation | 38,530 | 41,592 |
| Changes in non-cash working capital balances related to operations | | |
| Decrease (increase) in accounts receivable | 103,697 | (78,011) |
| Decrease (increase) in prepaid expenses | 42,561 | (42,128) |
| Increase (decrease) in accounts payable and accrued liabilities | 131,735 | (3,791) |
| Cash provided by operating transactions | 298,746 | 54,190 |
| Capital transactions | | |
| Acquisition of tangible capital assets | (116,919) | (114,268) |
| Cash used in capital transactions | (116,919) | (114,268) |
| Change in cash and cash equivalents | | |
| Net increase (decrease) in cash and cash equivalents during the year | 181,827 | (60,078) |
| Cash and cash equivalents, beginning of the year | 669,819 | 729,897 |
| Cash and cash equivalents, end of the year | \$851,646 | \$669,819 |
| Cash and cash equivalents consist of | | |
| Cash | \$15,894 | \$24,280 |
| Cash on deposit with the Corporation of the City of Ottawa | 835,752 | 645,539 |
| | \$851,646 | \$669,819 |

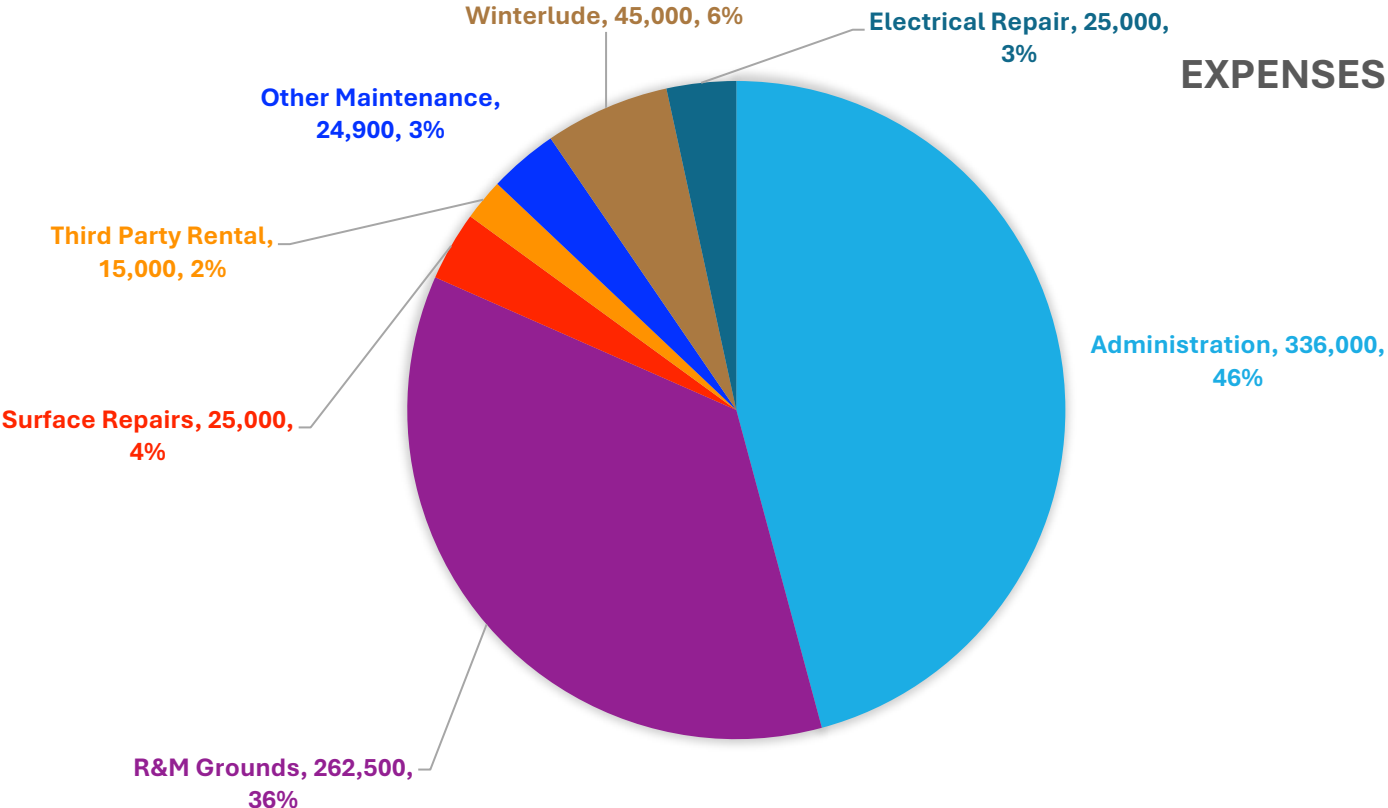


SSMA 2025 OPERATING BUDGET

SSMA | 2025 OPERATING BUDGET



SSMA | 2025 OPERATING BUDGET

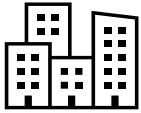




2025 | A LOOK AHEAD

Sparks Street

SSMA & SSBIA | 2025 PILLARS + PRIORITIES



| ECONOMIC DEVELOPMENT | DESTINATION DEVELOPMENT | COMMUNITY DEVELOPMENT | MEMBER ADVOCACY |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ✓ Downtown Action on Revitalization ✓ Leasing Support Program ✓ Business attraction + retention efforts ✓ Investment attraction ✓ Workforce attraction ✓ Marketing + branding | <ul style="list-style-type: none"> ✓ Public Realm - street clean + maintenance ✓ Placemaking - greenery + enhancements ✓ Programming + seasonal events ✓ Visitor attractions ✓ Branding + marketing ✓ Accessibility | <ul style="list-style-type: none"> ✓ Partner with OBOT, OT, IO and others ✓ Partner with arts, culture, music, events organizations ✓ Liaise with groups for community housing + safety ✓ Communications | <ul style="list-style-type: none"> ✓ Represent BIA members at local and provincial levels ✓ Advocacy efforts ✓ Access to grants ✓ Media Relations ✓ Member Hub ✓ Data collection on visitor traffic + spend |

2025 PLANS

ECONOMIC DEVELOPMENT

- BIA Expansion + Rebrand as Downtown BIA (pending final approval)
- Expand leasing support program to host quarterly broker events and tours
- Add retail management studies to data reporting
- Conduct member surveys for all events

DESTINATION DEVELOPMENT

- Canada Day
- Buskerfest
- Songs from the Shed / DJ from the Shed
- Ottawa JazzFest in the Shed
- BluesFest programming and sponsorship
- Pop Up Cinema
- Winter Wander / Winterlude
- Enhance seasonal greenery and patio program

2025 PLANS

COMMUNITY DEVELOPMENT

- BIA Expansion + Rebrand (Downtown BIA) strategy
- Participate in Downtown Revitalization efforts
- Host quarterly BIA member networking events
- Create interactive BIA member hub on website
- Develop leisure/visitor newsletter
- Collaborate with new Ottawa Tourism visitor site

MEMBER ADVOCACY

- Attend IDA Day on the Hill
- Collaborations with City, OBOT, IO, OT and others
- Liason with Councilor and MPs
- Participate in OCOBIA and OBIAA initiatives



THANK YOU!

Sparks Street