



# Wellington West

BUSINESS  
IMPROVEMENT  
AREA

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**WELLINGTON WEST BIA  
ANNUAL GENERAL MEETING**

**JANUARY 13, 2025**

# Agenda

1. Housekeeping
2. Mission
3. Staff/Board
4. What We Do
  - a. Beautification
  - b. Placemaking
  - c. Activations
  - d. Social Media/Marketing
5. Financials
6. Discussion
7. Motion to Adjourn



# Bylaw Compliance

## Housekeeping

- Confirming quorum
- Motion to approve the [agenda](#)
- Motion to approve [last year's AGM minutes](#)
- **Conflicts of Interest:** Voting members to declare any matters wherein they, their company or their family may materially benefit from decisions made in this meeting.

# Our Mission

We work to build community around a thriving commercial mainstreet district – to help create conditions for businesses to succeed and give back to our neighbours.



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# BIA Board

Brian Muzyka, RBC Royal Bank - **Executive - Board Chair**

Elsbeth Vaino, Custom Strength (Owner) - **Executive - Vice President**

Mike Morris, Home Hardware (Owner) - **Executive - Treasurer**

Devinder Kaur, PranaShanti Yoga (Owner) - **Executive - Secretary**

Lindsay Machinski, Urban Art Collective (Owner)

Summer Baird, Hintonburg Public House (Owner)

Alexa Paz, Terra 20 (Owner)

Rod Castro, Pubblico, 10fourteen (Owner)

Sadaf Espar, Morning Owl (Owner)

Steven Sauve, Club Ottawa

Mary Beth Wolicky, Neighbour

Callie Sanderson, Neighbour

Jeff Leiper (non-voting) Ward Councillor

# BIA Staff

Executive Director - **Aron Slipacoff**

Financial & Operations Manager - **Kat Twiss**

Marketing & Member Services Manager - **Madison LeBlanc**

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## Member Benefits

What We Do

# Beautification: Recap

## PLANTERS & TREES

- New planters installed
- Maintained summer/winter
- Tree trimming



# Beautification: Recap

## LIGHT STANDARDS

- 70% of neighbourhood lights were not operational
- All have been fixed as of September 2024

## HOLIDAY LIGHTS

- BIA working on a pilot project to install year-round holiday/string lights
- Proposal presented to the City with support from the Mayor's office
- Once approved, to be implemented via BIA capital asset fund



# Beautification: Recap

## GRAFFITI REMOVAL

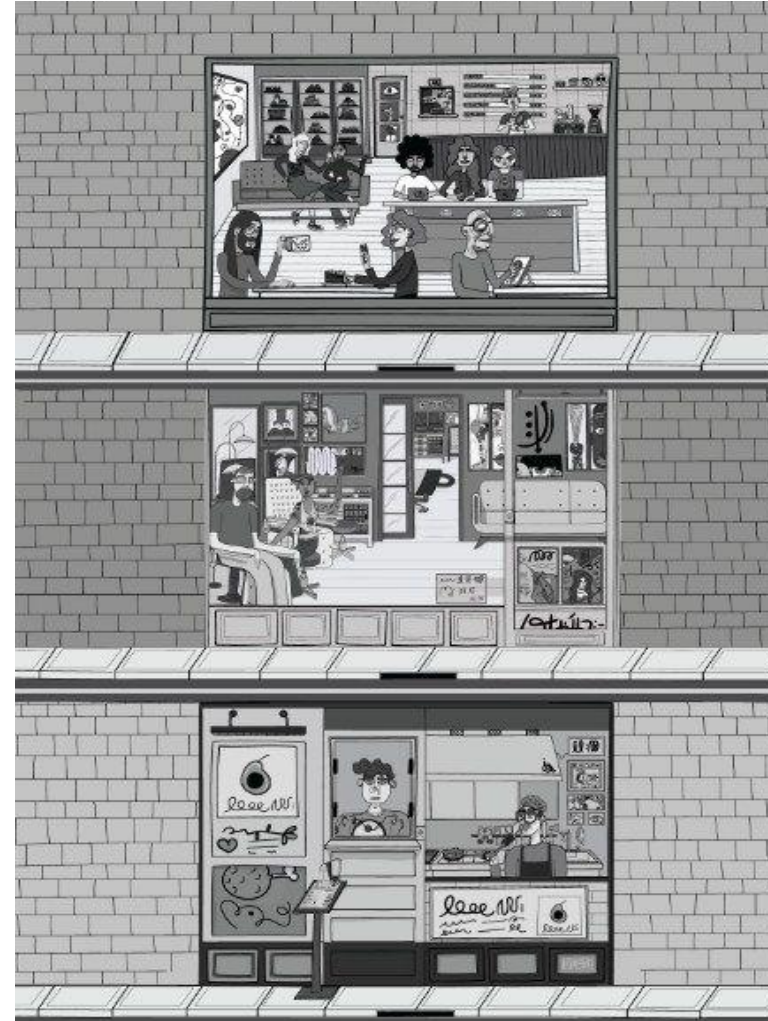
- Call the BIA to report graffiti
- Can be removed within 24 hours
- Please report “tags” on murals



# Placemaking: Recap

## ELECTRICAL BOX WRAPS

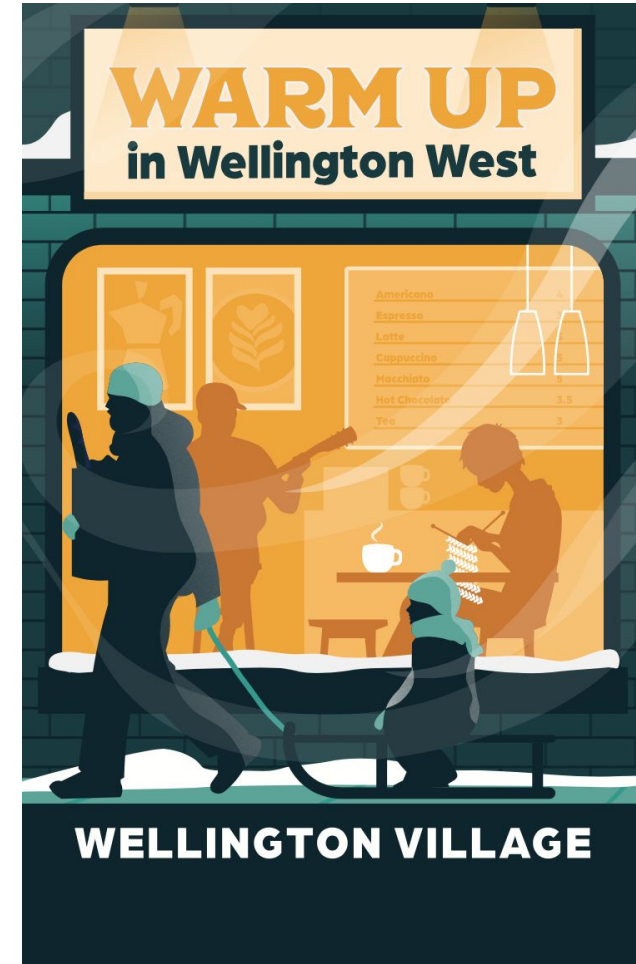
- Installation delayed until Spring 2025 due to weather
- Partnership with artist Jesus Rivera, Visual Gzas
- \$7500 City matching grant
- Art represents BIA businesses



# Placemaking: Recap

## BANNERS

- Installation occurs twice per year
- Designed by BIA member, Character Creative
- Installed by BIA member, Paper Sign Man
- 3-year lifespan



# Placemaking: Recap

## GATEWAY SIGNAGE

- Installation occurs four times per year; reflects marketing themes/events
- Designed by BIA member, Character Creative
- Installed by BIA member, Paper Sign Man



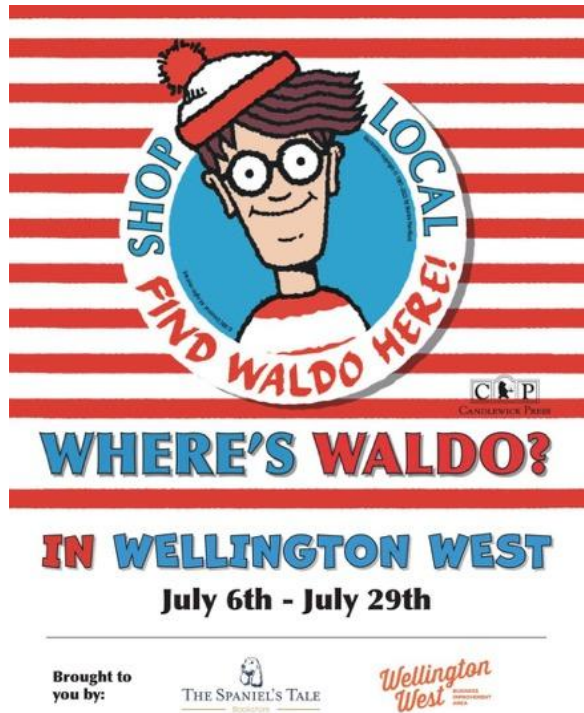
# Activations: Recap



- Brought it back to the street
- Members reported 40%-400% increase in sales/transactions
- Created member bounce-back coupons to incentivize return visits
- Implemented non-food activations, entertainment, live art, etc.

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# Activations: Recap



- Member-driven event (thanks Spaniel's Tale!) drives traffic to participating members
- Well received by the community; hundreds of entries

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# Activations: Recap



- Activated a different section of the BIA area each Sunday with music / games
- Encouraged surrounding businesses to get involved with sales, sampling, etc.
- Mixed success/ROI; will not repeat in 2025 due to cost/resources required

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# Social Media Marketing: Recap



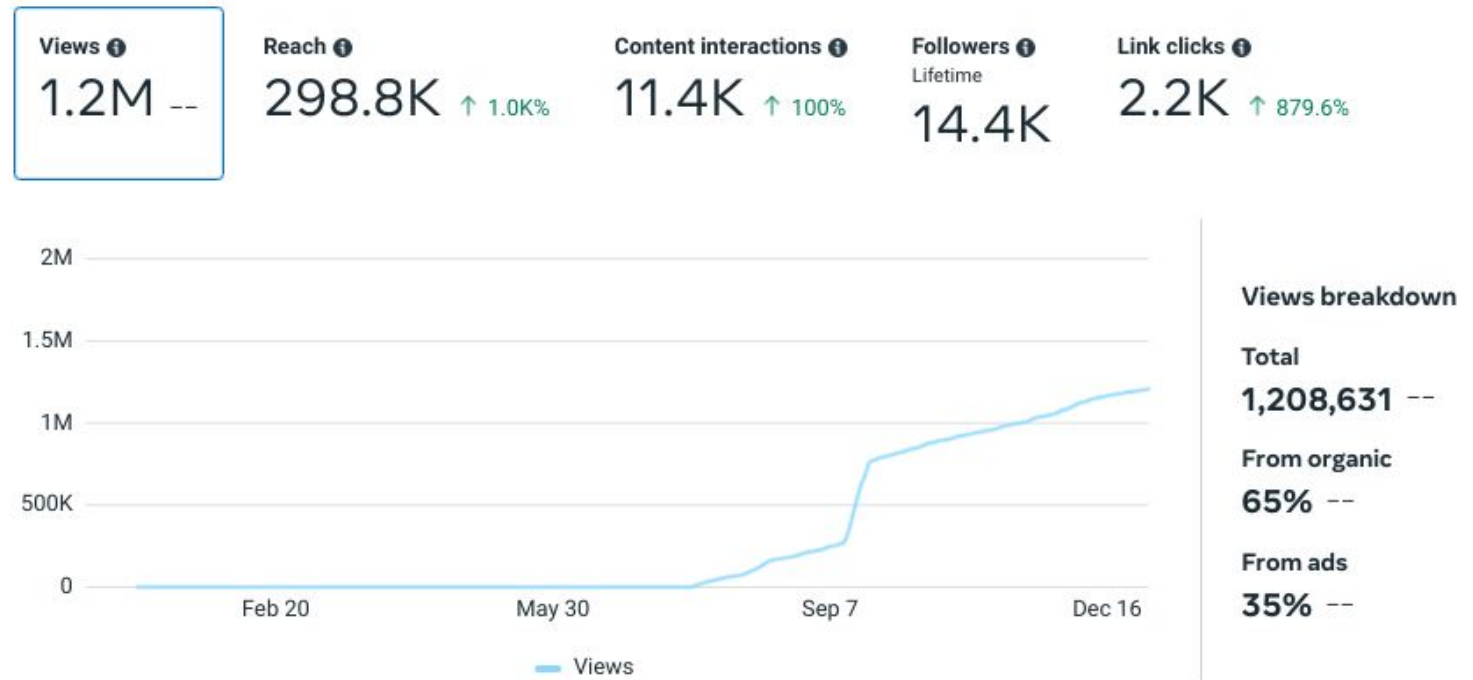
2,307 posts

14.4K followers

823 following

- Reach up 1000%
- Stories reach up 665%
- Content interactions up 100%
- Link clicks up 879.6%
- Focus has been to improve quality and reach of stories to capitalize on the real-time opportunity to market members' sales, events and promotions.

## 2024 Performance



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# Reach out to us in 2025 for:

## Sponsorships

- ✓ Monetary: Sponsorship request form: <https://wellingtonwest.ca/memberinfo/>
- ✓ In-Kind: BIA staff support, photography, audio equipment, tents, printing

## Advocacy

- ✓ Community safety
- ✓ Issues affecting your business
- ✓ City of Ottawa relations

## Advertising

- ✓ Promotion via WWBIA social media
- ✓ WWBIA e-newsletter
- ✓ Boosted social media posts
- ✓ Website event calendar



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## FINANCIALS

1. Approval of 2023 Audit
2. Review 2024 Year-End Financials
3. Presentation of WWBIA 2025 Budget

MOTION: Approve the 2023 Audited Financials

## STATEMENT OF OPERATIONS

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

	<b>Budget 2023</b>	<b>Actual 2023</b>	<b>Actual 2022</b>
<b>Revenue</b>	(note 6)		
Tax revenue <i>[note 3]</i>	\$479,500	<b>\$481,158</b>	\$541,689
Other revenue	282,000	<b>222,497</b>	66,318
Payments in lieu of taxation	6,000	<b>5,364</b>	5,727
Subtotal	767,500	<b>709,019</b>	613,734
CEWS repayment <i>[note 5]</i>	–	<b>(26,714)</b>	–
<b>Total revenue</b>	<b>767,500</b>	<b>682,305</b>	<b>613,734</b>
<b>Expenses</b>			
Salaries	222,987	<b>215,822</b>	160,028
Advertising and promotion	202,400	<b>174,694</b>	96,997
Professional and consulting fees	135,100	<b>123,106</b>	115,130
Maintenance	107,680	<b>116,775</b>	105,516
Office and administration	55,378	<b>51,046</b>	84,773
Rent	28,213	<b>30,132</b>	27,857
Insurance	11,742	<b>14,641</b>	10,371
Audit fees	4,000	<b>5,239</b>	3,599
Depreciation	–	<b>4,301</b>	4,101
Total expenses	767,500	<b>735,756</b>	608,372
<b>Annual (deficit) surplus</b>	<b>–</b>	<b>(53,451)</b>	<b>5,362</b>
Accumulated surplus, beginning of year	238,225	<b>238,225</b>	232,863
<b>Accumulated surplus, end of year</b>	<b>\$238,225</b>	<b>\$184,774</b>	<b>\$238,225</b>

See accompanying notes

# 2024 Year End Financials

## Wellington West BIA - 2024 - YEAR-END REPORT

	2024 Budget*	Actual**	%
<b>SUMMARY OF REVENUES*</b>			
2024 member levy	(475,000)	(475,756)	100%
2024 Contribution from Reserves Fund	(91,350)	-	0%
City-assessed remissions, assessments, etc. ***	(10,500)	(8,906)	85%
Grant funding - all sources	(51,085)	(25,669)	50%
Sponsorships / partnership funds	-	(7,500)	
<b>TOTAL REVENUES</b>	<b>(627,935)</b>	<b>(517,831)</b>	<b>82%</b>

	Budget	Actual	%
<b>SUMMARY OF EXPENSES* - by budget area / committee</b>			
ADM - Administration	266,529	238,482	89%
MKTG - Marketing & Events	177,321	137,354	77%
PLACE - Placemaking & Beautification	178,085	98,903	56%
RSRV - Capital & Contingency Reserves	6,000	600	10%
<b>TOTAL EXPENSES</b>	<b>627,935</b>	<b>475,339</b>	<b>76%</b>

\* Budget numbers pulled from 2024 WWBIA Budget - BOARD APPROVED 1.14 MAY 30 2024

\*\*Unaudited results received to date. Projections based on interim operating status report from City of Ottawa Finance delivered on December 18 2024 interim.

\*\*\* Not under BIA control, based on averages of previous years

Unspent Budget	152,596
Surplus Revenue	(110,104)
<b>Total "Surplus"</b>	<b>42,492</b>

	2024 Budget	Actual	%
<b>SUMMARY OF REVENUES</b>			
	(475,000)	(484,663)	102%
	-	(7,500.00)	
	(51,085)	(25,669.00)	50%
	(526,085)	(517,832.00)	98%

# Budget

## 2025 Wellington West BIA Budget

<b>REVENUES</b> - Overview, all sources	*10% Levy Increase Proposed 2025	2024	2023
2024 WWBIA Member Levy	(519,573)	(475,000)	(475,000)
2024 Contribution from Reserves Fund	<b>-\$99,579.00</b>	(91,350)	0
Estimated City adjustments <i>(remissions, PIL, etc.)*</i>	(5,550)	(10,500)	(10,500)
Sponsorship revenue <i>(target)</i>	(7,500)	0	(44,500)
Grant revenue <i>(projected)</i>	(42,500)	(51,085)	(48,000)
One-Time Federal Tourism Grant	-	-	(189,500)
<b>TOTAL REVENUES</b>	<b>(674,702)</b>	(627,935)	(767,500)

### EXPENSES - Overview by budget area / committee

	2025	2024	2023
ADM - Administration	352,702	266,529	299,875
MKTG - Marketing & Events	70,000	177,321	176,000
PLACE - Placemaking & Beautification	246,000	178,085	121,000
ADVO - Advocacy & Member Services	-	-	25,125
RSRV - Contingency Reserve(s)	6,000	6,000	6,000
HEART Programming - Grant <i>(minus \$50K offsets)</i>	-	-	139,500
<b>TOTAL EXPENSES</b>	<b>674,702</b>	627,935	767,500

### vs. REVENUES - by budget area

	2025	2024	2023
ADM - Administration	0	0	0
MKTG - Marketing & Events	(7,500)	0	(36,000)
PLACE - Placemaking & Beautification	(42,500)	(51,085)	(46,000)
ADVO - Advocacy & Member Services	0	0	(10,500)
RSRV - Contingency Reserve(s)	0	0	0
HEART Programming - Grant <i>(minus \$50K offsets)</i>	-	-	(189,500)
	(50,000)	(51,085)	(282,000)

# VOTE: MOTION TO APPROVE FINANCIALS

Call for mover, seconder

# VOTE: MOTION TO ADJOURN

Call for mover, seconder

# Discussion

Thank you for  
attending!

We exist to support your business; please reach us at:

[info@wellingtonwest.ca](mailto:info@wellingtonwest.ca)

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# Discussion

- Community Leadership and Safety (Speakers: Cheryl Parrot, Jeff Leiper)
- Hopes for future BIA investment
- Opportunities for the neighbourhood
- What are the top concerns for your business and/or the area?
- Have any of the past BIA initiatives helped your business?