

BYWARD MARKET BIA

ANNUAL REPORT

2016 YEAR IN REVIEW

Introduction: Administration & Financial

What is a BIA?

Excerpt from *Provincial BIA Handbook*

A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local business people and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district. A BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001. It is governed by a board of management. The legislation states they are local boards. Businesses within its boundaries become members and pay the BIA levy along with their property taxes. In addition, many BIAs undertake modest or extensive public and private fundraising to raise funds for special events or activities.

In 2016, the BIA supplemented 38% of the over all operating budget through other sources of revenue (sponsorships, sales, and grants).

ByWard Market BIA Mandate

To support and promote the health and vitality of the ByWard Market as a unique business district and meeting place for residents as well as visitors.

The ByWard Market is characterized by a wide variety of owner-operated businesses and a farmers’ market that make the Market rich in heritage, activity and animation.

ByWard Market BIA Mission Statement

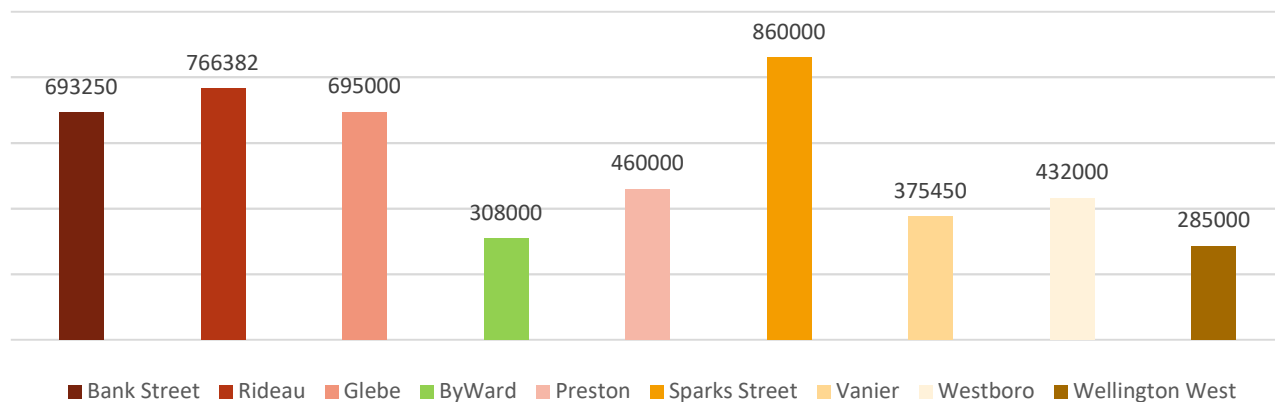
The core mission of all of our efforts is to bring people to the ByWard Market so that our members can turn them into customers. Our role is to promote the ByWard Market to the public as a full service, family friendly, safe district, and to our members to encourage participation and involvement in our initiatives. Our programming and events should focus on off-peak times, improving the visitor’s experience. In order to best use our limited resources, partnerships are encouraged to increase awareness, extend programming and generate a “buzz” about our events.

Property Taxes vs Levies

Commercial properties in the ByWard Market BIA pay millions of dollars in property taxes annually to the City of Ottawa. Property taxes DO NOT fund the BIA. 100% of property taxes go directly to the City of Ottawa paying for many City services such as: emergency services (police, fire, ambulance, road maintenance, snow removal, water service and sewers, City parks, and facilities etc...

In contrast, the BIA is primarily funded through the BIA levy collected from commercial property owners. It is very important to note that the ByWard Market BIA has one of the lowest levies of all of Ottawa’s urban BIAs. This commitment to keep the levy cost minimal for business members means BIA staff need to find alternative sources of revenue to supplement the overall budget. These include sponsorships, grants, sales, and partnerships.

Comparable Urban Ottawa BIA Levies 2016



ByWard Market BIA Board of Directors

Executive

Co-Chair
Phil Wasserman
Courtyard Restaurant, &
Mamma Grazzi's Kitchen

Co-Chair
Stephen Monuk
Ottawa Venues

Treasurer
Andre Rancourt

Secretary/Marketing Chair
John Diener
Saslove's

Board Members

Nancy Champagne
Courtyard by Marriott Hotel

Ryan O'Connor
Black Thorn Café & Earl of Sussex

Michael Osterer
Irving Rivers

Joseph Saso
J. Saso & Son

Andre Schad
Schad, Wolf & Zed, Moscow Tea Room

Khalia Scott
Eclection

Councillor Mathieu Fleury
City of Ottawa
Ward 12 Rideau-Vanier

BIA Staff

Full Time

Executive Director
Jasna Jennings

Marketing & Communications
Katherine Solomon

Part-Time

Administrative Support
Dianne Bélanger

Events Coordinator
Sarah Jennings

Thank you to the City of Ottawa Markets Management for all their help & support in 2016!



Contact Us

55 ByWard Market Square, 2nd Floor
Ottawa, ON K1N 9C3
Phone: 613-562-3325
Email: bia@byward-market.com
Web: www.byward-market.com
Facebook: [@TheByWardMarket](https://www.facebook.com/TheByWardMarket)
Twitter: [@ByWardMarketBIA](https://twitter.com/ByWardMarketBIA)
Instagram: [@bywardmarket](https://www.instagram.com/bywardmarket)

Financial Breakdown Revenues & Expenses

Some Other Sources of Revenue Include:

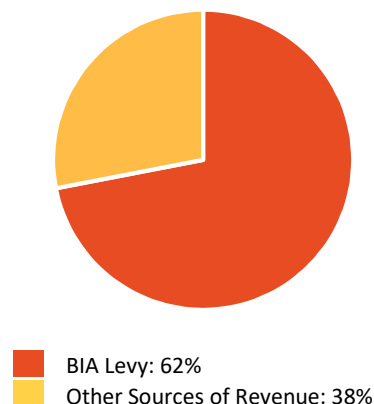
City of Ottawa Grants

- Graffiti Grants: \$21,386.58 (The BIA successfully applied for and received 3 separate graffiti grants from the City)
- Parking Program: \$5,000.00
- Mural Program: \$7,500.00 (matched-funds ByWard Roll-Down Doors Project)
- Market Research: \$7,500.00 (matched funds)

Sponsorships

- National Gallery of Canada
- Ottawa Police Services Board – Ambassador Program
- Casino Lac Leamy
- Claridge
- Beavertails
- Goodbye Graffiti
- 40 Creek/Campari
- C. A. Paradi

2016 Revenue Sources



Financial Practices & Annual Audit

All financial transactions of the BIA are approved by the Treasurer, monitored by City financial officers, and reviewed annually by independent auditors appointed by the City.

Administrative

There are significant Administrative duties associated with the BIA. Over and above financial requirements, there are internal committees that the BIA is responsible for (Board of Directors, Safety and Security Committee, Parking and Transportation) and external committees that the BIA participates and holds seats on.

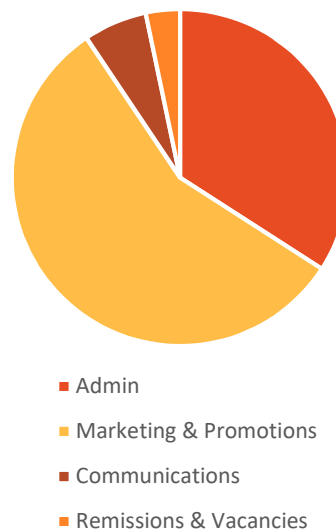
Board of Directors

The BIA Board of Directors meet the 3rd Monday of the month, (except for the July and August unless deemed necessary). BIA staff coordinate the meetings, prepare all meeting materials and are responsible for all record keeping of the meetings.

Safety & Security Committee

The Safety and Security Committee meets once per month, all 12 months of the year, the 2nd Tuesday of the month. The meetings are co-chaired by a BIA Board Member and a local resident.

2016 Expenses

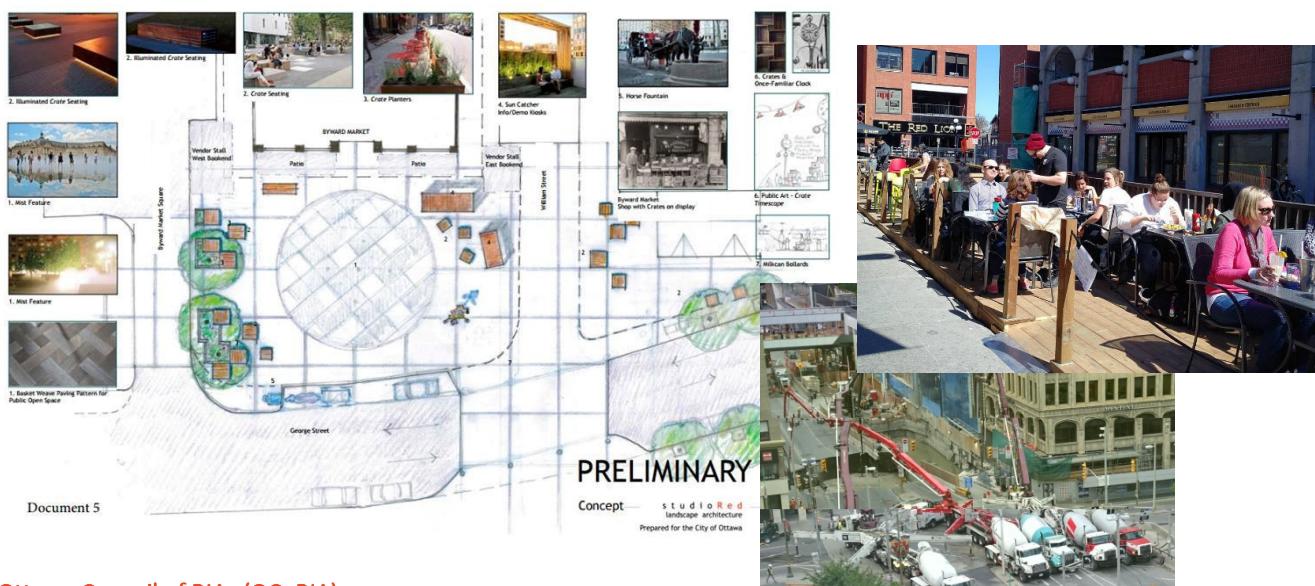


External Committees and Meetings

City Hall

The BIA works very closely with City staff while also advocating and lobbying City Council on behalf of their members. 2016 was a busy year at City Hall with a variety of items, reports and policies that the BIA was involved with:

- ByWard Market Revitalization/George St Plaza Construction
- Municipal Alcohol Policy
- Ottawa Public Health Personal Services Bylaw
- Streetside Spots
- Zoning By-Laws Reviews
- Parking Stakeholder Consultation Group
- LRT Construction and traffic impacts
- Rideau Street Sinkhole
- Rideau boundary expansion
- Lot 4 construction operations
- Clear Path Program – A Frames By-law
- Ottawa Police Services Board (Ambassador contribution and New Deployment Model)
- Patio By-law Review
- Signs By-law



Ottawa Council of BIAs (OCoBIA)

In 2015 & 2016 the ByWard Market BIA was responsible for all the administrative duties for OCoBIA. The Ottawa Council of BIA's is made up of all 18 of Ottawa's BIAs. It is an umbrella organization that addresses common issues and opportunities for Ottawa's BIAs. OCoBIA meets approximately every second month as a group and every other month with the Mayor and City staff.

Ottawa Tourism

Jasna Jennings is currently serving her second term as a Board Member on the Board of Ottawa Tourism, and her first term as Chair of the Membership Committee.

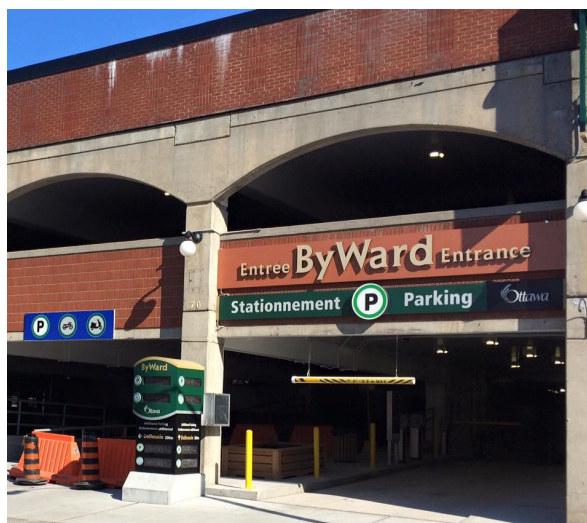
Projects include: Citywide Wayfinding Program, Tourism Summit, and One Young World.



Parking Stakeholders Consultation Group

The Parking Stakeholders Consultation Group (PSCG) was established with the approval of the Municipal Parking Management Strategy in April 2009. Consisting of members who represent a wide variety of key stakeholder groups, its mandate is to act as a channel between the City, stakeholders, and affected citizens and groups. The group also provides advice and guidance on parking management policy that supports the objectives of the Municipal Parking Management Program as well as the parking objectives of the Transportation Master Plan. The 12 member group serves for a period that runs concurrently with the term of Council. Meetings are held four times per year and present an opportunity for City staff to update and engage stakeholders on various issues associated with the Municipal Parking Program including rate setting, parking studies etc...

The BIA (Jasna Jennings) is an appointed member of this consultation group, serving her second term.



NCC (National Capital Commission)

The NCC is a significant land-owner in the Market and is responsible for the beautification and maintenance of Sussex Drive (a.k.a. Canada's Mile of History) and the Sussex Courtyards. In 2016, the BIA was involved with several NCC initiatives and attended a variety of meetings supporting these initiatives they include: NCC Illumination Plan, Header House/Major's Hill Park Project, 7 Clarence St. Redevelopment and Construction and Redevelopment of 461-465 Sussex Drive and 13-15 Clarence St.

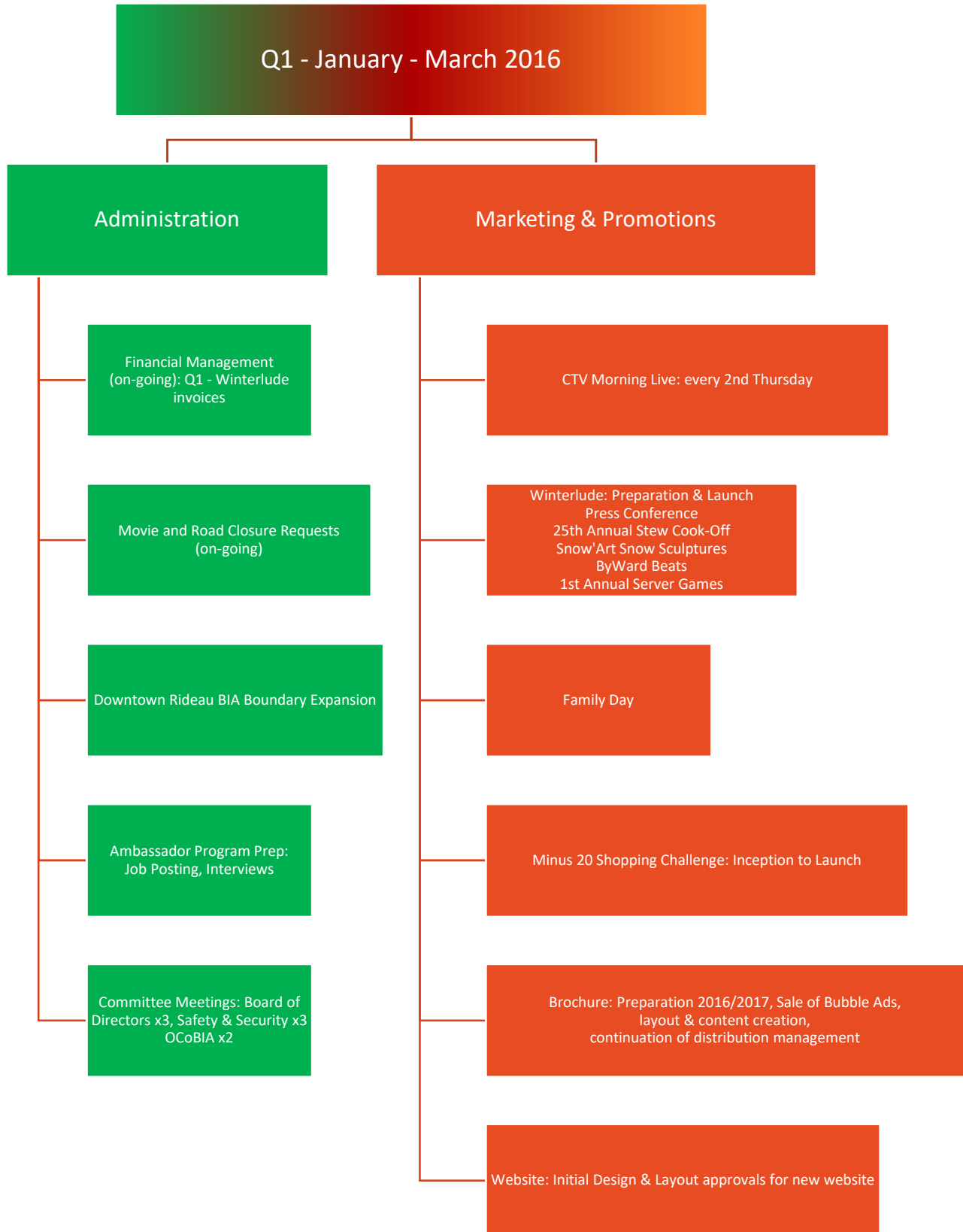


City of Ottawa Needle Distribution and Retrieval Committee

An Ottawa Board of Health Committee, this group of community stakeholders reviews policies and processes surrounding the City's Clean and Safe programs including the distribution and retrieval of needles and other harm reduction items. This Committee meets every second month in the evening.

The BIA (Jasna Jennings) is a Board Member of this committee.

2016 Schedule of Work (Admin & Marketing and Promotions) at a Glance





Q2 - April - June 2016

Administration

Committee Meetings:
Board of Directors x3, Safety & Security
x3 OCoBIA x2

Ambassador Program HR:
Hiring, Training, Launch

Ambassador Program Financial: Applications, negotiations,
and confirmation of financial contributions and
sponsorships
(Ottawa Police Services Board, Casino du Lac-Leamy)

**Financial Management
(on-going):**
Q2 - Brochure sales invoices

Movie Permits, Parking, and Road Closure
Requests (on-going)

Member/Vendor Meet & Greet

Sink Hole: Meetings with City Officials

**Downtown Rideau BIA Boundary Expansion
cont'd...**

Marketing & Promotions

CTV Morning Live:
Every 2nd Thursday

Spring Programming:
Fringe Fest, Franco Fest,

ByWard Beats:
Springtime Edition

Brochure: Finalize 2016/2017 brochure, delivery date
(May) cont' of distribution management.

ByWard Barket:
preparation and launch

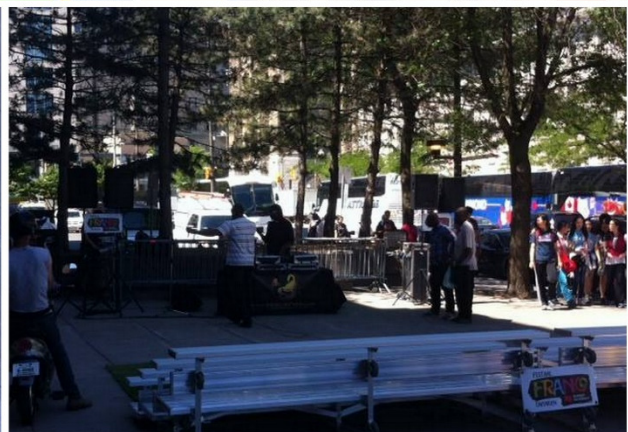
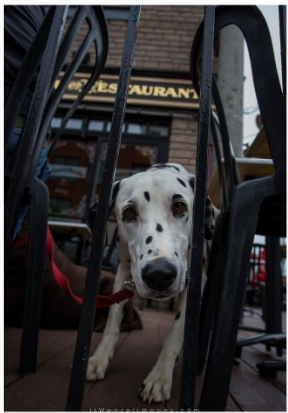
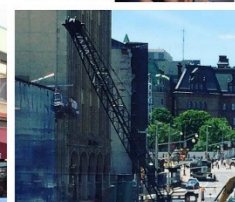
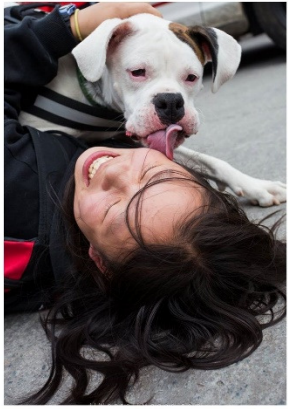
Movies in the Market:
Grease, Les Triplettes de Belleville

Clarence St. Patiofest: Preparation

Rideau St. Sinkhole: Communications/PR
internal & external

Website: Design & Layout approvals for new
website

Giant Pumpkin:
order pumpkins



Q3 - July - September 2016

Administration

Committee Meetings: Board of Directors x1, Safety & Security x3 OCoBIA x2

Ambassador Program HR: Ongoing weekly meetings & reviews

Financial Management (on-going): Q2 - Brochure sales invoices

Movie Permits, Parking, and Road Closure Requests (on-going)

Member/Vendor Meet & Greet

Financial Management (on-going): Q3 - Brochure sales invoices

Sink Hole: Meetings with City Officials

Downtown Rideau BIA Boundary Expansion cont'd...

Downtown Rideau BIA Boundary Expansion cont'd...

Marketing & Promotions

CTV Morning Live: Every 2nd Thursday

Winterlude: Confirm participation with Heritage Canada

Brochure: Ongoing distribution and database maintenance

Website and Social Media

Giant Pumpkin Preparations

1st Annual Footy Festival

One Young World

Lois N Frima's 30th Anniversary Celebrations

Unique FM radio campaign (live on location)

Northdal Summer Fun: Show Your Love for Local (a ByWard Bundle Event)

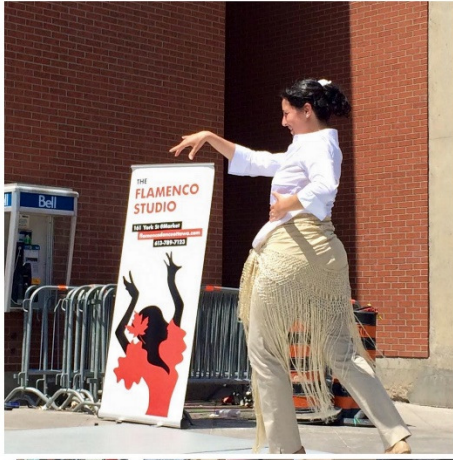
Clarence Street Patio Fest

Christmas: programming preparation, Christmas lights, confirmation of choirs, wagon rides

Chalk Art Nights: Thursday evenings on Murray Street

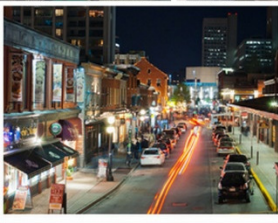
Movies in the Market: Princess Bride, Gremlins, ET

Canada Day



THE BYWARD MARKET

BYWARD MARKET
MARCHÉ BY

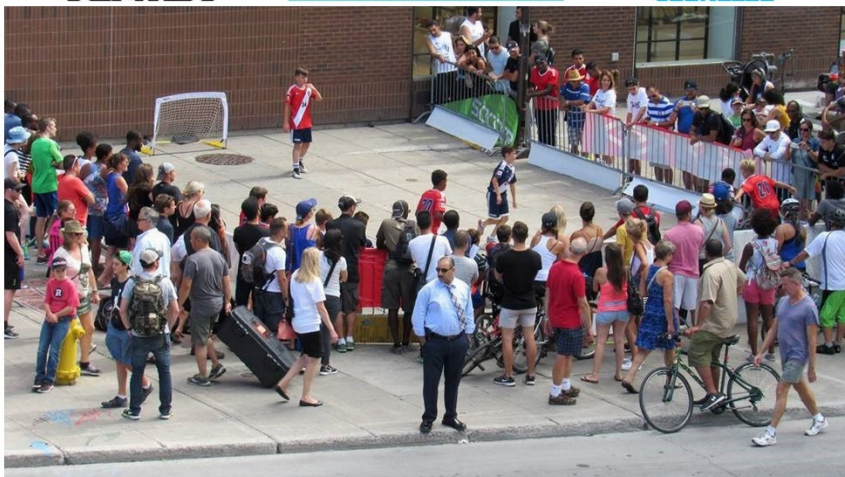


WELCOMES ONE
YOUNG WORLD

one
OTTAWA
2016
CANADA
FORUM MONDIAL DE LA
JEUNESSE



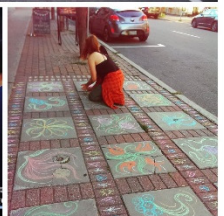
WELCOME TO
OTTAWA



#MOVIESINTHEMARKET

Double
Feature

E.T.
GREMLINS



Q4 - October - December 2016

Administration

Committee Meetings:
Board of Directors x1,
Safety & Security x3

OCoBIA x2

ByWard Market Revitalization & Core Team x2
Consultation on governance and transition to
Municipal Services Corp.

Final Report, Graffiti Grants

Final Report, Mural Program

Final Report, Market
Research Grant

Mural Program Grant

Year End Report/Application
Parking Grant

2017 Planning

Year-End Financial:
Budget 2017 Prep & Approval, balance and collect
all outstanding receivables,

Grant Application:
Celebrate Ontario x2

Marketing & Promotions

CTV Morning Live:
Every 2nd Thursday

Website & social media

AGM

Winterlude Prep: Formal registration with
Heritage Canada

George Street Plaza Construction

Christmas programming: Three weekends of Christmas
choirs, wagon rides, and complimentary hot drinks,
Christmas lights & decor

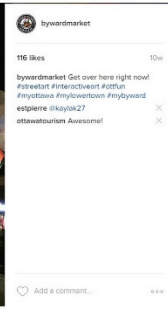
Northdal Holiday Shopping Night

Discover the Y in ByWard:
25 daily features on Facebook

Giant Pumpkin: Placement &
maintenance, carving

Ottawa SausagFest

Phacktory: Starling One balloon interactive
kinetic art installation



Projects of Note

Market Research

The ByWard Market BIA was the successful recipient of a City of Ottawa, Economic Development Grant to conduct Market Research. Research was conducted by Acuity Research Group.

The research had two principal objectives:

1. to derive a quantitative estimate of the pedestrian traffic entering the Market as a function of day of the week, time of day, and to estimate the effect of factors such as weather conditions; and
2. by means of brief interviews, to characterize various aspects of a visit to the Market

In total, pedestrian counts were conducted on 40 days, and in-person interviews were conducted on 33 days. In total, 791 people completed the in-person interviews and a total of 31,217 adult pedestrians were counted entering the Market during the research period.

Details and findings are currently under review and will be shared with the membership. In our preliminary review, of particular note is confirmation of the very negative impact the surrounding construction has had on the Market. Construction was cited as the number one barrier to people coming to the Market, overtaking parking for the first time ever!

Brochure

The ByWard Market BIA continues to produce the City's most popular tourism brochure. 130,000 copies were printed in 2016 (an extra 10,000 from previous years). Brochures were distributed to all area hotels, museums, attractions, and other popular venues in Ottawa-Gatineau and Ontario Travel Tourism Centres. Bubble Ads cover only the cost of printing the brochure. The rest (production, distribution, storage) is factored in the BIA budget.



ByWard Bundle – Member Event Fund

A special event fund established to rally businesses together to create their own events. This allows for ad-hoc financial and logistical event support.

In 2016 the following events were supported: the Clarence Street Patio Fest, the North Dal Summer Fun, the ByWard Bark-et, the Ottawa Sausagefest, Black History Month (IFCO & Mercury Lounge), Server Games, and the Northdal Holiday Shopping Night.

Website

A newly-optimized website is just about to launch! Work has been ongoing throughout the year, and we are just about there! Stay tuned.



Media

The ByWard Market continues to be widely covered by all forms of media. Earned media is widely acknowledged to be 3 x more valuable than paid media, and in 2016 \$2,229,150.00 in earned media was recorded from print, online, television and radio mediums.

Traditional media outlets now often look to bloggers and enthusiasts to source content. In 2016, several bloggers featured ByWard Market businesses. The BIA continues to pursue and foster relationships with a variety of bloggers and enthusiasts in our continuing effort to push positive stories and messaging out about the Market.

Whole barrier prompts city to cover it of parking, shuttles for ByWard Market

news | Ottawa

NEWS

vitalization plan for ByWard, Parkdale

science: 'pHacktory' lab wa... 'craziest ideas'

capitalizing on life in queer Ottawa

we'll drink to that! Patio fest comi... the ByWard Market



matbeausc ByWard M...

bywardmarket, lis chloegreen705, cranimalspetsupp, cafeppetigateau ai like this

matbeausoleil Bei @rochongardens i Eat local!

♥ Add a commi



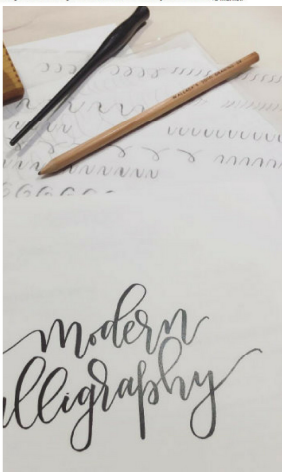
narcity_ottaw National Gall...

976 likes

narcity_ottawa That by @juliarinn

#narcityottawa #otta #ottawaville #downto #nationalgalleryofca cellinalex_photograp juliarinn @gnarismar jessicaborutski ♥ hi gnarismarls @juliarin healthymealp So nic

♥ Add a comment



amyn613 Andaz Ottawa By...

132 likes

amyn613 All the learning t points if you can spot the v

#blogger #CalligraphyAnd #ottawa #support613 #anc #wheninottawa #craft #call #wine #workshop #learn # #wine #cabernet #letsget #lettering #613 #YOW n_fraser_ So pretty!! theycallme_masha Where up for this class @amyn61 acshea I've been looking f calligraphy classes in Otta provide the info on the cla ? amyn613 Hi @theycallme, @acshea! You can find all c

♥ Add a comment...

Travel Media

The ByWard Market continues to be featured in print and online publications and interactive channels all over the world. Journalists, bloggers, and vloggers document their experiences in the area, identifying the ByWard Market as a destination not to be missed when visiting Ottawa.

What the Chicago Tribune says about the ByWard Market on November 10, 2016: *Canada's capital goes from old to bold with Ottawa 2017:*

ByWard Market. A public outdoor market since 1826 and the heart of the city's liveliest restaurant and nightlife district — the exact opposite of Ottawa's image of gray flannel and bureaucratic.

Off Metro, a NY-based travel publication, published *Canadian Capital Adventures in Ottawa* after a visit to the Andaz ByWard Market:

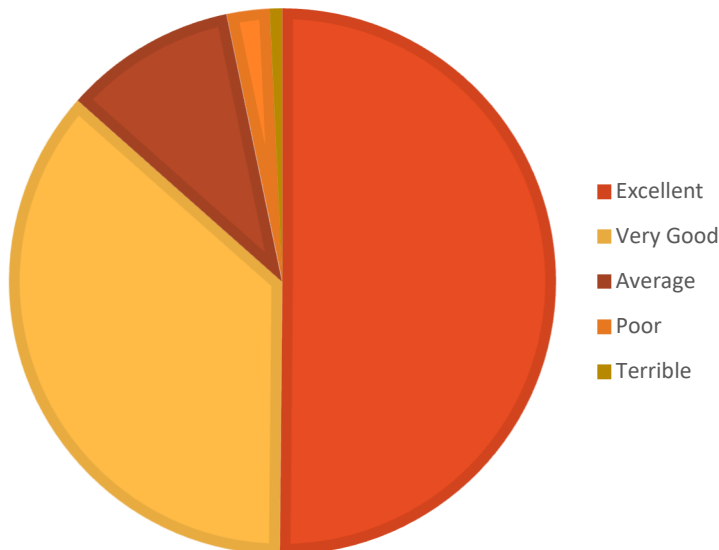
ByWard Market may be Ottawa's oldest neighborhood, but it's home to the city's newest hotel, the sleek Andaz Ottawa ByWard Market. Guest rooms and public areas reflect a sense of place, showcasing Canadian design and materials. In-room noshing is encouraged: you'll find complimentary locally made bar snacks, including irresistible Hummingbird Chocolate, recently awarded the best bean-to-bar chocolate in the world. Locavore details continue right down to toiletries made by the Ottawa's favorite soap maker, Purple Urchin. The rooftop bar is where you will find photogenic views, craft cocktails and a party scene that lasts late into the night. ByWard Market's maze of side streets are chock-full of boutiques and eateries. The weatherproof market itself is brimming with eye-catching displays of fresh regional produce and locally sourced goodies, 363 days of the year (closed Christmas and New Year's Day).

Tripadvisor.ca has also proven to be a great communication tool for travellers to review and comment on their experiences in the ByWard Market. With a consistent rating of 4.5 out of 5 stars over the last few years, the ByWard Market is currently #1 in 20 destinations in Ottawa for Food & Drink.



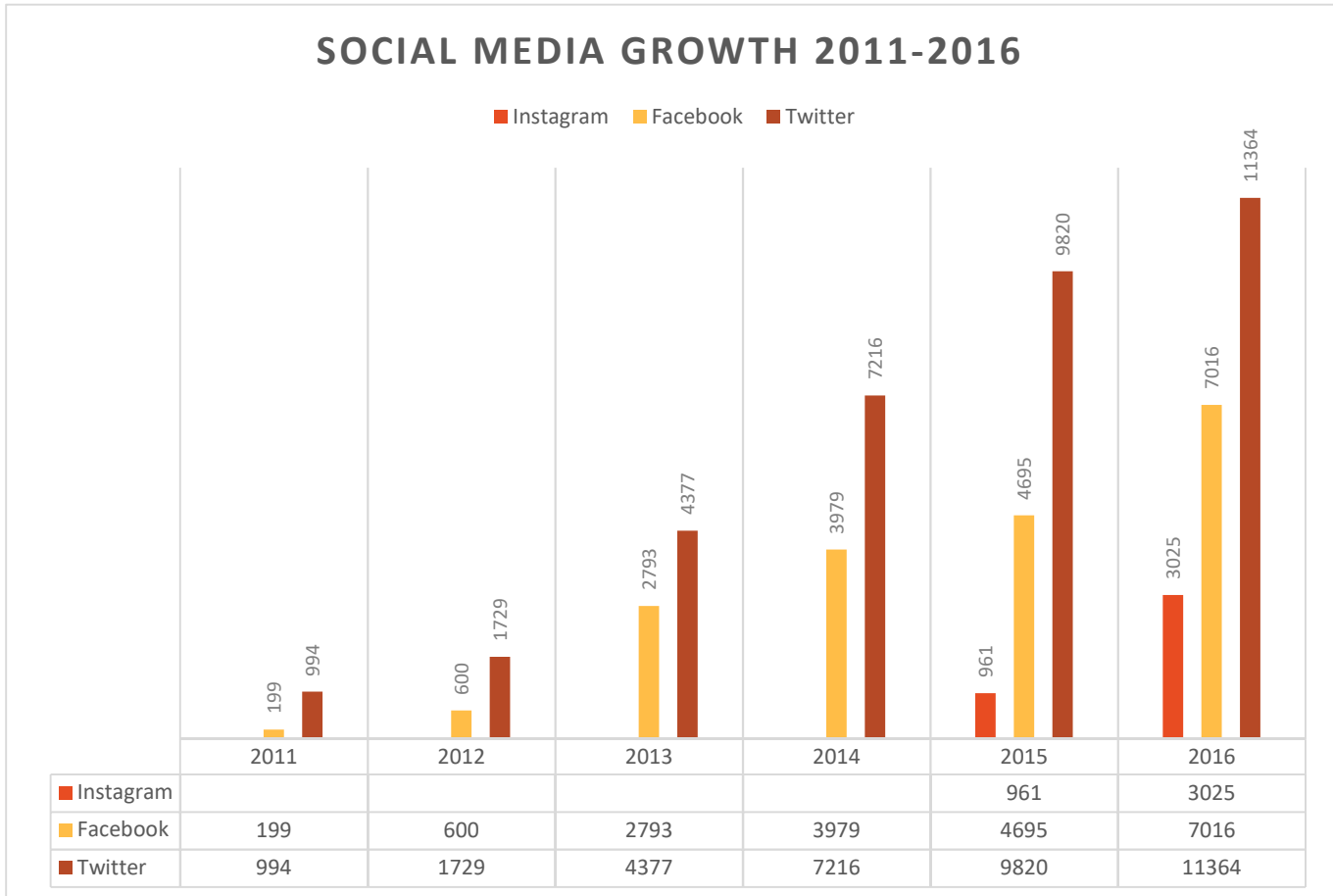
A screenshot of a TripAdvisor review for ByWard Market. The reviewer is Christyne R, from Mississauga, Canada, with a Level 4 Contributor status. The review is titled "Shopping & Walking - the perfect combination!" and is marked as "NEW". It includes a 5-star rating and was posted 2 days ago. The text of the review describes a great day exploring local shops and dining al fresco, and finishing with a beaver tail. It mentions the visit was in November 2016. Below the review, there are options to mark it as helpful (1 thumbs up), thank the reviewer, ask about the location, respond, or report. A disclaimer at the bottom states that the review is the subjective opinion of a member and not of TripAdvisor LLC.

VISITOR RATING ON TRIPADVISOR



Social Media

The ByWard Market focuses on three major platforms to communicate with audiences: Facebook, Twitter, and Instagram. All three have shown strong numbers and a continual increase in audience size throughout the last five years. Activity is closely monitored, and analytics are reviewed to help create more engaging content for future posts.



Be sure to follow us, and we will follow you back on any of these platforms! We like to see your photos, and will share, retweet, and comment on as many posts as possible in order to help boost your profiles, and to share your content with all our audiences.

Twitter: @ByWardMarketBIA

Facebook: @TheByWardMarket

Instagram: @bywardmarket

Discover the Y in ByWard

In honour of heading into our 25th year of operation, the BIA showcased 25 of the people behind our businesses – a small selection of the great characters in our neighbourhood.

Profiles and coordinating photos were posted every day throughout the 25 days, with thousands of impressions made. Those who “like” the ByWard Market Facebook page shared the profiles of their favourite merchants, and many shared their memories of visiting the shops or their interactions with the shopkeepers.

More features are planned for 2017.



Safety and Security

The Safety and Security Committee meets once per month, all 12 months of the year, the 2nd Tuesday of the month at 1:00 p.m. The meetings are co-chaired by a BIA Board Member and a local resident.

Safety and Security is a *proactive* Committee where members who bring forward issues of concerns, are also encouraged to suggest possible solutions and approaches that might help address those concerns. A variety of issues and topics are reviewed and different community partners and experts are invited to present or attend throughout the year to share their knowledge and expertise. The Safety and Security Committee also oversees the Ambassador Program, and safety audits. Regular participants include: BIA Members, police, by-law services, AGCO (Alcohol & Gaming Commission of Ontario), community social services (*incl.* Salvation Army, Shepherds of Good Hope, Options Bytown, Lowertown Community Resource Centre), US Embassy, OC Transpo, Crime Prevention Ottawa, residents, and the Councillors office.

Topics covered in 2016

- Homelessness and Addictions
- Supervised Injection Site
- Late Night Transportation & Transit
- Taxi Stands
- Theft from Vehicles
- Police Resources and Deployment
- Vehicular & Pedestrian Movements
- Graffiti/Vandalism
- Crime Stats and Trends
- Construction
- Patio License Extensions (Canada Day, special events)
- Road Closure Permits & Requests
- Protests and Demonstrations
- By-law: Noise Complaints, Property Standards...
- Kindness Meters
- Best Bar None

Graffiti

The BIA has a contract with Goodbye Graffiti to do weekly patrols and remove ground-floor graffiti on member properties. In addition, in 2016, thanks to two additional grants successfully awarded by the City, the BIA was able to pay for the removal of some long-standing high-level graffiti and have negotiated a new monthly rate to include any accessible upper level graffiti removals from now on.

Also, in 2016, the BIA was the successful recipient of a City of Ottawa Mural Program Grant, to address the oft tagged roll-down doors along ByWard. Historic images are being manipulated and printed in large format to “wrap” the doors. The graffiti resistant material will make removals much easier should they be tagged.



*****Thanks to Goodbye Graffiti for the sponsorship of the wine at this year's AGM!**



Ambassador Program

The BIA has been running the ByWard Market Street Ambassador Program for the last 16+ years. Each year, four bilingual university students studying criminology or social work are hired for the program. From May until September, they walk the Market in pairs daily from 09:00 a.m. until 6:00 p.m. Sunday through Wednesday, 09:00 a.m. until 8:00 p.m. Thursday through Saturday (increased hours of coverage added in 2008), and weekends only (when possible) from Labour Day until Thanksgiving weekend.

Ambassadors are provided with comprehensive training through community partners such as police, and social services, and are trained in first aid, CPR and defibrillator use. Ambassadors also provide a variety of services in addition to their safety and security mandate including: tourism and visitor information, monitoring of the 15 minute free-parking zones, logistical support (installation of movable furniture, umbrellas etc...), event support and much more.

This program is made possible via a financial partnership between the City of Ottawa Markets Management, Ottawa Police Services Board and the ByWard Market BIA; with additional sponsorship funds through the Casino Lac Leamy. Management support is provided in partnership with City of Ottawa Markets Management.

Throughout the summer, Ambassadors record a variety of stats including all contacts, the nature of those contacts, negative behaviours, instances of first aid assistance etc... They are presented monthly (summer months) to the Safety and Security Committee. Here is a snap-shot:

Total contacts (both negative and positive): 2,845

Instances of...	2006 (Benchmark)	2015	2016	% change: 2006 – 2016
Inappropriate panhandling	352	213	150	57% decrease
Observed drug abuse	187	29	12	94% decrease
Observed alcohol consumption	146	44	22	85% decrease
Loitering	185	54	32	83% decrease
Disruptive behaviour	102	12	20	80% decrease
Total negative behaviour	972	353	235	76% decrease

Notable Instances:

- Very aggressive client pursued Ambassadors EM and BP into Jeanne D'Arc courtyard and verbally assaulted them. Ambassadors were able to diffuse the situation and had more agreeable interactions with this client in the future.
- Ambassador BP attended to a call about a medical emergency near York and ByWard. A gentleman had fallen over and could not move Ambassador BP was able to ask the gentleman questions by asking him to blink answers. 911 was called and it was determined that the man had suffered a stroke.

2016 Numbers at a Glance

\$2,229,150 Earned Media Coverage

Number of Businesses: **668**

9,226: Approximate jobs in the BIA

Brochure copies: **130,000** (up 10,000 from last year)

196: Brochure display locations

International media features: **33**

564: Number of graffiti tags and stickers removed

26,824: Total visitors to the Info Kiosk in 2016

Respondents who stated construction was the #1 barrier to coming to the
Market: **45.8 %**

1,024: Number of wagon ride guests

Road closure and demonstration applications: **79**

61: Number of film requests

Total hours of paid on-street parking: **222,475**

232,827: total hours of paid off-street parking

Rating on TripAdvisor: **4.5 out of 5 stars**

2: Full-time employees **2**: Part-time employee

4: ByWard Market Street Ambassadors

Number of Christmas lightbulbs: **28,831**

7: Number of grants awarded

Number of grants pending: **3**

OTTAWA 2017 – ARE YOU READY?

Ottawa 2017 is coming, and the ByWard Market is going to be at the centre of it all! There are a variety of events coming in to the Market, and just steps away

Ottawa is going to be the ultimate destination all year-round for thrill-seekers, adventurers, celebrators, and the curious, both the local and the tourist. The ByWard Market will be no exception in the sesquicentennial celebrations.

OTTAWA SET TO THRILL IN 2017 WITH RED BULL CRASHED ICE

Red Bull Crashed Ice will make its Ottawa debut when the Ice Cross Downhill World Championship crashes and glides its way into the capital on March 3-4, 2017.



Imagine the world's best athletes competing for the ultimate title during the final showdown on the iconic locks of the Rideau Canal, overlooking Parliament Hill and the famous Chateau Laurier.

JUNOS 2017

One of the signature events of JUNO Week, JUNOfest is a two-night music festival featuring 100+ artists playing on stages throughout Ottawa. The festival will feature live performances by regional and national artists representing the many genres that make up Canadian music, including local artists representing Ottawa's diverse and vibrant music scene and 2017 JUNO Award nominees.

INSPIRATION VILLAGE

Inspiration Village, an ephemeral hub for special exhibits and performances to highlight the regions of Canada, will be located in Ottawa's historic ByWard Market.

Ottawa 2017 is pleased to welcome the Royal Architectural Institute of Canada (RAIC) as a partner in the creation of Inspiration Village. The RAIC will assist in securing a unique and modern design for Inspiration Village, where sea shipping containers will be transformed into exciting public programming spaces.



Image courtesy of Bell. Similar to Bell's pavilion concept seen in this photo, Inspiration Village will be a beautiful display of transformed sea containers on York Street in downtown Ottawa, paying tribute to Canadian provinces and territories.

Festival site for Ottawa 2017 programming from May 20 to September 4, 2017, this edgy-looking entertainment locale on York Street will be the site of a succession of special exhibits and performing arts events, each one showcasing Canada's provinces and territories.

LA MACHINE

Summer 2017: astonishing creatures will be invading the nation's capital!

A North American first, La Machine will captivate audiences with its ambulatory urban theatre on the streets of downtown Ottawa from July 26 to 30, 2017. The production company, based in Nantes, France, is world-renowned for its extraordinary, large-scale machines.



Thank you to the following BIA Businesses for providing in-kind donations throughout the year!

La Bottega Nicastro
Courtyard Restaurant
Il Mercato
Courtyard Marriott
Moulin de Provence
Tomo
Pub 101
Heart & Crown
Zak's Diner
International Cheese
Corazon de Maiz
Asian Alley
Red Lion
Café 55
Rocky Mountain
Starbucks Reserve
Cupcake Lounge
Rocky Mountain Chocolate Factory
Lowertown Brewery

55 ByWard Market Square
SmoQue Shack
Daya Spa
Play Food & Wine
House of Cheese
Frou Frou Boutique
Not Your Father's Barber
Fiazza Fresh Fired
D&J Hair Design
Cricket & Company
National Gallery of Canada
Beavertails
M0851
Great Canadian Cabin
Blue Cactus
Tucker's Marketplace
Fish Market
Heart & Crown
Peter Devine's

Aulde Dubliner
Mamma Grazzi's
Steak & Sushi
Fat Tuesdays
Clocktower Brew Pub
Luxe
Chateau Lafayette
Murry Street
Lapointe Fish
Vittoria Trattoria
Ace Mercado
Shafali
Cornerstone
Teastore
Saslove's Meat Market
Market Organics
Carlos Graphics
Andaz ByWard Market

Thank you to our Community Partners!

Ottawa Citizen
Ottawa Sun
Skytography
Bar Shots
Dr. Michele Morissette,
Ottawa Animal Chiropractic
Centurion K9
Danes in Distress Rescue
Know Thy Dog First Aid
Ottawa Mission
Shepherds of Good Hope
Salvation Army
Ottawa Police Services

Ottawa Police Services Board
YSB
Operation Come Home
City Ottawa
City of Ottawa Markets Management
Canadian Museum of Science &
Technology
Ottawa Tourism
National Capital Commission
Heritage Canada
Bytown Museum
Phacktory
Ottawa City Archives

Ottawa Jewish Archives
Azrieli School of Architecture &
Urbanism
Lowertown Community Resource
Centre
IFCO
Ottawa Arts Council
Councillor Mathieu Fleury
Fringe Festival
Company of Fools
Goodbye Graffiti
Forty Creek/Campari

Thank you to Forty Creek/Campari for donating towards the 2016 AGM!

