

DOWNTOWN Ribeau

2016

Annual Report

follow the transformation

where culture lives!



Welcome

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#DowntownRideau

As Ottawa's Arts, Fashion & Theatre District, *Downtown Rideau* offers an abundance of trendy fashion stores, exquisite dining, captivating theatres and a hub of cultural activity in the heart of Ottawa's tourism area.

Adjacent to Parliament Hill, Downtown Rideau is home to numerous national and local landmarks and attractions, including the UNESCO World Heritage Rideau Canal, National War Memorial, National Arts Centre, Arts Court, Ottawa Art Gallery, CF Rideau Centre, Shaw Centre and Fairmont Château Laurier and Westin hotels.

Cover photo credits (from left to right):

- | Le Germain Hotel rendering provided by Group Germain Hotels
- | Rideau Street rendering provided by City of Ottawa Rideau Public Realm Project

Back Cover photo credit (from left to right):

- | George Street Plaza rendering provided by the City of Ottawa



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① 35th Annual General Meeting

AGENDA: WEDNESDAY, JANUARY 25, 2017, 5:30PM

- | | | | |
|------|--|------|--|
| 5:30 | Registration & Opening Reception | 6:50 | Featured Presentation: Ottawa Tourism 2017 Economic Impact and Training Tool Michael Crockatt, President & CEO, and Catherine Frechette, Senior |
| 6:00 | Welcome: Peggy DuCharme, DRBIA Executive Director | 7:10 | Featured Presentation: Ottawa 2017 Programming & Highlights in the NCR Core Marie-Soleil Bergeron, Coordinator, Programming & Community Outreach, Ottawa 2017 Office |
| 6:10 | Call to Order & Opening Address: Donna Holtom, DRBIA Board Chair | 7:25 | Overview of 2017 Marketing Plan and Member Recognition Awards |
| 6:20 | 2015 Audited Statements and 2017 Draft Budget | 7:45 | Door Prizes |
| 6:25 | Overview of New Ottawa Police Service Model Supt. Mark Ford | 8:00 | Closing Reception |
| 6:35 | Featured Presentation: Architectural Rejuvenation of the National Arts Centre Rosemary Thompson, Director of Communications and Public Affairs | | |



Rideau Street Sinkhole press conference on William Mall (L to R: Councillor Fleury, Mayor Watson, Peggy DuCharme/DRBIA Executive Director, Jasna Jennings/BMBIA Executive Director)

THANK YOU TO OUR SPONSORS

Door Prizes

Avant-Garde (\$50)

Russian Glass Beer Steins

Animation Festival (\$100)

6x Tickets

Bytown Museum (\$75)

Ottawa Art & Family Pass

Cony Nail Spa (\$100)

Wax Voucher

Downtown Rideau B.I.A. (\$75)

Gift Bag

Fringe Festival (\$120)

2x Undercurrents Passes

Improv Embassy (\$100)

2x passes to Fembassy

Jazz Festival (\$100)

2x Passes

Loblaws (\$100)

Gift Card

Milestones (\$75)

Dinner for Two

Nespresso (\$250)

Nespresso Machine

Nordstrom (\$500)

Gift Set

Nordstrom (\$20)

Coffee for Two at Ebar

Ottawa Little Theatre (\$75)

2x Tickets to *To Kill A Mockingbird*

Purdys Chocolatier (\$100)

Gift Basket

SAW (\$50)

35th Anniversary T-Shirt & Cultural Engineering tote bag

Squish (\$50)

Gift Bag

Tiffany & Co. (\$200)

Champagne Flutes

Top of the World (\$50)

Gift Cards

2 Board of Management

2014-2018

Donna Holtom (Chair)

Owner, Santé Restaurant & Gallery
and Holtz Spa

Cindy VanBuskirk (Vice-Chair)

General Manager, CF Rideau Centre

Nina Iouguina (Treasurer)

Partner, Avant-Garde Bar & Gallery

Alexandra Badzak

(Chair, Marketing & Tourism Committee)

Director & CEO, Ottawa Art Gallery

Eli Dagher

Owner, Waller Street Brewing

Councillor Mathieu Fleury

Rideau-Vanier Ward 12

Mo Charania

Owner, Jubilee Fine Jewellers

Kevin Jackson

Owner, Giant Tiger

Deneen Perrin

Director Public Relations, Fairmont

Château Laurier Hotel

Hector Reynoso

Branch Manager, Royal Bank of Canada

Christine Rose

General Manager, Hudson's Bay Rideau

Peter Tilley

Executive Director, Ottawa Mission

DOWNTOWN RIDEAU B.I.A. is the leading voice guiding the transformation of Downtown Rideau into a world-class shopping and cultural destination.

B.I.A. Staff



Peggy DuCharme
Executive Director



Chaela Kindness
Marketing & Communications Manager



Evan Lloyd
Public Space Operations Manager

3 Chair's Message 2016 AGM



Welcome to the 35th Annual General Meeting of the Downtown Rideau B.I.A.

I think everyone in the room will agree, it was a year like none other. Struggling with 2 ½ years of construction, the unthinkable happened, June 8th at 10.30 a.m. a massive four lane sinkhole tore open Rideau Street at Sussex, flooding the LRT tunnel underground and breaking gas, hydro and phone lines. Within minutes, the site was a major disaster causing evacuation of businesses and people, making headlines around the world. #OttawaSinkhole, we won't soon forget the images of the van parked in front of my businesses getting swallowed into the sinkhole. I have always enjoyed being upfront at major events, not this time. Because of the instability of the immediate area we were not allowed into the building for days and then only escorted for a few minutes. We did not re-enter the building for weeks with continuing infrastructure problems. I think most of you know the outcome for my businesses – I understand the gravity of our circumstances!

While the City and representatives of the LRT Group worked collectively to try and minimize the impact on businesses, many are still struggling with the aftermath of the sinkhole and the increasing and continuing construction both on the street and in the immediate area further impacting our member businesses.

The City of Ottawa, the Downtown Rideau B.I.A., ByWard Market B.I.A. and CF Rideau Centre did fund an advertising campaign "Downtown Never Slows Down" which ran from January to July. The City provided further support producing construction hoardings promoting the advertising campaign, promoting images of the completed LRT Station and "Open for Business" Signs advertising businesses obstructed behind hoardings.

Our organization came together to manage the situation, communicate information to members and the public. Our Executive Director, Peggy DuCharme and her team of Staff did an excellent job working with the City and LRT, getting on the street, talking and communicating with businesses, visitors and residents ensuring information on issues was relayed in real time.

Tonight's featured presentations were selected to help us come together to highlight and celebrate the many changes which are quickly becoming very positive additions for our area.

The **CF Rideau Centre expansion** and **Ogilvy Square** opened in 2016. Our Boundary Expansion was also approved by the end of 2016 and I am happy to report we have many new members joining us this evening.

The new Ottawa Art Gallery is well under construction and slated for completion by the end of 2017 and the new Germain Hotel and Art Haus Condos will also open in 2017. The redevelopment of the National Art Centre will transform the whole site and north end of Elgin Street. All within our boundaries, these members and their respective projects strengthen our branding as Ottawa's official Arts and Cultural District. We also continue to develop and expand as Ottawa's Shopping Destination. The celebration of the 150th with Ottawa 2017 and amazing events programmed and planned throughout the year will create many opportunities and increase business "bigly".

The B.I.A. Board and Executive Director have developed work plans and resources to move our organization forward and meet our priorities head on maximizing opportunities with the transformation of the area. While we all recognize it can't come fast enough, we welcome the opening of the LRT along with the many business opportunities, which will be presented throughout 2017 and 2018.

Thank you all for joining us this evening. We encourage your input and participation on our Board and Committees. Please engage with us directly or through the B.I.A. Offices and Staff.

DONNA HOLTOM
Chair, Downtown Rideau Board of Management

4 Goals & Achievements

2017 GOALS

Restructure Human Resources to support marketing and operations requirements

Expand core services to new members including directory listings & maps, graffiti & poster removal, roadway banners, Street Ambassadors, Street Detail, social media promotion

New Social media strategy promoting members

Member promotional support on FXpoles & website

Develop a fashion and arts signature event

Launch members section of website as resource area

Expand Mural Boxes program

Install Wayfinding maps on FX poles

Continue construction communications plan

Increase revenue streams in advertising, sponsorships and grants

Create 2017 Public Art legacy project

Install, create and support 2017 pageantry

Manage Ogilvy Square Programming with the city

2016 ACHIEVEMENTS

Sponsored or in-kind to 13 festivals & events in DRBIA

Supported or in-kind to 26 member events in Downtown Rideau

Produced 2 signature events: Chill Factor, Living Flag

Co-produced 3 member partnership events (Take 5 Before Jazz, Downtown Rideau Night at Jazz Festival and Canada Day)

Secured \$35,000 in grants

Received \$25,000 from city for Downtown Never Slows Down communications campaign

Completed boundary expansion

Advocacy, PR and communications leadership during sinkhole

Advocacy at City Hall in opening Rideau street for Christmas

Increased social media followers on Twitter, Facebook, Instagram and app

Redesigned website to improve blog posts & SEO and revenue streams (members section still in development)

Installed new branding banners on Rideau Street

Improved Street Ambassador & Street Detail programs

Created Mural Boxes public art tour, Phase 1, 2017 Legacy Project

Torontorial Red Sculpture in Simons, CF Rideau Centre expansion and redevelopment August 11, 2016



5 Mandate & Vision

A strong Mandate, Mission and Vision guides the B.I.A.'s activities and planning exercises. They ensure a strong and future-oriented organization.

MANDATE

To promote Downtown Rideau as a shopping, dining, cultural and tourism destination and advocate for its economic viability within the City of Ottawa.

MISSION

To be the leading voice guiding the transformation of Downtown Rideau into a world-class shopping and cultural destination.

VISION

To create an inviting, world-class, quality shopping 'Main Street' and 'Cultural Hub' destination.

6 B.I.A. Strategies

2014-2018

Strategic Plan Objectives

Below are the key objectives and their ranked priority identified during the B.I.A.'s 2014-2018 Strategic Planning process. The Strategic Plan focuses on the first three objectives.

Public Spaces, Art and Renewal

Safe and Clean

Communications and Branding

Transit Traffic

Parking

Truck/Traffic

Downtown Rideau B.I.A. Human Resources

2014-2018

Key Strategic Plan Priorities

The B.I.A. will focus on the top three key objectives as priorities during this strategic planning term (2014-2018). The other objectives will be addressed and woven into these three key strategic priorities.

1. PUBLIC SPACES, ART AND RENEWAL

OBJECTIVE

To enhance and animate pedestrian malls and the underpass through programming and entertainment.

STRATEGY 1: Encourage and support enhancement of physical conditions:

With greening, lighting, public amenities and changes in the area

STRATEGY 2: Increase programming and animation:

Work with partners to promote activity including: supporting, coordinating, and leading.

Facilitate programming and animation (producing is not the role of the DOWNTOWN RIDEAU B.I.A.).

Increase utilization using events such as "Nuit blanche".

Provide symbols and art to increase use of promenades and links.

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2. CLEAN AND SAFE

OBJECTIVE

To provide and maintain a clean and safe environment for visitors and residents that creates a welcoming and comfortable atmosphere.

STRATEGY 1: Advocate and partner with the City to increase safety and cleanliness.

Define the provisions of “basic services” provided by the city including waste collection, sidewalk and roadway summer/winter maintenance, law enforcement, etc.

Define the desired level of services for the B.I.A. and discuss implementation options with the city.

Investigate the benefits of obtaining official designations as a tourist/hospitality district and/or transit area.

STRATEGY 2: Partner with other stakeholders to increase resources and impacts.

Partner / link with the ByWard Market B.I.A. and other core area B.I.A.s.

Increase communications and awareness.

Develop and enhance a social media outreach program.

Communicate and coordinate with transportation (transit and taxi) authorities.

Generate new approaches and renewed energy on these topics.

3. COMMUNICATIONS AND BRANDING

OBJECTIVE

To enhance the B.I.A.’s image and reputation with the public and generate greater engagement and commitment from members.

STRATEGY 1: Communicate the clean, safe and range of experiences available in the B.I.A. to the public.

Ensure the B.I.A. has a clear brand promise and that it delivers.

Currently have a very good cultural experience—resolve clean and safe issues.

Use various means, including social media, to communicate.

Leverage limited resources with members and partners (i.e. ByWard Market B.I.A.).

Identify major client segments, their needs (e.g. residential) and our advantages.

STRATEGY 2: Emphasis on understanding B.I.A.’s member groups and communicate how they can achieve greater success by contributing to the B.I.A.

Reach out to understand expectations of different members/groups.

Identify the specific benefits the B.I.A. can bring to each segment and plans for implementation.

Support B.I.A. members and promote their involvement and engagement in specific activities.

Elevate the work of the Board to focus on important issues for B.I.A. members.

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7 External Strategies Supporting Vision

The Downtown Rideau B.I.A.'s Strategic Plan has been developed in consideration of other strategic planning policies and priorities impacting its district:

City of Ottawa's Key Strategic Directions

Promote Downtown Rideau as a location for innovative arts and culture entrepreneurs.

Unlock the heritage resources of Rideau Street and elsewhere in the district.

Plan for the removal of the truck route along Rideau Street and in Downtown Rideau.

Return the disjointed road network to a traditional grid network.

Plan a better pedestrian connection to the University of Ottawa.

Promote residential intensification on Rideau Street above retail/commercial.

Policies and Plans

Downtown Ottawa Urban Design Strategy.

City's Official Plan and Secondary Plans for Rideau Street.

City's Cultural Plan.

City's Arts & Heritage Plan.

University of Ottawa Design Strategy.

Rideau Street Public Realm Plan.

Rideau Renewal Plan.

Ottawa Art Gallery and Arts Courts Plans.

OLRT Rideau Station Plans and Ogilvy Square Plan.

Stakeholder Strategies

Turn Nicholas Street between Besserer and Laurier into a distinctive boulevard with mixed uses at street level in conjunction with the expansion of the CF Rideau Centre, Ottawa Art Gallery, Arts Court and University of Ottawa.

Link the Shaw Centre to Arts Court and University of Ottawa to provide additional meeting, reception, entertainment and cultural space opportunities for convention and visitor markets, and new

business opportunities for the university and the arts.

Relocate the heritage Land Registry Building to a more focal location within the district and create a public use for it, i.e. a visitor e-ticketing centre.

Create additional performing arts facilities through the university's arts department's expansion requirements and other property development.

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8 Opportunities & Challenges

The current unprecedented public and private infrastructure and property investment underway in Downtown Rideau will serve the district well into the future. There's never been a better time to invest and grow your business in Downtown Rideau.

The Downtown Rideau B.I.A. (DRBIA) will continue to advocate for a city coordinated approach to development activity to minimize impact on community and maximize construction efficiencies.

The DRBIA will continue to advocate for the removal of the interprovincial truck route on Rideau Street and for short-term measures to minimize impact from trucks.

The DRBIA will continue to advocate for analysis of decisions affecting transportation uses including business loading, interprovincial traffic, transit, taxis, bicycles, road closures and pedestrians. Especially where high-volumes conflict at several intersections such as Rideau/King Edward and Rideau/Dalhousie.

The DRBIA will continue to encourage arts-related uses and performance/exhibit space in new development projects, as well as public art to support Downtown Rideau's Vision and the City's Official Plan and Cultural Plan.

The Ottawa Light Rail Transit (OLRT) tunnel under Rideau Street is required to significantly reduce bus volumes on Rideau Street from route-driven service to spine-fed service. Concern remains over Rideau Street's ability to serve two transit lines' growth projections (OC Transpo and STO).

The DRBIA will continue to recommend that the reconstruction of the Alexandria Bridge includes transit options (light rail or bus weight load requirements).

The Department of National Defense (DND) complex may be a future development site (if DND chooses to relocate off the site and out of the district).

The DRBIA will continue to encourage the city to build a "traditional" transit terminal outside Downtown Rideau to provide "lay-up" space for OC Transpo bus parking. Such a terminal could also accommodate tour bus parking requirements east of the canal.

The DRBIA will continue to advocate to add on-street parking on Rideau Street during evenings and weekend hours and inclusion of public off-street public parking facilities in new property developments.

The DRBIA will continue to encourage the creation of a special tourism designation and bylaws specific to Downtown Rideau in providing clean, safe and welcoming services to visitors and address increased pedestrian volumes resulting from the OLRT Rideau Station.

The DRBIA will continue to request OC Transpo Special Constables law enforcement jurisdiction at the surface of the OLRT Rideau Station on Rideau Street between Sussex and Dalhousie as an additional security resource in this high-call police service location.

The DRBIA will continue to request to add OC Transpo CCTV camera network to the Rideau Street surface of OLRT Rideau Station to assist Ottawa Police Service and OC Transpo Special Constables with monitoring transit services and public space at this high-call police service location.

The DRBIA will continue to pursue the creation of a busker bylaw for Downtown Rideau to manage street performers

Simons in CF Rideau Centre Expansion overlooking Ogilvy Square



9 Catchment Area Statistics

TRANSIT

\$275,000
daily transit ridership at
Freiman Mall on Rideau Street

RESIDENTS

20,552 (3km radius)
57.5% male
42.5% female

VEHICLE COUNTS — SUMMER

16,850 Rideau at Dalhousie
32,800 Rideau at King Edward

INCOME (\$)

48.9% \$50,000+
23.0% \$100,000+

PEDESTRIAN COUNTS

40,550 Rideau at Freiman Mall — summer
25,000 Rideau at Freiman Mall — winter

LANGUAGE

57.5% English
19.3% French
20.1% other

VISITORS

3.8+ Million annual visitors to
Downtown Attractions

AGE

51.9%
age 20-39






WEBSITE (2016)

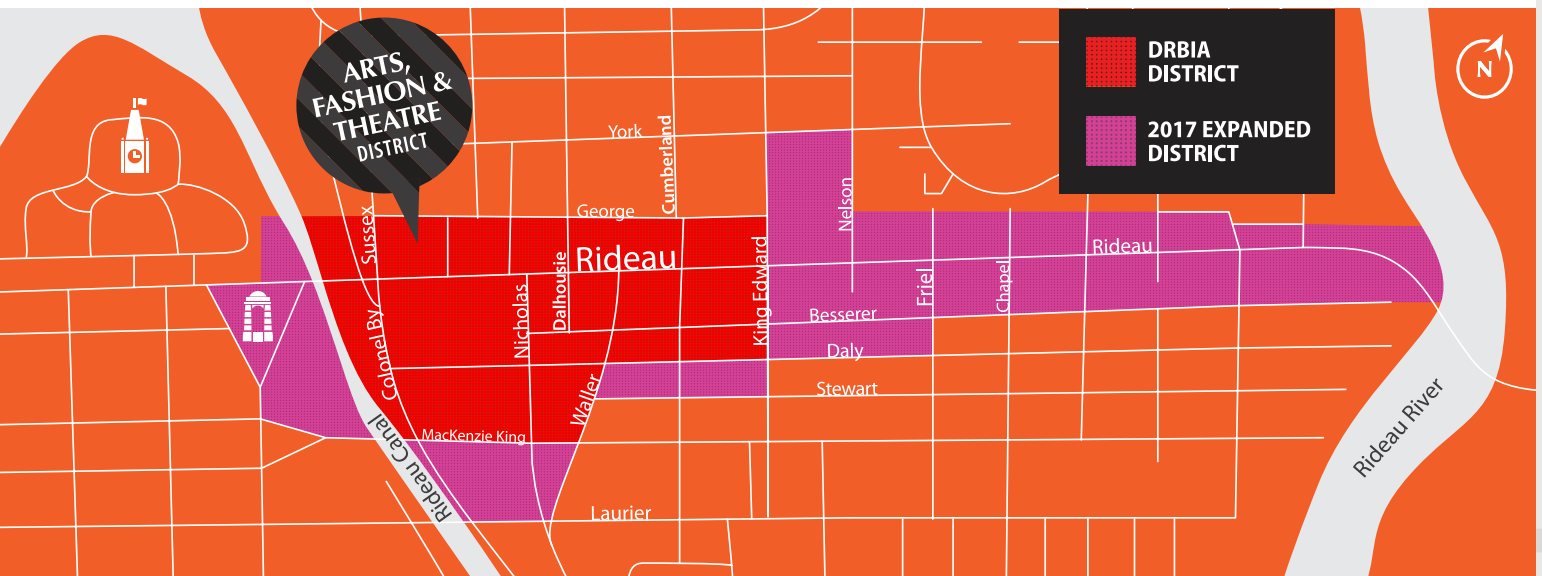
161,601 visits
3,359,295 hits
943,272 pages viewed

WEBSITE: HIGHEST TRAFFIC (2016)

239,376 June hits
218,958 August hits

SOCIAL MEDIA

				
2,137 likes (up 90%)	4,669 followers (up 23%)	1,146 followers (up 179%)	6,192 views (up 70%)	6,149 unique app launches (up 390%)



2015 Audited Statements

STATEMENT OF OPERATIONS: PREPARED BY ERNST & YOUNG LLP

YEAR END DECEMBER 31, 2015

STATEMENT OF OPERATIONS -- prepared by Ernst & Young LLP
year end December 31, 2015

	2015 Actuals	2014 Actuals
REVENUES		
tax levy -- note #4 (2015 levy collected was \$742,501 less remissions for actual)	739,575	714,117
sundry	59,723	156,607
payments in lieu of taxation	9,033	8,875
interest earned on reserves (schedule 2)	1,200	1,200
	809,531	880,799
EXPENDITURES		
advertising & promotion	235,475	214,564
salaries, medical benefits, professional development & consultants	190,055	179,682
ground services	59,882	47,647
office	140,362	191,926
security services	12,824	20,898
rent	31,356	32,130
furniture & equipment	22,180	5,399
insurance	5,466	5,057
audit fees	1,228	1,021
depreciation	10,239	5,148
	709,067	703,472
ANNUAL SURPLUS		
accumulated surplus, beginning of year	100,464	177,327
Accumulated Surplus, end of year (*funds allocated for special projects)	290,000	112,673
	390,464	290,000
RESERVE ACCOUNT		
fund balance, beginning of year	67,960	67,960
fund balance, end of year (after interest earned transferred to revenue)	67,960	67,960

NOTES TO FINANCIAL STATEMENTS

Tax revenue is comprised of the following:

general tax levy	742,501	727,961
supplementary assessment	22,681	1,362
remissions	(5,634)	(2,376)
vacancy rebates	(19,973)	(12,830)
	739,575	714,117

NOTES TO FINANCIAL STATEMENTS

Basis of Presentation—The financial statements of the Rideau Business Improvement Area (B.I.A.) are the representation of management prepared in accordance with accounting principles generally accepted for the public sector as prescribed by the Public Sector Accounting Board of the Canadian Institute of Chartered Accountants.

Accrual Accounting—Revenues and expenditures are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become available and measurable; expenditures are recognized as they are incurred and measurable as a result of receipt of goods or services.

Capital Assets—Capital assets are initially recorded at cost and amortized over their estimated useful lives using the straight-line method. Capital expenditures that do not generate future economic benefit to the B.I.A. are charged to operations in the year of acquisition.

Financial Instruments—The financial instruments of the B.I.A. consist of cash and accounts payable and accrued liabilities.

Tax Revenue—Annually, the City of Ottawa bills and collects tax levies as well as payment in lieu of taxes on behalf of the B.I.A.

Related Party Transactions—At the end of the year, the amounts due to related parties are included in accounts payable and accrued liabilities.

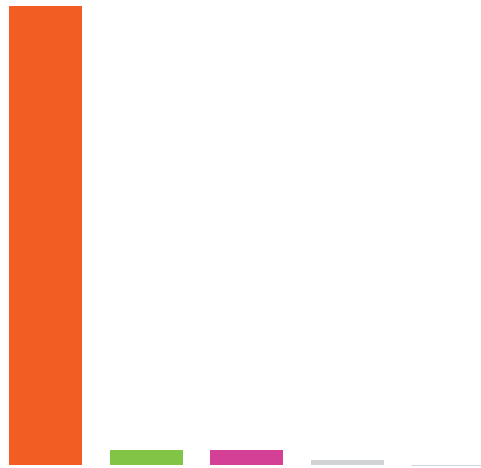
Capital Assets	2013	2012
Equipment	18,596	11,682
Accumulated Amortization	-6,125	-3,547

Net Book Value	\$12,471	\$8,135
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11 Budget & Membership Statistics

2016 REVENUE (UNAUDITED)

\$812,723



- Levy (93%)
- Grants (3%)
- Other (3%)
- Payment in Lieu (1%)
- Supplementary (0%)

2016 EXPENSES (UNAUDITED)

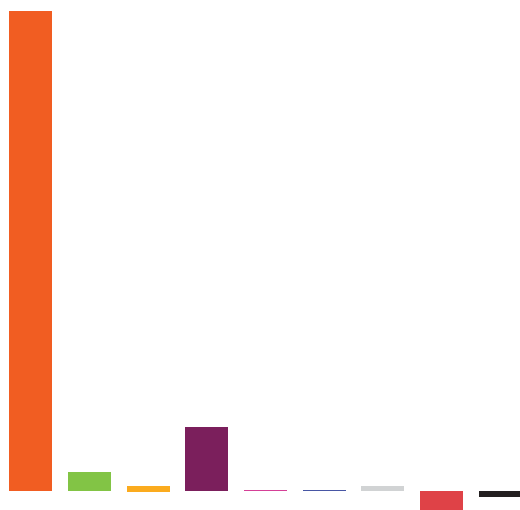
\$812,723



- Administration (38%)
- Operations (39%)
- Marketing (20%)
- Special Projects (3%)

2017 BUDGET

\$1,015,254



- Levy (88%)
- City Grants (3%)
- Sponsorship & Advertising (1%)
- Contribution from Surplus (12%)
- Interest on Reserve (0.1%)
- Supplementary (0.1%)
- Payment in Lieu (0.9%)
- Remissions (-4%)
- Vacancy Rebates (-1%)

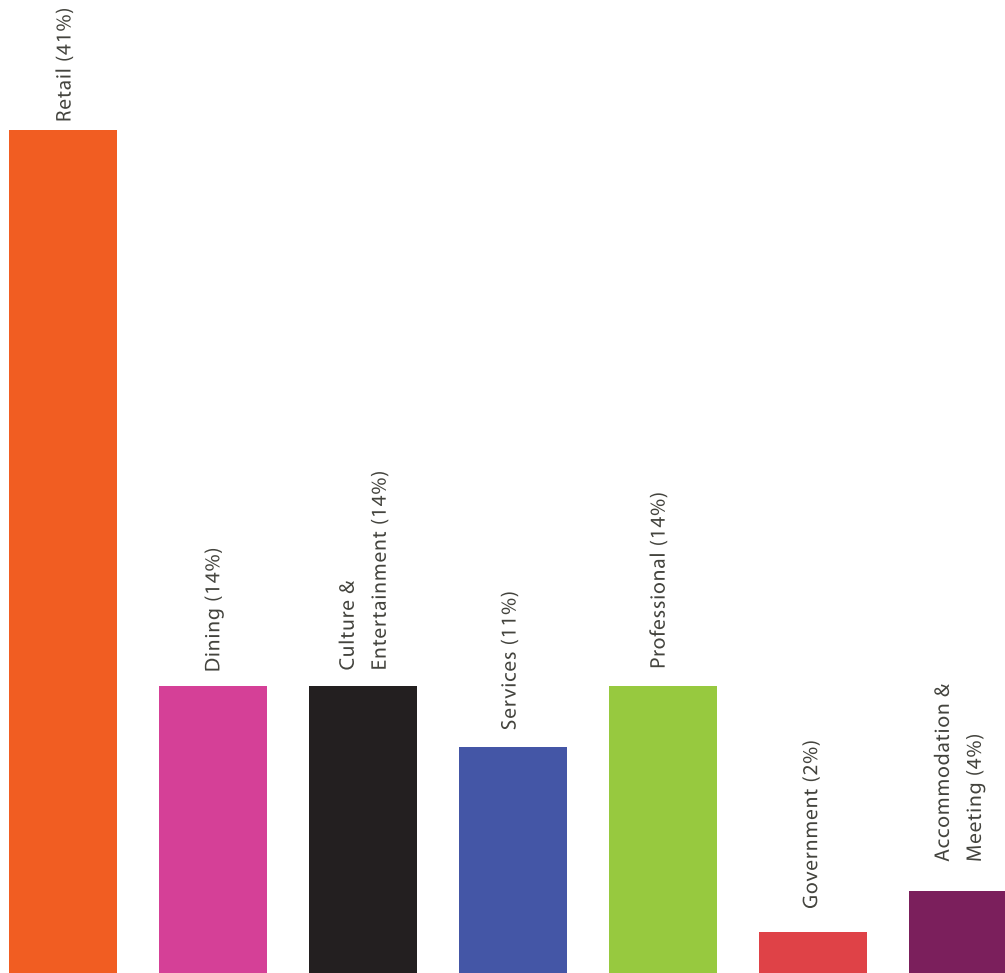
2017 EXPENSES (BUDGET)

\$1,015,254



- Administration (37%)
- Operations (24%)
- Marketing (36%)
- Special Projects (3%)

MEMBERSHIP BY CATEGORY (INCLUDING EXPANSION AREA)



14

12 Affiliations

The Downtown Rideau B.I.A. works with other organizations and levels of government sharing its knowledge and representing its members' interests while advocating for an economically viable district and building support for its vision.

PROVINCIAL

Ontario B.I.A.s Association (Executive Director, board member)

NATIONAL

Downtowns Canada (Executive Director is a committee member)

INTERNATIONAL

International Downtowns Association (IDA) (Executive Director, member, and is a past board member)

COMMUNITY

Ottawa Festivals (member)

Ottawa Tourism (member)

Ottawa Council of B.I.A.s (member)

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13 Certificate of Recognition Program

The Downtown Rideau B.I.A. annually hosts a Recognition Program acknowledging contributions from its membership and community partners who support the B.I.A.'s vision of a shopping, dining, cultural and tourism destination for Ottawa's Arts, Fashion & Theatre District.

PROPERTY IMPROVEMENTS

The Albion Rooms
Exterior Patio Entrance & Heritage Rooms Interior Renovations

CF Rideau Centre
Redevelopment & Expansion

Level One
Patio & Interior Renovations

Ottawa Little Theatre
Exterior Façade

Starbucks Rideau at Waller
Patio

Waller Street Brewing
Interior Renovation

WINDOW DISPLAYS

Anthropologie

CF Rideau Centre
Pedestrian Bridge Windows & Seating

Club Monaco

H & M

Kate Spade New York

Nordstrom

Simons

Ted Baker

Zara

COMMUNITY PARTNERS

CF Rideau Centre
Ogilvy Square

Councillor Mathieu Fleury, City of Ottawa
Leadership during the Rideau Street Sinkhole Disaster

Mayor Jim Watson
Leadership of the Downtown Never Slows Down Construction Communications Campaign

MEMBER PROMOTIONAL

Bytown Museum
Downtown Rideau Chill Factor

Chapters Rideau
Downtown Rideau Canada Day Living Flag

Heritage Canada-Winterlude
Downtown Rideau Chill Factor

Independent Filmmakers Co-operative of Ottawa
Downtown Rideau Chill Factor & Dogme

Metropolitain Brasserie
Downtown Rideau Take 5 Before Jazz & Canada Day Living Flag

Milestones
Downtown Rideau Canada Day Temporary Patio

O-Train Construction Office, City of Ottawa
Leadership Managing Stakeholder Relations during Rideau Station Construction

Planning Department, City of Ottawa
Ogilvy Square

Public Works & Environment Services Department, City of Ottawa
Downtown Rideau Mural Boxes

Ottawa Arts Council
Downtown Rideau Chill Factor

Ottawa Art Gallery
Downtown Rideau Chill Factor

Ottawa Fringe Festival
Downtown Rideau Chill Factor with Undercurrents

SAW Video
Downtown Rideau Chill Factor

TD Ottawa Jazz Festival
Downtown Rideau Chill Factor & Take 5 Before Jazz

Top of the World
Downtown Rideau Chill Factor

Viennese Winter Ball
Downtown Rideau Chill Factor

14 Core Programs

ADVOCACY

The Downtown Rideau B.I.A. represents Downtown Rideau businesses and organizations providing an opportunity for members to speak with a united voice on issues of common concern and a variety of interests. Thereby increasing their influence on municipal policies and decisions that affect them:

Business recruitment/retention, revitalization and redevelopment
Promoting the area's vision of a shopping and cultural destination
Government, membership, community and media relations

Parking, transportation and transit issues
Public consultation, public policy development and review, bylaw enforcement and social issues

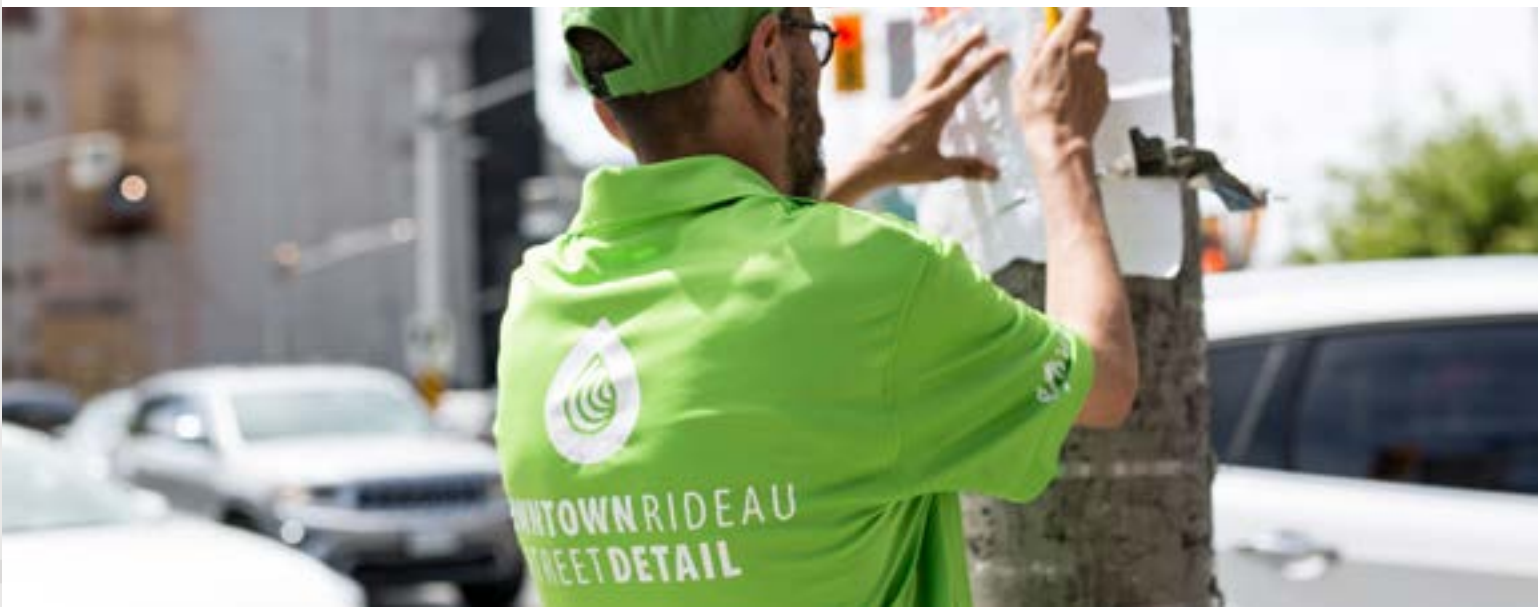
MAINTENANCE

The Downtown Rideau B.I.A. strives to create a welcoming experience in Downtown Rideau through clean and safe programs that offer a competitive edge and quality place in which to live, work, shop and visit. To ensure it maintains an impeccable appearance, the B.I.A. pursues an acceptable level of standard 'basic' municipal services and implements maintenance programs to supplement basic services:

Spring cleaning: pressure washing, painting B.I.A. furnishings, removal of winter debris and graffiti
Downtown Rideau Street Detail program: collecting litter and cigarette butts, removing posters and weeds, and foliage maintenance
Weekly graffiti removal, district audits, and reporting infractions.

Monitors maintenance of city service providers: transit shelters, vending boxes, bicycle racks, waste receptacles, etc.
Encouraging B.I.A. members to maintain stellar property standards and report any concerning property standards

Downtown Rideau Street Detail Program



MARKETING

Marketing Downtown Rideau as Ottawa’s Art, Fashion & Theatre District — a shopping, dining, cultural and tourism destination — is the mandate of the B.I.A. It achieves this through a number and variety of programming and promotional initiatives:

Promotional brochures, postcards, posters, A-frames, FXpoles, website, app, social media and advertising
Special events, activities, media relations, consumer data

Pageantry; murals, decor, banners, public art
Promotion and sponsorship development
Facilitating cross-promotion partnerships between members and member-to-member communications

SAFETY

Safety programs compliment maintenance services. Both are essential to providing a superior ‘quality of life’ experience in Downtown Rideau. The B.I.A. pursues, in consultation with police and area stakeholders, the creation, development and management of a variety of safety programs to support a “welcoming” experience.

Downtown Rideau Street Ambassadors, district appearance audits, lighting inspections
Ambiance to discourage chronic loitering (music & lighting)
Social service outreach, safety seminars, lighting audits and social enterprise services

Have a Heart, Give Smart Ottawa panhandling awareness program
Kindness Meters donation boxes to help the homeless

Downtown Rideau Street Ambassadors Program



15 About the B.I.A.

WHO

Downtown Rideau is the trade name of the Downtown Rideau Business Improvement Area (DRBIA)—a 23-block area representing 475+ businesses and organizations surrounding Rideau Street east of Parliament Hill. All commercial properties within the DRBIA boundary are automatically members of the B.I.A.

WHAT

The DRBIA is permitted under Section 204 to 215 of the Ontario Municipal Act and municipal bylaw, which allows the city to designate an area as a B.I.A. and create a Board of Management. The B.I.A. has the authority to undertake initiatives on municipal land within the B.I.A. beyond those provided by the city. Its mandate is to promote a defined boundary as a distinct district.

WHY

The DRBIA spearheads a number of initiatives that promote Downtown Rideau to the advantage of all properties within its boundary. Through the DRBIA members become more involved and informed about plans and developments that affect them. These include issues such as property development, city policies, policing, parking, by-laws, traffic and street maintenance. The B.I.A. provides an advocacy role for its members, allowing the area to speak with a united voice, thereby increasing their influence at City Hall on policies and decisions that affect them.

HOW

The DRBIA offers its members assistance through information and support by keeping its members informed of events and issues of interest or concern through newsletters, e-bulletins, website and social media, and offering cooperation on marketing, research and promotional partnerships.

where culture lives!



16 Downtown Rideau Factoids

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475+ businesses
& organizations (tenants)
established in 1981

\$1.1 billion total property
development investment
2014-2018

Retail, **ARTS** and Theatre
District Designation in
City's Official Plan

\$1.2+
billion commercial
assessment base

TOURISM Designation
(retail open on most
statutory holidays)

\$20+ million
total commercial
property tax base over

Location of the Rideau
Canal (**UNESCO** World
Heritage Status)

\$1.1 trillion property
assessment base

Location of
CF RIDEAU CENTRE
Shaw Centre, Westin,
Château Laurier, Novotel
and Les Suites Hotels

0.6 % of the
entire city budget

Location of
**OTTAWA
ART GALLERY,**
Arts Court, National Arts
Centre, Bytowne Museum,
and Ottawa Little Theatre

1.5 % of all property
taxes collected in the
city is from the DRBIA

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