



THE HEART OF ORLÉANS BIA ANNUAL REPORT

MESSAGE FROM THE CHAIR

What a year 2016 has been. We set out some fairly ambitious goals for 2016, and then we added two initiatives.

The first year of the Heart of Orléans Market was a success. Sixteen weeks of bringing business owners and the community together over fresh food, and attracting people to our district all summer long. We are looking forward to growing the Market in 2017.

The BIA played a major role in the first annual Orléans Ribfest. About 16,000 people from our community and surrounding areas came out for this amazing 3-day event. We want to support events like this in our community, and make the Heart of Orléans the place where “community happens”.

Another success for us this year has been our partnerships. Our strategic partnership with the Orléans Chamber of Commerce over the monthly Business for Breakfast series has allowed BIA members to take part in regular networking and professional development.

We are proud of our accomplishments in 2016, all of which work together to promote and strengthen the economic development of our BIA district, and its businesses.

Thank you to our members who take part in BIA initiatives throughout the year; our success depends on your success as business owners.

-Curd Hos, Chair

INSIDE THIS REPORT

Our Vision.....	2
Our Core Values.....	2
Reporting on Key Pillars:	
1. Strategy & Governance	3
2. Advocacy Engagement.....	3
3. Recruiting & Retaining Members.....	4
4. Marketing & Promotion	4
5. Streetscape & Beautification	5
6. Vibrant Festivals & Special Events	5
Financial Statement & Auditor’s Report for 2015 ...	6
Social Media Snapshot	7

Our Vision

The BIA takes leadership in attracting the kind of businesses that makes the Heart of Orléans distinct.

The BIA represents the heart of the community of Orléans as the place of choice for our community to shop for specialty goods, professional services, high quality service, unique dining and entertainment, and at shops that are often local and family-run businesses.

We're committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.

The BIA helps to create a beautiful, trendy destination. We strive to reflect the unique heritage of the area as the original "main street" of Orléans, but also work to develop a modern St-Joseph district as a place that is a vibrant, walkable and mixed use space.

Core Values

Leadership. We strive to be a strong community leader, influencing decisions and inspiring positive change.

Generating wealth. All our activities help support long-term economic development in our district.

Advocacy. We are committed to advocating for and promoting our district, and empowering our members.

Partnership. Helping our members connect and collaborate with each other, and working with key players in the broader community of Orléans.

"The BIA exists because business owners in Orléans came together to speak with one common voice. I'm proud of what we have accomplished in 2016, and look forward to delving deeper in 2017." - *Jasmine Brown, Executive Director*



BIA Board Members, L to R: Renée LeBlanc, Kim Ziebell, Pascale Bazinet, Julie Pangilinan, Stephanie Larente, Jasmine Brown (Executive Director), Tannis Vine (Assistant). *Missing:* Curd Hos, Nathalie Beauchamp. *Appointed Board Members:* Deputy Mayor and Councillor Bob Monette, Councillor Jody Mitic.

Strategy & Governance

Key Accomplishments

- Developed an annual strategic planning process to make the best use of our resources and have the most positive impact for our members.
- For the second year, the BIA has created this Annual Report, which is an additional way to be transparent with our membership and the community.
- A focus on building strategic partnerships – the BIA and the Orléans Chamber of Commerce created a strategic partnership for Business for Breakfast. This provides our members with a monthly networking and professional development event.

Moving Forward

- Growing BIA capacity to do more by actively seeking more participation on our committees / teams and our volunteer base.
- Continue to improve our systems for large events and top priorities.

Advocacy & Engagement

Key Accomplishments

- A revised Membership Package for new members, or those we would like to re-engage. It includes over 20 items, ranging from a decal to proudly identify a business as a BIA member, to discounts at member businesses, to tips on how to hold a grand opening.
- The BIA continues to advocate on behalf of its members to all levels of government, through formal and informal channels, including:
 - A designated Champion of Stage 2 LRT for Orléans.
 - Participates on the Shenkman Art Centre's Community Consultative Group
 - Participates on the Orléans Chamber of Commerce's Economic Development Committee
 - Participates in the broader Ottawa Coalition of BIAs (OCOBIA), which works together to advocate on behalf of the business community and push the agenda forward on areas of joint interest.

Moving Forward

- Continue to build relationships with our Members, partners, community organizations

“The Heart of Orléans BIA helps to protect and promote our locally owned and operated stores on St-Joseph Boulevard. These stores, boutiques, restaurants, service providers, etc give Orléans its unique identity among the City. The BIA and its volunteer board members are dedicated and passionate members of our community who I am proud to work with for the betterment of Orléans. This year, we were able to bring the first ever Orléans Ribfest which saw a huge success. It was great to work with the BIA to make this such a resounding success and I look forward to continuing to bring new and exciting events such as this one to the heart of our community.” *-Deputy Mayor and Councillor Bob Monette, Orléans Ward*

Recruiting & Retaining Members

Key Accomplishments

- The BIA is developing its Business Ambassador program, to work together to communicate the benefits of the BIA, and encourage businesses to collaborate. BIA members team up with a Board member and visit businesses in the district.
- Completion of the “Win This Space” initiative, to help encourage innovative businesses to open in the BIA district. The grand prize includes up to \$12K from the BIA, as well as contributions from 3 other organizations.
- Implementing the “Members Only” portal for their members, to access documents and additional resources to help support them in their businesses.

Moving Forward

- Empowering BIA members through our Business Ambassador program will be a priority for 2017.
- Continue to roll out the Associate Membership package.

Marketing & Promotion

Key Accomplishments

- Improving promotion and engaging the community through social media, the BIA has more than doubled its social media interactions in 2016. This has had a positive impact on community awareness of the BIA and its initiatives and events, and community participation.
- New, monthly e-magazine, “The Beat” will be launched in December 2016. This will feature the personal stories behind our businesses, events in the district, historical insights, and more. It will be distributed by email and on the BIA website, initially going to our list of 1110 people in the community, plus social media promotion.

Moving Forward

- Revise and refine a clear, consistent voice for the BIA. This will be implemented through a broad range of tactics, from our social media engagement, to face to face interactions.
- Continue to showcase the people behind our businesses in our e-magazine.

“I chose to join the Orléans BIA board to be involved in the community where I grew up. I love being part of an organization that works towards bringing people together and helping local business owners.” - *Stephanie Larente, Board Member*

“As a new business owner in the BIA Heart of Orléans, I wanted to join the board to meet other business owners and be part of the community! Being a member of the board gave me an opportunity to take part in community events and meet other local entrepreneurs.”
- *Renée LeBlanc, Board Member*

Streetscape & Beautification

Key Accomplishments

- Mindful of Stage 2 LRT coming into our district and how this will impact St-Joseph Boulevard, the BIA continues to look for streetscape funding. In 2016, we submitted a detailed proposal for a \$15.2M complete street concept for St-Joseph Boulevard, to the federal government as part of its budget consultation.
- Third annual Spring event, Cleaning the Capital, brought community members, businesses, and other organizations such as Scouts together, to help clean the street and get to know one another.
- The BIA joined the national Communities in Bloom (CiB) organization.
- The BIA spends over \$10K per year to remove graffiti in our district.

Moving Forward

- Continue to seek funding for streetscape improvements at all levels of government.
- Work with BIA members on ways to help beautify the district. For example, Communities in Bloom and Winterscape.

Vibrant Festivals & Special Events

Key Accomplishments

- Key sponsor and community organizer for Orléans Ribfest. The BIA coordinated a community panel of judges, a community Grand Prize, sponsored the Kids' Zone, advocated for community vendors and entertainment, and promoted the event heavily over social media with a reach of over 70,000 people. Approximately 16,000 people attended Ribfest over 3 days.
- Created the Heart of Orléans Market in 2016, which included 16 Sundays of fresh produce, baked goods, prepared foods and artisans, with a focus on local, fresh and handmade. The Market had over 40 vendors throughout the summer, including several Orléans community organizations.
- Ottawa 2017 -coordinated 2 community meetings in preparation for Ottawa 2017, engaging over 30 community associations and other organizations and reps from all levels of government.
- Took part in 20+ other events throughout 2016, including the Health and Wellness Expo, the Orléans Chamber of Commerce's Economic Symposium, Santa's Parade of Lights, and several smaller events.

Moving Forward

- A focus on Vibrant Festivals and events - the BIA wants to support and promote signature events in the district.
- Build on Community Gathering through events such as the Heart of Orléans Market.
- BIA signature event for Ottawa 2017, a dinner under the stars.

"I am on the Board of the BIA to be in the know about the goings on in Orléans. I enjoy being part of the Orléans community and the BIA allows me to be involved in planning community events and activities. The BIA is such a great interactive association and an integral part of Orléans." - *Julie Pangilinan, Board Member*

Financial Statement and Auditor's Report for 2015

Key Accomplishments

The BIA was audited by 3rd party audit by Ernst & Young found financial statements were presented fairly and in accordance with Canadian accounting standards. The full report is also available to BIA members.

Statement of Operations

Year ended December 31, 2015

	Budget 2015 \$	Actual 2015 \$
REVENUE		
Tax revenue	167,000	174,585
Sundry revenue	10,000	17,500
Payments in lieu of taxation	177,000	192,085
EXPENSES		
Salaries	56,500	53,967
Office	32,500	16,167
Advertising and promotion	42,800	20,289
Audit	1,300	1,228
Insurance	4,500	3,724
Professional and consulting	18,000	33,709
Maintenance	24,000	24,746
Furniture and equipment	500	3,053
Rent	2,350	2,569
	182,000	159,461
Annual surplus (deficit)	(5,000)	32,624
Accumulated surplus, start of year	56,937	56,937
Accumulated surplus, end of year	51,937	89,561

"I was brought up in Orléans, I work in Orléans and I am now raising my family in this wonderful community. It was important to me to give back to my community by my experience and knowledge and what better way to start than with "The heart" of Orléans."

-Pascale Bazinet, Treasurer

Social Media Snapshot

Key Accomplishments

The BIA doubled our social media posting and interactions, particularly on Facebook. The results of this effort are evident in our statistics this year:

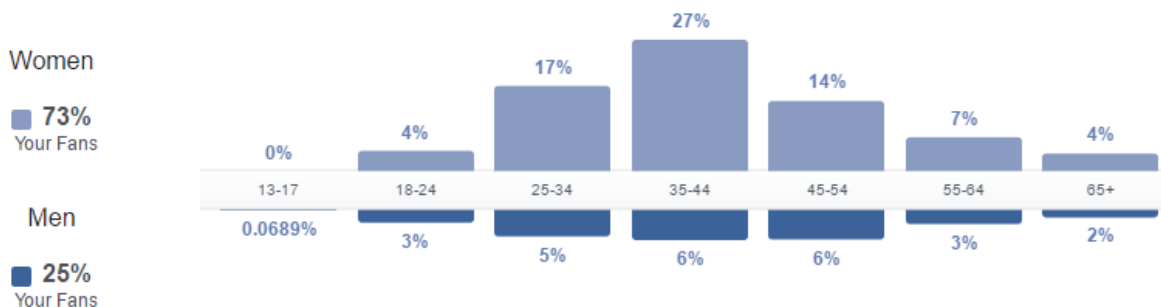
- A 50 percent increase likes on Facebook (1454 likes as of 1 November 2016, up from 967 likes one year before). Our Facebook fans are mostly women (73 percent), and the largest age group of users is 35-44.
- Large social media push for Orléans Ribfest, with 90+ posts in 90 days. Our top five posts reach of 61,800 people, and our top 10 posts reach of over 70,000 people.
- A 33 percent increase in Twitter followers (1367 followers as of 1 November 2016, compared to 1026 the year before).

The BIA created a new Facebook page for the Heart of Orléans Market. This page has 703 likes as of 1 November 201, over about six months.

The BIA created a new closed Heart of Orléans BIA Business Group for our members, to facilitate communication, training, and collaboration.

Facebook:

The people who like your Page



"My family and I have made Orléans our home for the last 20 years so I was thrilled to be a part of bringing the Heart of Orléans Marché and Ribfest to our end of town. I think it's important to encourage our community to come together and I look forward to making an even bigger impact next year!" -Tannis Vine, Assistant

Stay Connected

The Heart of Orléans BIA has an active social media presence. We would love to connect to you, our members.



[Facebook.com/HeartOfOrleans](https://www.facebook.com/HeartOfOrleans)



[Twitter.com/HeartOfOrleans](https://twitter.com/HeartOfOrleans)