

Manotick Business Improvement Area

JANUARY 2017 ANNUAL REPORT



P.O. Box 414, Manotick, Ontario, Canada K4M 1A4
Phone: (613) 692-7657



www.ManotickVillage.com



Manotick BIA 2017 Budget

Revenue

Tax Levy	\$ 196,490.00
2015 Surpluss/Grants/Sponsorchip/Associate Memberships	\$ 40,900.00
Total Revenue	\$ 237,390.00

Expenses

Beautification

Seasonal Decoration	\$ 34,480.00
Signage	\$ 17,860.00
Decorative Lamppost Hydro	\$ 3,000.00
Total Beautification	\$ 55,340.00

Promotion

Marketing	\$ 15,150.00
Map/Brochure/Walking Tour	\$ 2,500.00
Olde Fashioned Christmas	\$ 16,500.00
Women's Day	\$ 18,500.00
Dickinson Days	\$ 12,500.00
A Taste of Manotick	\$ 25,000.00
Health & Wellness Day	\$ 3,000.00
150 Days of Events in Manotick	\$ 6,000.00
Total Promotion	\$ 99,150.00

Administation	\$ 70,600.00
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Mahogany Harbour (public docks)	\$ 10,000.00
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Unoccupied Property Tax	\$ 1,000.00
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Audit Fees	\$ 1,300.00
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Total Operating Expenses	\$ 237,390.00
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Message from the Chair

Amazing!

This past year, Manotick has seen a 100% increase in all our Marketing events. I would like to congratulate the board of directors, all the chairs of all the committees, the members on the committees, our executive director and most importantly, you, the members. Without your participation in all our events, they would not be newsworthy!

This year, 2017, is an important year as we celebrate Canada's 150. We are going to have 150 days of Manotick, from May to September. Please look at how your business can specifically participate.

I have enjoyed my year as The Chair of the MBIA! We have all done very well. I urge all of you to come out to our meetings, be on a committee, participate and bring a voice to your MBIA.

I would also like to take this opportunity to thank our Executive Director Donna Smith, who always makes sure Manotick in out there in the front lines of all that she does. We are very fortunate to have such a caring and passionate person on our MBIA.

I am extremely excited about this year. We are going to knock it out of the ballpark!

Regards,

Dr. Salima Ismail, B.Sc., B.S.S., D.C.
Doctor of Chiropractic
Chiromax of Manotick, www.chiromax.ca
Chair, Manotick Business Improvement Area



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Manotick BIA 2017 Board of Management

Executive

Dr. Salima Ismail – Chair -Chiromax
Michael Mirsky – Past Chair – Home Hardware
Dianne Pritchard – Vice Chair – Just Imagine Home and Garden Décor
Etienne Kerr – Treasurer – My Toy Shop

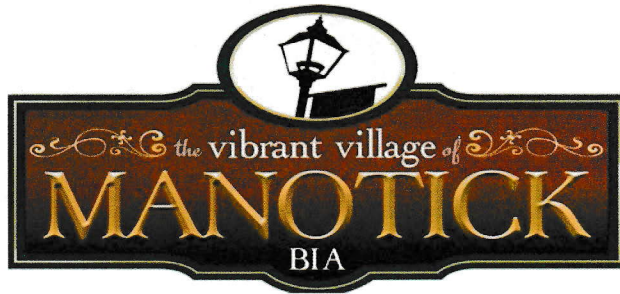
Directors

Jeffrey Morris – Manotick Messenger
Dr. Victoria Clarke – Chiromax
Jim Stewart – Manotick Office Pro
Dr. George Michaliszyn – NIN Collection & Boutique
Gary Coulombe – Manotick Messenger
Councilor Scott Moffatt – City of Ottawa

Community Associate Members

Klaus Beltzner – Manotick Village Community Association
Margot Belanger – Dickinson Square Heritage Inc.
Peggy Smyth – Watson's Mill Manager

Executive Director – Donna Smith



Annual Events 2016

Health & Wellness Day- May 6th

Manotick can boast about having the most comprehensive array of health care providers in our "Vibrant Village". Join us to celebrate all the health care providers and take advantage of all Manotick has to offer.

Dickinson Day- June 2nd, 3rd & 4th

For the past 31 years, this event in June has become a welcome sign of summer as Manotick and Ottawa residents flock to historic Manotick to take part in the celebration of Moss Kent Dickinson's birthday, the founder of the Village of Manotick. The weekend is overflowing with activities in the historic town.

A Taste of Manotick – August 19th

Come and experience all "the flavours" Manotick has to offer. The Main Street will be open to pedestrians. Local businesses line the street showcasing all the Village has to offer, from fantastic specialty/gift stores, stylish clothing, unique dining and many other services. There will be tasting, samples, draws, demonstrations. All the restaurants are open, offering the best service in town. Come out and enjoy live music, entertainment and food at its best.

Women's Day - November 4th

A day devoted to Women. Come and spend the day in Manotick and enjoy all the Village has to offer. There will be, in store specials, refreshments and free gifts throughout the Village. Bring your friends, sisters, mothers and daughters to browse, shop, learn and enjoy Ottawa's Historic Waterfront Village.

Olde Fashioned Christmas - December 2nd & 3rd

Manotick's Olde Fashioned Christmas celebration. From horse drawn wagon rides with Father and Mary Christmas to sunset caroling, this weekend is full of traditional events not to be missed. Refreshments and music everywhere!

The Village is transformed into a Christmas of yester year. Wreaths are hung on lampposts, brightly lit trees, storefronts are decorated with bows & boughs and the Village of Lights shines brightly all season long.



What is a BIA

A Business Improvement Area or BIA is an association of business people who have joined together to promote their mutual interest.

A BIA can only be established through a by-law passed by municipal council at the request of the local business community.

The Manotick BIA covers the business core, which includes over 125 businesses.

Budget

The board of management establishes the budget for the Manotick BIA. Every business in the designated area is automatically included in the membership and contributes to the BIA's budget. The levy is collected by the City of Ottawa but is administered by the Manotick BIA to implement its programs and activities.

Mandate

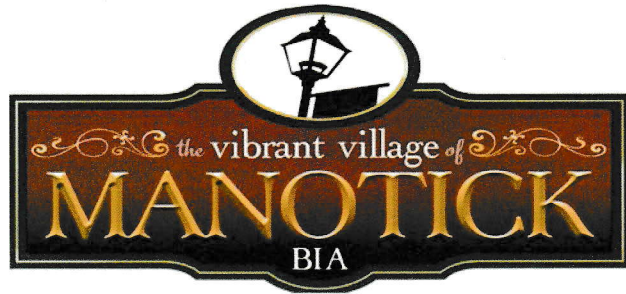
To promote the Village of Manotick as a shopping, dining and historical destination and to attract consumers, commercial tenants, and visitors. Advocate for its economic viability within the City of Ottawa.

Vision

Capitalize on the concentration of unique shops, restaurants, services and historical sites in the area by developing incentives to support them and **promote the Village of Manotick as a Destination** – a place to experience unique shops, superb dining, rich in history and culture. This in return will cultivate “**the vibrant village of Manotick**” brand that attracts people to Manotick.

Contributions the Manotick BIA makes to the local economy

The Manotick BIA has a positive impact on the surrounding community. It increases foot traffic, revenues for local businesses and a heightened awareness of the uniqueness of Manotick in the Village and outside the immediate area.



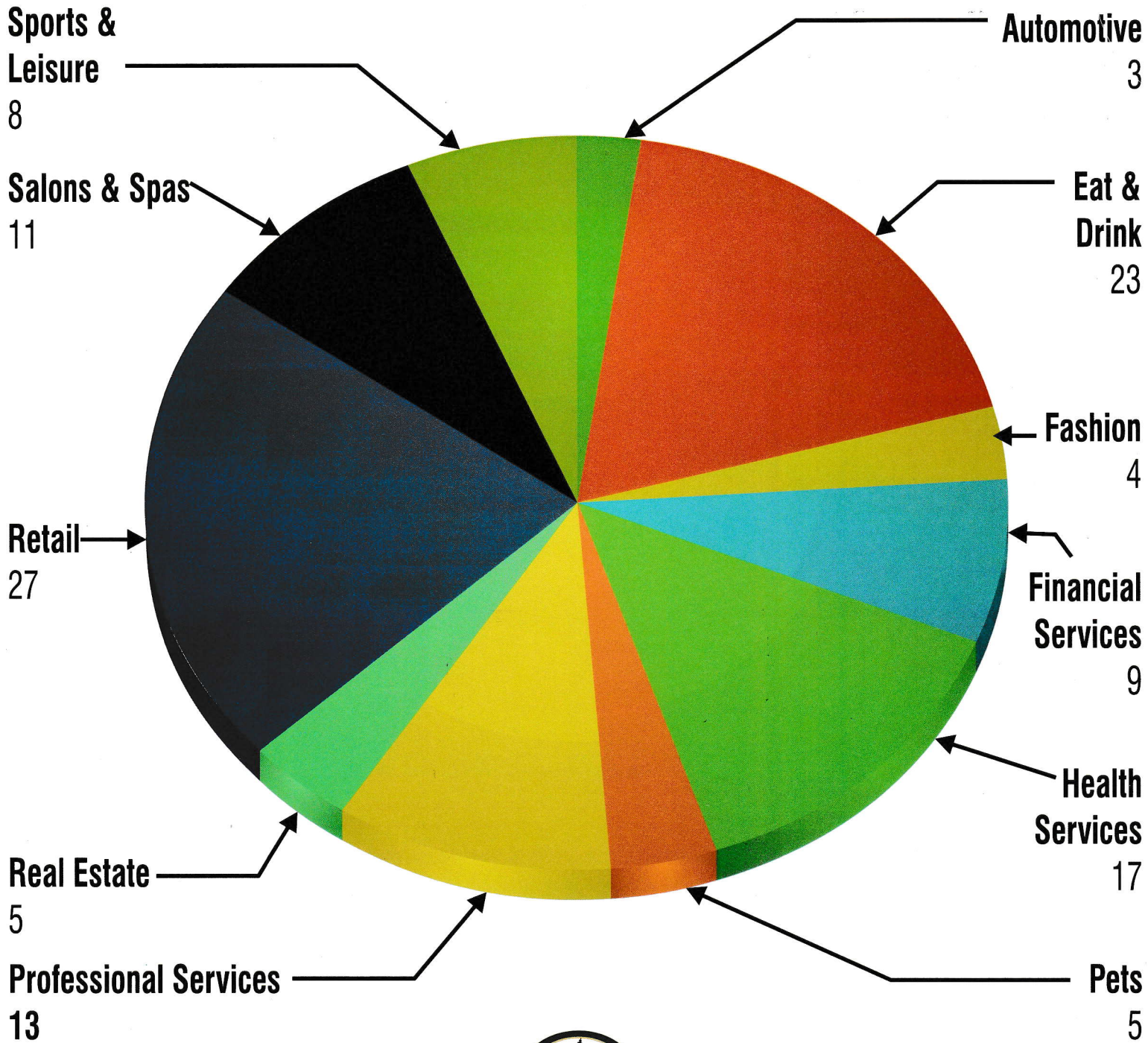
A Look Back to 2016

- Stronger Social Media Presence
- Bell Media program for events (TV commercials, Radio, live spots on CTV Morning Live, 2 Live Eyes with Sarah Freemark)
- Increased printing of Map/Brochure from 25,000 to 40,000
- CTM brochure distribution
- Increased Associate Memberships
- New winter banners
- Co-op advertising/Style Magazine
- Homes for the Holidays Ad
- Photo Shoot for Events
- Sponsorships
- Mahogany Harbour Working Committee
- Refurbish existing entrance signage and benches

A Look Ahead to 2017

- Bell Media program for events (TV commercials, Radio, live spots on CTV morning live and 2 Live Eyes with Sara Freemark)
- Enhanced Social Media
- Entrance Sign for Manotick at Prince of Wales and Bankfield
- Directory/ Map Signage for the Business Core
- Increase Sponsorship Revenue
- 150th themed banner program and summer seasonal beautification
- Mahogany Harbour
- 150 Days of Events in Manotick
- Piano in the Park

BREAKDOWN OF BUSINESSES





2017 Meetings Schedule

Location: Miller's Oven

Time: 8:00am

Board Meetings

January 6th
February 10th
March 10th
April 14th
May 12th
June 9th
September 8th
October 13th
November 10th
December 8th

*** All Manotick BIA Board Members are welcome to attend board meetings.**