

Preston Street BIA  
Annual General Meeting 2016  
Held February 21, 2017  
Sala San Marco Banquet Hall

## Agenda

- 6:30 Arrival and mingling time.
- 7:00 Introduction and Opening Remarks
- 7:10 Introduction of the Board of Directors
- 7:15 The Year in Review
- 7:30 The Year Ahead: Marketing Plan
- 7:40 Great River Media, Campaigns for 2017
- 7:50 Presdelicious
- 7:55 Light the Night
- 8:00 Grapefest revisited/ Meet me on Preston DIY Events
- 8:10 Block Captain initiative
- 8:15 New Police Services Model presented by: Angelo Filoso
- 8:20 Introduction of New Community Police Officer, Stephanie Lemieux
- 8:30 Financial Report

# **Preston Street Business Improvement Association**

## **Annual Report 2016**

- 101 Things to do campaign completed
- Added 10 People on Preston
- Social Media Campaign / Reporter added Instagram to our social media channels.
- Website revamped to pick up our members' Twitter, Facebook and Instagram feeds as well as 101 Things to Do on the home page.
- Social Media Training Course for our Members was well received, more are requested.
- Winterlude: Horse drawn wagon rides brought Winterlude visitors from Dow's Lake to Preston Street businesses.
- CycloFest: New mini festival to raise awareness that we are handy to the new Trillium Bike Path, which connects to the full path system, where riders can get food, drink and other services. Despite bad weather on event day, the social media and traditional media coverage helped raise awareness of Preston Street as a cycling destination.
- Thirty new bike racks installed.
- Arch Major Repairs: The arch was repaired, inspected, and report submitted to City.
- Removed Little Italy lights and Heritage murals from Queensway overpass, to accommodate repairs to the bridge required by the Ministry of Transportation.
- Maintained and repaired tree lights, bollards.
- Sponsorship of the Gladstone Theatre enabled them to increase the number of shows and performances, bringing more patrons to Preston Street.
- Blizzard of Oz: Sponsorship of this production gave a boost to our businesses during December- January.
- Tulip Festival: Horse drawn wagon rides hire to bring Tulip Festival visitors from Dow's Lake to Preston Street businesses.
- Italian Week Father's Day Weekend including event organization, road closure, patio licenses, police, and signage. Ferrari, Italian Car Parade, Bike Race, Street Party. 2016 included a Children's formal fashion show, an Artist's Studio Tour, and a Scooter Demo Zone.
- Graffiti cleanup was extended to the second floor of our businesses, to save our Members from paying cleanup costs. Overall graffiti numbers are dropping in the area, owing to speedy clean-up of tags.
- Active participation on Ottawa Council of BIAs to advocate for the needs of our businesses.
- Continued participation in Patio Fees consultation with City.
- Advocacy to address the Municipal Alcohol Policy that was proposing changes that would be detrimental to the membership.
- Advocacy on behalf of the interests of our businesses at City Hall, Queen's Park and the Parliament.

## The Year Ahead.....

- Winterlude: We will once again provide horse drawn wagon rides to bring Winterlude visitors from Dow's Lake to Preston Street businesses.
- Meet Me On Preston Street Calendar, poster / advertising campaign.
- Social Media Campaign / Check-ins
- Social Media Training Courses for our Members
- Membership Engagement Campaign
- Block Captain Program
- Website added the Meet me on Preston Calendar, and continues to pick up our members' Twitter, Facebook and Instagram feeds.
- Presdelicious- Taste of Little Italy event
- Members DIY Event Grants
- Street Animation for Italian Week
- Italian Week Father's Day Weekend including event organization, road closure, patio licenses, police, and signage. Ferrari, Italian Car Parade, Bike Race, Street Party.
- Grapefest Masquerade event in September.
- Light the Night event for November.
- We will assist in keeping live theatre in the area by continuing to sponsor the production companies that are staging plays at the Gladstone Theatre.
- Blizzard of Oz: Sponsorship of this production to give a boost to our businesses during December- January.
- Graffiti cleanup including the second floor of our businesses, to save our Members from paying cleanup costs.
- Active participation on Ottawa Council of BIAs to advocate for the needs of our businesses.
- Continue to participate in Patio Fees consultation with City.
- Safe Injection Site consultation
- We will continue to advocate on behalf of the interests of our businesses at City Hall, Queen's Park and the Parliament.

		<b>2016 Budget</b>	<b>2017 Budget</b>
Tree Lighting/Street Decor Costs	Note 1	\$57,600.00	\$73,000.00
Italian Week	Note 2	\$79,450.00	\$82,799.00
Advertising and Marketing	Note 3	\$44,900.00	\$148,875.00
Office and Administration	Note 4	\$131,657.00	\$131,230.00
Total Expenses		\$313,607.00	\$435,904.00
Reserve for Future Projects		\$145,586.00	\$23,289.00
Total Levy		<b>\$459,193.00</b>	<b>\$459,193.00</b>
<b>Note 1 Tree Lighting/Street Decor Costs</b>			
Electrical Repair and Maintenance, Power wash		\$16,000.00	\$7,000.00
Nutrilawn- Tree light replacement		\$35,000.00	\$35,000.00
Graffiti Management		\$18,000.00	\$18,000.00
Less City Graffiti Grant		-\$10,000.00	-\$10,000.00
Hydro Little Italy Lights/tree lights		\$5,000.00	\$5,000.00
Arch Repairs		\$12,775.00	\$0.00
<b>Note 2 Italian Week</b>			
Road Closure Filoso		\$25,000.00	\$25,000.00
Ferrari plus Parking lot		\$15,000.00	\$18,000.00
Bike Race Ottawa		\$10,000.00	\$12,560.00
Italian Car Parade + Tent		\$8,000.00	\$8,000.00
Police		\$13,000.00	\$14,000.00
Signage, posters, artwork, advertising		\$10,000.00	\$5,200.00
<b>Note 3 Advertising and Marketing</b>			
Sponsorship The Gladstone		\$10,000.00	\$10,000.00
Sponsorship Blizzard of Oz		\$2,000.00	\$2,000.00
Website Calendar/ Social Hub		\$5,400.00	\$5,000.00
Horse Drawn Wagon Winterlude		\$21,400.00	\$12,900.00
AGM, Receptions, Printing, Sponsor EBA		\$6,100.00	\$5,100.00
Block Captain Grants DIY events			\$20,000.00
Meet Me on Preston/ Social Media			\$36,000.00
Prestolicious			\$8,000.00
Light the Night			\$10,000.00
Where Magazine			\$12,075.00
CTM Map			\$1,800.00
Grape Fest			\$20,000.00
Newsletter			\$6,000.00
<b>TOTAL</b>		<b>\$44,900.00</b>	<b>\$148,875.00</b>
<b>Note 5 Office and Administration</b>			
Phone internet Cell phone, cleaning		\$4,100.00	\$4,200.00

Audit		\$3,000.00	\$4,500.00
Employee Wages,		\$75,255.00	\$75,255.00
Employer contribution for EI and CPP		\$3,900.00	\$3,900.00
Bldgs/Facilities Rentals		\$19,200.00	\$19,200.00
Enbridge Gas/ Hydro Office		\$6,000.00	\$4,200.00
Office Supplies/ Furniture/ Parking		\$7,360.00	\$5,360.00
Insurance City PLPD, D&O, L&H		\$10,660.00	\$12,840.00
Mmbrsps Ottawa Tourism,OBGS,OBIAA, IDA,Congresso		\$1,560.00	\$1,575.00