

2016

QVBIA Annual Report



QUARTIER VANIER

Just east
of ordinary

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Quartier Vanier BIA

Wednesday, June 14, 2017

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TO OUR STAKEHOLDERS

To Our Stakeholders

MANDATE

The Quartier Vanier Business Improvement Area (QVBIA) is a not-for-profit organization which represents over 466 property and business owners across our 3 main streets: Beechwood Avenue, Montréal Road and McArthur Avenue.

Our mission is to represent, enhance and promote a prosperous business area along our diverse, vibrant and historic main streets.

Our vision is to create an environment where creativity is welcomed.

ANNUAL HIGHLIGHTS

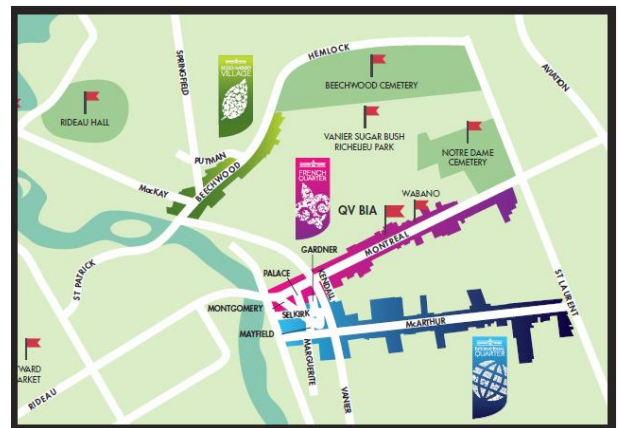
Quartier Vanier Business Improvement Area – Year in review 2016!

It's been a very busy 2016 for the Quartier Vanier Business Improvement Area (QVBIA), a not-for-profit organization which represents over 400 property and business owners. Our mission is to represent, enhance and promote a prosperous business area along our diverse, vibrant and historic mainstreets. We are working towards our vision which is to create an environment where creativity is welcomed! The below are our overarching goals:

- ✓ To promote the Quartier Vanier area as an attractive business area
- ✓ To invest in the beautification of the three mainstreets (Beechwood Avenue, McArthur Avenue and Montréal Road), implementing strategies that make our three mainstreets more attractive and welcoming for property owners, business owners, patrons and local residents
- ✓ To raise awareness and improve engagement with our local stakeholders

The Quartier Vanier Business Improvement Area Map:

- Beechwood Avenue
- Montréal Road
- McArthur Avenue



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Key highlights from some of the activities the QVBIA pursued this year

Attention Investors: Location. Location. Location. Developers understand Vanier is the next place to be

This year, we were delighted to work with the Great River Media team who helped us launch an ambitious marketing campaign over the last few months to attract more businesses in to the QVBIA... “The Hotbed for Arts and Entrepreneurship!” Our QVBIA digital magazine includes data from key sources including city of Ottawa studies, census data and TRANs Committee reports, all of which demonstrate to prospective investors that this IS THE area to start or grow their business. For your copy of our digital magazine, visit <http://www.investinqv.com/>

In addition, to target the Ottawa business community, we’ve partnered with the widely read Ottawa Business Journal in creating features that truly showcase the richness of our three mainstreets. We’ve also revamped our monthly community eNewsletter - The HUB - which features original and curated content connecting the community to the great local gems found throughout the area, with fun tidbits and suggestions for taking advantage of living in this eclectic neighborhood. If you have suggestions for curated stories on the area or would like to be added onto the mailing list, please email us at info@vanierbia.com.

Mainstreets: Where Bold Beautification and the Community Come Together!

We were pilots this year... Pilots of the Streetside Parklet that is! This year we caught a lot of attention with the Water-Garden Streetside Parklet pilot project that we spearheaded on Beechwood Avenue. We were one of the 4 approved Streetside Parklet permits in the city. A Streetside Parklet essentially repurposes a parking spot to create an inviting, vibrant social space, to enhance economic opportunities for local businesses and to create a traffic calming measure. Our Water-Garden Streetside Parklet pilot project offered the opportunity for the QVBIA to not only invest into the neighborhood specifically with a beautification / attraction piece, but it also provided opportunities for people to build a real sense of community and belonging with each other and with their environment.



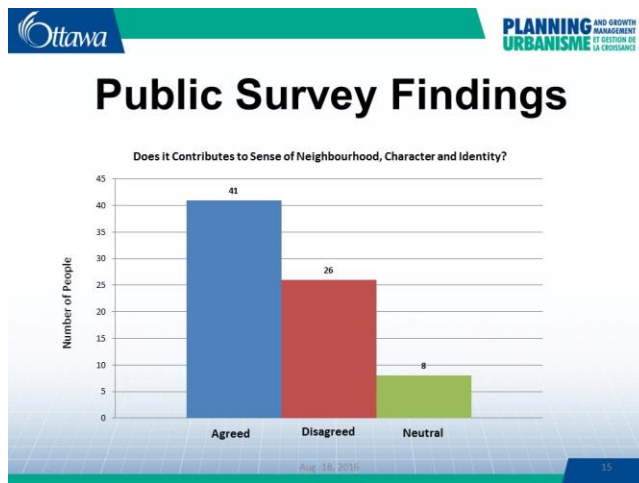
Sketchbook page by Cindi Moynahan-Foreman
(Ottawa Urban Sketchers <http://ottawaurbansketchers.blogspot.ca>.)

TO OUR STAKEHOLDERS

How this pilot project brought various groups in the community together:

- *Design and Construction:* Twenty-five 4th year Azrieli School of Architecture and Urbanism students under the leadership of Associate Professor Johan Voordouw who pitched design concepts and later built the Water-Garden Parklet
- *Community Support:* Local community organizations and businesses supported this initiative in the application submission: Arturo's, Embellishment Vanier, Beechwood Village Alliance, Beechwood Farmers' Market and the offices of City Councillor Tobi Nussbaum and Mathieu Fleury
- *Community Engagement:*
 - 70 + business owners and community members who attended and voted on the winning Streetside Parklet design (The Water-Garden) in January 2015. Local dignitaries and 60 + community members who joined us at the grand opening of the Water-Garden
 - Numerous individuals (and their pets) who took a rest at the Parklet from June – October 2016
 - 15 newly trained graduates of the Ottawa Trades School who volunteered to help us disassemble the Parklet...

We believe that our project's overall goals of attracting individuals to Beechwood Avenue and adding a beautification / interest piece to the street to benefit the local businesses, pedestrians, cyclists and visitors by creating a sitting area for the public were met, albeit in a bold new manner! According to a city of Ottawa survey on the Streetside Parklet pilot project, it was found that "63% of people visited local businesses while visiting the street side spot and 68% prefer the spot over parking" (City of Ottawa, Planning and Growth Management, 2016).



We also continued our signature giant red flower planter project this year, plus we added medium red planter groupings along Montréal Road and McArthur Avenue. These planters were done in partnerships with our local horticulturalist, Karen Hogan, who was referred to the QVBIA by

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Councillor Mathieu Fleury (Rideau-Vanier Ward) in addition to many pots sponsored by various community businesses.

Building Community Through Partnerships

In addition, because we see the importance of working together as a community to make the general area thrive, we were proud to announce our partnership with the Gardner Street Supportive Housing. From April 1, 2016 to November 30, 2016, two of their residents – Neil and Mike - joined the QVBIA Mainstreets Team on tasks such as removing smaller instances of graffiti while reporting larger instances of it and assisting with the general cleaning up the mainstreets. In total, over 94 larger instances of graffiti were removed off of our commercial properties!

It is our belief that a strong, cohesive and collaborative community are the key ingredients for the success of any neighborhood. As such, the QVBIA also actively participated in various community committees all working towards the shared vision of an even better neighborhood. We also sponsored the following community events: The Vanier Community Association's Après Snow and East Feast and the largest francophone event in the city, the St-Jean Ottawa Festival.

As we wrap up this year, the QVBIA looks forward to continuing to work towards a vision for the Quartier Vanier area in becoming a vibrant and diverse destination area where creativity is celebrated. Please stay tuned as we will be hosting our **Annual General Meeting on Thursday, January 26, 2017 from 6pm- 8pm at the Richelieu-Vanier Community Centre** (300 Pères-Blancs Ave.) where we will share with the community the exciting initiatives in store for 2017! Stay up-to-day by visiting www.vanierbia.com or follow us on Facebook and Twitter.

Thank you for your support of our 400 + merchants in the Quartier Vanier Business Improvement Area!

Chair, Mark Kaluski, Co-Owner of Monson Deluxe Cleaners on Beechwood Avenue

Vice-Chair, Eddy Wilson, Owner of Kimberley's Bridal & Fashion Outlet on Beechwood Avenue

Treasurer, Morgan Eadie, Co-Owner of Axis Registered Massage Therapy on McArthur Avenue

Director, Fil Correia, Owner of Mario's Food Centre on McArthur Avenue

Director, Subhir Uppal, Broker / Manager of Metro Ottawa-Carleton Real Estate Ltd. on McArthur Avenue

Director, Gordon Keith, Owner of GJK Designs on Montréal Road.

Director, Ryan Goldberg, Sales Representative at The Regional Group of Companies Inc. on Montréal Road.

City Councillor Tobi Nussbaum (Rideau-Rockcliffe)

City Councillor Mathieu Fleury (Rideau-Vanier)

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Financial Highlights

Financial Summary

BUDGET ALLOCATION	2016 BUDGET	2016 ACTUAL(EST)	2017 BUDGET
REVENUES	374,150	-374,268	374,150
Administration	243,900	191,512	249,800
Promotion and Events	30,700	17,613	26,500
Physical Environment & Security	67,950	58,867	100,150
Economic Development	44,600	13,215	25,000
TOTAL EXPENSE	387,150	281,208	401,450

Key QVBIA Investments 2017

MERCHANTS & MAINSTREETS - BEAUTIFICATION	2016 BUDGET	2016 ACTUAL	2017 BUDGET
Banners, signage, maintenance	2,000		5,000
General Maintenance	1,000		2,500
Vandalism Removal	16,000	9,773	18,000
Construction & Building	36,950	230	5,000
Red Planter Project		18,939	27,650
Parklet		20,224	4,000
Montréal Road Re-Development			40,000
KEY BEAUTIFICATION INVESTMENT PROJECT TOTAL:	55,950	49,166	102,150

MARKETING & ECONOMIC DEVELOPMENT	2016 BUDGET	2016 ACTUAL	2017 BUDGET
Advertising/Promotion	25,000	16,293	18,000
Mural Event 2017			40,000
Donations & Sponsorships	5,000	1,500	3,000
Provision for Unforeseen	10,400		9,000
KEY MARKETING & ECONOMIC DEVELOPMENT INVESTMENT PROJECT TOTAL:	40,400	17,793	70,000

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Strategic Directions

2017 INITIATIVES

Merchants & Mainstreets

- ✓ Continue investing in the Red Planter Projects, adding beautiful greenery into the neighborhood
- ✓ Continue investing in the removal of vandalism off of commercial properties
- ✓ Continue investing in the QV Mainstreets Teams: Summer Ambassador Program and partnership with Gardner Street Housing Program
- ✓ Increasing # of I♥️ QV Meet the Merchant Interviews
- ✓ Set aside reserve for a significant investment into Montréal Rd. improvements
- ✓ Continue promoting efforts that improve the mainstreets as an attractive and vibrant business district

Marketing & Economic Development

- ✓ Continue cross-Ottawa marketing campaign for Vanier
- ✓ Introduce prospector investors and startups to the opportunities to Vanier
- ✓ Share exciting developments with the community
- ✓ Promote the gems of Vanier through our eNewsletter The HUB, Facebook and Twitter
- ✓ Continue partnering with community stakeholders on Vanier initiatives

Mozaik – Building up to 2017 Tallest Mural in Ottawa QVBIA and House of PainT Celebrate Cultural Diversity in Vanier with MOZAIK: Tallest Mural in Ottawa and June 10 Montréal Rd. Block Party

VANIER, June 7, 2017: Embracing creativity and celebrating cultural diversity in the Vanier community, the QVBIA recently invested a significant amount this year towards the goal of creating the **TALLEST mural in Ottawa, right in the heart of Vanier.**

A synergetic partnership between the QVBIA, House of PainT Festival of Arts and Culture, Ottawa's largest urban arts organization, and the property owner of 261 Montréal Road has manifested into a large-scale beautification project celebrating cultural diversity in Vanier with a building's 4 storey wall as the canvas for what will become one of the most iconic murals in the nation's capital.

MOZAIK MURAL PROJECT BACKGROUND

In January 2017, an artist callout for mural designs resulted in eight of Ottawa's most esteemed and experienced visual artists, representing 4 artist teams, short-listed for the top mural design concepts. In February 2017, the community was invited to vote online for their favourite mural

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design. More than 1,000 votes were cast for the winning artist team: **Mique Michelle** and **Kalkidan Assefa**.

1. Artist Callout for design concepts for the tallest mural (Deadline: Feb 5, 2017)
2. Short-list of design concepts
3. Community votes Starting Feb 10 to 28, 2017 on short-listed design concepts for a for the TALLEST mural in Ottawa (261 Montréal Road)
4. MOZAIK: A community event unveiling the TALLEST mural and engaging the Vanier community in urban arts while celebrating Canada's 150th on Saturday, June 10, 2017

A summary of the project can be found here:

CTV: <http://ottawa.ctvnews.ca/video?clipId=1137352> (18:47 mins)

CBC Ottawa: <http://www.cbc.ca/news/canada/ottawa/four-storey-mural-unveiled-vanier-saturday-1.4155302>

QVBIA in the media:

Beechwood – Merchants and cycling lanes:

<http://ottawa.ctvnews.ca/beechnwood-village-merchants-worried-about-proposed-changes-1.2842084>

Beechwood – parklets

<http://ottawa.ctvnews.ca/parking-spots-or-patios-in-ottawa-they-re-soon-to-be-both-1.2867796>

<http://ottawacitizen.com/life/homes/gardening/planters-one-size-does-not-fit-all-says-ailsa-francis>

<http://www.cbc.ca/news/canada/ottawa/ottawa-streetside-spot-pilot-program-patio-parklet-1.3630158>

<http://www.metronews.ca/news/ottawa/2016/01/21/vanier-bia-plans-to-built-a-new-reputation.html>

<http://www.metronews.ca/news/ottawa/2016/01/20/vanier-bia-reveals-design-contest-for-streetside-spot.html>

[http://www.ottawacommunitynews.com/news-story/6767644-councillors-address-parklet-concerns-along-beechwood/;](http://www.ottawacommunitynews.com/news-story/6767644-councillors-address-parklet-concerns-along-beechwood/)send

<http://www.ottawacommunitynews.com/news-story/6255656-vanier-bia-unveils-winning-parklet-design/#.Vqvs-dLJG-E.facebook>

<http://www.ottawacommunitynews.com/news-story/6717316-parklet-opens-on-beechwood/>

Re: Community Policing

<http://www.metronews.ca/news/ottawa/2016/04/28/vanier-byward-market-bias-say-fear-losing-community-police.html>

Various months

http://www.ensemblepourvanier.com/en/media/perspectives-vanier.php#Download_Perspectives_Vanier Various months

<http://www.newedinburgh.ca/new-edinburgh-news>

Pilot Project with Gardner Housing Program

<http://www.cbc.ca/news/canada/ottawa/vanier-homeless-graffiti-bia-1.3587137>

RE: MOZAIK

CTV: <http://ottawa.ctvnews.ca/video?clipId=1137352> (18:47 mins)

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CBC Ottawa: <http://www.cbc.ca/news/canada/ottawa/four-storey-mural-unveiled-vanier-saturday-1.4155302>

Ottawa Citizen: <http://ottawacitizen.com/news/local-news/its-a-big-mural-block-party-in-vanier>

Ottawa East News:

<https://www.ottawacommunitynews.com/news-story/7145572-tallest-mural-coming-to-vanier/>

<https://www.ottawacommunitynews.com/news-story/7288950-vanier-bia-wants-highest-mural-in-the-city/>

<https://www.ottawacommunitynews.com/news-story/7348333-vanier-gets-ready-to-party/>

Jamie Kwong

Executive Director Title

June 5, 2017

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Contact Information

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