

Sparks Street BIA  
100 Sparks Street Suite 300  
613.230.0984

# ANNUAL REPORT

2016

*The 2016 Annual report prepared for the members of the Sparks Street  
Business Improvement Area and the City of Ottawa*

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# TO OUR MEMBERS

## To Our Members

### MANDATE

To promote and celebrate Sparks Street as an attractive destination for the residents of Ottawa and its visitors.

### ANNUAL HIGHLIGHTS

- Completion of a successful media campaign highlighting individual businesses along Sparks Street
- A successful events season with Poutinefest, Ottawa Ribfest, and the Ottawa International Busker Festival celebrating its 25<sup>th</sup> year with great crowds.
- The transition to the new office space went well. The new space will allow for staffing flexibility and easier access for our members.
- Celebration of the 200<sup>th</sup> anniversary of Nicolas Sparks to the Ottawa area
- Successful move of Territorial Prerogative to the corner of Sparks and Metcalfe
- The \$25,000 Merchant Giveaway contest

### FINANCIAL HIGHLIGHTS

- Poutinefest, Ribfest continue to generate revenue for the BIA. These funds will be directed into special projects. Buskerfest losses have been reduced with an increase in sponsorship revenue.
- Surplus is being held for potential capital projects as part of the Sparks Street Renewal Study

### STRATEGIC DIRECTIONS

Looking towards 2017 and beyond, the board continues to look at new ways to improve the visitor experience along Sparks Street. We are engaged with the Wayfinding project under way with Ottawa Tourism. We are building a display for visitors to interact with during the summer of 2017. We are working to add winter programming to our schedule of events to better round out the year.

We are excited to by the Sparks Street Renewal Study that will be taking place. We hope this leads to the formation of a plan that will be executed by all the Sparks Street partners.

Kevin McHale  
Acting Executive Director

# TO OUR MEMBERS

## Financial Summary

	2016	2016
<b>REVENUE</b>	<b>BUDGET</b>	<b>ACTUAL</b>
Tax revenue <i>[note 3]</i>	\$336,754	\$325,555
Sponsorship and other	157,500	194,229
Payments in lieu of taxation	100,985	108,852
	<b>2016</b>	<b>2016</b>
Expenses	<b>Budget</b>	<b>Actual</b>
Salaries	114,360	95,222
Office	49,800	21,106
Advertising	383,079	338,451
Audit fees	2,000	1,437
Maintenance <i>[note 5]</i>	-	-
Rent	25,000	16,736
Professional and consulting	6,000	1,730
Insurance	15,000	12,760
Total expenses	595,239	487,442
Annual surplus (deficit)	-	141,194
Accumulated surplus, beginning of year	251,462	251,462

# TO OUR MEMBERS

## Contact Information

To replace a photo with your own, right-click it and then choose Change Picture.

KEVIN MCHALE  
ACT. EXECUTIVE DIRECTOR

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## Company Information

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