

7. 2018 BUSINESS IMPROVEMENT AREA – ANNUAL REPORTS

**ZONES D'AMÉLIORATION COMMERCIALE – RAPPORTS ANNUELS DE
2018**

COMMITTEE RECOMMENDATION

That Council receive the 2018 Business Improvement Area Annual Reports and Audited Financial Statements.

RECOMMANDATION DU COMITÉ

Que le Conseil prenne connaissance des rapports annuels et des états financiers vérifiés de 2018 des zones d'amélioration commerciale.

DOCUMENTATION/DOCUMENTATION

1. Director's report, Economic Development and Long Range Planning, dated 16 August 2019 (ACS2019-PIE-EDP-0037).

Rapport du Directeur, Développement économique et Planification à long terme Planning, daté le 16 août 2019 (ACS2019-PIE-EDP-0037).

**Report to
Rapport au:**

**Finance and Economic Development Committee
Comité des finances et du développement économique
10 September 2019 / 10 septembre 2019**

**and Council
et au Conseil
25 September 2019 / 25 septembre 2019**

**Submitted on August 16, 2019
Soumis le 16 août 2019**

**Submitted by
Soumis par:
Don Herweyer
Director / Directeur**

**Economic Development and Long Range Planning / Développement économique
et Planification à long terme Planning, Infrastructure and Economic Development
/ Direction générale de la planification, de l'infrastructure et du développement
économique**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2019-PIE-EDP-0037

SUBJECT: 2018 Business Improvement Area – Annual Reports

OBJET: Zones d'amélioration commerciale – rapports annuels de 2018

REPORT RECOMMENDATION

That the Finance and Economic Development Committee recommend Council receive the 2018 Business Improvement Area Annual Reports and Audited Financial Statements.

RECOMMANDATION DU RAPPORT

Que le Comité des finances et du développement économique recommande au Conseil de prendre connaissance des rapports annuels et des états financiers vérifiés de 2018 des zones d'amélioration commerciale.

BACKGROUND

A Business Improvement Area (BIA) is an association of commercially assessed property owners and their tenants within a specified geographic area who join together, with approval of the municipality under Section 204 of the *Municipal Act*, 2001, in a self-funded program, paid through a levy along with their property taxes, aimed at attracting shoppers and tourists to the area, and undertaking beautification projects. The City of Ottawa currently has 19 BIAs.

BIAs are required to submit annual reports to Council, in accordance with Subsection 207(1) of the *Municipal Act*, 2001, which states, "A board of management shall submit its annual report of the preceding year to Council by the date and in the form required by the municipality and the report shall include audited financial statements."

Following Council's approval of the 2014-2018 Mid-term Governance Review report ([ACS2016-CCS-GEN-0024](#)) on November 9, 2016, annual reports of BIAs and other local boards of the City are to be submitted to Council in the form of a written e-document and include the mandate of the BIA (or other local board), its strategic directions, annual highlights and audited financial statements.

The purpose of this report is to bring forward to City Council the 2018 annual reports of the City's BIAs for information, consistent with the requirements set out under Subsection 207(1) of the *Municipal Act*, 2001, and in keeping with the format approved by Council.

DISCUSSION

A BIA is a local board of the municipality that oversees the improvement, beautification and maintenance of public land, buildings and structures of a specified geographic area. Its efforts extend beyond those provided at the expense of the municipality and also promote the area as a business or shopping area.

Ottawa's 19 BIAs include several vibrant commercial districts and encompass more than 6,400 businesses and 120,000 employees. Although BIAs serve the individual districts they represent, they contribute to the health and vitality of the city as a whole through community and stakeholder engagement, promotion and member advocacy. In 2018, BIA members contributed approximately \$7.3 million towards beautification, promotion, cleanliness and safety within their respective districts to improve the visitor and resident experience and enhance business growth.

The 2018 BIA Annual Report highlights the achievements of the various BIAs within the City of Ottawa (see documents 1 to 19). Below are some highlights:

1. Bank Street BIA continued work on several initiatives including the Village Legacy Project (Phase II), Fire and Ice Winter Festival and the Glowfair Festival. New street art and beautification projects were also completed.
2. Barrhaven BIA participated in a wide-ranging strategic planning exercise and have started to use the reported directives to create a comprehensive marketing and communications campaign to showcase Barrhaven.
3. Bells Corners BIA continued their long-standing beautification programs: banners, planters, Christmas tree lighting and work on the Cameron Highlanders Park.
4. ByWard Market BIA revamped the Street Ambassador Program and made it the major focus for BIA staff during the tourist season. To further enhance the pedestrian experience, the BIA established an outdoor information kiosk and provided free walking tours of the district.
5. Carp Road Corridor BIA worked with individual members on issues such as wastewater management, drainage/flooding and business attraction. The BIA also participated as an organizer of the "Making it in Manufacturing" event.

6. Carp Village BIA continued 'The Carp Villager' publication, which highlights local businesses and their achievements, maintained their beautification projects and launched a Village of Carp Visitor's Guide.
7. Downtown Rideau BIA launched 'Where Culture Lives' to authenticate the district experience and increase member and public engagement. The campaign included Rideau Stories, Rideau Talks and Rideau Happy Hour.
8. Glebe BIA garnered international exposure after receiving three industry awards, including a Pinnacle Award from the International Downtown Association, and by partnering with the Colombian Embassy to install a new signature mural through Vertigo Graffiti.
9. Heart of Orleans BIA developed a social media strategy that ensured social media communications supported BIA values, initiatives and priorities and highlighted the BIA as a source of information for Orléans residents, businesses and visitors.
10. Kanata Central BIA developed a marketing strategy which guided activities and community events that included the Easter Bunny Hop, which saw almost two thousand (2,000) participants, Corks & Forks, Spooktacular Halloween and Santa's Live Reindeer.
11. Kanata North BIA hosted their third annual TechNata job fair, attracting more than two thousand eight hundred (2,800) job seekers and employers in a single day. The BIA also formed a partnership with the University of Ottawa to welcome a new facility to the district in 2019.
12. Manotick BIA successfully heightened the experience of tourists and residents alike by hosting Dickinson Day, A Taste of Manotick and Women's Day events. The BIA also added a new mural to the Mill Street Park and an additional piano for the Piano in the Park.
13. Preston Street BIA held the 45th annual Italian Festival, introduced a Disco Skate night at Ploufee Park, held a very successful second Presdelicious dining event and continued their NightLights festival.

14. Somerset Street Chinatown BIA supported events on the street such as the Lunar New Year Celebration, Winter Lighting Program and the popular Asian Night Market and performed regular maintenance on the Arch.
15. Somerset Village BIA enhanced and maintained the physical streetscape for the benefit of the businesses and the community.
16. Sparks Street BIA successfully partnered with Bell Media Ottawa, Stingray and St. Joseph Printing to highlight Sparks Street as a destination and continued their signature events: Poutinefest, Ottawa Ribfest and the Ottawa International Busker Festival.
17. Quartier Vanier BIA successfully hosted community events such as Mozaik, East Feast and Solstice while also adding to the artistic fabric of the district through an event that saw 1,500 ceramic turtles located in and around the community.
18. Wellington West BIA successfully continued the Taste of Wellington West festival, introduced gateway signs and a new mural to the district and updated their banner program.
19. Westboro Village BIA focused on strengthening community relationships, providing additional events, increasing marketing initiatives and improving streetscape beautification.

The Draft Consolidated Financial Statements (see Document 1) has been prepared by management in accordance with Canadian Public Sector Accounting Standards established by PSAB of CPA Canada.

RURAL IMPLICATIONS

This report provides the annual reports and audited financial statements of the Carp Road Corridor, Carp Village and Manotick BIAs.

CONSULTATION

No consultations were conducted for this report.

COMMENTS BY THE WARD COUNCILLORS

City-wide – not applicable.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications with this report.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with the recommendations of this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility implications associated with this report.

TERM OF COUNCIL PRIORITIES

This matter is not associated with any Term of Council priorities.

SUPPORTING DOCUMENTATION *(Held on file with the City Clerk)*

- Document 1 Bank Street BIA Annual Report
- Document 2 Barrhaven BIA Annual Report
- Document 3 Bells Corners BIA Annual Report
- Document 4 Byward Market BIA Annual Report
- Document 5 Carp Road Corridor BIA Annual Report
- Document 6 Carp Village BIA Annual Report
- Document 7 Downtown Rideau BIA Annual Report
- Document 8 Glebe BIA Annual Report
- Document 9 Heart of Orleans BIA Annual Report

- Document 10 Kanata Central BIA Annual Report
- Document 11 Kanata North BIA Annual Report
- Document 12 Manotick BIA Annual Report
- Document 13 Preston Street BIA Annual Report
- Document 14 Quartier Vanier BIA Annual Report
- Document 15 Somerset Street Chinatown BIA Annual Report
- Document 16 Somerset Village BIA Annual Report
- Document 17 Sparks Street BIA Annual Report
- Document 18 Wellington West BIA Annual Report
- Document 19 Westboro BIA Annual Report
- Document 20 Bank Street BIA Audited Financial Statements
- Document 21 Barrhaven BIA Audited Financial Statements
- Document 22 Bells Corners BIA Audited Financial Statements
- Document 23 ByWard Market BIA Audited Financial Statements
- Document 24 Carp Road Corridor BIA Audited Financial Statements
- Document 25 Carp Village BIA Audited Financial Statements
- Document 26 Downtown Rideau BIA Audited Financial Statements
- Document 27 Glebe BIA Audited Financial Statements
- Document 28 Heart of Orleans BIA Audited Financial Statements
- Document 29 Kanata Central BIA Audited Financial Statements
- Document 30 Kanata North BIA Audited Financial Statements
- Document 31 Manotick BIA Audited Financial Statements
- Document 32 Preston Street BIA Audited Financial Statements

Document 33 Quartier Vanier BIA Audited Financial Statements

Document 34 Somerset Street Chinatown BIA Audited Financial Statements

Document 35 Somerset Village BIA Audited Financial Statements

Document 36 Sparks Street BIA Audited Financial Statements

Document 37 Wellington West BIA Audited Financial Statements

Document 38 Westboro Village BIA Audited Financial Statements

DISPOSITION

Economic Development Services will action any direction received from Council with respect to this report.