



2018

YEAR IN REVIEW

Bank Street B.I.A.
Annual General Report

DOWNTOWN.

AT THE INTERSECTION OF EVERYTHING.



Agenda

6:00 p.m. Guest sign in & reception

Welcoming Remarks – Christine Leadman, ED

Chairman's Welcome - Jonathan Hatchell, Chair of the Board

7:00 p.m. Board nominations

7:30 p.m. Board election

8:00 p.m. Adjournment of AGM

Bank Street BIA Staff & Board

Staff

Christine Leadman
Executive Director

SabriNa C.Lemay
Assistant Director

Holland Stille
Communications

Board of Management

Jonathan Hatchell, Chair
Eric Mehmet, Treasurer
Rob Spittall, Director

Councillor McKenney, Director
Justin Lemieux, Director
Vinod Chaudhary, Director
Vladimir Malak, Director

Letter from the Chair of the Board

The Bank Street BIA mission to promote, improve and advocate for Downtown Bank Street as the destination of choice for residents and visitors is the continuing goal of the Board of Directors and mine as the Chair of the Board.



I look forward to working with my colleagues, business associates and the BIA team in continuing to build on the great work that has been achieved to date while always striving to be innovative, creative and nimble as we move forward in our ever-changing business environment in to 2019.

Jonathan Hatchell is the Chief Executive Officer at the Royal Oak Pub Group. He has been involved in the community and the city since arriving in Canada in 1986. The first Royal Oak opened at 318 Bank St, and now the Royal Oak Pub Group has 14 pubs, with two on Bank Street.

Thank you,
Jonathan Hatchell,
Chair, Bank Street BIA



Letter from the Executive Director

The political winds of 2018, from Ontario, the US and around the world, have certainly been top of mind for many of us and the ensuing unpredictability. We anticipate that changes will continue in 2019 and our best position is to be nimble and flexible.



Our Strategic Plan had set the path for the past few years and is ready for a refresh. The BIA team will set out a three-year outlook that will incorporate a more fluid approach to enable us to react according to the ever-changing landscape. This will include evaluating our current activities, developing new initiatives and increasing the digital experience for our consumers and businesses.

The Bank Street BIA team has never been stronger and is often augmented by resources generated through various employment programs that the BIA has applied for successfully. Holland Stille, Director of Communications has competently raised the Downtown Bank Street BIA profile to the highest level than any other Ottawa BIA. Sabrina Lemay, Assistant Director and Events Manager, has raised the bar on all activities engaging a broader demographic both in and outside the City.

We have set our sights on 2019 as an evolutionary year and are gearing up for one heck of a ride!

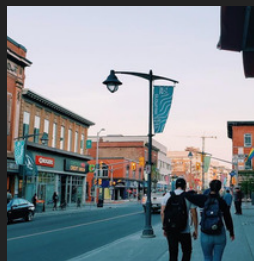
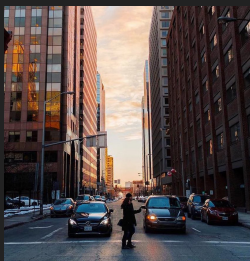
Christine Leadman, Executive Director

Mandate

The Bank Street Business Improvement Area (BIA) is a 15 block shopping district and community that strives to make the area cleaner, safer, and more vibrant.

The Bank Street B.I.A. is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.



Strategic Direction

The Bank Street BIA works in partnership with a variety of non-profits to help improve the quality of life for residents and members.

Representing history, culture, and growth, the Bank Street BIA connects the downtown core to real life. With its close proximity to Parliament Hill, famous Canadian museums and heritage sites, the community of Bank Street attracts residents and tourists alike. We're a bold and vibrant community, and we're proud to celebrate our heritage.

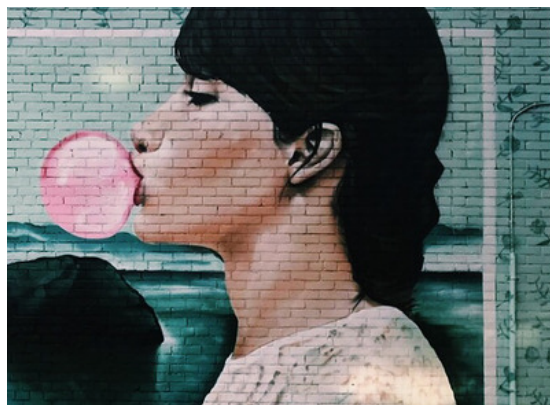
The Bank Street BIA's vision is fostering a vibrant, sustainable, inclusive, and engaged neighbourhood where businesses and the community can live, work, play, and thrive.

The mission of the Bank Street BIA is to improve and promote the business community district area through investment and advocacy to become one of Ottawa's primary shopping, business and entertainment destinations, for residents and tourists alike.

In 2019 the BIA will continue to identify initiatives that make the area popular and a primary location for consumers.

We need to ensure that we are offering services and facilities that people want to frequent, they are aware of said services and that the location is making people feel welcome.

This includes providing opportunities for on-street engagement with consumers and visitors to Bank Street through the physical environment and activities.



Finances

Revenues

BIA Levy / Payment in Lieu	\$886,600
Other Revenues	\$50,500
Remissions/Vacancies	(\$50,000)

Total Revenues
\$887,100

Administration Expenses

Administration	\$309,750
Facilities Rental	\$55,000
Professional Services	\$29,500
Audit	\$1,700
Legal Services	\$2,000
Insurance & Security	\$20,000

Sub-Total
\$417,950

Program Expenses	\$380,150
Grounds & Maintenance	\$89,000

Total Expenses
\$887,100

2018 Highlights

GLOWFAIR

On June 14, 15 and 16, Bank Street from Slater to James Street was closed to vehicle traffic and opened to a magical world of music+light+art.

For two days and nights, every summer since 2014, Glowfair has transformed Ottawa's retail hub into a non-stop celebration of cutting edge music, mesmerizing entertainment, and dazzling street performers.

Thousands of people joined us this year on Bank Street for Glowfair, enjoying the theme blocks and live music and performances.

Facts & Figures



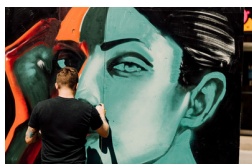
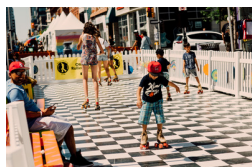
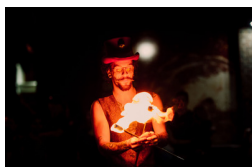
170,000 + website views



66,000 + attendees



1 MIL page and post reach



Marketing & Social Media

In 2018 the Bank Street BIA worked hard to produce a series of events that provided a meaningful impact to its members and the community.

Over the course of the last year, the BIA has developed valuable online platforms to help promote events, initiatives and, most importantly, its members.

On social media, more than 100,000 Facebook users are reached by content the BIA produces every month and more than 5,800 users follow the BIA's Twitter instagram. The Bank Street BIA is the #1 most followed Ottawa BIA on Instagram.

Here are a few of the initiatives we participated in since the last annual general meeting.

24 Hours to End Youth Homelessness

We Heart Health

#ArtOnBank

#FindYourFavourite

Easter Seals Drop Zone

Bike In Breakfast

Glowfair Festival

#Giveaways

Capital Pride

Trick or Treat on Bank Street

Coming soon...

Fire and Ice Festival

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