

ByWard Market Business Improvement Area
267 Dalhousie Street, #202
Tel 613-562-3325
www.byward-market.com



ANNUAL REPORT

FY 2018

TO OUR STAKEHOLDERS

To Our Stakeholders

MANDATE

To support and promote the health and vitality of the ByWard Market as a unique business district and meeting place for residents as well as visitors.

The ByWard Market is characterized by a wide variety of owner-operated businesses and a farmers' market that make the Market rich in heritage, activity and animation.

CORE ACTIVITIES

Marketing and promotion

Public and government relations

The ByWard Market serves more than 600 businesses and 247 properties.

What is a BIA

A BIA stands for Business Improvement Area. BIA's are Local Boards of the Municipality and are governed by the Province through the Municipal Act. There are currently over 300 BIA's in Ontario representing over 60,000 businesses. Ottawa currently has 19 BIA's.

The ByWard Market BIA was formed in 1993 and is administered by an elected 11-member Board of Management, along with the local Councillor and two full-time employees – an executive director and a communications/special events coordinator and two part-time employees (admin and events and program assist).

Board Members 2014-2018

The ByWard Market BIA would like to thank the Board of Directors, who are wrapping up their four year term ending in 2018, for their service to the ByWard Market:

Nancy Champagne, Courtyard by Marriott Hotel

Michael Osterer, Irving Rivers

Andre Schad, Schad, Moscow Tea Room

Joseph Saso, J. Saso & Son

Khalia Scott, Eclection / Festival X

Phil Waserman, Courtyard Restaurant/Mamma Grazzi's Kitchen

Stephen Monuk, York Street Entertainment

Councillor Mathieu Fleury, City of Ottawa

Alex Munro, Heart & Crown Irish Pubs

Meaghan Brunetti, Norde Bridal

Andre Rancourt, C.A. (Ventana Management)

TO OUR STAKEHOLDERS

COMMITTEES

Safety & Security Committee

The Safety and Security Committee meets once per month, all 12 months of the year, the 2nd Tuesday of the month at 1:00 pm. The meetings are co-chaired by BIA Board Member Steve Monuk and local ByWard Market resident Gord Diamond. This Committee represents the full spectrum of stakeholders in the area and is a monthly dialogue between everyone providing opportunities to review and strategically address the various safety and security issues present in the ByWard Market. Police, By-Law, Social Service Providers, AGCO, US Embassy, Crime Prevention Ottawa are just an example of Committee attendees.

The safety and security of all visitors to the ByWard Market is of utmost importance to the Board and staff. 2018 was challenging as stakeholders continued to struggle with the changes implemented in 2017 to the police service delivery model. BIA staff, Ambassadors, Board and Committee Members explored different approaches and strategies to address the struggles and challenges.

As we enter 2019, we look forward to the improvements and changes that Ottawa Police are putting in place to address the previous 2 year's challenges and gaps.

Marketing Committee

Marketing Committee is a *working* committee focusing on messaging, programming and events. Ad-hoc sub-committees are also formed as needed. The Marketing Committee is open to all BIA members. Members are encouraged to attend and help steer initiatives and direction.

Goals:

- To keep the ByWard Market top of mind for residents & tourists
- To increase our online presence and traffic, and increase social media audiences
- To foster positive media relations

Parking & Transportation Committee

These meetings occur Ad-Hoc as required (i.e. City Parking and/or Transportation Studies, Tour Bus Parking, Traffic movements).

The BIA is represented by Jasna Jennings on the City's Parking Stakeholders Consultation Working Group (PSCWG).



US EMBASSY



TO OUR STAKEHOLDERS

External Committees

Ottawa Tourism

Jasna Jennings is a Board Member of Ottawa Tourism, and serves as Chair of Ottawa Tourism's Membership Committee.



OCOBIA ~ Ottawa Council of BIAs

The Ottawa Council of BIAs is comprised of all of Ottawa's BIAs, who meet regularly throughout the year in addition to quarterly meetings with the Mayor. Topics include items of relevance to all BIAs as well as ad-hoc committees as required. In 2018, BIA Board Co-Chair Stephen Monuk served as Past Chair, and BIA Board Co-Chair Phil Wasserman served as the ByWard Market representative.

Patio Sub-Committee

The ByWard Market BIA has been a member of the OCoBIA Patios Sub-Committee for several years. In 2019 they will hold Mayor Jim Watson to his campaign promise to reduce patio fees by 50%.

OBIAA – Ontario BIA Association

The ByWard Market is a member of the provincial arm of BIA's. In 2019 Ottawa/OCoBIA will host the annual OBIAA conference in April.

Needle Distribution and Retrieval Consultative Group

Jasna Jennings is a Board Member of the NDRCG. The mandate of the Needle Distribution & Retrieval Consultative Group (NDRCG) is to represent their respective communities by providing advice and guidance on issues related to the development and the delivery of health and social services by Ottawa Public Health's Site Needle & Syringe Program (SNSP) and the retrieval of disposed/discarded needles by the Needle Retrieval and Disposal Program*. The NDRCG will bring forth the needs and concerns of the community and service users.

Members meet bi-monthly, Tuesdays from 5:30 p.m. – 7:30 p.m. at 179 Clarence Street.

City of Ottawa Parking Stakeholders Consultation Working Group (PSCWG)

This Committee is made up of City-wide stakeholders and meets quarterly. Established in 2009, the ByWard Market BIA continues to have a seat at this table and is represented by Jasna Jennings.

Lowertown Community Association

The BIA attends meetings with the Lowertown Community Association as needed throughout the year to promote ByWard Market activities and programs and bridge the relationship between residents and businesses,

The LCA meets the 2nd Monday of the month at 7 p.m. at the Routhier Community Centre. All BIA members are invited to join.



TO OUR STAKEHOLDERS

Annual Highlights



ByWard Market Street Ambassador Program Overview

The revamped ByWard Market Street Ambassador Program was the major focus for BIA staff during the tourist season. Previously managed in cooperation and partnership between the BIA and City of Ottawa Markets Management, with the disbandment of Markets and Management and the arrival of the new MSC Ottawa Markets in 2018, the program and all management and training elements became the sole responsibility of the BIA. Three extra staff were hired (2 Ambassadors and a supervisor) to cover 7 day/week, 4-month coverage. The team consisted of 6 Ambassadors and one supervisor/coordinator.

The budget for the Ambassador program nearly doubled to account for staff, training uniforms etc. Once again, the Casino du Lac Leamy was a financial sponsor of the program and for the first time, the BIA was the successful recipient of a Canada Summer Jobs Grant which helped to off-set some of the new costs. Ottawa Tourism through the Cultural Ambassadors Program (see below) covered the cost of the kiosk. In addition, various community partners supported the program through training and several BIA members also sponsored the program through in-kind donations and other supports.

The Ambassador Program ran from May 1st through to Labour Day Monday, and weekends up until Thanksgiving. Ambassadors worked from 12pm to 5pm Monday through Wednesday and 10am to 7pm Thursday through Sunday.

Core functions

- Safety and Security;
- Tourism Information, including brochure distribution and *ByWard Market Walking Tours*;
- Surface Ops and area Audits

Information Kiosk and Cultural Ambassadors

In 2018, no longer able to use the info kiosk in the Markets Building, a BIA information kiosk was installed at York Plaza in front of the OTTAWA letters. Over the course of the program (from mid- May to Labour Day and weekends up until Thanksgiving), Ambassadors recorded **122,487** people visiting the OTTAWA Letters.

In June, the BIA was approached by Ottawa Tourism and the Ottawa Cultural Alliance about the possibilities of collaborating on a combined Ambassador Program. The BIA agreed, and a trial ran for 8 weeks. Two separate teams of Ambassadors worked out of the kiosk. Though challenging with so little lead-up time to prepare and coordinate, the pilot succeeded in proving the value of such a program and provided a good baseline to work from and plan in future years.

ByWard Market Walking Tours

New in 2018, the BIA launched free ByWard Market Walking Tours. The tour was a team-effort drafted and mapped out by all the Ambassadors in July and was available to the public starting in August. Tours started at the OTTAWA letters and were available Thursday to Sunday at 10 a.m., 11 a.m., 12 p.m., and 3 p.m. The tours were an instant success. There was even a special request from Canadian Senator Mobina Jaffer to book a tour for a conference she was hosting! In 2019 the tours will be offered all three weekends of Winterlude and are expected to resume at the start of the 2019 Ambassador Program.

Special thanks to Nancy Miller-Chenier resident and member of the Lowertown Community Association for assisting the BIA and the Ambassadors with the planning of the walking tour.

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bywardmarket
Byward Market

bywardmarket Take a FREE bilingual walking tour from Thursday to Monday at 10 am, 11 am, noon, and 3 pm, and discover the rich history that makes up the #bywardmarket! We found a few bears along the way! Find out more tomorrow on @chottawamorninglive at 6:40! @ottawamarkets @ottawaturism @cityofottawa @ourleury yggwvnyrleigh Ahhhhhh, miss you guys! @karyin @ms.mccorm

Liked by ottawamarkets and 81 others

August 6, 2019

Add a comment...

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Winter Highlights

Winterlude 2018 – ByWard Blizzard

SNOW'ART Snow Sculptures

Thanks to a Celebrate Ontario Grant the largest SNOW'ART sculpture we have ever done was located on George Street behind The Bay. This massive work of snow art featured an LRT train smashing through the wall of the Bay. The 'To Market To Market' theme featured another four sculptures located throughout the Market and celebrated the various modes of transportation to get "to Market" through time, including a horse and buggy, a street car and a bus.



Altogether there were 16 tonnes and 208 yards of snow sculptures for ByWard Market guests to enjoy.

27th Annual Winterlude Stew Cook-Off and Family Programming Tent

The event was relocated again in 2018 to York Street adjacent to the York Plaza. 14 ByWard Market restaurants participated, along with The Ottawa Mission, with approximately 500 attendees. Over \$4,500 was raised for the Lowertown Community Resource Centre. Unfortunately, the location was challenging and will be relocated again in 2019.



Congratulations to the winners of the Russell Hendrix/Ron Eade Judges' Choice Awards:

1st place: Tucker's Marketplace
2nd place: Ottawa Mission
3rd place: Heart & Crown

Congratulations to the winners of the Top Shelf Distillers People's Choice Awards:

1st place: Heart & Crown
2nd place: Tucker's Marketplace
3rd place: The Fish Market Restaurant

Thank you to our judges: Former Ottawa Redblack & CTV Morning Live host Henry Burris & Nicole Burris, Director of Capital Celebrations Melanie Brault, CapitalFoode.ca Chef Mathieu Beausoleil, Casino de lac Lemy Executive Chef Denis Girard, Apt613 Food Correspondent Jenny C. Liu, and Food Author & Critic Gay Cook.

The large tent remained in place all weekend to allow for weekend family programming. Hundreds played with LEGO® Master Brickman Graeme who created a winter themed ByWard Market specific program. *Craft Nite Out* hosted a snowflake-making craft program and *ByWard Beats Silent Disco Edition* ran the Friday and Saturday nights.

3rd Annual ByWard Beats – Silent Disco Edition - Friday and Saturday Nights ran all three weekends. The program was located at William Square the first and third weekends. Thank you to The ByWard Nut House for housing the DJ's (and keeping the equipment from freezing!) and their delicious hot chocolate and roasted nuts.



3rd Annual ByWard Market Server Games – "Waiting" for tips since 1826 Sunday February 11, Clarence Street

Thanks to Lauren Fine from HOT 89.9 and LIVE 88.5 for MC'ing and to Little Phil for AV and DJ help.

Congratulations to the 2018 Winners: 1st place: Pub 101, 2nd place: Clocktower Brew Pub, 3rd place: Aulde Dubliner.

TO OUR STAKEHOLDERS

Spring Highlights

Canadian Tulip Festival –May 11-21 – Official Site

The ByWard Market partnered with Tulip Festival again in 2018 to be recognized as an official site. Hundreds of tour busses and thousands of visitors came to the Market during Tulip Festival. Events and programming included: Ottawa Word Mark - Tulip Photo Spot, Culinary Tours, Taste of the ByWard Market, Cooking like a chef - cooking class - edible flowers & herbs, Artist Meet & Greet (Monique Martin) Tiptoe through a World of Tulips Art Installation at 55 ByWard Market Square, Rendez-Vous Tulipe Lounge at the Andaz, Sidewalk decals and the Pop-up Uke Troupe.

GLAD Spring Cleaning the Capital - a ByWard Bundle Event *** **Sunday May 6**

Member-lead initiative to participate in the City of Ottawa *GLAD* Cleaning up the Capital event. Business owners came out with brooms, brushes, rags, and garbage bags to clean up storefronts, sidewalks and other public spaces. Councillor Fleury, MP Mona Fortier and MPP Natalie Des Rosiers were all in attendance to help. Newly enlisted ByWard Market Street Ambassadors and BIA staff joined in for some good, clean fun. *Thanks to Yannick Beauvalet from L'Hexagon vêtements homme for all his efforts.*

3rd Annual ByWard BARK-et – a ByWard Bundle Event *** **Sunday May 27**

For the third year running the ByWard Market *went to the dogs!* Led by France Lavigne of Pub 101 and working closely with Catherine Landry of Call Betty, businesses across the Market participated in this popular one-day event to bring four-legged friends and their humans to the Market.

Thanks to France Lavigne of Pub 101, and Kizil and Nat from Cricket and Company for all their work.

Summer Highlights

McLarena – Presented by Canadian Heritage -3rd Party Event **Month of August**

This interactive art exhibit presented by Heritage Canada in partnership with the National Film Board of Canada paid homage to animation pioneer Norman McLaren. It was installed on George Street behind The Hudson Bay had guests copy a series of movements that were projected on the wall of the building. The recorded movements were combined with the movements of other guests to create a continuous dance display, 30 feet high.



TO OUR STAKEHOLDERS

Fall Highlights

Ottawa SausageFest – a ByWard Bundle Event ***

September 30 – October 14

The 3rd Annual SausageFest Weiner Parade took place on Sunday September 30, led by Cricket & Company, and kicked off the 3rd Annual event. Food promos and special menus were featured in ByWard Market restaurants.

Thanks to Deek Labelle of The Laff, Inaas Kiryakos of Milk and Kizil Dunlap of Cricket & Company for all their work.

NCC Fall Rhapsody Free Shuttle Bus – 3rd Party Event

Weekends, September 29 – October 21

The NCC implemented a pick-up location on Sussex Drive at York Street for their free shuttle to Gatineau Park. This service attracted hundreds of people who lined up every weekend to get the shuttle. Guests were shuttled back to the ByWard Market to finish their day.

Giant Pumpkins

All of October

Three giant pumpkins were delivered to the ByWard Market, totaling over 3,000lbs of gourds! Two pumpkins were housed & maintained by the BIA at York & ByWard, while the third pumpkin was cared for by Ottawa Markets on ByWard Street between vendor stands. On October 30th, the 1,100lb pumpkin was carved by former outdoor vendor and professional carver Mowafak Nema.

The program is coordinated through the BIA and the financed in a three-way split between the BIA, the BMSA (Standholders Association) and Ottawa Markets.

Thanks to outdoor vendor Serge Cleroux for all his logistics assistance and Little Phil for his daily help.

Christmas Highlights

Christmas Programming & Decor

First three weekends of December

In 2018, the BIA continued to find and fund additional locations to install decorative lighting. In 2018, thanks to new partnerships formed with a variety of private property owners, an additional 10,000 lights were added to the current inventory (trees along Parent from Clarence to Murray and Murray from Sussex to Parent). Lights are regularly inspected and maintained through our supplier.

The ByWard Market BIA once again sponsored Christmas Choirs and free wagon rides for the first three weekends in December from noon – 4 p.m. This long running activity remains popular with ByWard Market customers. Hundreds of families and visitors listened to choirs and took the traditional wagon rides provided by ByWard Market resident and stable owner John Cundell.

Thank you to Ottawa Market for their support of our Christmas program.



TO OUR STAKEHOLDERS

Winter Wonderland Christmas Market – ByWard Bundle Event December 5-9

Edith Sokolowski of Alpha Art Gallery established Winter Wonderland, an organization that produced the first Winter Wonderland Christmas Market in the ByWard Market. Located within the Clarendon Courtyards, vendors' huts, Santa's Village, and an animal pen were installed for the weekend's activities. A stage was placed at the North of the Courtyards, where DJs, dancers, and signers performed. The Christmas Market launched with support from Mayor Jim Watson, a choir provided by Music & Beyond, and was attended by surrounding ByWard Market businesses and guests. The BIA supported this event by providing costumes, heaters, personnel, and other resources.



Prime Minister Justin Trudeau paid an unannounced visit to Santa too!

*** *ByWard Bundle Event Program*

This program was launched in _____ to earmark funds to specifically support member-driven events. Events cannot be for the benefit of a single member and must be open to fellow BIA members for participation. Members interested in accessing funds from the ByWard Bundle Program in support of an event or promotion can access application forms from the BIA office.



MEDIA

The “Hello Again” radio campaign on Live 88.5 and Hot 89.9. continued through most of 2018. Content was updated throughout the year to reflect special events and seasonal relevance.

The ByWard Market Buzz continues to be a feature on CTV Morning Live every other Thursday at 8:45 a.m. These four-minute segments have proven to be popular with both members and audiences. CTV Morning Live shares the segments on Twitter on the same day the segment airs. Social media content with information on these segments typically receive increased engagement from regular viewers.

The ByWard Market BIA partnered with local social media influencers @TheChantsy and @yowcitystyle to bring a different perspective to the BIA’s social media presence. The pair were given carte blanche to experience the ByWard Market as they wished, and pictures were posted throughout their adventures. These posts were well-received from BIA audiences, as a noted increase in engagement was apparent.

TO OUR STAKEHOLDERS

Travel & Media Features

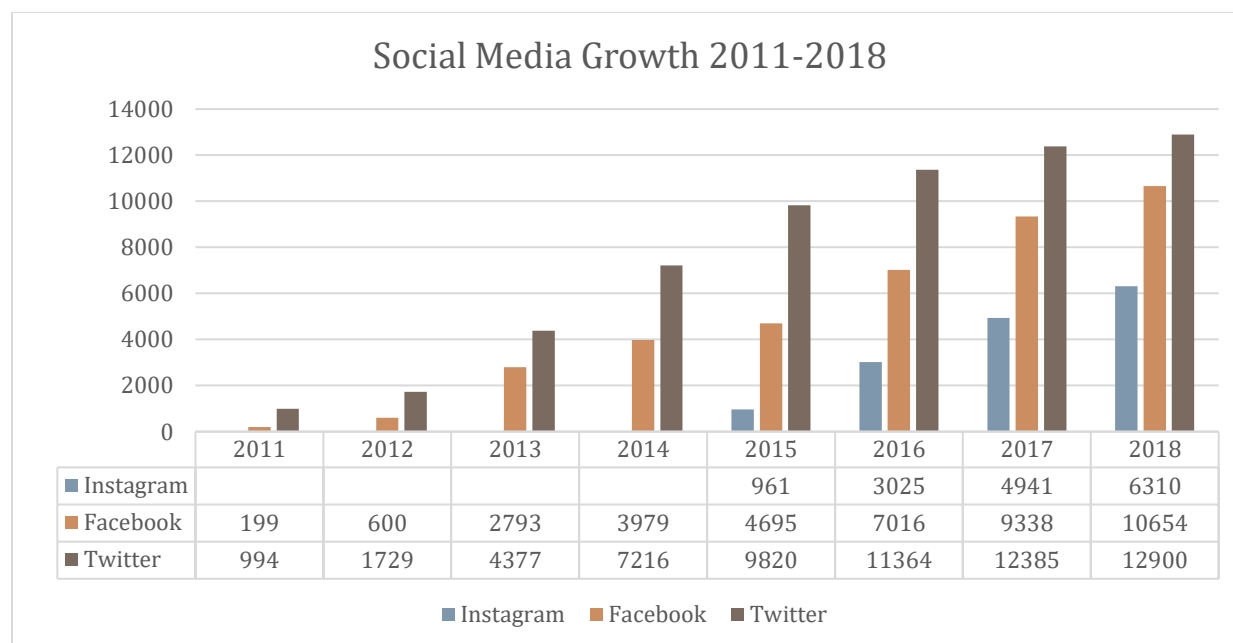
The ByWard Market continues to be featured in print and online publications and interactive channels all over the world. Journalists, bloggers, and vloggers document their experiences in the area, identifying the ByWard Market as a destination not to be missed when visiting Ottawa.

Ottawa Tourism works with journalists and tracks their coverage. Articles of the ByWard Market were published in 2018 and shared with the BIA throughout the year. Articles of note included

- Travelmag.com
- One Day One Travel
- Youku (one of China's largest online video platforms)
- Forbes.com
- InternationalTraveller.com
- Bon Appetit Magazine
- HUG*Magazine
- Westfälische Nachrichten (a German publication)
- Journal de Montreal
- Attractions Ontario with Christine Martin
- CBC
- Ottawa Citizen
- Global
- CTV
- The Sudbury Star
- Ottawa Business Journal

Social Media

ByWard Market social media continues to grow every year. Effort are made to provide engaging content that also shares news, photos, links to outside sources, and of course ByWard Market businesses. Businesses are encouraged to interact with BIA social media accounts, and the BIA will endeavor to follow, like, and share as much content as possible.



TO OUR STAKEHOLDERS

FINANCIAL HIGHLIGHTS

Commercial properties in the ByWard Market BIA pay millions of dollars in property taxes annually to the City of Ottawa. Property taxes DO NOT fund the BIA. 100% of property taxes go directly to the City of Ottawa paying for many City services such as: emergency services (police, fire, ambulance), road maintenance, snow removal, water service and sewers, City parks, and facilities etc

In contrast, the BIA is primarily funded through the BIA levy collected from commercial property owners.

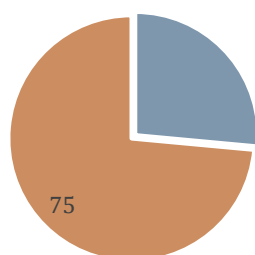
The Board has always been committed to responsible fiscal management. Though we are one of the busiest BIAs in the City, the ByWard Market BIA levy remains significantly lower than other BIA's in the downtown core. In addition to the levy, BIA staff successfully supplement a significant portion of the budget with alternative sources of revenues such as sponsorships (cash and in-kind), grants, sales and partnerships.

In 2018, 25% of the overall budget was supplemented through these additional revenue streams.

Budget Pressures

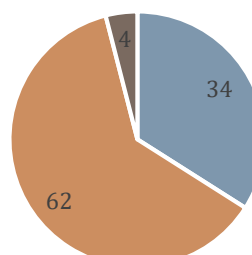
With the dissolution of City of Ottawa Markets Management and the launch of Ottawa Markets, the BIA experienced significant budget pressures (approximately \$100,000) in lost cost-sharing, revenue-sharing and program-sharing opportunities that traditionally existed between the two organizations.

Revenues Percentage



■ Supplement ■ Levy

Expenditures Percentage



■ Administration
■ Marketing incl. events, advertising, beautification
■ Memberships & Meetings (AGM)

TO OUR STAKEHOLDERS

FINANCIAL PRACTICES & ANNUAL AUDIT

All financial transactions of the BIA are approved by the Treasurer, monitored by City financial officers, and reviewed annually by independent auditors appointed by the City.

2018 Revenue

General Levy (taxation + Payments in Lieu)	\$538,787.00
Supplemental Revenues (sponsorships, grants, sales)	\$138,845.00
	\$677,632.00

2018 Expenditures

Administration	\$201,570.00
Advertising, Promotions & Events	\$381,484.00
Communications	\$17,789.00
	\$600,843.00

N.B.*** Amounts are pre-audited estimates, final totals available upon completion of audited financial statements.

Jasna Jennings
Executive Director
January 15, 2019

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