



# ANNUAL REPORT

FY 2018

The Annual Report provides an overview of the Village of Carp's Fiscal Year 2018, Highlights of the Annual Reporting Period, and Forward-Looking Strategic Direction



## TABLE OF CONTENTS

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MANDATE .....	1
ANNUAL HIGHLIGHTS .....	1
FINANCIAL HIGHLIGHTS .....	2
OPERATING STATUS REPORT - CARP BIA .....	2
STRATEGIC DIRECTIONS .....	3
APPENDIXA .....	4



## MANDATE

The mandate of the Village of Carp BIA is to promote and foster an environment that promotes innovation and growth for Carp-based businesses.

## ANNUAL HIGHLIGHTS

- Village of Carp Dine Around, featuring three local restaurants
- Beautification projects in the Village of Carp, including seasonal hanging baskets
- Continuation of the ‘The Carp Villager’ – a seasonal publication highlighting local businesses and their achievements
- The introduction and launch of the successful *Village of Carp Visitor’s Guide*
- Installation of Bike racks in the Village to promote cycling
- Social media (Facebook page) was created, monitored and is an ongoing hub for discussion
- Financial support for the Carp Fitness Park
- Will be introducing FanSaves as an opportunity to further promote local businesses and drive visitors to Carp



## FINANCIAL HIGHLIGHTS

Fiscal Year 2018 was the first reporting period that the Village of Carp was debt-free and able to invest in the community and the strategic direction of the BIA. For a list of strategic directions, please see below. A high-level overview of financial status for 2018 includes:

### OPERATING STATUS REPORT - CARP BIA

## THE CARP VILLAGE BUSINESS IMPROVEMENT AREA

### STATEMENT OF OPERATIONS

For the year ended December 31, 2018, with comparative information for 2017

Table 4 - Statement of Operations - Revenue

<b>Revenue</b>	<b>Budget 2018</b>	<b>Actual 2018</b>	<b>Actual 2017</b>
Tax revenue <i>[note 5]</i>	\$13,000	<b>\$13,919</b>	\$11,872
Sundry	-	<b>6,050</b>	1,784
<b>Total revenue</b>	<b>13,000</b>	<b>19,969</b>	<b>13,656</b>

Table 5 - Statement of Operations - Expenses

<b>Expenses</b>	<b>Budget 2018</b>	<b>Actual 2018</b>	<b>Actual 2017</b>
Consultants	11,225	<b>6,050</b>	8,380
Audit fees	925	<b>1,810</b>	1,967
Interest on long-term debt	-	-	688
Insurance	850	<b>1,284</b>	1,096
Advertising and promotion	-	<b>2,985</b>	-
Maintenance	-	<b>2,550</b>	-
<b>Total expenses</b>	<b>13,000</b>	<b>14,679</b>	<b>12,131</b>
<b>Annual surplus</b>	<b>-</b>	<b>5,290</b>	<b>1,525</b>
Accumulated deficit, beginning of year	(2,095)	<b>(2,095)</b>	(3,620)
<b>Accumulated surplus (deficit), end of year</b>	<b>\$(2,095)</b>	<b>\$3,195</b>	<b>\$(2,095)</b>

See accompanying notes

## STRATEGIC DIRECTIONS

**Looking forward, Strategic Directions for 2019 / 2020 include:**

- Review of potential ‘all-business’ event with community integration angle that promotes businesses and provides the opportunity for them to showcase their individual offerings
- Financial support of identified and agreed upon Village of Carp initiatives
- Continue to produce The Villager to showcase local businesses and their successes



## Carp Visitor's Guide:





Logo:



Newsletter:



## Facebook Page:



The Village of Carp BIA  
@VillageofCarpBIA

- Home
- Events
- Reviews
- About
- Videos
- Photos
- Posts
- Jobs
- Community
- Info and Ads

Promote

Manage Promotions



[Home](#)
[Create](#)

[Page](#)
[Inbox 1](#)
[Notifications 1](#)
[Insights](#)
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Your post is similar to those other Page admins boosted to get more engagement. Try boosting this post to reach more people.

Boost Post



WELCOME TO THE VILLAGE OF CARP

Like Following Share

Get More Awareness

Create Post Live Event Offer Job

Write a post...

Photo/Video Feeling/Activ... Check in

5.0 5 out of 5 · Based on the opinion of 2 people

Invite friends to like your Page





## CONCLUSION

I trust that you find this Annual Report satisfactory. Please do not hesitate to contact me should you have any comments, questions or concerns.

Sincerely,

**Jennifer Stewart**  
Chair  
**Village of Carp BIA**

*August, 2019*

## Contact Information

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