



Where
CELEBRATION
lives.



Where
FRIENDSHIP
lives.



Where
DIVERSITY
lives.

DOWNTOWN
Ribeau
where culture lives

2018 ANNUAL REPORT

ARTS,
FASHION &
THEATRE
DISTRICT



Where
DEDICATION
lives.



Where
FUN
lives.



Where
CREATIVITY
lives.



Where
SOCIAL
lives.

2018 ACHIEVEMENTS

- Developed Where Culture Lives creative campaign
- Produced Culture Walk self-guided walking tour brochure
- Developed curation of Instagram content
- Produced social media video promos around key initiatives (opening of Ottawa Art Gallery and Living Flag)
- Introduced #RideauTalks membership learning series
- Introduced #RideauStories and #RideauHappyHours member promotions on social media, FXpoles and website
- Social media campaign boosting creative campaign
- Engaged membership participation and increased member communications
- Developed Art Wall project
- Activated Ogilvy Square with programming
- Sponsored member programming series for greater reach of ROI
- Advocated removal of construction hoarding from in front of impacted areas
- Advocated for police presence
- Installed traffic counting equipment
- Advocated for improved lighting, maintenance, and parking enforcement in construction zone



The 2018 Living Flag attracted 1500 participants.

STRATEGIC DIRECTION

Below are the key objectives and their ranked priority identified during the B.I.A.'s 2014-2018 Strategic Planning process.

1. **Public Spaces, Art and Renewal:** to enhance and animate pedestrian space through programming and entertainment.
2. **Clean and Safe:** to provide and maintain a clean and safe environment for visitors and residents that creates a welcoming and comfortable atmosphere.
3. **Communications and Branding:** to enhance the B.I.A.'s image and reputation with the public and generate greater engagement and commitment from members.



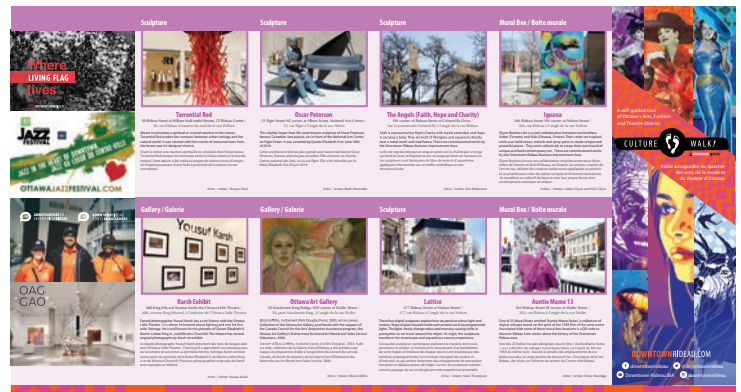
Maggie from Urban Outfitters taking part in our #RideauStories member promotion campaign.

MANDATE

To promote Downtown Rideau as a shopping, dining, cultural and tourism destination and advocate for its economic viability within the City of Ottawa.

VISION

To create an inviting, world-class, quality shopping 'Main Street' and 'Cultural Hub' destination.



The Culture Walk Brochure is a self-guided tour of Ottawa's Arts, Fashion and Theatre District.

WHERE CULTURE LIVES!

2018 began with the B.I.A.'s Board of Management approving a new Creative Concept to carry the organization into 2019. The concept focuses on Downtown Rideau's brand tagline WHERE CULTURE LIVES and positions the B.I.A. to be the narrator of its own story. It is measurable, and builds awareness and momentum, culminating with the re-opening of Rideau Street in the 4th quarter of 2019.

We added context and meaning to our existing tagline in an authentic and realistic way. The concept is flexible enough to cover members, visitors, events and milestones. It builds on promoting Downtown Rideau as a destination for shopping, dining, culture and entertainment by featuring how we are greater than the sum of our parts, and bonded by our differences. Yes, culture lives everywhere... but nowhere else will you find as many distinct groups in the confines of a single district. We're the dancers, the creatives, the sneaker-heads, the foodies, the skaters, the shawarma-lovers, the cocktail snobs...and this is where we choose to be -- DOWNTOWN RIDEAU.

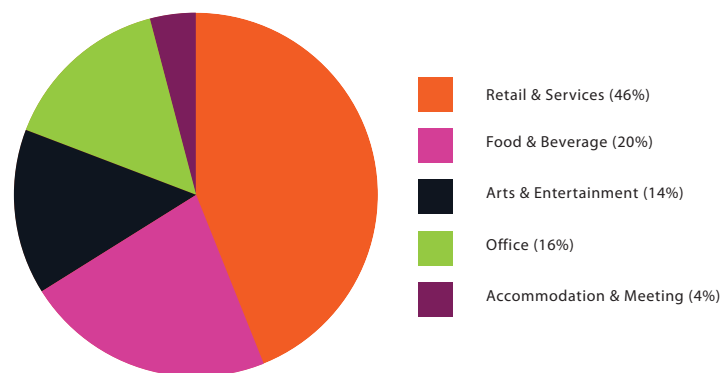
Our goal is to increase member engagement and deliver measurable changes in the reach of the B.I.A.'s communication channels with growth in the number of followers on social media, website visits, app downloads, news coverage, use of campaign and email subscribers. We created advertising replacing the word "culture" in our tagline with a topic unique to Downtown Rideau; and #RideauStories to tell the story of people and places in Downtown Rideau. Brand awareness and membership engagement is measurably increased, and we look forward to continuing this successful campaign in 2019.

We collect stats from a variety of sources and topics to advocate for public services and support member economic development decisions. These include stats from our clean and safe programs and member surveys; to traffic and transit counts, and consumer catchment and visitor information. Research is equally important. We collect, and share research reports and studies posted on our website member portal and host the #RideauTalks learning series for members to stay current and network.

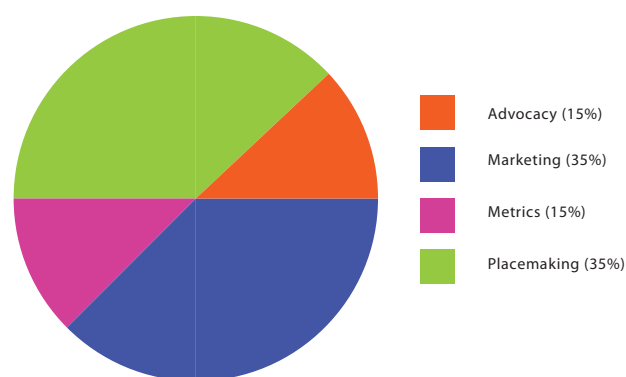
By the end of 2019, Downtown Rideau will have endured 10 consecutive years of construction, either on Rideau Street directly, or adjacent streets. The city's significant investment in the public realm in Downtown Rideau and its streetscape is greatly improving the physical environment, as is the B.I.A.'s investment in 12 multi-media FXpoles on Rideau Street west of King Edward. The FXpoles are landmarks defining Downtown Rideau as Ottawa's Arts, Fashion & Theatre District. By the end of 2019, Downtown Rideau will be finished its transformation, ready to fully capitalize on its cultural and shopping excellence offerings! There's never been a better time to invest and grow your business in Downtown Rideau!

Donna Holtom, Chair, Downtown Rideau B.I.A.

MEMBERSHIP CATEGORIES

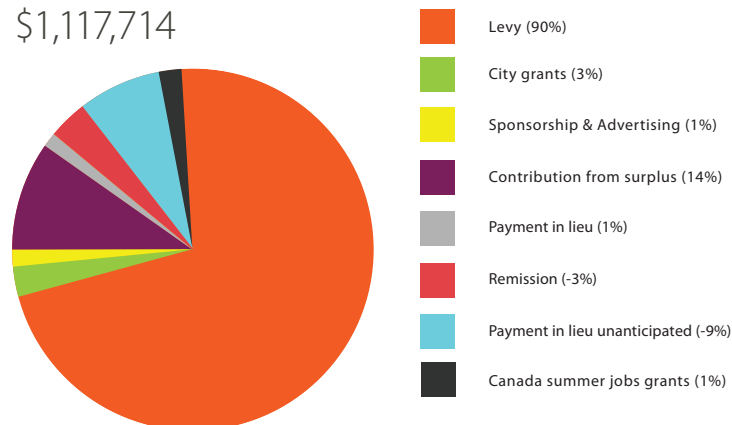


CORE PROGRAMS



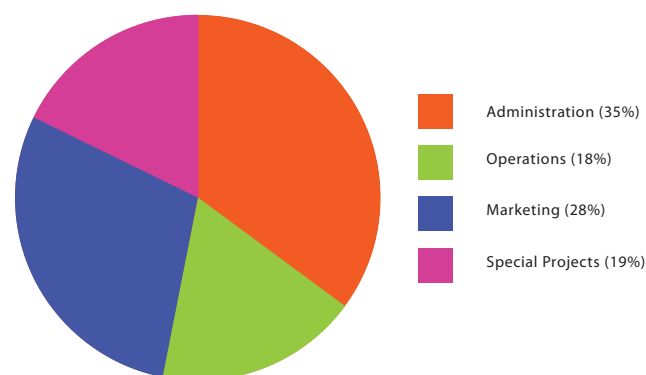
2018 BUDGET (UNAUDITED)

\$1,117,714



2018 EXPENSES

\$1,117,714



2017 AUDITED STATEMENTS

Statement of Operations prepared by Ernst & Young LLP year end December 31, 2017

	2017 Actuals	2016 Actuals
Revenue		
Tax levy	776,304	735,819
Sundry	44,862	98,552
Payments in lieu of taxation	14,600	8,306
Interest earned on reserves	1,200	1,200
	836,966	843,877
Expenditures		
Advertising & Promotion	252,958	346,841
Salaries, benefits, professional development & consultants	303,755	202,662
Ground services	47,722	72,869
Office	83,759	80,558
Security services	3,886	31,048
Rent, storage	48,862	41,346
Furniture & Equipment	27,590	18,162
Insurance	5,348	5,280
Audit Fees	1,640	1,437
Depreciation	17,416	17,884
	792,936	818,087
Surplus		
Annual surplus	44,030	25,790
Accumulated surplus beginning of year	416,254	390,464
Accumulated surplus end of year	460,284	416,254
Reserve Account		
Fund balance, beginning of year	67,960	67,960
Fund balance, end of year (after interest earned transferred to revenue)	67,960	67,960

NOTES TO FINANCIAL STATEMENTS

Tax revenue is comprised of the following:

General tax levy	760,532	752,598
Supplementary assessment	37,098	22,429
Remissions	(111,611)	(31,543)
Vacancy rebates	(10,165)	(7,665)
	776,304	735,819

Basis of Presentation The financial statements of the Rideau Business Improvement Area (BIA) are prepared as prescribed by the Public Sector Accounting Board of Chartered Professional Accountants of Canada.

Accrual Accounting Revenues and expenditures are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become earned and measurable; expenditures are recognized as they are incurred and measurable as a result of receipt of goods or services.

Tangible Capital Assets Capital assets are initially recorded at cost and amortized over their estimated useful lives using the straight-line method. Capital expenditures that do not generate future economic benefit to the BIA are charged to operations in the year of acquisition.

Financial Instruments The financial instruments of the BIA consist of cash, accounts payable and accrued liabilities. Unless otherwise noted, it is management's policy that the BIA is not exposed to significant interest rate, currency or credit risks arising from these financial instruments.

Tax Revenue The City of Ottawa bills and collects tax levies as well as payment in lieu of taxes on behalf of the BIA annually. Taxation revenue consists of non-exchange transactions. It is recognized in the period to which the assessment relates and reasonable estimates of amounts can be made. Annual revenue also includes adjustments related to reassessments or appeals related to prior years.

Related Party Transactions The BIA purchases certain services from companies controlled by members and company executives of its Board of Directors, in the normal course of business at commercial rates. In addition, the BIA is related to all entities under control of the city of Ottawa. Nil is included in accounts payable and accrued liabilities due to related parties.

Capital Assets	2017	2016
Equipment	339,252	339,252
Accumulated amortization	(56,813)	(39,397)
Net book value	282,439	299,855

FACTOIDS

0.6%

of city budget
paid by DRBIA

1.5%

of all city
property taxes
paid by DRBIA

**\$1.1
billion**

property
investment in
DRBIA 2014-2018

**\$20+
million**

commercial
property taxes
paid by DRBIA

**\$1.2+
billion**

commercial
assessment base
in DRBIA

**\$1.1
trillion**

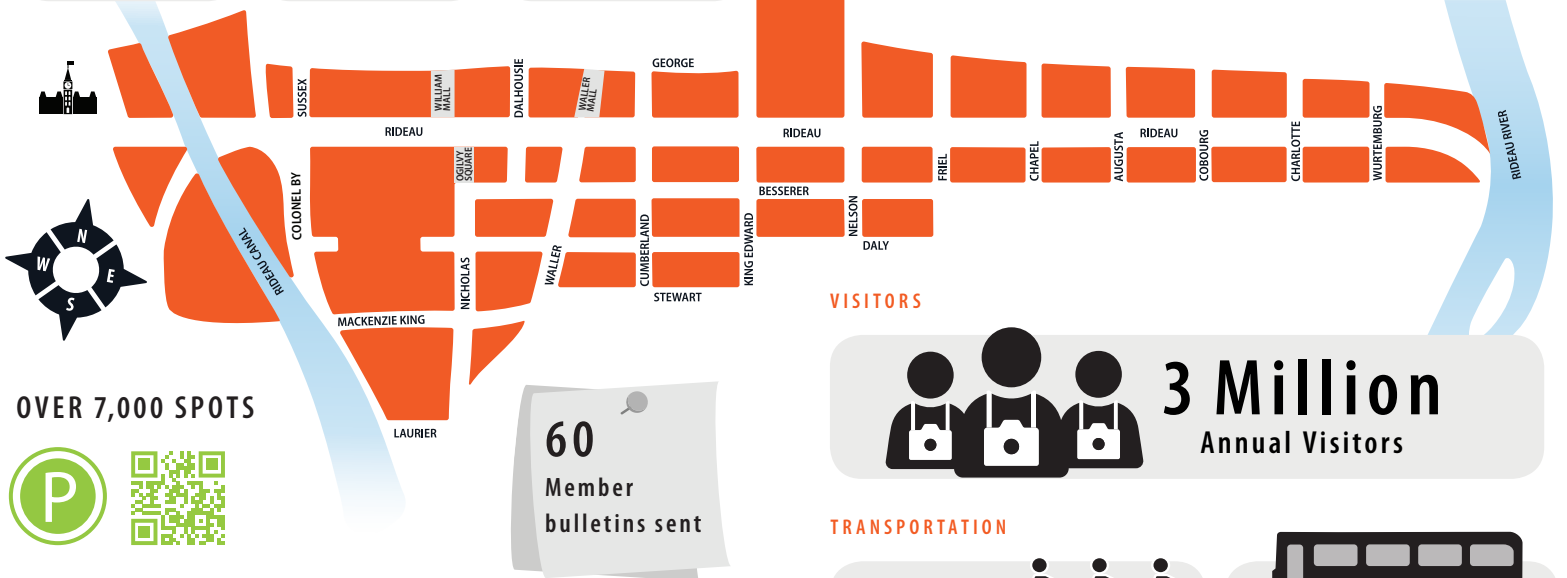
property
assessment base
in DRBIA

Retail, **ARTS**
and Theatre District
Designation in
City's Official Plan

TOURISM

Designation
(retail open on
most statutory
holidays)

Location of the
Rideau Canal
UNESCO
World Heritage
Status



SOCIAL MEDIA STATS



3,856 followers



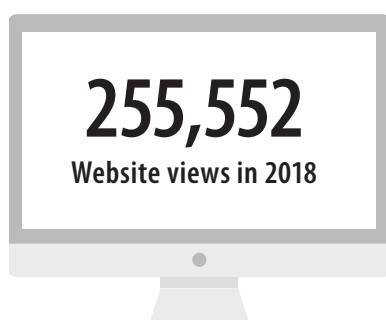
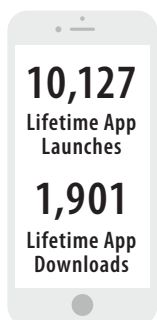
2,102 followers



5,305 followers



8,699 lifetime views



CATCHMENT AREA STATS (5KM FROM DRBIA CENTER)

RESIDENTS



178,455 Residents

51%
Female

49%
Male

35.6%
Age 20-39

LANGUAGE

60%
English

19%
French

21%
Other

INCOME

20.3%
\$50-\$80,000



18.2%
\$80-\$125,000

VISITORS



3 Million
Annual Visitors

TRANSPORTATION

44%

Walk as primary mode of
transportation



275,000

Daily Transit Riders

STREET ACTIVITY REPORTING



409

Observations

216

Public Assistance

313

Calls for Service

GRAFFITI REMOVAL



537

Tags Removed

PEDESTRIAN COUNT



40,550

Daily Pedestrians