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KIM ZIEBELL

PAST CHAIR HEART OF ORLÉANS BIA

As a long time resident of Orleans, I'm pleased to be part of the Heart of Orleans BIA and the support it provides to the Businesses along St Joseph Blvd.

”



PASCALE BAZINET

Chair

MESSAGE FROM **THE CHAIR**

What a year for Orléans and the Heart of Orléans BIA in 2018. I've had the pleasure of serving on the Board of Management for a four year term, and this year took over the role as Acting Chair. I am pleased to share what we have accomplished this year, and directions for 2019.

I am particularly proud of increasing our **Member Engagement** through participation on committees and teams. We more than doubled participation on several committees, which significantly improves the work we can do as a small non-profit organization.

The BIA also created an **Economic Development Working Group** and a **Balance Orléans Task Force**, which has increased our voice as an advocate for economic development in our community.

We continue to work with partners to bring **Festivals and Events** to the BIA district, which helps promote the area, bring people to St-Joseph Boulevard, and keep them coming back.

BIAs hold Board member elections every four years. As we head into a Board election at our Annual General Meeting this year, my hope is that the newly elected Board will continue to serve the BIA members in the district with the same level of commitment and passion as our Board has this year.

Thank you to each and every BIA member who was involved, our dedicated volunteers, fellow Board members and staff. We could not do this without your efforts.



OUR VISION

The BIA takes a leadership role in attracting the kind of businesses that makes the Heart of Orléans distinct.

The BIA represents the heart of the community of Orléans as the place of choice for our community to shop for specialty goods, professional services, high quality service, unique dining and entertainment, and at shops that are often local and family-run businesses.

We're committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.

The BIA helps to create a beautiful, trendy destination. We strive to reflect the unique heritage of the area as the original "main street" of Orléans, but also work to develop a modern St-Joseph district as a place that is a vibrant, walkable and mixed-use space.

MANDATE

1

Promote the area
as a district.

2

Advocate on behalf
of its members.

3

Help beautify and/or
make improvements
to streetscape

All with the goal to improve the economic strength of the district.

OUR CORE VALUES



LEADERSHIP

We strive to be a strong community leader, influencing decisions and inspiring positive change.



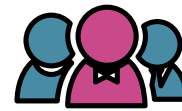
ADVOCACY

We are committed to advocating for and promoting our district, and empowering our members.



GENERATING WEALTH

All our activities help support long-term economic development in our district.



PARTNERSHIP

Helping our members connect and collaborate with each other, and working with key players in the broader community of Orléans.



“

BOB MONETTE

DEPUTY MAYOR AND COUNCILLOR ORLÉANS WARD 1

The Heart of Orléans BIA is an incredible organization which truly understands the importance that local businesses play in our everyday lives as well as how they contribute to the development of our communities. Through the leadership and passion of its members, it has continued to grow over the past year and I am proud to have had the opportunity to work with all of you for the betterment of Orléans. St-Joseph Boulevard has always been, and will always be, the heart of our community and I am proud to have worked with Councillor Mitic to ensure that it will be repaved in 2019 which will help to attract new and exciting businesses and continue to revitalize the boulevard.

”

HIGHLIGHTS FROM 2018



PLANNING PROCESS

Continuing to improve our annual strategic planning process, to focus on the things that have the most positive impact for our members.

BIA BY-LAWS

A thorough review and update of the BIA By-laws and all governance materials, to better reflect the BIA as well continue to improve these documents which guide every aspect of our work.

ANNUAL REPORT

Fourth annual report to BIA membership and City Council.



DIRECTIONS FOR 2019

- Strategic planning with newly elected Board members and City Councillors or their representatives, to set the course for the next year.
- Re-evaluation of strategic partnership with the Orléans Chamber of Commerce, in light of the newly merged Ottawa Board of Trade, and how best to work with them to continue to bring value to BIA members.

There are currently 290 BIAs in Ontario, representing over 40 million dollars directly into the community.

(Source: Ontario BIA Association)

Even if you are not located within the BIA district, you are able to still reap some of the benefits by becoming an Associate Member.

Did you know





OTTAWA COUNCIL

Part of a strategic review of the Ottawa Council of BIAs (OCOBA).



STRATEGIC PARTNERSHIPS

Continued to build on our strategic partnerships in the community. Successes include our ongoing work with the Société franco-ontarienne du patrimoine et de l'histoire d'Orléans (SFOPHO), the Shenkman Arts Centre, the Orléans Community Garden and new collaborations such as with local artist, Virginia Dupuis.

DIVERSITY TRAINING

Diversity Training for BIA Board.



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JASMINE BROWN

EXECUTIVE DIRECTOR, HEART OF ORLÉANS BIA

This year I've been inspired as the BIA is working more actively on economic development issues that will impact Orléans for years to come. Working on ways to attract major employers here is a big issue, particularly as light rail comes to our community in 2022.

”

HIGHLIGHTS FROM 2018



MEMBERS PORTAL

Developed content for BIA members only members portal, which will include resources, links, tips and tools for our businesses.

ENGAGEMENT

Continued engagement of BIA Members, with newly created Marketing and Member Engagement Liaison in 2018. This builds on our face-to-face visits and hand-delivered BIA information kits in 2017.

EMAIL CAMPAIGN

Improved email campaign for BIA members, with an average of an email every 2 weeks.



DIRECTIONS FOR 2019

- Capacity in a volunteer-led organization is always challenging. The BIA will continue to focus on engaging members, and look to more effective ways to building our capacity on teams and volunteers on BIA initiatives.
- Launch of online BIA members portal.
- Look for ways to work with the new Ottawa Board of Trade, to better engage BIA members in events or activities in our community.



“

PASO
ACTING CHA
AND CHAIR

I am proud to have been
for the last four years. I
continue to embrace a long
growth and developme



MEMBERSHIPS

Offered Associate Memberships to businesses wanting to be a part of the BIA.

ADVOCATION

The BIA continues to advocate on behalf of its members to all levels of government, through formal and informal channels.



CALE BAZINET

HEART OF ORLÉANS BIA
MEMBER ENGAGEMENT

involved with the Heart of Orléans
The district is now vibrant, and we
long-term vision to ensure a sustainable
ent for the district and its members.



There are 19
BIAs in Ottawa,
which represent
approximately
8,000
businesses.

You are able to
advertise your
business in The Beat
/ Le rythme, our
bilingual flagship
e-magazine that
reaches 10,000
people monthly and
continues to grow.

Did you know

HIGHLIGHTS FROM 2018



THE BEAT

Second full year of The Beat / Le rythme, our bilingual flagship e-magazine that highlights the offerings in our district, and the stories behind our businesses. Distribution and online reach of up to 10,000 per issue. Added monthly articles

TEAM GROWTH

Doubled the size of our volunteer Marketing & Promotions Team.

SOCIAL MEDIA

Updated our social media strategy, and increased social media engagement through social media channels (see Social Media Snapshot for more details). Social media continues to bring the biggest impact on community awareness of the BIA and its initiatives and events, and community participation.



DIRECTIONS FOR 2019

- Build on successes of 2018, and being to implement tactics in new marketing strategic plan.
- Continue to look for innovative ways to market and promote the BIA district as a whole.
- Build on advertising local offerings in The Beat.

We are actively looking to build our teams. Are you looking for ways to make a difference in your community? Do you have a little experience with marketing, economic development, event planning, streetscape, or engaging people? Are you interesting in having a little fun and building lasting relationships? Let's connect!

Did you know





DIGITAL ASSETS

Developed a video for online promotion of the BIA showcasing the BIA pillars - Professional Services, Health and Wellness, Restaurants, and Festivals and Events.

MARKETING STRATEGY

Started to develop a new marketing strategic plan, which will guide the marketing activities of the BIA for the next 2 to 3 years.



“

RENEE LEBLANC

CHAIR MARKETING AND PROMOTION

As a new business owner, being a part of the Heart of Orléans BIA has given me the opportunity to establish lasting professional relationships with both business owners and the community. As the Chair of the Marketing Team, and also contributing to the various events throughout the year, it has not only helped me grow my business, but further connect to the community of Orléans.

”

SOCIAL MEDIA **SNAPSHOT**

This year we created a social media strategy that ensured posts support our BIA values, initiatives and priorities. This included motivational quotes, BIA Business and Community awareness posts, upcoming events as well as changes to our Boulevard.

Our social media presence continued to grow this year with increased “likes” and “follows” across the board. More importantly we are seeing both members and the community coming to the BIA as a source of information for Orléans.



“

TANNIS VINE

MARKETING AND MEMBER ENGAGEMENT LIAISON

I've always respected those who pull up their sleeves to change their neighbourhood for the better. Working with the Heart of Orléans BIA allows me to work with like-minded folks who want to make a difference in the community where we live, work and play. I'm proud to welcome, support and advocate on behalf of the BIA businesses through Marketing and Member Engagement this year and look forward to seeing Orléans transform over the next few years with the arrival of LRT. We have only just begun and I look forward to being a part of it for a very long time.

”



FACEBOOK

2496 PEOPLE
 ARE LIKING OUR
 HEART OF ORLÉANS
 FACEBOOK PAGE
34% INCREASE
 FROM LAST YEAR

TOP POSTS



CHANGES TO
 STREETScape

VISITING NEW
 RESTAURANTS IN
 HEART OF ORLÉANS



ANNOUNCING
 UPCOMING FESTIVALS
 AND OUR PARTNERSHIPS
 WITH LOCAL
 ORGANIZATIONS

FANS ARE:

25%
 MALE

75%
 FEMALE

HIGHEST AGE GROUP 35-44



TWITTER

OUR TWITTER
 FOLLOWERS HAVE
 INCREASED TO **1870**
 THIS YEAR
 UP BY **12%** FROM
 LAST YEAR

TOP POSTS

WERE ABOUT
 ARTS & CULTURE



UPCOMING
 FESTIVALS AND
 EVENTS



FANS ARE:

45%
 MALE

55%
 FEMALE



LINKEDIN

WE RECENTLY CREATED
 A LINKEDIN
 COMPANY ACCOUNT
 AND ARE LOOKING TO
BUILD OUR FOLLOWERS
 IN THE COMING YEARS

TOP POSTS

MOTIVATIONAL
 MONDAYS



UPCOMING
 EVENTS



INSTAGRAM

WE CONTINUE TO BUILD
 OUR INSTAGRAM ACCOUNT
WITH PICTURES TO TARGET
 A YOUNGER DEMOGRAPHIC
 WE LOOK FORWARD
 TO BUILDING ON THIS NEXT YEAR

HIGHLIGHTS FROM 2018



SIGN-MAKING

Worked on updating four gateway signs into the BIA district, and vinyl wraps of traffic control boxes in the district.

PLANTERS

Purchased 4 additional large planters to help beautify the BIA district.

ST JOSEPH BOULEVARD

Members of the volunteer Streetscape & Beautification Team developed concepts for floral projects along St-Joseph Boulevard, which could be implemented in the future according to resources.



DIRECTIONS FOR 2019

- The BIA continues to look for avenues to fund our complete street concept for St-Joseph Boulevard.
- St-Joseph Boulevard is slated for repaving by the City of Ottawa in 2019.



“

FRASER
CHAIRMAN

Having grown up in Orleans home. Working in Orleans Orleans BIA board and work with impacts and changes to the an opportunity to meet business great ideas for the continued growth



REPAIRS

Worked with Hydro to repair some of the GFIs.



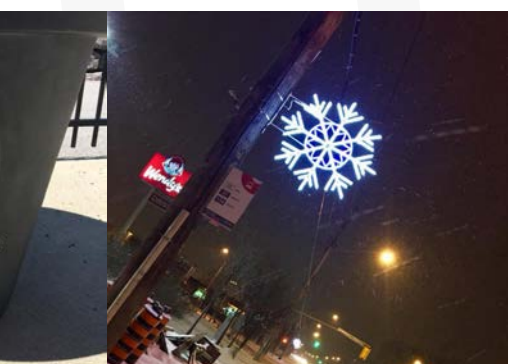
CLEAN-UP

The BIA spends over \$10K per year to remove graffiti in the district.



HOLIDAY DECORATIONS

Installed LED snowflakes along the boulevard for the holiday season.



ER PADDISON R STREETSCAPE

s, I am proud to continue to call Orleans has given me the opportunity to join the with a great team of people to create positive St. Joseph corridor. The BIA provides me ess and community leaders in Orleans with growth and success of the surrounding area.



The Heart of Orléans BIA accounts for a significant portion of employment in Orléans.

There were 3,288 people employed in the district in 2012 - which includes 1,992 full-time and 1,290 part-time jobs.

Did you know



VIBRANT FESTIVALS & EVENTS

HIGHLIGHTS FROM 2018



DINNER UNDER THE STARS

Second annual Dinner Under the Stars, the BIA's signature event, was a strong success, featuring local food, beer and wine, and a local venue, hosting 200 guests.



SPONSORSHIP

Presenting sponsor for the Orléans Craft Beer Festival, sponsored other events in Orléans including Canada Day festivities and Santa's Parade of Lights.

TEAM

Doubled the size of our Festivals & Events Team in 2018.

FESTIVALS

Partnering with large festivals and helping promote and showcase local content is a success we continued to build on in 2018. Festivals in the district included PoutineFest, the Orléans Craft Beer Festival, Shankman Summer Series, Pianos in the Park, Orléans Ribfest, and Santa's Parade of Lights



DIRECTIONS FOR 2019

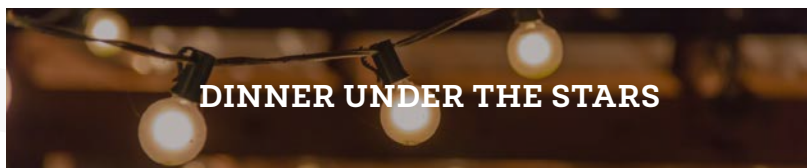
- Continue to promote the district as the place where community happens in Orléans, and "festival plaza" in the Centrum area.

BIA's account for about 1 in 5 jobs in the City of Ottawa. In 2012, there were almost 110,000 jobs in Ottawa BIA's.

Orléans has the largest concentration of bilingual and educated individuals across Ottawa.



Did you know



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RITA CHALABI

CHAIR FESTIVALS AND EVENTS

Working with a great Festivals and Events Team ensured every activity, both sponsored or organized by the BIA, was a great success. I am so proud to chair this group of volunteers that show dedication and enthusiasm to showcase the Heart of Orléans BIA in the best light.

”

**HIGHLIGHTS
FROM 2018**



BALANCE ORLÉANS

Created the Balance Orléans Task Force, to engage the community on the need for federal employment in Orléans.
Launched a social media campaign for Balance Orleans.

NEW GROUP

Created a new Economic Development Working Group.

OTTAWA BUILD

Member of the newly formed Ottawa Capital Build Task Force, led by the Ottawa Board of Trade, which focuses on 5 key priorities for Ottawa. One of these is the need for a federal employment node in Orléans.



**DIRECTIONS
FOR 2019**

- Continue to build our Economic Development Team.
- Continue to advocate for Orléans through Task Forces, to to all levels of government, particularly as light rail is scheduled for completion in Orléans in 2022.

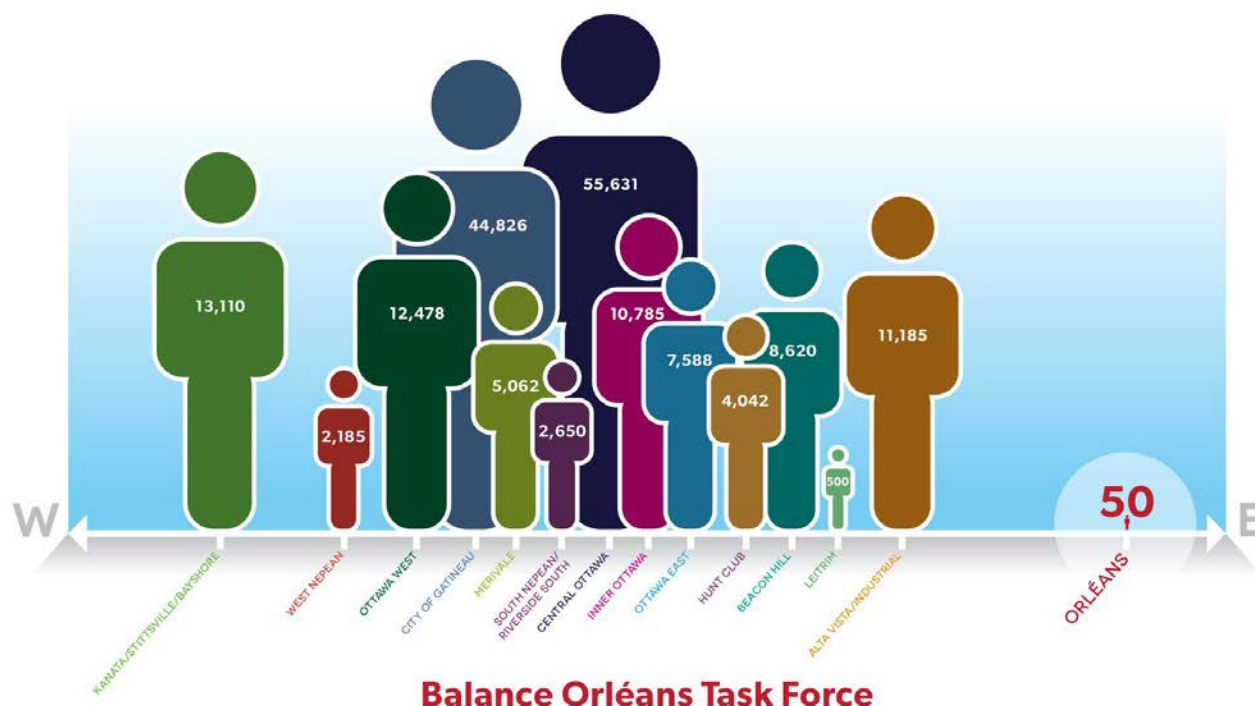


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DOUG
CHAIR ECON

The Heart of Orléans BIA is aptly named and has great cultural and commercial significance to the community. It is my pleasure to guide and assist with its evolution as a member of the BIA, a keen steward of the community. The Board is made up of people who care and it gives me great pride and satisfaction to move forward to our continued involvement and get involved. We have a great team

2012 Federal Employees by place of work TOTAL = 133,366



G FELTMATE ECONOMIC DEVELOPMENT

med for our community. It has both a historical
e city and cannot be left to chance. We must
nd development. In doing so, I feel, as a board
lship and responsibility for St. Joseph and the
f people that truly care for this stewardship and
on to be part of that dedicated group. We look
nt and encourage other like minded people to
that would certainly welcome your contribution.



The Heart of Orléans has a long term economic development vision that complements the Light Rail Transit (LRT) coming to Orléans. In addition to a revitalized and vibrant St-Joseph Boulevard streetscape that would encourage walking, biking and driving, we are encouraging the Federal Government to help us grow the local economy and "Balance Orléans" by relocating here.





FINANCIAL STATEMENT & **AUDITOR'S REPORT FOR 2017**

The BIA was audited by 3rd party Ernst & Young found financial statements were presented fairly and in accordance with Canadian accounting standards.

The full report is available to BIA members.

STATEMENT OF OPERATIONS, YEAR ENDED DECEMBER 31, 2017		
	BUDGET 2017 \$	ACTUAL 2017 \$
REVENUE		
Tax revenue	188,000	183,386
Sundry revenue	25,000	34,904
TOTAL REVENUE	231,000	218,290
EXPENSES		
ADMINISTRATION		
Salaries	95,000	87,171
Advertising and promotion	73,300	83,895
Office	31,100	34,550
Maintenance	23,000	15,506
Professional and consulting fees	18,000	6,087
Audit Fees	1,400	1,639
Insurance	4,900	3,749
Furniture and equipment	500	0
Rent	3,800	4,811
TOTAL EXPENSES	251,000	237,408
Annual (deficit) surplus	(38,000)	(19,118)
Accumulated surplus, beginning of year	123,743	123,743
ACCUMULATED SURPLUS, END OF YEAR	\$85,743	\$104,625

HEART OF ORLÉANS BIA **BUDGETS 2018 AND 2019**

	BUDGET 2018 \$	BUDGET 2019 \$
REVENUE		
General Taxes	-198,000	-230,670
Remissions	5,000	5,000
Vacancy Rebate	7,000	7,000
Contribution from Reserve Funds	-40,000	-25,000
Other Revenue (sponsorships, advertising, grants)	-25,000	-27,100
TOTAL REVENUE	-251,000	-270,770

EXPENSES		
ADMINISTRATION		
Salary and Benefits	109,000	121,500
Insurance, Legal and Professional Fees	10,300	10,300
Administrative Expenses	11,750	14,870
Hospitality and Event Expenses	1,500	1,500
Office and Rent	4,200	4,400
	136,750	152,570
MARKETING AND PROMOTION		
Postage, Translation	2,300	9,300
Advertising, Promotion	24,000	24,000
Consultants	15,000	8,000
Printing, Photography	10,000	8,000
Website	2,000	2,000
	53,300	51,300

EXPENSES CONTINUED		
STREETSCAPE AND BEAUTIFICATION		
Historical Plaques	2,000	2,000
Street Assets	10,000	13,400
Graffiti Removal	10,000	10,000
Hydro	1,000	1,000
Miscellaneous	2,400	2,000
	25,400	28,400
FESTIVALS & EVENTS		
Orléans Craft Beer Festival	5,000	5,000
Fall event	10,000	8,000
Dinner Under the Stars	5,000	5,000
Community Events	5,000	2,000
	25,000	20,000
MEMBER ENGAGEMENT		
Donations/Sponsorships/Hospitality	4,800	4,000
Community Events	3,500	3,500
Printing, Photography	750	1,000
Rentals	-	500
Postage, Translation	200	500
Advertising, Promotion	1,300	
	10,550	9,500
ECONOMIC DEVELOPMENT		
Consultants	-	7,500
Hospitality and Event Expenses	-	1,000
Printing, Photography	-	500
		9,000
TOTAL EXPENSES	251,000	270,770



ST-JOSEPH

Heart of Orléans BIA

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