

Kanata Central BIA

Annual General Meeting 2018



1. Welcome & Opening Remarks



Councillor Jenna Sudds





2. Approval of Agenda



AGENDA

1. Welcome & Opening Remarks
2. Approval of Agenda
3. Approval of AGM minutes, held on January 23, 2018
4. Board Member Elections, 2019
5. Annual Report
6. Guest speaker: Councillor Sudds
7. Budget items:
 - a) Financial Statement and Auditor's report for 2017
 - b) Annual budget for 2018
 - c) Annual Budget for 2019
8. New business
9. Motion to Close



3. Approval of AGM Minutes,

- Held on January 23, 2018



4. Board Elections

- ▶ Candidates
- ▶ Acclamations
- ▶ Nominations from the floor
- ▶ Potential Election



Candidates

1. Adam Stuart - Canadian Tire
2. Katherine Luckett - RBC
3. Alana Haining - Holiday Inn & Suites
4. Dave Brown - Mucho Burrito
5. Bill Campbell - Kanata Entertainment Centrum, PenEquity Realty Corporation
6. Joanne Mutter - JoJo CoCo Chocolate Inc.
7. Mike Lilly - La Mode Fine Jewellers

Councillor Jenna Sudds





5. Annual Report



Message from THE CHAIR - Adam Stuart





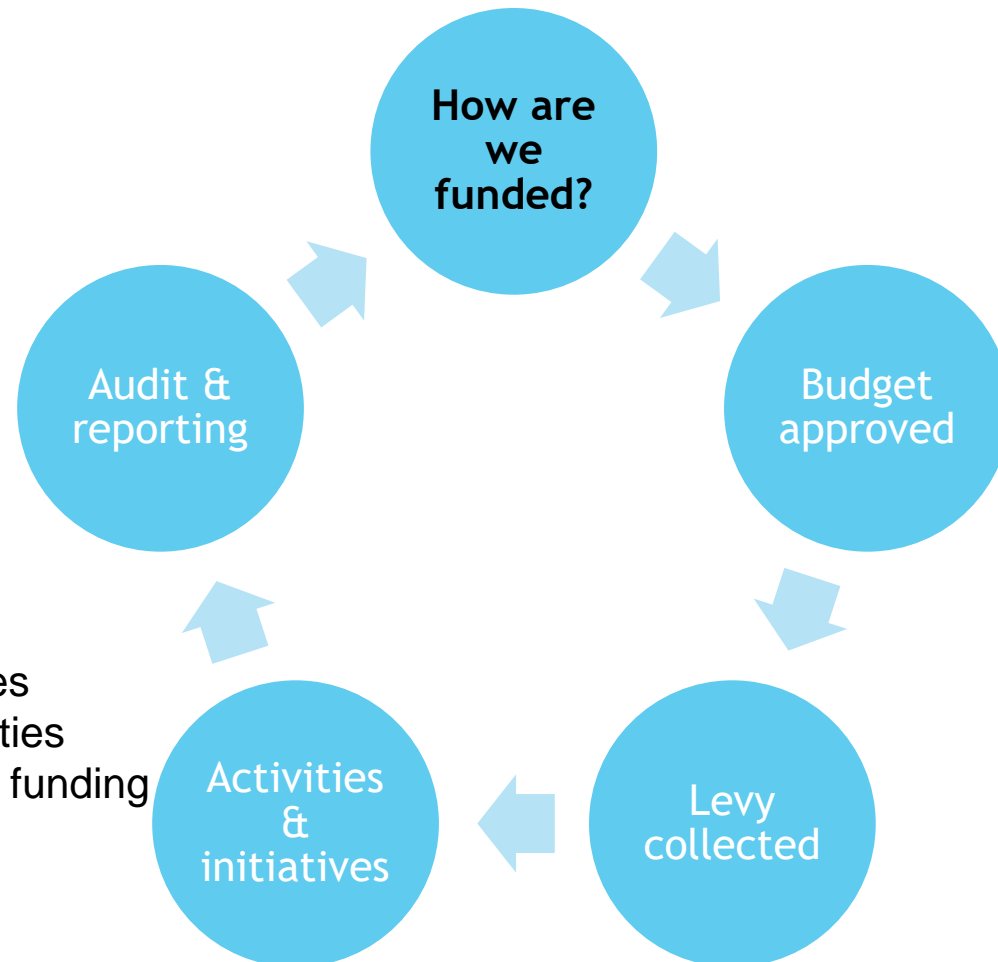
What is a BIA, anyway?

PROMOTE

ADVOCATE

CONNECT

improve the economic strength of
the BIA district & its members



- No membership fees
- Commercial properties
- Steady, predictable funding



What do we do?

- ✓ Governance
- ✓ Marketing & Promotion
- ✓ Organize local and attend sponsored events
- ✓ Member Engagement

Why do we do it?

Promote, Advocate, Connect

- ▶ Support Economic Growth in our BIA district
- ▶ Invigorate community relationships by building brand awareness for Kanata Central BIA



Governance

- Review & revision of City of Ottawa BIA bylaws
- Follow our KCBIA constitution
- Part of a strategic review of the Ottawa Council of BIAs (OCOBIA)
- Hold monthly BoD meetings
- In line with municipal elections
- All BIAs are audited annually from a third party audit company



Marketing & Promotion

Highlights from 2018:

- ▶ With assistance of a municipal grant, we developed a Marketing Strategy plan which will guide activities / projects of the BIA for the next two years
- ▶ Partnering with a consulting firm who are undertaking a wayfinding / directional signage project for the KCBIA district
- ▶ Marketing and Events sub committees created consisting of Board and BIA members
- ▶ Increased our social media following on both Facebook and Instagram
- ▶ Created members and public email databases to send regular communications regarding activities, events, etc in our district, building on our brand / following
- ▶ A map of the district has been designed and distributed to local hotels for tourists
- ▶ Regular online contests promoting various businesses in our district
- ▶ Various marketing channels used to advertise our BIA: Radio, TV, newspaper, social



KANATA CENTRAL

Bunny Hop!

Saturday March 31st / Noon - 4pm
Starts at the Holiday Inn & Suites, 101 Kanata Ave.



WIN
a family dinner
in Kanata Central
(\$150 value)

KANATA CENTRAL



FIRST DAY OF SCHOOL

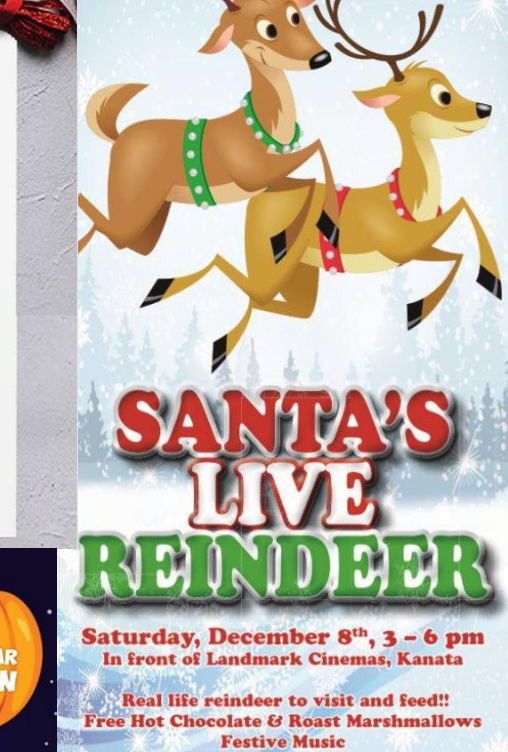
KANATA CENTRAL

HOLIDAY GIVEAWAY!

WIN A **\$50** GIFT CARD TO

GRAFFITI'S

KANATA CENTRAL



SANTA'S LIVE REINDEER

Saturday, December 8th, 3 - 6 pm
In front of Landmark Cinemas, Kanata

Real life reindeer to visit and feed!!
Free Hot Chocolate & Roast Marshmallows
Festive Music

Enter To Win!
\$50 Gift Basket

KANATA CENTRAL



WIN
a family movie
in Kanata Central
(\$56+ value)

KANATA CENTRAL

WIN

DAD'S GIFT!
WEEKLY DRAW

\$50 GIFT CARD
BARBECUE WORLD

KANATA CENTRAL

FREE ENTRY
WITH A DONATION TO
KANATA FOOD CUPBOARD!

THE SPOOKTACULAR HALLOWEEN EVENT

Prizes to be WON!
SPOOKTACULAR ACTIVITIES,
SCAVENGER HUNT,
HALLOWEEN TREATS & MORE!

OCT 27 | check-in between
NOON-12:30

FREE ENTRY
WITH A DONATION TO
KANATA FOOD CUPBOARD!

THE SPOOKTACULAR HALLOWEEN EVENT

FUN FOR THE WHOLE FAMILY!

SATURDAY OCT 27
CHECK-IN BETWEEN NOON-12:30
RAIN DATE: October 28
LOCATED NEXT DOOR TO
BARBECUE WORLD

Prizes to be WON!
SPOOKTACULAR ACTIVITIES,
SCAVENGER HUNT,
HALLOWEEN TREATS & MORE!

Live Local. Love Central. KANATACENTRAL.COM




WIN
a family movie
in Kanata Central
(\$56+ value)

KANATA CENTRAL

WIN

DAD'S GIFT!
WEEKLY DRAW

\$100 GIFT CARD
GCIF LOWE'S

KANATA CENTRAL

Like . share & tag 3 friends TO WIN!

\$50 GIFT CARD

KANATA CENTRAL

Conks and Forks

Thursday, August 16th
6-9 pm

FREE EVENT

We have over 40 restaurants in our district and would love for you to participate!

Provide bite-size samples of your favourite foods, beer, or wine from your menu
Hot B.B.Q. will have onsite presence playing music
Adult board games

Let's of prizes to win including a fabulous Grand Prize Date night worth \$600 (Hotel stay, movie tickets and \$250 gift card to their choice of favourite restaurant from this event!)

Please RSVP by July 15th
613-513-3646 or
kristin@kanatacentral.com

PRESENTED BY **KANATA CENTRAL**

Conks and Forks CONTEST

WIN AN LCBO GIFT CARD



\$50 GIFT CARD
ROOSTERS

WIN
DAD'S GIFT!
WEEKLY DRAW

KANATA CENTRAL



Wayfinding / Directional signage / banners project

- Create a consistent and coordinated system in order to allow users to easily apply their understanding of known information to new situations;
- Ensure the wayfinding system is scalable and flexible to adapt to change;
- Create a “sense of arrival” and contribute to a distinct “sense of place” by using a design palette that reflects the local identity;
- Take advantage of key features or landmarks that aid orientation;
- Consider all modes of travel and points of arrival; and
- Encourage exploration.



Social Media Snapshot

OVERALL STATS - 2018

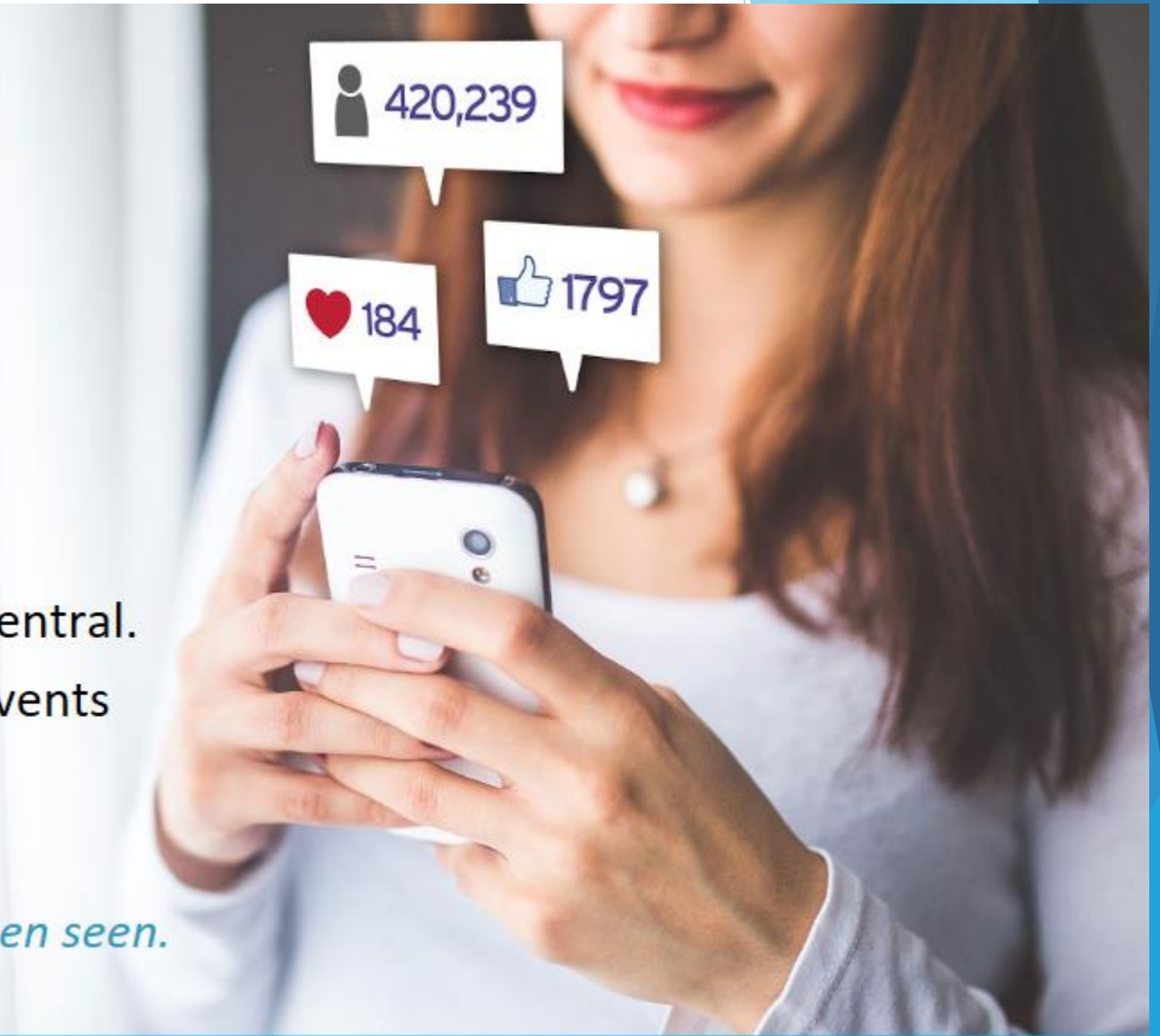
Overall Reach: **420,239***

Facebook Likes: **1797**

Instagram Followers: **184**

- **Successful key driver** for Kanata Central.
 - > Member businesses exposure, events and information
- **Top 3** traffic driver to website

**amount of times the posts have been seen.*



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Positive Feedback On Social Building Awareness



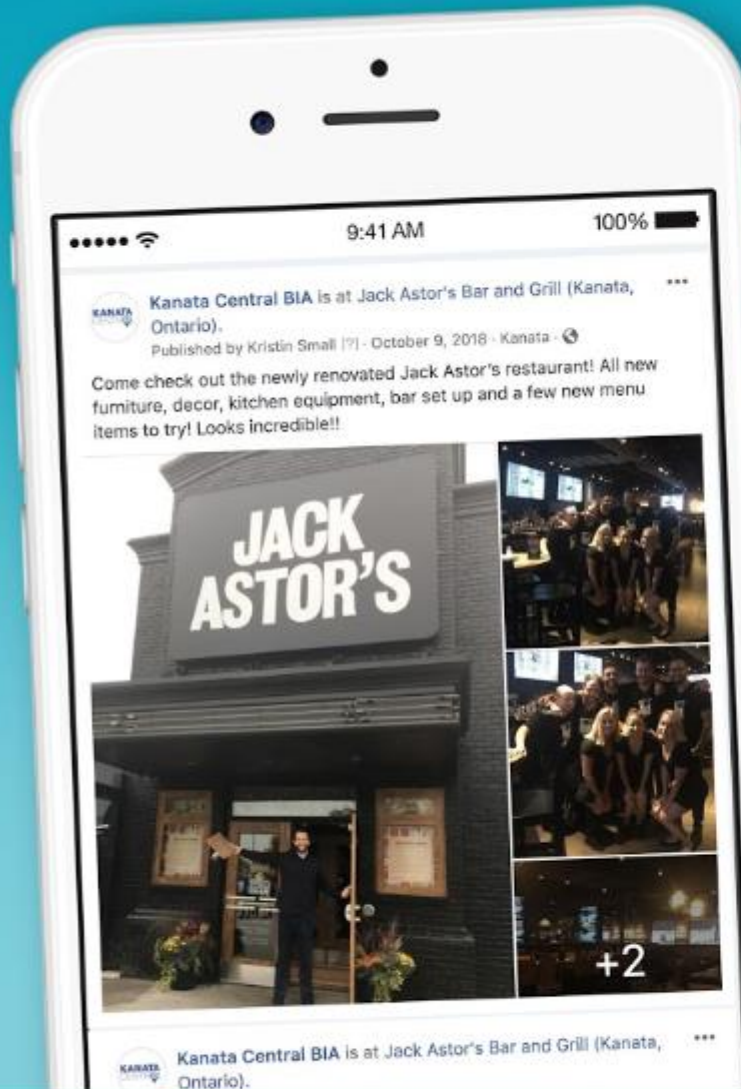
- Bonnie Nicholas** Thank you!! We will be there next year!
Like · Reply · Message · 4d
- Margaret Labelle** It was a fun night . Great treats and we met some very nice people along the way . Well organized . Thank you
Like · Reply · Message · 4d · Edited
- Alain Dube** I had a blast, great effort to organize such a big event and to get the merchants on board. Hats off to the Kanata Central BIA you guys are awesome...see you next year !
Like · Reply · Message · 4d
- Sarah Clifford** I hope you do it again! I wanted to come out but was busy that evening m. Hope you do it again next year so I can try it out!
Like · Reply · Message · 4d
- Rose Chammas** It was awesome, thanks for a great night!
Like · Reply · Message · 3d



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Top Content Opportunities Based On Success in 2018

People love hearing about new businesses, promotions for existing businesses and contests!



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Kanata Central Map

- First map of our area in 20 years!
- Version 2 to be released in Q2
- Updates with new businesses to the district





Organize local and attend sponsored events

Events which took place in Kanata Central - driving footfall to our district

- ▶ Easter Bunny Hop - 2,000 participants
- ▶ Corks & Forks (adults only) - 360 participants
- ▶ Spooktacular Halloween - 230 participants
- ▶ Santa's Live Reindeer - 600 participants

Partnership with Children's Wish Foundation, Kanata Food Cupboard & Kanata Entertainment Centrum

Used various marketing channels to promote our events



KANATA CENTRAL

JUST ADDED!
PET THE BUNNIES
DWARF GOAT &
GUINEA PIGS

OVER 80 STORES PARTICIPATING
OVER 50,000 FREE CANDIES
SCAVENGER HUNT - \$250 GRAND PRIZE

KANATA CENTRAL Bunny Hop Scavenger Hunt Map

SCAVENGER HUNT MAP

COLLECT A MINIMUM OF 15 SIGNATURES FOR A CHANCE TO WIN ONE OF OUR MANY PRIZES

GRAND PRIZE
WIN THE GOLDEN EGG
A \$250 gift certificate to a local business

OTHER PRIZES
A \$100 gift certificate to a local business
A \$50 gift certificate to a local business
A \$25 gift certificate to a local business
A \$10 gift certificate to a local business
A \$5 gift certificate to a local business
A \$2 gift certificate to a local business
A \$1 gift certificate to a local business

PLEASE HAND IN YOUR FORM AT KAPLAN'S TO BE ELIGIBLE TO WIN ONE OF THE MANY PRIZES (Prizes are limited to local businesses only)



Sponsored events

- ▶ Canada Day at KRC - sponsored the Arts and Crafts tent in the family fun zone
- ▶ Marianne's annual picnic



**CANADA DAY
2018**



**KANATA
CENTRAL
BIA**

DOWNLOAD YOUR PHOTOS AT PHOTOBOOTHKATANA





Member engagement

- ▶ Created two sub-committees including Board and BIA members
 - a) Marketing
 - b) Events
- ▶ Involved with Grand openings, welcoming new businesses and recently refurbished outlets into our BIA district
 - a) Pure Kitchen
 - b) Homewood Suites by Hilton
 - c) Canadel
 - d) Bangkok Buri
 - e) Tanda Shoes
 - f) Jack Astor's Grand Opening of their large renovations project



Directions for 2019

Objectives:

Promote, Advocate, Connect

- ▶ Support Economic Growth in our BIA district
- ▶ Invigorate community relationships by building brand awareness for Kanata Central BIA

Initiatives:

- ▶ Promoting of existing businesses through marketing and events
- ▶ Beautify and brand district through wayfinding / directional signage
- ▶ Developing relationships and tools to drive advocacy
- ▶ Building a sense of community through communication, gathering and place making



6. Guest speaker: Councillor Sudds



7. Budget items

- a) Financial Statement and Auditor's report for 2017
- b) Budget 2018
- c) Budget 2019

		2018 budget	2019 Budget
176010 - BIA KANCENT Taxation	407001 - General Taxes	-150,000	-180,000
	407104 - Payment In Lieu	-	-45,000
Revenue		-150,000	-225,000
176011 - BIA KANCENT Administration	407015 - Other Revenue	-7,500	-7,500
Administration		-7,500	
Total Revenue		-157,500	-187,500
176011 - BIA KANCENT Administration	501110 - Compensation	52,000	55,000
	501405 - CPP Employer Contribution	4,290	4,500
	501406 - EI Employer Premiums	8,710	8,900
	502111 - Conferences & Conventions	1,000	3,000
	502115 - Non-Taxable Car Mileage	1,200	1,200
	502121 - Postage	-	120
	502131 - Cablevision & Communications	1,500	2,000
	502373 - Insurance Premiums	4,000	4,000
	502392 - Consultants	12,500	9,000
	502395 - Corporate Memberships	250	
	502619 - Rental Buildings	-	
	505990 - Office Supplies	1,000	1,000
	506173 - Office Furniture & Equipment	2,500	
Administration		90,450	88,720
176012 - BIA KANCENT Marketing	502210 - Advertising/Promotion	20,700	29,000
	502211 - Public Notices/Information	1,000	
	502330 - Professional Services	10,000	80,000
	502928 - Community Events	26,350	25,000
	505772 - Signage	4,000	
	505995 - Miscellaneous Supplies	2,000	
	507197 - Donations/Sponsorships	3,000	3,000
Advertising, Promotions and Events		67,050	137,000
Total Expense		157,500	225,720



8. New business



Open floor

Questions, comments, ideas?



9. Motion to Close



Thank you