



Annual General Meeting January 15, 2019

Agenda

- 6:30 Arrival and mingling
- 6:45 Denis Matte: Welcome, opening remarks and introduction of Meeting Facilitator, Mark Atkinson.
Dinner is served
- 6:50 Mark Atkinson: Introduction of Board Members from last term of governance.
Overview of rules of procedure for meeting and election.
- 7:00 Terry Tyo: Video Report on 2018 Marketing Plan for 2019
- 7:10 Member Questions and Discussion
- 7:50 Candidates speak for 3 minutes on their skills, experience and ideas.
- 8:40 Election Vote and Count.
- 8:55 Presentation of Board of Directors for 2019-22 Term
- 9:00 Adjourn.



Annual Report 2018

2018 was a busy year for the Preston Street BIA. The Board held operations within the budget and although the financials are not closed out for 2018 yet, anticipate adding \$51,000 to the reserve for the Albert Street Arch. This would put the total reserve at around \$351,000. (Please note that the BIA does not receive our audited financial returns from the City until July.) New this year was the DiscoSkate event, that was held in February at Plouffe Park. The BIA is very pleased with the turn-out of 1000 people for this new event and the social media numbers were good.

The next event was Italian Festival which had phenomenal crowds on Friday and Saturday. Turn-out on Sunday was disappointing, despite having extended the Ferrari demonstration into Sunday. This year as well as extending the Ferraris, the BIA hired street entertainers, stilt-walkers, Live artist exhibitions and the Fireman's Band. The Italian Car Parade attracted its largest crowd ever and was responsible for making that our biggest day for web-site traffic and social media hits. Our thanks to Delio D'Angelo, Joe Cotroneo and the many volunteers who made the Italian Car Parade and Italian Car Museum such a huge hit!

Presdelicious entered its second year and grew the number of meals sold by 50%. Through GRM's management and marketing, it was covered in 25 media listings and channels. As well, their promotion sent 3000 people to the website for information on the event, and those people stayed on the website for an average of 3 minutes. When we drive people to the website for one event, they are also seeing the calendar of all the events that are going on in the area. In September, the BIA sponsored PorchFest to get them to expand into Little Italy. Bands and performers were set-up in 10 locations in the neighbourhood and the restaurants reported getting business from this event which was held on a Saturday afternoon.

The BIA invested in Autumn Street decorations again this year, that were in place from mid-September to the end of October and the response from business owners, customers and neighbours was very positive.

With financial assistance from the City of Ottawa, created unique artwork to vinyl-wrap the City's light panels along the street making them more resistant to graffiti and creating visual interest with Italian flair in our area.

Hosted the second Night Lights event in November and doubled attendance. This event garners high social media reaches and retweets (assisting the BIA to expand its reach to new customers). Night Lights brought many customers to the café's and bars.



All of our events were supported by our media partner Great River Media. Through their efforts we have seen our social media reach rise 13% for a total of 625,000 reaches. Our number of followers also rose by 69% to 5,800. These are the numbers we are achieving with only 15% of our membership active on Social Media...Imagine how many we could reach if more of the businesses get on social media! As well as marketing support, GRM researched, designed, printed and distributed the monthly calendars. They also gave us free half-page ads in Kitchissippi Times (circulation 25,000 people within walking distance of Preston St., and Ottawa Business Journal (circulation 100,000) every month.

Social media algorithms have changed and they will now give priority to video over any other kind of post. This is one of the reasons we initiated a new video project called "Meet Me on Preston Street" this year. These videos were hosted by our business owners and listed the top three things to do on Preston Street this weekend. GRM produced 43 live videos for us in 2018. The top videos reached 3000 people.

In 2018, with financial support from the City of Ottawa, we did a census review that updated our membership lists and provided us with an analysis of the changes in the population of our area between the 2006 and 2016 Government Census. This review began with getting a better understanding of our membership, who they are, how long they have been in business, how many jobs they create, etc. It then focused on giving us a better understanding of the demographic in our area and how it has changed in ten years.

We continued to maintain our assets including the Little Italy lights on the Arch and Queensway bridge, bollard lights, Historical Mural Project, tree lights, Bambini, graffiti remediation, vinyl wraps and banners.

This year the BIA office had damage owing to multiple leaks in the roof. This required replacement of ceiling tiles and repainting the office (which had last been painted ten years ago). The total expenditure for this was \$3078.84.

Preston Street BIA
allocation to date 2018 (not final)

		2018 Current	%
Tree Lighting/Street Decor Costs	Note 1	\$55,400.00	12.1%
Italian Festival	Note 2	\$90,830.00	19.8%
Advertising and Marketing	Note 3	\$148,700.00	32.4%
Office and Administration	Note 4	\$132,170.00	28.8%
Total Expenses		\$427,100.00	93.0%
Reserve for Future Projects		\$2,093.00	0.5%
Total Levy		\$459,193.00	100.0%
Less PILT underpayment		-\$30,000.00	-6.5%
Total Revenue		\$429,193.00	93.5%
Electrical Repair and Maintenance		\$5,000.00	9.0%
Nutrilawn- Tree light replacement		\$31,000.00	56.0%
Tree light repair		\$1,000.00	1.8%
Graffiti Management		\$18,000.00	32.5%
Less City Graffiti Grant		-\$15,000.00	-27.1%
Hydro Little Italy Lights/tree lights		\$2,400.00	4.3%
Power washing for murals (500 x 2)		\$1,000.00	1.8%
Repair and Maintenance Lighting		\$5,000.00	9.0%
Banners set of 240		\$7,000.00	12.6%
TOTAL		\$55,400.00	100.0%
Note 2 Italian Festival			
Road Closure		\$20,000.00	22.0%
Ferrari		\$20,000.00	22.0%
Bike Race Ottawa		\$12,000.00	13.2%
Italian Car Parade		\$5,000.00	5.5%
Tent for Italian Car Parade		\$3,000.00	3.3%
Italian Car Parade Road closure		\$5,630.00	6.2%
Police		\$15,000.00	16.5%
Lunch for Sign installers		\$200.00	0.2%
Advertising /Street animators		\$10,000.00	11.0%
TOTAL		\$90,830.00	100.0%
Note 3 Advertising and Marketing			
GRM-Social Med, Calendar, Web, Video		\$48,000.00	32.3%
WinterLand		\$35,000.00	23.5%
Sponsorship The Gladstone		\$10,000.00	6.7%
Sponsorship Blizzard of Oz		\$2,000.00	1.3%
Website (hosting)		\$400.00	0.3%
Website Social Hub		\$2,000.00	1.3%

Preston Street BIA
allocation to date 2018 (not final)

	Italian Phone Directory, Calendar, Bambino		\$700.00	0.5%
	Sponsorship Enriched Bread Artists		\$600.00	0.4%
	Annual General Meeting Receptions		\$3,500.00	2.4%
	AGM Printing		\$1,000.00	0.7%
	Block Captain DIY Events		\$5,000.00	3.4%
	Presdelicious		\$8,000.00	5.4%
	Light The Night		\$10,000.00	6.7%
	Disco Skate		\$8,000.00	5.4%
	Newsletter Prep		\$6,000.00	4.0%
	Census		\$7,500.00	5.0%
	Receptions Luncheons		\$1,000.00	0.7%
	TOTAL		\$148,700.00	100.0%
Note 4 Office and Administration	Phone Network Charge		\$1,200.00	0.9%
	Internet		\$1,200.00	0.9%
	Cell Phone Air Time		\$1,200.00	0.9%
	Audit		\$4,500.00	3.4%
	Employee Wages		\$78,295.00	59.2%
	Employer contribution for EI and CPP		\$3,900.00	3.0%
	Office Cleaning		\$600.00	0.5%
	Bldgs/Facilities Rentals		\$19,200.00	14.5%
	Enbridge Gas Office		\$2,400.00	1.8%
	Hydro Office		\$2,000.00	1.5%
	Office Supplies/ Furniture		\$3,000.00	2.3%
	Parking		\$360.00	0.27%
	Insurance City		\$6,000.00	4.54%
	Insurance Director's and Officers'		\$540.00	0.41%
	Insurance Lori L&H		\$6,200.00	4.69%
	Congresso		\$100.00	0.08%
	Ottawa Botanical Garden Society		\$125.00	0.09%
	Ontario BIA Association		\$325.00	0.25%
	International Downtown Assoc.		\$500.00	0.38%
	Ottawa Tourism		\$325.00	0.25%
	Ottawa Festival Network		\$200.00	0.15%
	TOTAL		\$132,170.00	100.00%
Memberships				



The Year Ahead 2019

For 2019 the Board is not looking for an increase in the levy. The levy has remained the same for 12 years, which requires this volunteer Board of Directors to work very hard to stretch the levy dollars and come up with creative, low-cost ideas to keep the Preston area vibrant and attractive.

The Preston BIA is in a holding pattern until they are able to expand the BIA boundary to include the Lebreton Flats development and the redevelopment of the City Centre. Adding those new areas to the boundary will give a boost to the BIA's levy and enable the Board to amp up activity in the area.

For 2019 the Board plans to continue with events and initiatives that have been successful. Presdelicious will be running for the third time, from March 1st to 10th. This event is designed to attract customers to our restaurants in slower periods. There has been good growth in the numbers and the Board felt that it has a good return on investment.

For Italian Festival in 2019 the BIA will continue to sponsor the Italian Car Parade, Ottawa Ferrari Festival, and Preston Criterium, as well as provide logistics for the event, and hire security for the road closures. The new Board is encouraged to meet with Settimana Italiana as soon as possible to gain an understanding of what they are planning and what gaps there may be in programming.

The Board has renewed the contract with Great River Media to continue to build our social media reach and results and assist in managing events and marketing what's going on in Little Italy.

The Website will be refreshed and will feature a New Video Program that puts the spotlight on the expertise of our merchants. These videos will be hosted on a new Preston Street Youtube channel.

We have added a new set of official Winterlude banners to connect Preston Street to Winterlude when visitors and locals are planning their Winterlude activities.

The BIA will sponsor PorchFest again in September.

The Autumn Street décor will be installed and remain for one month from mid-September to mid-October.

Night Lights will return in November, with more new installations building on the existing pieces.

The BIA has set aside budget for Christmas décor.

The BIA has committed to sponsor the Ottawa Musicals Christmas Pantomime again this year.

The BIA has worked with the Gladstone Theatre providing sponsorship and business advice to assist them to get on solid financial footing so they no longer need to rely on the BIA's sponsorship. We congratulate the management and staff of the Gladstone for achieving the milestone of reaching their full funding goal. This frees up the funds the BIA was using to assist them for other BIA activities.

Preston Street BIA
Financial Reports

		2019
Tree Lighting/Street Decor Costs	Note 1	52,400
Italian Week	Note 2	94,830
Advertising and Marketing	Note 3	132,400
Office and Administration	Note 4	135,621
Total Expenses		415,251
Reserve for Future Projects		43,942
Total Levy		459,193
Note 1 Tree Lighting/Street Decor Costs		52,400
Electrical Repair & Maint, Arch, Power wash		7,000
Nutrilawn- Tree light replacement and maintnce		32,000
Graffiti Management		18,000
Less City Graffiti Grant	-	15,000
Hydro Little Italy Lights/tree lights		2,400
Banners and hardware		8,000
Note 2 Italian Week		94,830
Road Closure		23,500
Ferrari including Sunday		20,000
Bike Race Ottawa		12,000
Italian Car Parade + Tent + Road close		14,000
Police		15,000
Signage,posters,artwork,animation,Firemen's band		10,330
Note 3 Advertising and Marketing		132,400
Sponsorship The Gladstone/Blizzard of Oz		3,000
Website Calendar/ Social Hub		2,400
DiscoSkate, generator, Plant bath fee		-
AGM, Receptions, Printing,		5,500
Grants DIY events/ Disco Skate		-
Video / Social Media/Mkting support/calendar		48,000
Presdelicious		10,000
Night Lights		10,000
Where /Ottawa Mag		2,800
Porchfest		2,000
Ice Dragonboat Races		5,000
Autumn Décor		25,000
Christmas Décor		15,000
L'Ora Di cal, Italian tel dir, Carnevale Bambini		700
Newsletter		3,000
Note 4 Office and Administration		135,621
Phone,internet,cell phone, cleaning, windows		6,000
Audit		4,500
Employee Wages,		79,866
Employer contribution for EI and CPP		3,900
Bldgs/Facilities Rentals		19,200
Enbridge Gas/ Hydro Office		4,400
Office Supplies/ Furniture/ Parking		3,360
Insurance City PLPD, D&O, L&H		12,820
Mmbrsps Ottawa Tourism,OBGS,OBIAA, IDA,Congresso		1,575



Your Candidates Election 2019

Antonella Ceglia
Amanda Cockburn
Eric Diotte
Marcus Filoso
Cristina Forieri
Mario Giannetti
Claudio Lepore
Denis Matte
Stephen Moffatt
Alessio Monterossa
Amanda Papalia
Lauryn Santini
Tony Zacconi

La Roma
Freewheeling Craft
Divino Wine Studio
Aquilina Parking Lot
Vasto
Preston Hardware
U Brand Promotions
Gencon
Waterford Property Group
Sun Life
Vincent
Santini Gallery
Sala San Marco