

- 6. 2019 BUSINESS IMPROVEMENT AREA AND SPARKS STREET MALL  
AUTHORITY - ANNUAL REPORTS AND AUDITED FINANCIAL  
STATEMENTS**
- ZONE D'AMÉLIORATION COMMERCIALE ET ADMINISTRATION DU MAIL  
DE LA RUE SPARKS - RAPPORTS ANNUELS ET ÉTATS FINANCIERS  
VÉRIFIÉS DE 2019**

**COMMITTEE RECOMMENDATION**

**That Council receive the 2019 Business Improvement Area Annual  
Reports and Audited Financial Statements..**

**RECOMMANDATION DU COMITÉ**

**Que le Conseil prenne connaissance des rapports annuels et des états  
financiers vérifiés de 2019 des zones d'amélioration commerciale.**

**DOCUMENTATION/DOCUMENTATION**

1. Director's report, Economic Development and Long Range Planning, Planning, Infrastructure and Economic Development dated 15 October 2020 (ACS2020-PIE-EDP-0034 ).

Rapport du directeur, Développement économique et Planification à long terme, Direction générale de la planification, de l'infrastructure et du développement économique, daté le 15 octobre 2020 (ACS2020-PIE-EDP-0034 ).

**Report to  
Rapport au:**

**Finance and Economic Development Committee  
Comité des finances et du développement économique  
12 November 2020 / 12 novembre 2020**

**and Council  
et au Conseil  
25 November 2020 / 25 novembre 2020**

**Submitted on October 15, 2020  
Soumis le 15 octobre 2020**

**Submitted by  
Soumis par:  
Don Herweyer  
Director / Directeur**

**Economic Development and Long Range Planning / Développement économique  
et Planification à long terme Planning, Infrastructure and Economic Development  
/ Direction générale de la planification, de l'infrastructure et du développement  
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**Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE      File Number: ACS2020-PIE-EDP-0034**

**SUBJECT: 2019 Business Improvement Area and Sparks Street Mall Authority -  
Annual Reports and Audited Financial Statements**

**OBJET: Zone d'amélioration commerciale et administration du mail de la rue  
Sparks - Rapports annuels et états financiers vérifiés de 2019**

## **REPORT RECOMMENDATION**

**That the Finance and Economic Development Committee recommend Council receive the 2019 Business Improvement Area Annual Reports and Audited Financial Statements.**

## **RECOMMANDATION DU RAPPORT**

**Que le Comité des finances et du développement économique recommande au Conseil de prendre connaissance des rapports annuels et des états financiers vérifiés de 2019 des zones d'amélioration commerciale.**

## **BACKGROUND**

A Business Improvement Area (BIA) and Mall Authority are associations of commercially assessed property owners and their tenants within a specified geographic area who joined together, with approval of the municipality under Section 204 of the *Municipal Act*, 2001, in a self-funded program, paid through a levy along with their property taxes, aimed at attracting shoppers and tourists to the area, and undertaking beautification projects. The City of Ottawa currently has 19 BIAs and one Mall Authority.

These local boards are required to submit annual reports to Council, in accordance with Subsection 207(1) of the *Municipal Act*, 2001, which states, "A board of management shall submit its annual report of the preceding year to Council by the date and in the form required by the municipality and the report shall include audited financial statements."

Following Council's approval of the 2014-2018 Mid-term Governance Review report ([ACS2016-CCS-GEN-0024](#)) on November 9, 2016, annual reports of BIAs and other local boards of the City are to be submitted to Council in the form of a written document and include the mandate of the BIA (or other local board), its strategic directions, annual highlights and audited financial statements.

The purpose of this document is to bring forward to City Council, the 2019 annual reports of the City's BIAs and Mall Authority for information, consistent with the requirements set out under Subsection 207(1) of the *Municipal Act*, 2001, and in keeping with the format approved by Council.

## **DISCUSSION**

A BIA is a local board of the municipality that oversees the improvement, beautification and maintenance of public land, buildings and structures of a specified geographic area.

Its efforts extend beyond those provided at the expense of the municipality while also promoting the area as a business or shopping area.

Ottawa's 19 BIAs and one Mall Authority include vibrant commercial districts and encompass more than 6,400 businesses and 120,000 employees. Although they serve the individual districts they represent, they contribute to the health and vitality of the city as a whole through community and stakeholder engagement, promotion and member advocacy. In 2019, board members contributed approximately \$7.3 million towards beautification, promotion, cleanliness and safety within their respective districts to improve the visitor and resident experience and enhance business growth.

The 2019 BIA and Mall Authority Annual Report highlights the achievements of the various BIAs within the City of Ottawa (see Documents 1 to 19). Below are some highlights:

1. Bank Street BIA continued to deliver excellent programming to its membership and community in 2019. Along with the sixth annual Glowfair Festival, the BIA hosted the Fire and Ice Festival (in partnership with Winterlude) and celebrated Pride with the Ottawa Capital Pride Parade. The BIA also commissioned several new murals to beautify the street and welcomed a new Chair of the Board, Michael Wallack.
2. Barrhaven BIA continued to focus on three key strategic priorities: advocating for Barrhaven businesses and organizations to speak with a united voice; marketing Barrhaven as a welcoming place to live, work, shop, and visit; and improving district safety through a comprehensive graffiti removal program, and working with Ottawa Police and Community Associations.
3. Bells Corners BIA continued its very successful Christmas Tree Lighting ceremony that attracts approximately 1,000 people and held its first Concert in the Parking Lot at the Robertson Centre attracting 500 people over the August long weekend.
4. ByWard Market BIA was a successful Digital Main Street grant recipient. This grant is used to assist small businesses in utilizing digital tools. The ByWard Market Street Ambassador Program continued with core functions pertaining to safety and security, tourism information, and event support. Event highlights included the 41st Winterlude, GLAD Spring Cleaning the Capital, Sausagefest and Weiner Dog Parade, North of Nashville, LRT Rideau Station grand opening, and Giant Pumpkins.

5. Carp Road Corridor BIA participated as a stakeholder in the City's Rural Economic Development Strategy to highlight the economic importance of the corridor's construction and manufacturing members and the economic growth opportunity in the Corridor's vacant land base.
6. The Village of Carp BIA successfully produced its first Visitors' Guide in partnership with Metroland Media. The guide featured local businesses, an interactive map of the village's businesses, and a 'Day in Carp' overview.
7. Downtown Rideau BIA developed a new strategic plan, updated FX poles, installed new roadway banners, activated Ogilvy Square, and managed graffiti removal. The BIA continued to focus on their 2019-2022 strategic priorities which include promoting Downtown Rideau, increasing member engagement, advocating on behalf of members, and changing the safety perception of the district.
8. Glebe BIA was recognized with three industry awards at the Ontario Business Improvement Area Association (OBIAA) national conference; Get-it-in-the-Glebe campaign, Glebe Spree, and Canadian Eats. In collaboration with the City of Ottawa, three vibrant new murals were added for a total of 17 murals since 2016. Other highlights and events included the Great Glebe Garage and Sidewalk Sale, Game Day, implementation of gardens and hanging baskets, and gateway signage.
9. The Heart of Orléans BIA created a three-year Strategic Marketing Plan, continued to publish their popular flagship magazine, The Beat, replaced all gateway signs welcoming tourists, wrapped traffic boxes with BIA branding and hosted their signature Dinner Under the Stars, featuring all things local.
10. Kanata Central BIA (KCBIA ) completed a comprehensive wayfinding/directional signage plan for the KCBIA district, increased social media following on both Facebook and Instagram, managed regular online contests promoting various businesses in the district, and coordinated several events including Corks and Forks, Bunny Hop, and the Kanata Farmer's Market.
11. Kanata North BIA had two events which reinforced Kanata North's reputation as Canada's connected car and autonomous vehicle technology hub, including the Connected and Autonomous Vehicles Canada Conference. The BIA continued focusing on their 2019-2021 strategic plan with the three pillars being talent, tech, and impact.

12. Manotick BIA successfully heightened the experience of tourists and residents by hosting Dickinson Day, A Taste of Manotick and Women's Day, and Manotick Village Christmas events. The BIA successfully installed the Harbour Public Docks, which has received very positive results by bringing tourists and residents into the businesses core by boat.
13. Preston Street BIA held the 45th Annual Italian Festival, introduced a sold-out "Dinner under the Stars" event, hosted a Disco Skate night at Plouffe Park for the Ottawa Mission, held a very successful second Presdelicious dining event and continued their NightLights Festival.
14. Quartier Vanier BIA invested in two new murals, saw over 3,500 people attend BeechFest and raised over \$5,000 for the Partage Vanier Foodbank at its annual Dinner in Beechwood Cemetery. The BIA actively participated in the Montreal Road revitalization project including investing in electrical access for activations along the corridor.
15. Somerset Street Chinatown BIA installed two large murals with the support of the City of Ottawa, carried out two research projects resulting in the development of a digital market strategy and street lighting study, and organized the annual Chinese New Year parade.
16. Somerset Village BIA worked with restaurants and businesses to mobilize street closures for a festival of activities in the fall and upgraded tree lighting to maintain full year lighting.
17. Sparks Street BIA, for the first time ever, presented an interactive art exhibit on the street called Impulse. Successful events such as Poutinefest, Ottawa Ribfest, and the Ottawa International Buskers Festival continued to draw thousands of people to Sparks Street. A partnership with the Ottawa Music Industry Coalition continued to deliver the Ottawa Loves Music Weekend.
18. Wellington West BIA successfully implemented placemaking and beautification projects such as the Parkdale Park art wall, the Wellington Village 100th gallery mural, Somerset Square pilot, Hintonburg Place Plaza project, and the Parkdale area people place mobility study. Events continued such as the Parkdale Market partnership, animating Parkdale with partners, and Taste of Wellington West.
19. Westboro Village BIA continued to manage several key events such as Shop the Village, FUSE, Wickedly Westboro, and others. New branded street banners

were installed and the courtyard at Winston Square was lighted over the holidays.

The Draft Consolidated Financial Statements (see Documents 20 to 39) have been prepared by Ernst & Young Global Limited in accordance with Canadian Public Sector Accounting Standards established by the Public Sector Accounting Board of Chartered Professional Accountants Canada.

## **RURAL IMPLICATIONS**

This report provides the annual reports and audited financial statements of the Carp Road Corridor, Carp Village and Manotick BIAs.

## **CONSULTATION**

No consultations were conducted for this report.

## **COMMENTS BY THE WARD COUNCILLORS**

City-wide – not applicable.

## **LEGAL IMPLICATIONS**

There are no legal impediments in receiving the information in this report.

## **RISK MANAGEMENT IMPLICATIONS**

There are no risk management implications with this report.

## **ASSET MANAGEMENT IMPLICATIONS**

There are no asset management implications associated with the recommendations of this report.

## **FINANCIAL IMPLICATIONS**

There are no financial implications associated with this report

## **ACCESSIBILITY IMPACTS**

There are no accessibility implications associated with this report.

## **TERM OF COUNCIL PRIORITIES**

The recommendation in this report supports the following strategic priority of City Council:

- Economic Growth and Diversification: Encourage economic growth and diversification by supporting business investment and expansion, talent attraction and retention, showcasing the city's bilingual and multicultural character, and branding Ottawa as a place to be.

## **SUPPORTING DOCUMENTATION**

|             |   |
|-------------|---|
| Document 1  | Bank Street BIA Annual Report               |
| Document 2  | Barrhaven BIA Annual Report                 |
| Document 3  | Bells Corners BIA Annual Report             |
| Document 4  | Byward Market BIA Annual Report             |
| Document 5  | Carp Road Corridor BIA Annual Report        |
| Document 6  | Carp Village BIA Annual Report              |
| Document 7  | Downtown Rideau BIA Annual Report           |
| Document 8  | Glebe BIA Annual Report                     |
| Document 9  | Heart of Orleans BIA Annual Report          |
| Document 10 | Kanata Central BIA Annual Report            |
| Document 11 | Kanata North BIA Annual Report              |
| Document 12 | Manotick BIA Annual Report                  |
| Document 13 | Preston Street BIA Annual Report            |
| Document 14 | Quartier Vanier BIA Annual Report           |
| Document 15 | Somerset Street Chinatown BIA Annual Report |
| Document 16 | Somerset Village BIA Annual Report          |
| Document 17 | Sparks Street BIA Annual Report             |



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| Document 18 | Wellington West BIA Annual Report                          |
| Document 19 | Westboro BIA Annual Report                                 |
| Document 20 | Bank Street BIA Audited Financial Statements               |
| Document 21 | Barrhaven BIA Audited Financial Statements                 |
| Document 22 | Bells Corners BIA Audited Financial Statements             |
| Document 23 | ByWard Market BIA Audited Financial Statements             |
| Document 24 | Carp Road Corridor BIA Audited Financial Statements        |
| Document 25 | Carp Village BIA Audited Financial Statements              |
| Document 26 | Downtown Rideau BIA Audited Financial Statements           |
| Document 27 | Glebe BIA Audited Financial Statements                     |
| Document 28 | Heart of Orleans BIA Audited Financial Statements          |
| Document 29 | Kanata Central BIA Audited Financial Statements            |
| Document 30 | Kanata North BIA Audited Financial Statements              |
| Document 31 | Manotick BIA Audited Financial Statements                  |
| Document 32 | Preston Street BIA Audited Financial Statements            |
| Document 33 | Quartier Vanier BIA Audited Financial Statements           |
| Document 34 | Somerset Street Chinatown BIA Audited Financial Statements |
| Document 35 | Somerset Village BIA Audited Financial Statements          |
| Document 36 | Sparks Street BIA Audited Financial Statements             |
| Document 37 | Wellington West BIA Audited Financial Statements           |
| Document 38 | Westboro Village BIA Audited Financial Statements          |
| Document 39 | Sparks Street Mall Authority 2019 Financial Statements     |

**DISPOSITION**

Economic Development Services will action any direction received from Council with respect to this report.