



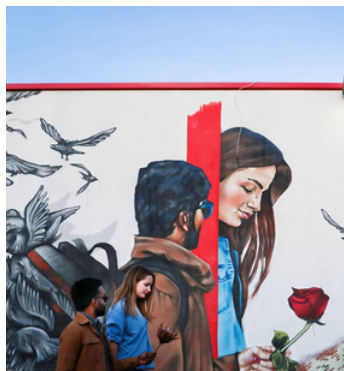
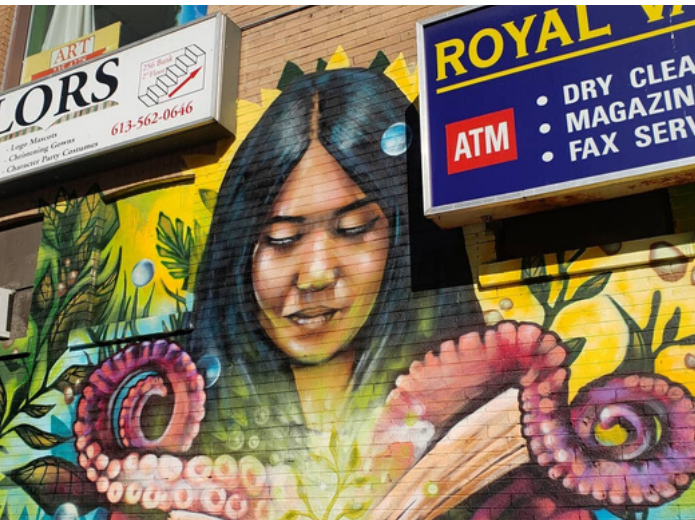
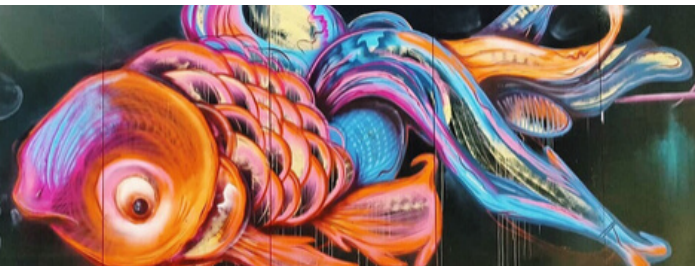
2019

YEAR IN REVIEW

Bank Street B.I.A.
Annual General Report

DOWNTOWN.

AT THE INTERSECTION OF EVERYTHING.



Agenda

6:00 pm: Mingling/Networking

6:20 pm: Buffet served

6:30 pm: Welcome | Christine Leadman

6:35 pm: Ottawa Police Service | Constable Lemieux

6:45 pm: Your Tech Stack | Michael Wallack

7:00 pm: Chairman's Report | Jonathan Hatchell

7:05 pm: Events Report | Sabrina Lemay

7:10 pm: Marketing Report | Holland Stille

7:15 pm: Councillor McKenney

7:40 pm-8:15 pm: Networking

Bank Street BIA Staff & Board

BOARD OF MANAGEMENT

Jonathan Hatchell, Chair
Councillor McKenney, Director
Vinod Chaudhary, Director
Michael Wallack, Director

STAFF



CHRISTINE
LEADMAN
Executive Director



SABRINA
LEMAY
Assistant Director



HOLLAND
STILLE
Communications



WILLIAM
MACDOUGALL
Assistant

Message from the Chair of the Board

The Bank Street BIA mission to promote, improve and advocate for Downtown Bank Street as the destination of choice for residents and visitors is the continuing goal of the Board of Directors and mine as the Chair of the Board.



I look forward to working with my colleagues, business associates and the BIA team in continuing to build on the great work that has been achieved to date while always striving to be innovative, creative and nimble as we move forward in our ever-changing business environment into 2020.

Jonathan Hatchell is the former Chief Executive Officer at the Royal Oak Pub Group. He has been involved in the community and the city since arriving in Canada in 1986. The first Royal Oak opened at 318 Bank St, and now the Royal Oak Pub Group has 14 pubs, with two on Bank Street.

Thank you,
Jonathan Hatchell,
Chair, Bank Street BIA



Message from the Executive Director

It is amazing how quickly a year goes by with the end of 2019 just around the corner. It was a notable year that has propelled us in a new direction for 2020. We will be making some big changes and taking on new challenges.

Change can be challenging but what is more challenging is no change. As in hockey, "You miss 100 percent of shots you never take" (Wayne Gretzky). So, in 2020 we are going taking a lot of shots including our Digital Main Street Initiative, an expanded Fire & Ice Festival and our latest project The Golden Ticket. We are also looking to introduce a new initiative in June that will see a larger engagement with members. We know you're up for it and are looking forward to bringing it to life in 2020.



Christine Leadman

Message from the Assistant Director

Since joining the BIA almost two years ago, I have had the pleasure of working with the membership and team to continue the legacy of Bank Street as a vibrant, exciting main street in the nation's capital.

As we move into 2020, I look forward to producing new events and engaging with businesses and property owners.



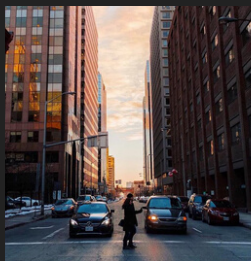
SabriNa C.Lemay

Mandate

The Bank Street Business Improvement Area (BIA) is a 15 block shopping district and community that strives to make the area cleaner, safer, and more vibrant.

The Bank Street B.I.A. is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.



Strategic Direction

The Bank Street BIA works in partnership with a variety of non-profits to help improve the quality of life for residents and members.

Representing history, culture, and growth, the Bank Street BIA connects the downtown core to real life. With its close proximity to Parliament Hill, famous Canadian museums and heritage sites, the community of Bank Street attracts residents and tourists alike. We're a bold and vibrant community, and we're proud to celebrate our heritage.

The Bank Street BIA's vision is fostering a vibrant, sustainable, inclusive, and engaged neighbourhood where businesses and the community can live, work, play, and thrive.

The mission of the Bank Street BIA is to improve and promote the business community district area through investment and advocacy to become one of Ottawa's primary shopping, business and entertainment destinations, for residents and tourists alike.

In 2020 the BIA will continue to identify initiatives that make the area popular and a primary location for consumers.

We need to ensure that we are offering services and facilities that people want to frequent, they are aware of said services and that the location is making people feel welcome.

This includes providing opportunities for on-street engagement with consumers and visitors to Bank Street through the physical environment and activities.



Finances

REVENUES

BIA Levy/Payment in Lieu	\$ 940,600
Other Revenue	\$ 47,000
Remissions	\$ (20,000)
Total Revenue	\$967,600

ADMINISTRATION EXPENSES

Administration	\$ 348,050
Facilities Rental	\$ 58,000
Professional Services	\$ 10,000
Audit	\$ 2,000
Legal Services	\$ 2,000
Insurance and Security	\$ 8,500
Sub-Total	\$ 428,550

Total Programming Expenses	\$ 445,050
Total Grounds and Maintenance	\$ 94,000

Total Expenses \$ 967,600

2019 Highlights

GLOWFAIR

On June 14th and 15th, Bank Street from Slater to James Street was closed to vehicle traffic and opened to a magical world of music+light+art.

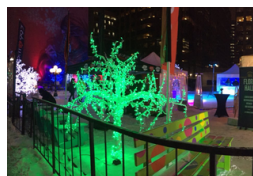
Thousands of people joined us this year on Bank Street for Glowfair, enjoying the theme blocks and live music and performances.



FIRE&ICE FESTIVAL

Launched in 2019, this family-friendly event takes place on Bank Street between Wellington and Catherine Street.

Attendees are encouraged to take in all that Fire + Ice Winter Festival has to offer with acrobatic performances, art exhibitions, fire juggling, ice sculptures, and more.



Marketing & Social Media

In 2019 the Bank Street BIA worked hard to produce a series of events that provided a meaningful impact to its members and the community.

Over the course of the last year, the BIA has developed valuable online platforms to help promote events, initiatives and, most importantly, its members. In 2019, the BIA started working with Meltwater to increase our media insights and engagement.

On social media, more than 100,000 Facebook users are reached by content the BIA produces every month and more than 7,800 users follow the BIA's Instagram!

Here are a few of the initiatives we participated in since the last annual general meeting.

Fire & Ice Festival

24 Hours to End Youth Homelessness

#ArtOnBank

#FindYourFavourite

Bike In Breakfast

Glowfair Festival

#Giveaways

Capital Pride

Golden Ticket Giveaway

and many more!

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