

ByWard Market Business Improvement Area  
267 Dalhousie Street, #202  
**Tel** 613-562-3325  
[byward-market.com](http://byward-market.com)



# ANNUAL REPORT

FY 2019

# TO OUR STAKEHOLDERS

## MANDATE

To support and promote the health and vitality of the ByWard Market as a unique business district and meeting place for residents and visitors.

The ByWard Market is characterized by a wide variety of owner-operated businesses and a farmers' market that contribute to Ottawa's heritage, activity and animation.

## CORE ACTIVITIES

Marketing and promotion

Public and government relations

The ByWard Market serves more than 600 businesses and 247 properties

***In 2019 the newly elected Board embarked on a new Strategic Plan, work continues into 2020.***

## WHAT IS A BIA?

A BIA stands for Business Improvement Area. BIA's are Local Boards of the Municipality and are governed by the Province through the Municipal Act. There are currently more than 300 BIA's in Ontario representing over 60,000 businesses. Ottawa currently has 19 BIA's.

The ByWard Market BIA was formed in 1993 and is administered by an elected 11-member Board of Management, along with the local Councillor and one full-time employee – an executive director and four part-time employees (admin, communications/marketing, events and program assist).

## BOARD MEMBERS 2019

### Executive Committee

#### Chair

Josiah Frith, Humble & Harris

#### Vice-Chair

Deek Labelle, Chateau Lafayette

#### Treasurer

Kizil Dunlap, Cricket and Company

Renée Berezowski, Richard Robinson

John Borsten, Zaks/Zaks Cantina

Shauna Bradley, Heart & Crown Irish Pubs

Nancy Champagne, Courtyard Marriott

Mandy Gosewich, Stunning Ottawa

Stephanie Hault, Roadtrip/Trustfund  
*(Co-Chair Safety and Security Committee)*

Ashley Hopkins, Paradigm Properties

Michael Osterer, Irving Rivers

*Councillor Mathieu Fleury*

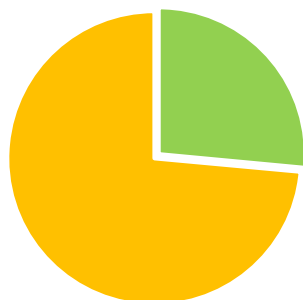
# TO OUR STAKEHOLDERS

## FINANCIAL HIGHLIGHTS

Commercial properties in the ByWard Market BIA pay millions of dollars in property taxes annually to the City of Ottawa, however, **property taxes DO NOT fund the BIA.** 100% of property taxes go directly to the City of Ottawa paying for many City services such as: emergency services (police, fire, ambulance), road maintenance, snow removal, water service and sewers, City parks, and facilities etc.

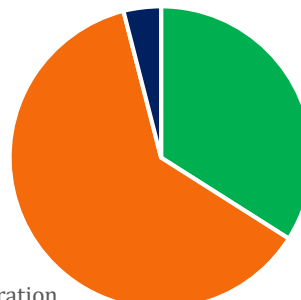
The BIA is primarily funded through the BIA levy collected from commercial property owners within the BIA boundaries. In addition to the levy, BIA staff successfully supplement a significant portion of the budget with alternative sources of revenues such as sponsorships (cash and in-kind), grants, sales and partnerships.

Revenues Percentage

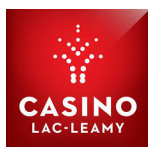


■ Supplement ■ Levy

Expenditures Percentage



■ Administration  
■ Marketing incl. events, advertising, beautification  
■ Memberships & Meetings (AGM)



## Staffing

This year, the ByWard Market BIA experienced a staffing change. After 8 years, Katherine Solomon resigned her position to pursue another opportunity. The BIA then welcomed a change of staff for Marketing and Communications to manage messaging, programming and events: Christina Devine as Communications Coordinator and Jody Buggie for Membership Services and Events.

# TO OUR STAKEHOLDERS

## FINANCIAL PRACTICES & ANNUAL AUDIT

All financial transactions of the BIA are approved by the Treasurer, monitored by City financial officers, and reviewed annually by independent auditors appointed by the City.

<b>Revenue</b>	<b>Budget 2018 [note 4]</b>	<b>Actual 2018</b>
Tax revenue [note 3]	\$540,000	<b>\$516,092</b>
Sundry	147,000	<b>141,023</b>
Payments in lieu of taxation	-	<b>22,317</b>
<b>Total revenue</b>	<b>687,000</b>	<b>679,432</b>

**Table 1 - Statement of Operations - Expenses**

<b>Expenses</b>	<b>Budget 2018 [note 4]</b>	<b>Actual 2018</b>
Advertising and promotion	391,000	<b>388,813</b>
Salaries***	192,000	<b>***204,039</b>
Professional and consulting fees	50,700	<b>30,473</b>
Office and administration	33,000	<b>27,192</b>
Maintenance	26,000	<b>25,971</b>
Rent	21,000	<b>23,229</b>
Furniture and equipment	4,000	<b>1,598</b>
Insurance	6,000	<b>4,860</b>
Audit fees	3,000	<b>2,906</b>
<b>Total expenses</b>	<b>726,700</b>	<b>633,374</b>
<b>Annual surplus (deficit)</b>	<b>(39,700)</b>	<b>46,058</b>
Accumulated surplus, beginning of year	79,813	<b>79,813</b>
<b>Accumulated surplus, end of year</b>	<b>\$40,113</b>	<b>\$125,871</b>

**\*\*\*NB \$80,000 of salaries represents budgeted Ambassador payroll**

*2018 Audited Financial Statements – rec'd Jul. 2019*

# TO OUR STAKEHOLDERS

## COMMITTEES

### Safety & Security Committee

The Safety and Security Committee meets the 2<sup>nd</sup> Tuesday of the month at 1pm all 12 months of the year. The meetings are co-chaired by BIA Member Steve Monuk and BIA Board Member Stephanie Hault. Other attendees include: Police, By-Law, Social Service Providers, AGCO, US Embassy, Crime Prevention Ottawa and ByWard Market/Lowertown residents.

In 2019, long-serving Co-Chair (and resident) Gordon Diamond stepped down. The BIA and all members of the Safety and Security Committee thank him for his contribution to the ByWard Market over several years.

### Parking & Transportation

The BIA is always collaborating with the city on parking and transportation issues (i.e. City Parking and/or Transportation Studies, Tour Bus Parking, Traffic movements).

This sub-committee of the Board meets on an ad-hoc basis.

## External Committees

### Ottawa Tourism

In 2019 Jasna Jennings served her last consecutive term as an Ottawa Tourism Board Member (2013-2019) and Chair of the Membership Committee (2016-2019).

### OCoBIA ~ Ottawa Coalition of BIAs

The Ottawa Council of BIAs rebranded as the Ottawa Coalition of BIAs, with a new governance and financial structure. Starting in 2019 BIA's paid 1.5% of their levy towards OCoBIA.

OCoBIA meets regularly throughout the year in addition to quarterly meetings with the Mayor. Topics include items of relevance to all BIAs as well as ad-hoc committees as required.

### Needle Distribution and Retrieval Consultative Group

Jasna Jennings is a Board Member of the City of Ottawa's NDRCG. Members meet bi-monthly, Tuesdays from 5:30 p.m. – 7:30 p.m. at 179 Clarence Street.

### City of Ottawa Parking Stakeholders Consultation Working Group (PSCWG)

This Committee is made up of City-wide stakeholders and meets quarterly. Established in 2009, the ByWard Market BIA continues to have a seat at this table and is represented by Jasna Jennings (appointed by OCoBIA).



US EMBASSY





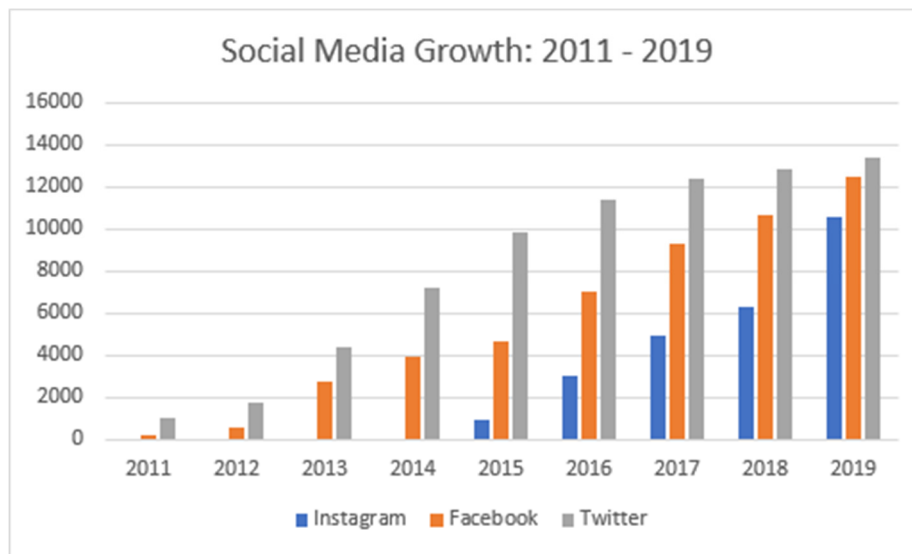
# TO OUR STAKEHOLDERS

## MARKETING & COMMUNICATION

Members are continually encouraged to provide feedback on marketing efforts to help steer initiatives and direction.

### Social Media

ByWard Market social media continues to grow each year. Efforts are made to provide engaging content that shares news, events, photos, human interest stories, and member highlights. Businesses are encouraged to interact with BIA social media accounts and the BIA will endeavor to follow, like and share as much content as possible.



**Highlight**  
@bywardmarket  
Instagram account  
surpassed 10K  
followers in  
October 2019  
with 10.7K  
followers in  
December 2019.

### 2019 Highlight

#### Ottawa's Place DNA™ - Social Media Assessment – Sept – Nov. 2019

ByWard Market BIA was one of only a handful of organizations chosen to receive *free* social media monitoring through *Destination Think!* (DT!) as part of Ottawa Tourism's *Ottawa Place DNA™* Program to see how the BIA is implementing the brand direction, engaging target audiences and utilizing brand themes in our communications.

#### Goals:

- To keep the ByWard Market top of mind for residents & tourists
- To increase online presence and traffic, and increase social media audiences
- To foster positive media and influencer relations
- To engage community members in marketing efforts

#MyOttawa

### Digital Service Squad: A Free Resource for Your Business

The BIA was a successful Digital Main Street Grant Recipient. The Digital Service Squad program is designed specifically to help main street small businesses effectively use digital tools. DSS consultant John Hennessy has been contracted to work with our members from now until the end of February 2020 to help you improve your on-line presence. Contact the BIA for more information.



# TO OUR STAKEHOLDERS

## BYWARD MARKET STREET AMBASSADOR PROGRAM



May 1<sup>st</sup> through to Labour Day Monday, operating 7 days per week

6-ByWard Market Street Ambassadors

1-Ambassador Supervisor/Program Coordinator

BIA awarded Canada Summer Jobs Grant

### Core functions

- Safety and Security;
- Tourism Information including brochure distribution, hotel outreach and *ByWard Market Walking Tours*;
- Surface Ops and area Audits
- Event Support



### Information Kiosk & Cultural Ambassadors

The BIA information kiosk was located at York Plaza in front of the OTTAWA letters. Over the course of the program Ambassadors recorded **194,571** people visiting the OTTAWA Letters.

In 2019, the BIA again partnered with Ottawa Festivals. For 6 weeks, two Cultural Ambassadors joined BIA staff at the kiosk.

### ByWard Market Walking Tours

In 2019, the popular walking tours were offered all three weekends of Winterlude and resumed at the start of the 2019 Ambassador Program. Members of the public could book tours via the info kiosk and were available Thursday to Sunday.

## BY THE NUMBERS:

The Ambassadors worked **124** days this summer

**994** total hours on duty

**12,913** total contacts

**912** negative contacts. (7% of all contacts)

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The most common inquiries (*in order*) were:

1. Directions
2. Tourist Attractions & Services (museums, Parliament, festivals, tours etc...)
3. Brochures and Maps
4. Restaurants and/or retail businesses in the Market

# TO OUR STAKEHOLDERS

## 2019 HIGHLIGHTS



### Official Site 41<sup>st</sup> Winterlude

32<sup>nd</sup> Crystal Garden International Ice Carving Competition

28th Annual ByWard Market Winterlude Stew Cook-Off

39th Accora Village Bed Race for Kiwanis

SubZero Electro DJ Nights feat. ByWard Beats

Chimes – Interactive Light & Sound Installation



### BY THE NUMBERS

- ❖ 600,000+: *(total)* Winterlude attendees, as estimated by organizers
- ❖ 4: Days the Rideau Canal Skateway was closed
- ❖ 6.9C: Warmest day during Winterlude (Feb. 8)
- ❖ -20.1C: Coldest day during Winterlude (Feb. 1)
- ❖ 7.2 mm: Rain that fell during Winterlude
- ❖ 58.4 cm: Snowfall during Winterlude





# TO OUR STAKEHOLDERS

## SPRING / SUMMER HIGHLIGHTS



Canadian Tulip Festival - May 10-20, 2019



GLAD Spring Cleaning the Capital - May 4, 2019



5<sup>th</sup> Annual ByWard *BARK-et* – May 5, 2019

### ByWard Bundle Events

The ByWard Bundle Program is a dedicated fund in the BIA budget to support member led events and initiatives. In 2019 the following were supported through this program:

- GLAD Spring Cleaning the Capital - May 4, 2019
- 5<sup>th</sup> Annual ByWard *BARK-et* – May 5, 2019
- Sausagefest & Weiner Dog Parade – Sept. 29
- North of Nashville – Nov. 23rd



New artwork on York St. East Art Cubes  
Artists: Natalie Grice (L) & Robbie Lariviere (R)



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## FALL HIGHLIGHTS



LRT Opening Rideau Station, Sept 14, 2019

SausageFest & Weiner Dog Parade Sept. 29, 2019



Giant Pumpkins Oct. 2019



*Thanks to outdoor vendor Serge Cleroux for all his logistics assistance, Ottawa Markets staff and Little Phil for his daily help.*

North of Nashville Music Festival - Nov. 23, 2019





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## CHRISTMAS HIGHLIGHTS

### DÉCOR

- ❁ 50,000 decorative lights installed
- ❁ 9 different locations
- ❁ 3 new locations added in 2019

### PROGRAMMING

- ❁ 3 weekends (1<sup>st</sup> 3 of December)
- ❁ Free Horse & Wagon Rides & Choirs
- ❁ New OTTAWA sign launch



## COMMUNITY



- The 28<sup>th</sup> Annual Winterlude Stew Cook-off raised \$5,630 for the LCRC
- Annually, BIA coordinates donation of produce plants for the LCRC Community Garden
- Throughout the summer, BIA Street Ambassadors volunteered serving & preparing lunch at local social service agencies
- May 2<sup>nd</sup> the BIA team joined dozens of other volunteers to fill sandbags in Constance Bay to assist with the Ottawa River flooding
- CTV Ottawa Happy Helpers Food Drive for Ottawa Food Bank Dec. 2019, over 100lbs of food was collected & donated by the BIA
- BIA Staff assisted SOS Children's Villages with their 50<sup>th</sup> Anniversary event



SOS CANADA'S BIRTHDAY BLOCK PARTY



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## MEDIA

### The ByWard Market Buzz on CTV Morning Live

- Every other Thursday at 8:45am.
- CTV Morning Live shares the segments on Twitter on the same day the segment airs.

### Lowertown Echo

- BIA submission in every edition

### Pure Country Radio

- Partnership to promote North of Nashville

## Travel & Earned Media Features

The ByWard Market continues to be featured in print and online publications and interactive channels all over the world. Journalists, bloggers and vloggers document their experiences in the area, identifying the ByWard Market as a key destination when visiting Ottawa.

Ottawa Tourism works with journalists and tracks their coverage. Articles of the ByWard Market were published in 2019 and shared with the BIA throughout the year. Articles of note include:

- Attractions Ontario with Christine Martin
- CBC
- CFRA Radio
- CTV
- Forbes.com
- Global News
- Globe and Mail
- Journal de Montreal
- Lowertown Echo
- Ottawa Business Journal
- Ottawa Citizen
- Ottawa Life Magazine
- Pure Country 94
- Ritz Magazine
- Skylife Magazine
- The Sudbury Star
- Travelmag.com





# TO OUR STAKEHOLDERS

## Contact Information

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