



DOWNTOWN
Rideau
where culture lives

2019 ANNUAL REPORT

ARTS,
FASHION &
THEATRE
DISTRICT

2019 ACHIEVEMENTS

- New strategic plan for new board
- Updated FX poles phase 1 equipment
- New roadway banners design and hardware
- Activated Ogilvy Square with Passage Experience and Holiday/ Winterlude Winter Tree
- Advertising and Promotional support of Where_____Lives Creative
- Member promotional services: #RideauTalks, #RideauStories, #RideauHappyHours, #RideauSocial and #RideauForLease
- District metrics and factoids: traffic counts, consumer demographics, social media stats, social environment stats
- Sponsorship of member cultural programming and destination-driving events
- Graffiti removal
- Street Detail maintenance program
- Street Ambassadors observation reporting and customer service
- Developed Street Outreach, a social environment engagement program
- Art Wall LRT legacy project at The Underpass
- LRT Rideau Station Opening Celebration on William Mall
- Created social media creative content with photographs and videos of key initiatives



The 2019 PASSAGE attracted thousands to Downtown Rideau.

2019-2022 STRATEGIC PRIORITIES

- **Promote Downtown Rideau** as a shopping, dining, cultural and tourism destination.
- **Increase member engagement** through improved communication and social opportunities.
- **Advocate on behalf of members** by strengthening our relationship and communications with the City on key D.R.B.I.A. initiatives.
- **Change safety perception** by utilizing our collective voice on promotional and advocacy efforts.



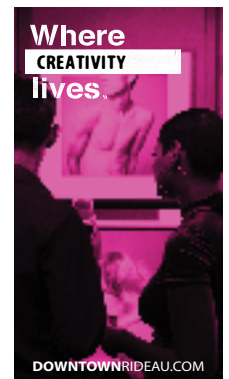
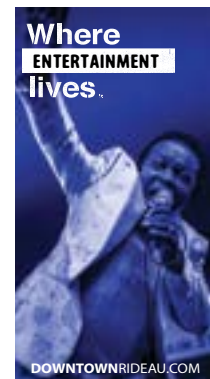
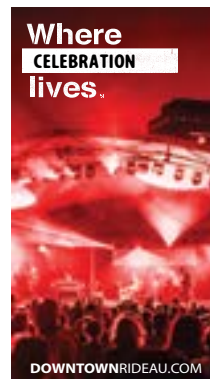
Equator Coffee taking part in our #RideauStories member promotion campaign.

MANDATE

To promote Downtown Rideau as a shopping, dining, cultural and tourism destination and advocate for its economic viability within the City of Ottawa.

VISION

To create an inviting, world-class, quality shopping 'Main Street' and 'Cultural Hub' destination.



New roadway banners promote the B.I.A.'s creative campaign and brand.

WHERE PROGRESS LIVES!

The Downtown Rideau Business Improvement Area (B.I.A.) spent Q1 of 2019 focusing on orientation sessions for its new Board of Management, selecting the Board Executive, restructuring committees, reviewing governance procedures and consulting with members on the B.I.A.'s new strategic plan, which focuses on four strategic priorities: 1) promoting Downtown Rideau as a destination; 2) increasing member engagement; 3) advocating on behalf of members; and 4) changing safety perception.

During Q2 the B.I.A. adjusted its marketing plans to align with the new strategic plan and prepare its summer street teams programs: Detail (litter); Ambassadors (customer service/observations reporting); and Outreach (individuals in crisis). The Street Outreach program is new and provides members a number to call instead of police to respond to social service-related matters and a daytime drop-in service for homeless individuals to go when shelters are closed.

Q3 brought the much-anticipated launch of the City's \$2.1 billion LRT O-Train Confederation Line and opening of its premiere station, Rideau Station, in Downtown Rideau on September 14. The B.I.A. celebrated with a community party on William Mall attended by Mayor Watson; a commemorative Rideau Station public art mural at The Underpass; and a month-long social media campaign to promote #WhereRideauStationLives as part of the B.I.A.'s creative campaign "WHERE_____LIVES". New roadway banners featuring 6 designs supporting the creative campaign were installed on side streets, while Rideau Street banner designs promote the B.I.A.'s brand, theme, and tagline.

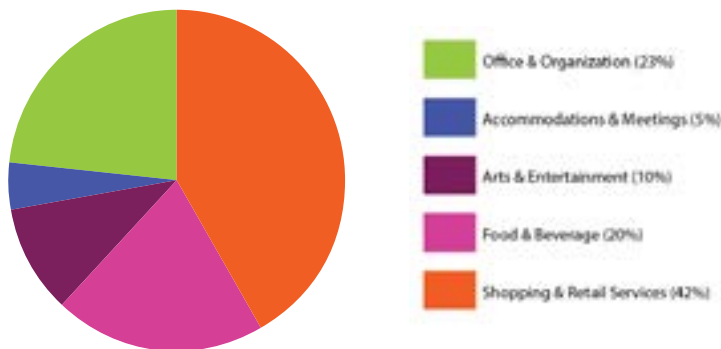
Q4 continued the momentum of Q3 with PASSAGE, an experiential sound and light public art attraction on Ogilvy Square from October 17 to November 12. The promotion included an Instagram contest to win a \$500 gift card to kick off the holiday shopping season. Timing of PASSAGE overlapped with the XO Ball, a new art and fashion event produced by the Ottawa Art Gallery and sponsored by the B.I.A. The year's promotional efforts concluded with a social media campaign to promote visiting Downtown Rideau for holiday programming and shopping.

Throughout the year, the B.I.A. engaged members through member programs: #RideauStories, #RideauTalks, #RideauHappyHours, #RideauSocial (new) and #RideauForLease (new); and provided metrics on traffic counts, consumer base, social media activity, website visits and tourism. Reports and studies are posted on the B.I.A.'s website member portal.

By the end of 2020, Downtown Rideau will have endured 11 consecutive years of construction. The city's significant investment in the public realm in Downtown Rideau is greatly improving the physical environment, as is the B.I.A.'s investment in 12 multi-media FXpoles on Rideau Street west of King Edward. There's never been a better time to invest and grow your business in Downtown Rideau!

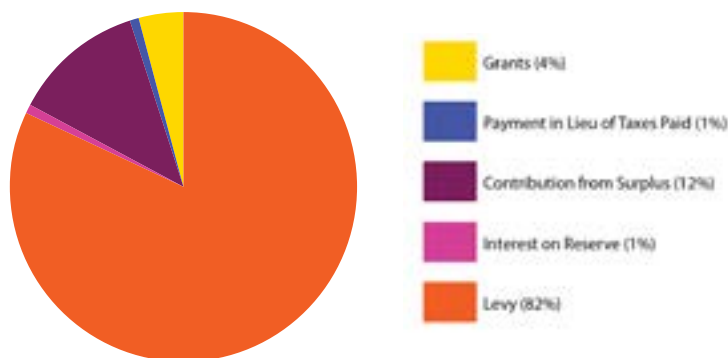
Peggy DuCharme, Executive Director, Downtown Rideau B.I.A.

MEMBERSHIP CATEGORIES



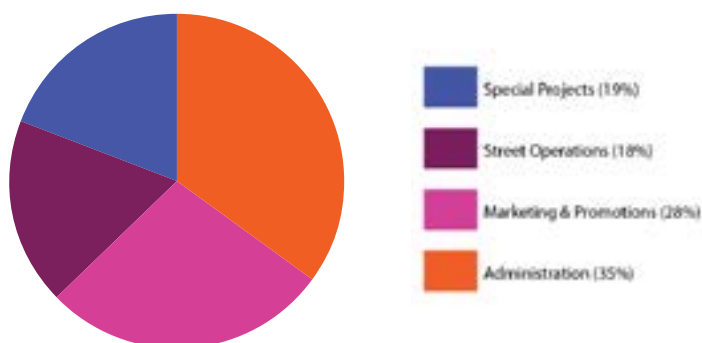
2019 REVENUE (UNAUDITED)

\$1,157,690



2019 EXPENSES (UNAUDITED)

\$1,157,690



Street Outreach engaging with the community.

2018 AUDITED STATEMENTS

Statement of Operations prepared by Ernst & Young LLP year end December 31, 2018

	2018 Actuals	2017 Actuals
Revenue		
Tax levy	888,700	776,304
Sundry	41,320	44,862
Payments in lieu of taxation	10,281	14,600
Interest earned on reserves	1,140	1,200
	941,441	836,966

Expenditures		
Advertising & Promotion	230,655	252,958
Salaries, benefits, professional development & consultants	302,394	303,755
Ground services	106,335	47,722
Office	110,914	83,759
Security services	2,873	3,886
Rent, storage	48,529	48,862
Furniture & Equipment	16,969	27,590
Insurance	9,000	5,348
Audit Fees	2,906	1,640
Depreciation	46,627	17,416
	877,202	792,936

Surplus		
Annual surplus	64,239	44,030
Accumulated surplus beginning of year	460,284	416,254
Accumulated surplus end of year	524,523	460,284

Reserve Account		
Fund balance, beginning of year	67,960	67,960
Fund balance, end of year (after interest earned transferred to revenue)	67,960	67,960

NOTES TO FINANCIAL STATEMENTS

Tax revenue is comprised of the following:

General tax levy	896,834	760,532
Supplementary assessment	10,178	37,098
Remissions	(14,418)	(11,161)
Vacancy rebates	(3,894)	(10,165)
	888,700	776,304

Basis of Presentation The financial statements of the Downtown Rideau Business Improvement Area (B.I.A.) are prepared as prescribed by the Public Sector Accounting Board of Chartered Professional Accountants of Canada.

Accrual Accounting Revenues and expenditures are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become earned and measurable; expenditures are recognized as they are incurred and measurable as a result of receipt of goods or services.

Tangible Capital Assets Capital assets are initially recorded at cost and amortized over their estimated useful lives using the straight-line method. Capital expenditures that do not generate future economic benefit to the B.I.A. are charged to operations in the year of acquisition.

Financial Instruments The financial instruments of the B.I.A. consist of cash, account receivable, accounts payable, and accrued liabilities. Unless otherwise noted, it is management's policy that the B.I.A. is not exposed to significant interest rate, currency or credit risks arising from these financial instruments.

Tax Revenue The City of Ottawa bills and collects tax levies as well as payment in lieu of taxes on behalf of the B.I.A. annually. Tax revenue consists of non-exchange transactions. It is recognized in the period to which the assessment relates and reasonable estimates of amounts can be made. Annual revenue also includes adjustments related to reassessments or appeals related to prior years.

Related Party Transactions The B.I.A. purchases certain services from companies controlled by members and company executives of its Board of Directors, in the normal course of business at commercial rates. In addition, the B.I.A. is related to all entities under control of the City of Ottawa. As at December 31, 2018, \$429 [2017 - \$3,007] is included in accounts payable and accrued liabilities due to related parties and nil [2017 - nil] is included in accounts receivable due from related parties.

Capital Assets	2018	2017
Equipment	339,252	339,252
Accumulated amortization	(103,440)	(56,813)
Net book value	235,812	282,439

FACTOIDS

0.6%

of city budget
paid by
D.R.B.I.A.

1.5%

of all city
property taxes
paid by D.R.B.I.A.

**\$1.1
billion**

property investment
in D.R.B.I.A. 2014-19

**\$24+
million**

commercial
property taxes
paid by D.R.B.I.A.

**\$1.2+
billion**

commercial
assessment base
in D.R.B.I.A.

**\$1.1
trillion**

property
assessment base
in D.R.B.I.A.

Retail, **ARTS**
and Theatre District
Designation in
City's Official Plan

TOURISM

Designation
(retail open on
most statutory
holidays)

Location of the
Rideau Canal
UNESCO
World Heritage
Status



6,600+ SPOTS



DIGITAL METRICS

f 4,597 followers

ig 3,228 followers

tw 5,548 followers

yt 78,222
lifetime views

12,252
Lifetime App
Launches
2,150
Lifetime App
Downloads

462,157
Annual Website Views

CATCHMENT AREA STATS (5KM FROM D.R.B.I.A. CENTER)

RESIDENTS



178,455 Residents

51%
Female

49%
Male

35.6%
Age 20-39

LANGUAGE

60%
English

19%
French

21%
Other

INCOME

20.3%
\$50-\$80,000



18.2%
\$80-\$125,000

VISITORS



**3.5+
Million**
Annual Visitors

44%

Walk as primary mode of
transportation

DAILY TRAFFIC - RIDEAU STREET

195,805

Transit Riders



3,048

Large Trucks



34,318

Cars



45,851
Pedestrians

25
Cyclists



STREET ACTIVITY



1,056
Observations

101
Public Assistance

170
Calls for Service

422

Tags Removed

