# Heart of Orléans Budget 2019 and 2020

	2018 Budget	2019 Budget
Revenues Administration (reserve funds) Marketing and Promotion Streetscape and Beautification Festivals and Events Member Engagement	218.670 25.000 3.800 9.000 12.800 1.500	234,933 - 1,500 9,000 32,000 1,000
Total Revenue	270,770	267,433
Administration Marketing and Promotion Streetscape and Beautification Festivals and Events Member Engagement Economic Development	152570 51300 28400 20000 9500 9000	151140 31300 39800 22893 20000 2300
Total Expense	270770	267433



## BIA Fun Fact

represent more than 6,400 businesses who employ 120,000 people

(Source: City of Ottawa)

# Financial Statement & Auditor's Report for 2018

The BIA was audited by a 3rd party.
Ernst & Young found financial statements were presented fairly and in accordance with Canadian accounting standards. The full report is available to BIA members.

## STATEMENT OF OPERATIONS

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2018	Actual 2018
Tax Revenue [note 3]	\$ 186,000	\$ 194,513
Sundry	\$ 25,000	\$ 29,151
Total revenue	\$ 211,000	\$ 223,664

Table	e 5 -	Statement	of (	Operat	ions -	Expense	e
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Expenses		Budget 2018		Actual 2018
Salaries	\$	109,000	\$	125,107
Advertising and Promotion	\$	56,300	\$	70,548
Office	\$	33,700	\$	14,087
Maintenance	\$	23,000	\$	24,652
Professional & Consulting Fees	\$	18,000	\$	2,527
Audit Fees	\$	1,400	\$	2,906
Insurance	\$	4,900	\$	3,735
Rent	\$	4,200	\$	4,120
Furniture and equipment	\$	500		
Total expenses	\$	251,000	\$	247,682
Annual deficit	1	-40,000		-24018
Accumulated surplus, beginning of	Ś	104.625	Ś	104.625
year	Ş	104,025	Ą	104,025
Accumulated surplus, end of year		64,625		80,607





# core values



Leadership

We strive to be a strong community leader, influencing decisions and inspiring positive change.



We are committed to advocating for and promoting our district and empowing our members.



Generating Wealth

All our activities help support long-term economic development in our district.



Partnership

Helping our members connect and collaborate with each other and working with key players in the broader community of Orléans.

## **BIA Fun Fact**

There are currently 290 BIAs in Ontario, representing over

(Source: Ontario BIA Association)

# who we are

In addition to our BIA staff and 2 Councillors, our board of directors is made up of passionate business owners and representatives located in our BIA district volunteering their time and expertise to make a difference in the Heart of Orléans.



PASCALE BAZINET



DOUG FELTMATE

DEBBIE O'CONNOR

TANNIS VINE





FRASER PADDISON

RITA CHALABI



ANDRÉ GRZELA



# mandate



as a district.





Advocate on behalf of Members.

Help beautify and/or make improvements to streetscape.

All with the goal of improving the economic strength of the district. ......

## **BIA Fun Fact**

by providing services, job opportunities and vibrancy to our neighbourhoods. 95% of Ontario and Canada businesses are small. In 2016, small businesses in Ottawa were at 93%. More than 35% of jobs in Ottawa come from these small businesses.

(Source: OCCOBIA)

# our vision

businesses that makes the Heart of Orléans distinct.



The BIA represents the heart of the community of Orléans as the place of choice for our community to shop for specialty goods, professional services, high quality service, unique dining and entertainment, and at shops that are often local and family-run businesses.



We're committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.



The BIA helps to create a beautiful, trendy destination. We strive to reflect the unique heritage of the area as the original "main street" of Orléans, but also work to develop a modern Heart of Orléans district as a place that is a vibrant, walkable and mixed-use space.





## Advocacy and Member Engagement

### **HIGHLIGHTS FROM 2019**



#### Engagement

Updated new Business Welcome Kits. Continued engagement with BIA members.



#### **Local Breakfast Series**

Partnered with Ottawa Board of Trade to bring 4 east end breakfasts to Orléans.



### **Email Campaigns**

Emails regularly sent to Members, Partners and Associate Members. Emails sent to general to events in our district and to read about our district in The Beat

## **Associate Memberships**

Continued to offer Associate Memberships to businesses wanting

## **DIRECTIONS FOR 2020**



Improve Member



### Team Growth

Volunteer Team has doubled since the beginning of the year.



#### Members Only Portal

Worked with consultant to build content and valuable information for Members Only Portal.



Created various videos to assist members in their business. e.g. 5 Things you can do to make your Business Better, How do I make more money? How do I find more time? What marketing will work for my business? etc



#### Advocation

The BIA continues to advocate on behalf of its members to all levels of government through formal and informal channels.



Build new and improved Members Only piece (through new website)

**HIGHLIGHTS FROM 2019** 

Third full year of The Beat /Le rythme, our bilingual flagship e-magazine that highlights the offerings in our district, and the stories behind our businesses. Added to the eMagazine this year. Distribution and online reach of up to 10,000 per issue.

### Branding

Dropped the "St-Joseph" from our BIA logo as we are more than just St-Joseph Boulevard.



### Marketing Strategic Plan

Developed a Marketing Strategic plan which will guide the marketing activities of the BIA for the next 3 years.

## **DIRECTIONS FOR 2020**



Start to implement our Marketing Strategic Plan - e.g. New BIA website, update materials with new logo (without the "St-Joseph), plan for future growth, continue to improve social media, etc

# Streetscape and Beautification

#### **HIGHLIGHTS FROM 2019**



Marketing and Promotion

### Digital and Actual Assets

Created additional video segments to add to our overall marketing video. Created new sidewalk sign.



#### Social Media

Updated our social media strategy for 2019, and increased social media engagement through social media channels (see Social Media Snapshot for more details). Social media continues to bring the biggest impact on community awareness of the BIA and its initiatives and events, and community participation.

#### Gateway signs

Replaced all Gateway the BIA district.



## Vinyl Wraps

Wrapped 14 traffic **BIA Branding** 



#### Repairs

Determined costing around repairing banner poles

## **DIRECTIONS FOR 2020**



New benches



The BIA also continues to look for avenues to fund our complete street concept for St-Joseph Boulevard.

Install and plant our large planters.

LED Snowflakes

Graffiti Removal

Resurfacing

Installed LED snowflakes

along the boulevard for

The BIA spends about

graffiti in the district.

The city resurfaced

St-Joseph Boulevard

the holiday season



Repair banner poles and put up

## **BIA Fun Fact**

Orléans has the highest concentration of bilingual and educated individuals across all of Ottawa.

# Strategy & Governance

## **HIGHLIGHTS FROM 2019**



#### **Planning Process**

and positive results

Fifth Annual Report

to BIA Membership

Ottawa Coalition of BIAs

Member of newly formed

OCOBIA. Goal is to

across all BIAs.

have one strong voice

and ensure consistency

and City Council.

for our members.

**Annual Report** 



Sponsorship Summit and 2019 BIA Conference

#### **BIA Teams**

Our Budget has been properly set up by our BIA Teams making it easier to track expenses



## Strategic Partnerships

Continued to build strategic partnerships in the community Successes include ongoing work with the Societé francoontarienne du partimoine et de 'histoire d'Orléans (SFOPHO), the Shenkman Arts Centre, the Orléans Community Garden.

local Artist Virginia

Dupuis and the Ottawa

Board of Trade (OBoT)

## **DIRECTIONS FOR 2020**

(OCOBIA)



Fill board vacancies Board of Directors



Build on strategic partnerships and continue to work on long term strategic plan.

Capital 2020 Task Force

Supported Capital

2020 with one of its five priorities - "The

## Festivals and Events

#### **HIGHLIGHTS FROM 2019**



## Dinner under the Stars

Our signature Dinner Under the Stars event featuring all things local, was the most successful year yet with ~93% of attendees expressing overall satisfaction this year - an increase of ~13% from last year.



#### Sponsorship

Presenting sponsor for the Orléans Craft Beer Festival, Summer Series and Santa's Parade of Lights. Also sponsored including Fête Frissons, Movie in the Park and Canada Day.



#### Other Festivals

festivals and helping to promote and showcase local content is a success on in 2019. Festivals in the district included the Orléans Craft Beer Festival, The Shenkman 10 Year Anniversary. Poutine Fest, Orléans Ribfest, Orléans Cork and Fork Festival and Santa's Parade of Lights.

## **DIRECTIONS FOR 2020**



the district as the place where community and "festival plaza" in the Centrum area.

The 19 BIAs generate about \$7.4 million annually through levies to support their districts.

(Source: City of Ottawa)

# Social Media Snapshot

We created a social media strategy for 2019 that ensured posts support our BIA values, initiatives and priorities. This included motivational quotes, BIA Business and Community awareness posts, upcoming events as well as changes to our district

......







LINKEDIN

Likes

42 followers.















Fans are 40% male

node in Orléans.



stations in Orleans. Encourage mixed use development

development around the future LRT

Encourage



The Heart of Orléans has a long term economic development vision that complements Phase 2 of driving as well as a Federal Employment node.





Motivational Monday, Balance Orléans and The Beat

## Followers 419 followers



## Top Posts

pictures and member visits

# ......

## **FACEBOOK**



Festivals and Events. and Changes to Streetscape

## Fans are 25% male and 75% Female and highest age group is 35-44.





# **Top Posts**

**TWITTER** 







## **INSTAGRAM**



Include: Event

# **Economic Development Group**

## **HIGHLIGHTS FROM 2019**



### Team Growth

The Economic Development Team grew to 6 members this year.

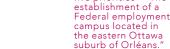
for the balancing of

Orléans to all three

levels of Government



### Balance Orléans Continued to advocate



# **DIRECTIONS FOR 2020**



Continue to push for a Federal Employment



in our district.

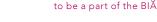
# **BIA Fun Fact**

LRT. We want to see a revitalized and vibrant BIA district that would encourage walking, biking and



frequently inviting them







Partnering with large

Continue to promote

## **BIA Fun Fact**