

Heart of Orléans Budget
2019 and 2020

	2018 Budget	2019 Budget
Revenues	218,670	234,933
Administration (reserve funds)	25,000	-
Marketing and Promotion	3,800	1,500
Streetscape and Beautification	9,000	9,000
Festivals and Events	12,800	32,000
Member Engagement	1,500	1,000
Total Revenue	270,770	267,433
Administration	152570	151140
Marketing and Promotion	51300	31300
Streetscape and Beautification	28400	39800
Festivals and Events	20000	22893
Member Engagement	9500	20000
Economic Development	9000	2300
Total Expense	270770	267433

BIA Fun Fact

Ottawa's 19 Business Improvement Areas (BIAs) collectively represent more than 6,400 businesses who employ 120,000 people. That's about a 1 in 5 jobs across the city.

(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

For the year ended December 31, 2018.

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 5 - Statement of Operations - Expenses

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	-40,000	-24018
Accumulated surplus, beginning of year	\$ 104,625	\$ 104,625
Accumulated surplus, end of year	64,625	80,607

thank you!

A huge thank you to our 2019 sponsors.

MYERS ORLÉANS

SING HOUSE STUDIOS

DESJARDINS

S & R PLUMBING

ORLÉANS FRUIT FARM

1-800-GOT-JUNK

COLONNADE BRIDGEPORT

RITA CHALABI - MORTGAGE ALLIANCE OTTAWA

PARTY TIME RENTALS

DELICIOUS STEAKHOUSE

SURE PRINT & GRAPHICS

LITTLE TURKISH VILLAGE

SELECT REAL ESTATE GROUP

MEXICALI ROSA'S

ORLÉANS COMMUNITY GARDEN

ORLÉANS FESTIVALS

YANN BRISEBOIS - TURNERMOORE

VIRGINIA DUPUIS



THE HEART OF ORLÉANS
LE COEUR D'ORLÉANS



the
annual
report
2019

core values



Leadership

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



Advocacy

We are committed to advocating for and promoting our district and empowering 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 40 million dollars directly into the community.

(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

Chair



DOUG FELTMATE

Vice Chair



RENÉE LEBLANC

Treasurer



FRASER PADDISON

Secretary



DEBBIE O'CONNOR

Board Member



ANDRÉ GRZELA

Board Member



RITA CHALABI

Marketing & Member Engagement Liaison



TANNIS VINE

Executive Director



MATTHEW LULOFF

Orléans Ward 1



LAURA DUDAS

Innes Ward

mandate



1.

Promote the area as a district.



2.

Advocate on behalf of Members.



3.

Help beautify and/or make improvements to streetscape.

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

BIA Fun Fact

Ottawa's small businesses are the foundation of our local economy 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

The BIA takes a leadership role in attracting the kind of 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 Orléans community less frequently inviting them to events in our district and to read about our district in The Beat.




Associate Memberships
Continued to offer Associate Memberships to businesses wanting to be a part of the BIA.




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.



Videos
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.



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

DIRECTIONS FOR 2020



Improve Member Engagement



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



Provide venues to network

Marketing and Promotion

HIGHLIGHTS FROM 2019



The Beat
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 Councillors Corners to the eMagazine this year. Distribution and online reach of up to 10,000 per issue.



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.




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




Gateway signs
Replaced all Gateway signs coming into the BIA district.




Vinyl Wraps
Wrapped 14 traffic boxes with our BIA Branding.




Repairs
Determined costing around repairing banner poles.



LED Snowflakes
Installed LED snowflakes along the boulevard for the holiday season.




Graffiti Removal
The BIA spends about \$10K per year to remove graffiti in the district.




Resurfacing
The city resurfaced St-Joseph Boulevard this summer.


DIRECTIONS FOR 2020




New benches.



Install and plant our large planters.



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



Repair banner poles and put up new banners.

BIA Fun Fact

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

Strategy & Governance

HIGHLIGHTS FROM 2019



Planning Process
Continued to improve our annual strategic planning process to focus on the things that have the most impact and positive results for our members.



Annual Report
Fifth Annual Report to BIA Membership and City Council.



Ottawa Coalition of BIAs (OCOBIA)
Member of newly formed OCOBIA. Goal is to have one strong voice and ensure consistency across all BIAs.



Training
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 Société franco-ontarienne du patrimoine et de l’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




Fill board vacancies to form a complete Board of Directors.




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

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.



Other Festivals
Partnering with large festivals and helping to promote and showcase local content is a success we continued to build 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.



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

DIRECTIONS FOR 2020



Continue to promote the district as the place where community happens in Orléans, and “festival plaza” in the Centrum area.

BIA Fun Fact


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.


FACEBOOK



Likes
3001 likes up from 2496 last year. Up 17% from last year.




Top Posts
Include: Announcing Festivals and Events, Visiting Businesses, and Changes to Streetscape.




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


TWITTER



Followers
Followers have increased to 1936 from 1870 last year. Up 4% from last year.




Top Posts
Include: Event Announcements and Streetscape.




Fans
Fans are 40% male and 60% female.

LINKEDIN




Likes
42 followers. Up 98% (new BIA account)




Top Posts
Include: Motivational Monday, Balance Orléans and The Beat

INSTAGRAM



Followers
419 followers



Top Posts
Include: Event pictures and member visits.

Economic Development Group

HIGHLIGHTS FROM 2019



Team Growth
The Economic Development Team grew to 6 members this year.



Balance Orléans
Continued to advocate for the balancing of Orléans to all three levels of Government.



Capital 2020 Task Force
Supported Capital 2020 with one of its five priorities - “The establishment of a Federal employment campus located in the eastern Ottawa suburb of Orléans.”

DIRECTIONS FOR 2020



Become a member of Capital 2020.



Encourage development around the future LRT stations in Orléans.



Continue to push for a Federal Employment node in Orléans.



Encourage mixed use development in our district.

BIA Fun Fact

The Heart of Orléans has a long term economic development vision that complements Phase 2 of LRT. We want to see a revitalized and vibrant BIA district that would encourage walking, biking and driving as well as a Federal Employment node.