

Annual Report 2019

Message from THE CHAIR – Adam Stuart



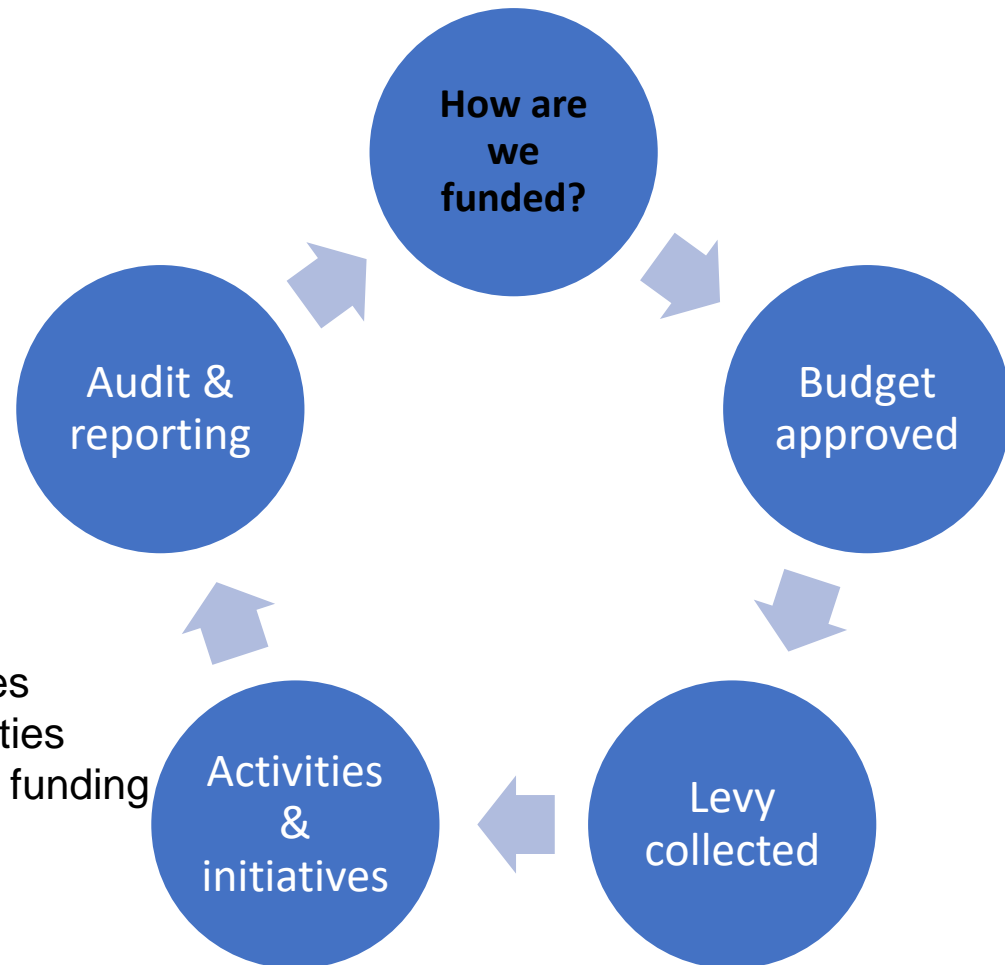
What is a BIA, anyway?

PROMOTE

ADVOCATE

CONNECT

improve the economic strength of
the BIA district & its members



- No membership fees
- Commercial properties
- Steady, predictable funding

What do we do?

- ✓ Research & Lobbying
- ✓ External Partnerships
- ✓ Public Events
- ✓ Member Engagement
- ✓ Branding & Marketing
- ✓ Beautification & Signage

Why do we do it?

Promote, Advocate, Connect

- Support Economic Growth in our BIA district
- Invigorate community relationships by building brand awareness for Kanata Central BIA

Governance

- Review & revision of City of Ottawa BIA bylaws
- Follow our KCBIA constitution
- Part of a strategic review of the Ottawa Council of BIAs (OCOBIA)
- Hold monthly BoD meetings
- In line with municipal elections
- All BIAs are audited annually from a third party audit company

Marketing & Promotion

Highlights from 2019:

- Completed a comprehensive wayfinding / directional signage plan for the KCBIA district
- Increased our social media following on both Facebook and Instagram
- Grew members and public email databases to send regular communications regarding activities, events, etc. in our district, building on our brand / following
- Revised map of the district has been distributed to local hotels for visitors
- Regular online contests promoting various businesses in our district
- Various marketing channels used to advertise our BIA: TV, newspaper, social
- Website
- Landowner engagement meetings to align priorities
- Partnerships: Farmers Market, South/West Network, Charities

Rain or Shine!

Conks and Forks

Live Local. Love Central.

2023 KANATA CENTRAL

Curbex Media **Mini PROOF**

KANATA CENTRAL BIA

Bunny Hop!

Saturday March 31st
12 - 4 p.m.
Starts at the
Holiday Inn & Suites
FREE

Treats
Activities
Prizes

Facebook.com/KanataCentralBIA

Mini B* Concept
(Ad Panel - 58" h x 96" w)
(Topper - 12" h x 58" w)

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Check out our Advertising Solutions
www.curbex.com



THANK YOU FOR YOUR SUPPORT

CANADA DAY IN KANATA

THANK YOU FOR YOUR SUPPORT

Love Local. Live Central.
www.kanatacentral.com



KANATA CENTRAL

KANATA FARMERS MARKET

EVERY Saturday UNTIL November!



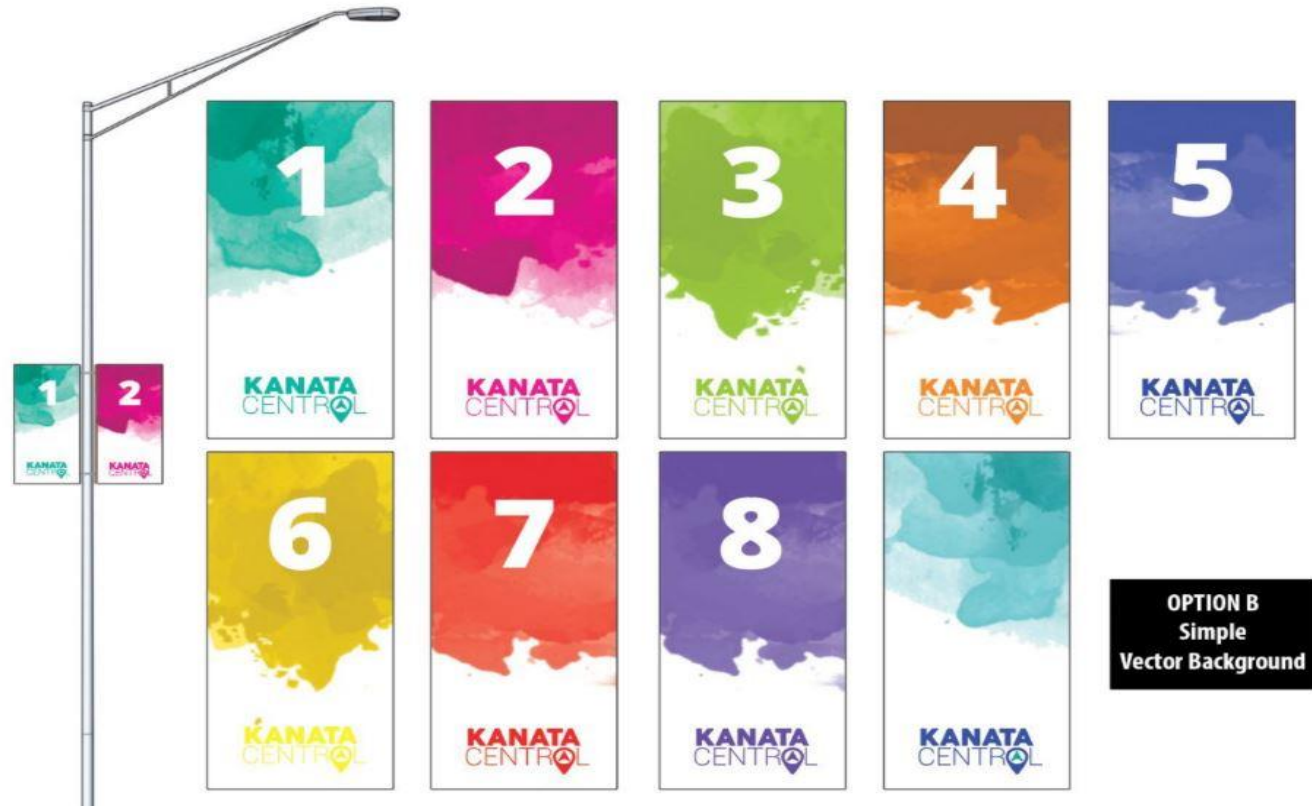
Wayfinding / Directional signage / banners project

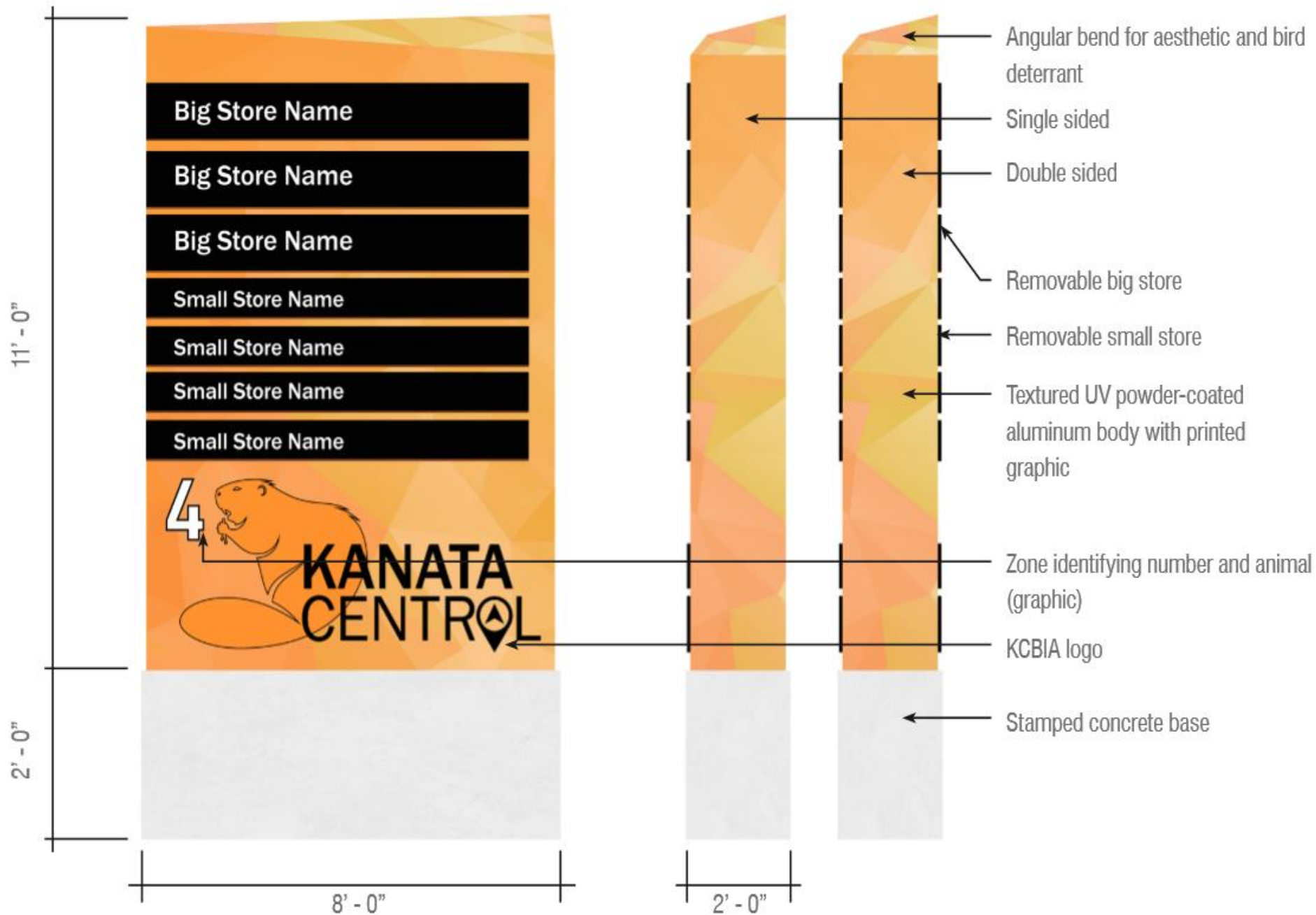
- Create a consistent and coordinated system in order to allow users to easily apply their understanding of known information to new situations;
- Ensure the wayfinding system is scalable and flexible to adapt to change;
- Create a “sense of arrival” and contribute to a distinct “sense of place” by using a design palette that reflects the local identity;
- Take advantage of key features or landmarks that aid orientation;
- Consider all modes of travel and points of arrival; and
- Encourage exploration.



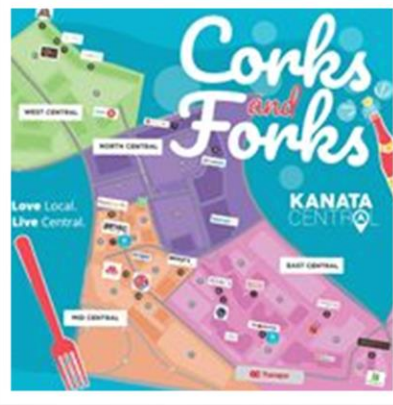
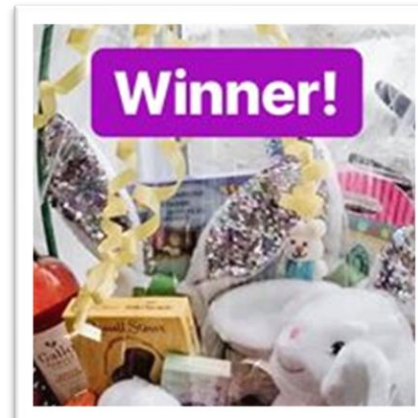
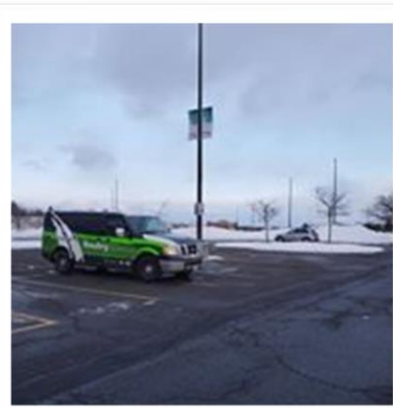
Phased Plan

- Banners
- Pedestrian
- Vehicle





Social Media Snapshot





OVERALL STATS – 2020

Overall Reach: 69.5K

Facebook Likes: 2564

Facebook Followers: 2649

Instagram Followers: 337








- Successful key driver for Kanata Central.
 - Member businesses exposure, events and information
- Top 3 traffic drivers to website

Top Contest Opportunities Based On Success in 2019

People love hearing about news business, promotions for existing business and contests!

Events

Published Events ▼ ↑↓ By: Event Date ▼ 🔍 Search Event

Event	Budget Spent 🔒	👤 Reach	★ Responses
 Kanata Central BIA Annual General Meeting 3 Brasseurs Canada Tue Jan 21, 6:30pm	Boost Event	912	11
 Santa's Live Reindeer - free family event Kanata Centrum Dec 14, 2019, 11:30 AM	Not boosted	5.8K	405
 Corks and Forks 3 Brewers Kanata Aug 15, 2019, 6:00 PM	Not boosted	31.8K	734
 Kanata Central Bunny Hop Ottawa Apr 20, 2019, 12:00 PM	Not boosted	37.4K	1.5K
 Kanata Central AGM - Annual General Meeting			10

Past Events



2,322
People Reached

364
Engagements

[Boost Post](#)

 62

67 Comments 65 Shares

 Like

 Comment

 Share

Most Relevant ▼

-  Comment as Kanata Central BIA    
- **Kelly Tremblay** My husband guy
Like · Reply · Message · 22w
- **Naina Behal-Collins** Menisha Laing me and u sistall 😊😊
Like · Reply · Message · 22w  1
- **Hailey Caruso** Tickets to the event would be amazing and the gift card is defiantly a plus 😊 I would bring my mom Tara Caruso (Tata) since we are foodies
Like · Reply · Message · 22w  1
- **Laurie Radbourne** EricaMarshall we should do this
Like · Reply · Message · 22w
[1 Reply](#)
- **Lynda Larsen-Baldry** As my husband Chris is not on FB I will tag my son

Website Interactive Map

<https://kanatacentral.com/map>

- Somewhere for people to land
- Platform for Promotions & Events
- Instant updates



Organize local and attend sponsored events

Events which took place in Kanata Central – driving footfall to our district

- Easter Bunny Hop – 2,000 participants
- Corks & Forks (adults only) – 360 participants
- Canada Day Kanata – 35,000 participants (sponsored the Arts and Crafts tent in the family fun zone)
- Farmers Market – 8,500 participants
- Country Music – Crazy Horse
- Jenna's annual picnic
- Santa's Live Reindeer – 600 participants

Partnership with Children's Wish Foundation, Kanata Food Cupboard & Kanata Entertainment Centrum

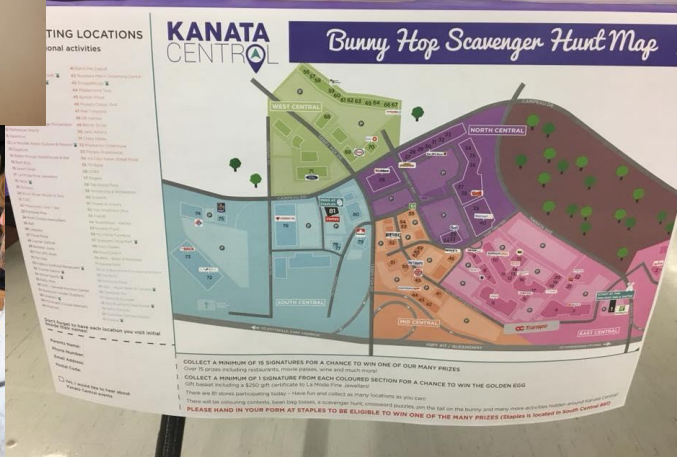
Used various marketing channels to promote our events



**JUST ADDED!
PET THE BUNNIES
DWARF GOAT &
GUINEA PIGS**



**OVER 80 STORES PARTICIPATING
OVER 50,000 FREE CANDIES
SCAVENGER HUNT - \$250 GRAND PRIZE**



Directions for 2020

Objectives:

Promote, Advocate, Connect

- Support Economic Growth in our BIA district
- Invigorate community relationships by building brand awareness for Kanata Central BIA

Initiatives:

- Research & Lobbying
- External Partnerships, Public Events, Branding & Marketing
- Member Engagement
- Beautification and Signage

Total Budget = \$180,000 + \$55,000 carryover + \$7,500 grant = \$242,500

Administration = \$80,000.00

**Compensation =
\$55,000**

Other Costs =\$25,000

Marketing & Activation = \$162,500

**Research
& Lobbying
\$15,000**

**External
Partnerships
\$5,000**

**Public
Events**

**Membership
Engagement
\$10,000**

**Branding &
Marketing
\$25,000**

**Beautification
& Signage**

****\$7,500
KCBIA &
\$7,500 City
Grant**

**Traditional
Events
\$25,000**

**Space
Activation
\$15,000**

**New
Initiatives
\$12,500**

**Phase 1 /
2Wayfining
\$55,000**

①

Public Events

e

Traditional Events

\$25,000

- Bunny Hop (Spring, family) - \$7,500
- Corks & Forks (Aug, Adults) - \$5,000
- Canada Day (July, community) - \$2,500
- Santa's Reindeer (Dec, Christmas) - \$500
- Fall Festival (Oct, Family) - \$5,000
↳ partnership w/ Farmers market.

\$20,500

+ Marketing

Space Activation

\$15,000

X - Wellness & Accessibility Clinic/Session (Feb, Seniors) \$500

\$1000 - Street Hockey (impromptu pickup) (March, Sporting)

\$1000 - Bike safety/tune-up (June, Family)

\$2,500 - Pop-up Art gallery (Jan/Feb/March, Art)

\$1000 - Girls get together (May, women)

\$2,000 - Pop-up Bistro (June, Foodies)

Nov - Canada Red Mile Pub Crawl (Sept, Seniors)
(Jan, Seniors)
(Feb, Black)

\$1000 - OCTranspo → engage coffee July of a map. (Sept, transit users)

\$2,500 - Travel Talk (Fall, Retirees)

\$13,000

+ Marketing

Gaps

Time of year

- Fall
- Winter

Audience

- Seniors
- Sporting community
- Art community
- Family
- Foodies
- Adult only
- Business workers
- Health/wellness
- Transit users
- Retirees

- Seniors

\$5,000

External

Sensplex \$500

- MAP, access to team communications (digital link)
- hotel communications (reverse)

Wesley Clover Park \$1,500

- MAP, communications
- "light up the night" → access to customers

KNBIA \$2,500

- Pop-up event
- Catering access
- Bus - to central (City, test track)

Ocobia - \$2,500

OBIAA - \$800

Seniors Homes \$500

- communications lists
- presentations

City of Ottawa

- awareness

\$5,800

\$10,000

Internal (membership)

Job Fair \$4,500

- host, advertise
- partner w/ agencies.
- Sept/Oct
- March

Lunch & Learn \$3,000 (6)

Breakfasts

- scheduled regularly
- small business focus
- good content
- networking

Website Feature \$3,000 (12)

- existing businesses
- new business
- Theme

Formal New Business Introduction

- welcome package ++
- Open House (10) \$1,500

\$12,000

\$15,000

(City Grant \$7,500)

Research & Lobbying

Primary Research

- Demographic Audience
- Consumer details (%)
- Future trends

Waste Management

- audit
- strategy
- Green Initiative
- Branding