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QUARTIER VANIER

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[VanierBIA.com](http://VanierBIA.com)



# AGA 2020 AGM

# YOUR BoD / Votre C.A.

Mark Kaluski - Chair/Président

Morgan Eadie – Treasurer/Trésorière

Fil Correia – Director / Directeur

Ryan Goldberg – Director / Directeur

Drew Dobson – Director / Directeur

Chris Penton – Director / Directeur

Con. Mathieu Fleury

Con. Rawlson King

Anouk Bertner – Director (res.) / Directrice (dem.)



# RECAP 2019

# SURVOL 2019

# GOALS / BUTS 2019

1. Events / Événements
2. WeVolution / NousVolution
3. Murals / Murales
4. “Pop-Into QVBIA” / “Pop-In ZAVQV”
5. Safety and Security / Sureté et sécurité

# Additions

- A) Events & Pop-In became “What’s Good in the Hood” /  
Événements et Pop-In devenu “On est bien dans l’coin”
- B) Added Partage Dinner at Beechwood /  
Ajout du diner “Partage” à Beechwood
- C) WeVolution = strategic partnerships / NousVolution = partenariats
  - Synapcity (Bootcamp VanYAY! / VanYÉ!)
  - NAC-CAN (Beechfest)
  - Megaphono/OMIC/ Ottawa Festival Network
  - Ottawa Tourism (Destination Dev’t)
  - City of Ottawa Cultural Programming



# HIGHLIGHTS

# FAITS SAILLANTS

# Mini-MOZAIK



- Partner./Parten. Capital City Cyphers Boys and Girls Club
- Smaller version in our parking lot / Plus petite version dans notre stationnement
- Art, sports, music/musique



# BEECHFEST



# BEECHFEST

**Over 3,000 people** took in our annual festival on Beechwood this month reveling in the sounds of Jeremy Fisher and Rise Ashen, tasting delicious food from 20 different vendors, having a refreshing Bicycle Brewery brew and celebrating with their neighbours.

## **Here's some interesting facts about BeechFest:**

- 2 GARBAGE BINS: Thanks to [Ottawa Reduces](#) green team 3000 people produced only 2 cans of garbage. We also filled 20 compost bins, and 30 bags of recycling
- [Bicycle Craft Brewery](#) made a very generous donation to the Vanier Community Association from their sales that night and all the cans were recycled by Ottawa Reduces
- BeechFest partners with the John Howard society to hire some of their clients to help with key event positions
- Sponsors like [Chartwells New Edinburgh](#), [Desjardins](#), [Metro](#) and [Natalie Belovic](#) make this event possible.
- MP Mona Fortier, and councillors Mathieu Fleury and Rawlson King were present and give out more than 1000 cobs of corn




# PARTAGE: DINNER AT BEECHWOOD

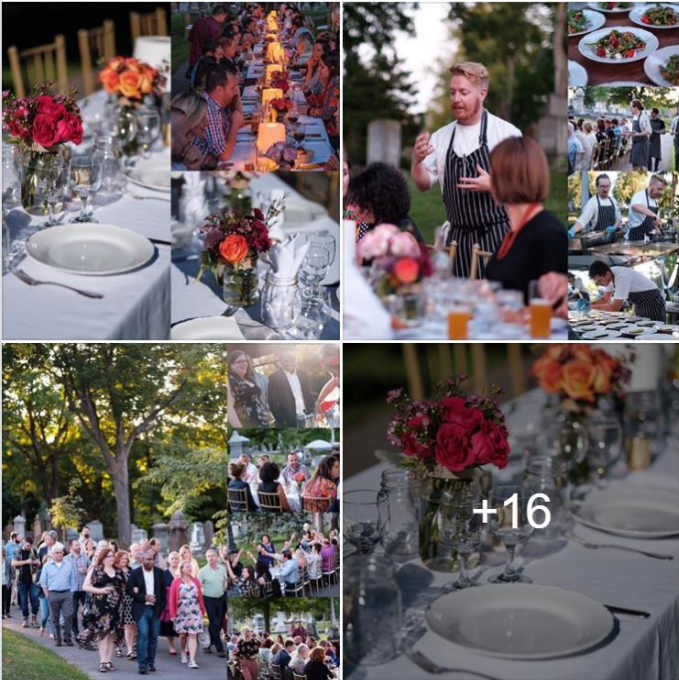


- \$4,000 for/pour Partage Vanier
- Great merchant buy-in / Participations des commerçants
- Unique “signature event” / Événement unique

# PARTAGE: DINNER AT BEECHWOOD

**Quartier Vanier BIA - QVBIA**  
Published by Nathalie Carrier [?] · August 23 · 🌐

Here are some more pics by the incredible @TedSimpson of the stunning event created by @secretDinner and Fraser Cafe. Merci Beechwood Cemetery  
Voici quelques photos de plus.  
#PartageBeechwood #QVBIA #VanierIsParadise #FoodieOttawa #MyOttawa



### Performance for Your Post

**4,251** People Reached

**231** Reactions, Comments & Shares ⓘ

<b>117</b> 👍 Like	<b>38</b> On Post	<b>79</b> On Shares
<b>35</b> ❤️ Love	<b>13</b> On Post	<b>22</b> On Shares
<b>13</b> 😲 Wow	<b>10</b> On Post	<b>3</b> On Shares
<b>1</b> 😞 Sad	<b>0</b> On Post	<b>1</b> On Shares
<b>57</b> Comments	<b>13</b> On Post	<b>44</b> On Shares
<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares

**1,320** Post Clicks

<b>609</b> Photo Views	<b>0</b> Link Clicks ⓘ	<b>711</b> Other Clicks ⓘ
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### NEGATIVE FEEDBACK

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

# What's Good in the Hood



- Great traction in the community / superbe engagement comm.
- ROI is very high / RSI très haut
- Artists and promoters city-wide / attire plusieurs artistes
- Helps businesses / aide nos entreprises



# What's Good in the Hood

- Bobby's Table x Aspects - \$150 for Crime Prevention Vanier
- Capital City Rap Battle - \$5,000 in revenue at Royal Oak
- Sober Dance Party - \$80 for Renaissance Monfort
- Synapcity Placemaking Event - over 200 people fed for free (\$200 from Regional Group)
- Mozaik - \$120 for Boys and Girls Club
- Race Weekend – great community initiative
- CSCV Weekly Skatepark – Community involvement & free food
- Mobile Gallery – \$150 Donations to Snowflake Breakfast

# ART



- Paint It Up Mural / Murale “À vos pinceaux »
- 4 mural.e.s BeechFest
- Dom Laporte & Made Mill 3D mural collaboration

# MERCHANT EVENTS

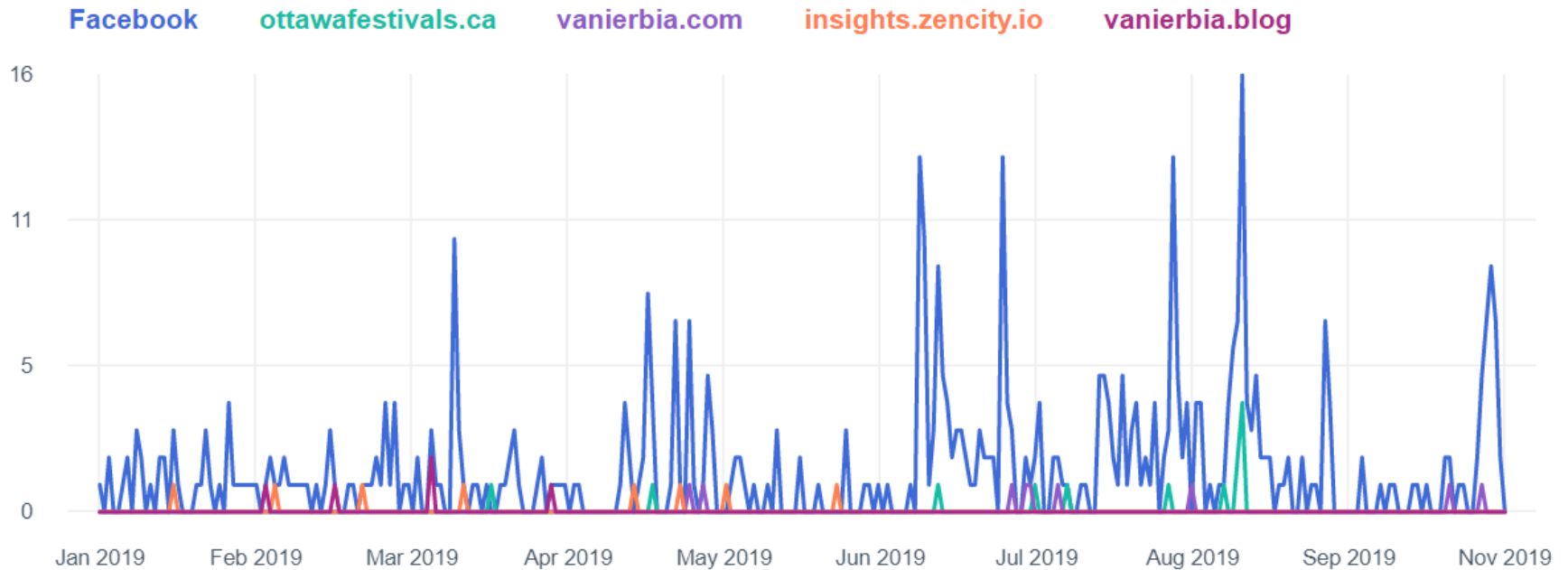
- AGM moved to evening  
was very well attended  
/ AGA en soirée
- Montreal Rd merchant  
meetings / rencontre  
de travail du ch.  
Montreal
- Small Business Week /  
Semaine des PME





# Social Media

## Top Sources



# Social Media

## Post Details



**Quartier Vanier BIA - QVBIA**

Published by Nathalie Carrier [?] · October 31 at 3:41 PM · ⚙️

FOR IMMEDIATE RELEASE:

The little cocina that could!

Despite a terrible setback this week, Donna Chevrier owner of Ola Cocina and Ola Comida has discovered that small businesses really matters to a community like Vanier's Beechwood Village.... [See More](#)



**Get More Likes, Comments and Shares**

Boost this post for \$20 to reach up to 4,900 people.

**5,955**

People Reached

**1,519**

Engagements

**Boost Post**



158

14 Comments 44 Shares



## Performance for Your Post

**5,955** People Reached

**480** Reactions, Comments & Shares ⓘ

**261**

Like

**97**

On Post

**164**

On Shares

**109**

Love

**52**

On Post

**57**

On Shares

**12**

Wow

**9**

On Post

**3**

On Shares

**53**

Comments

**18**

On Post

**35**

On Shares

**46**

Shares

**44**

On Post

**2**

On Shares

**1,039** Post Clicks

**47**

Photo Views

**0**

Link Clicks ⓘ

**992**

Other Clicks ⓘ

## NEGATIVE FEEDBACK

**1** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

Reported stats may be delayed from what appears on posts

# Social Media Performance

## Events:

Beechfest – 6k

- Announcement 3K
- Event 1k
- Post event 2k

Partage – 12k

- Announcement 4.1K
- Event 1.6k
- Post event

## WGITH:

- Capital Rap – 5.3K
- Skate Park – 1.1k
- Sober Dance – 1.9k
- Bobby's – 600

## Other:

- Muckelstons newsletter – 3.4k
- Racial graffiti – 2k
- Mural destruction – 5k
- Mtl Rvtlz article – 1.9k
- Ola Cocina -7k!!!

# Newsletters



## October 2019 | Vanier BIA Email newsletter

SENT Email, Sent Oct 15, 2019 9:20 AM

**31%**  
OPEN RATE

**22%**  
CLICK RATE

More ▾



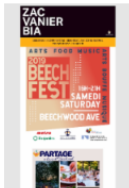
## September 2019 | Vanier BIA Email newsletter

SENT Email, Sent Sep 16, 2019 1:00 PM

**30%**  
OPEN RATE

**26%**  
CLICK RATE

More ▾



## beechfest blast

SENT Email, Sent Sep 5, 2019 6:59 PM

**33%**  
OPEN RATE

**0%**  
CLICK RATE

More ▾



## August 2019 | Vanier BIA Email newsletter

SENT Email, Sent Aug 8, 2019 1:15 PM

**30%**  
OPEN RATE

**28%**  
CLICK RATE

More ▾

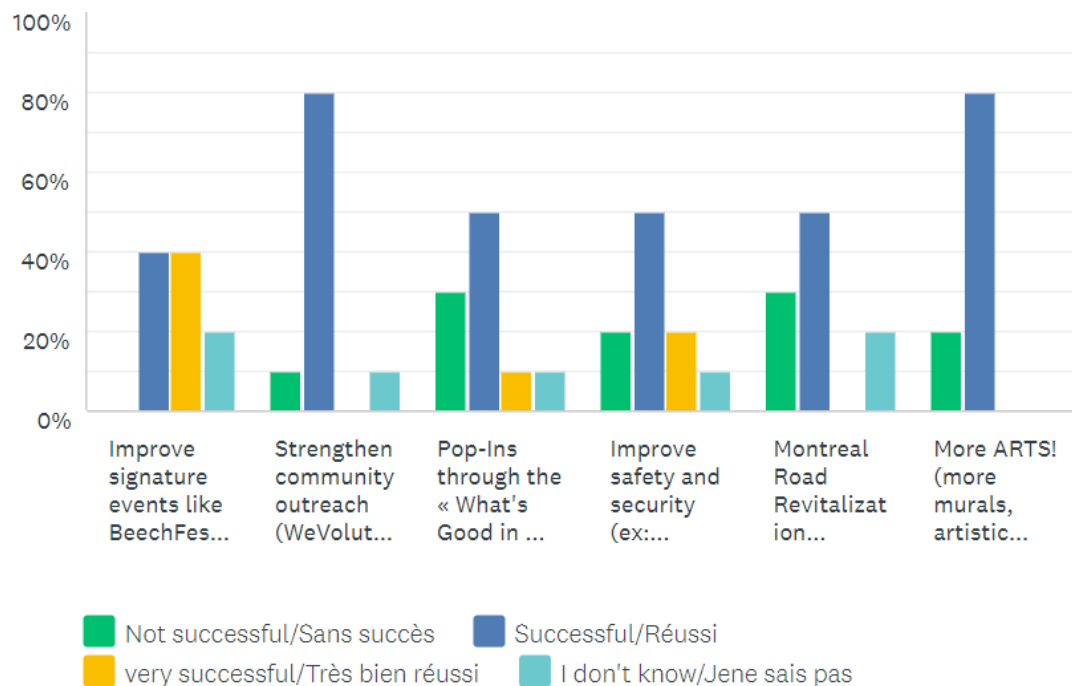


# Merchant Survey / Sondage

# Merchant Survey

The QVBIA board set fourth 6 goals for 2019. How would you rate the success?/ Le c.a. de la ZACQV s'est fixée 6 objectifs en 2019. Comment avons-nous réussi? :

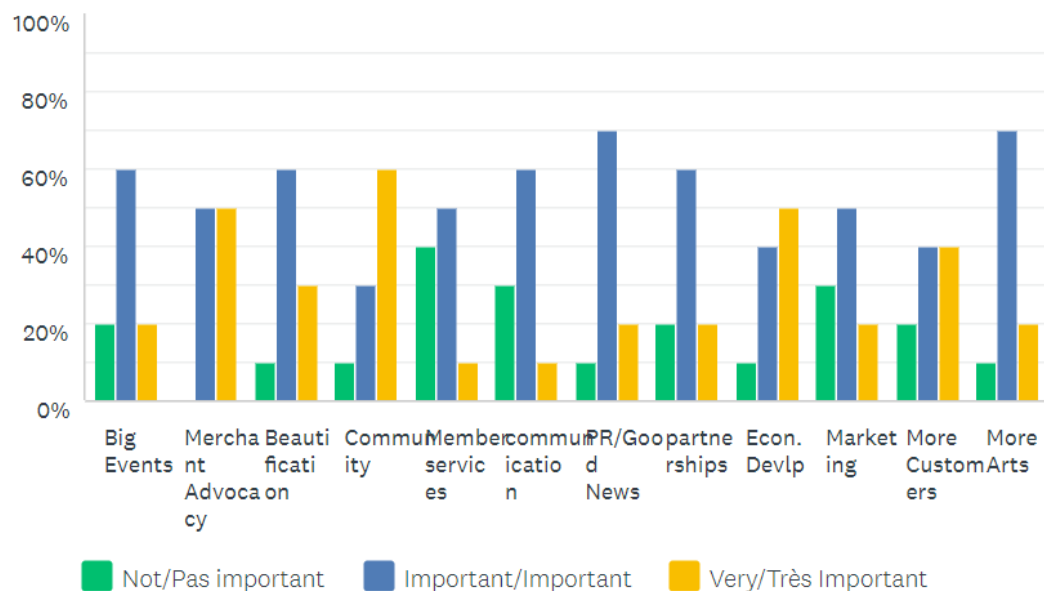
Answered: 10   Skipped: 0



# Merchant Survey

What would you like to see the QVBIA Board prioritize in 2020? Que voudriez-vous que le c.a. de ZACQV valorise en 2020?

Answered: 10 Skipped: 0





# FINANCIAL HIGHLIGHTS



# BUDGET 2019

Departement	Budget 2019	Actual (Nov.)
REVENUE	\$344,350	\$426,753
EXPENSES		
Admin.	\$199,550	\$238,258*
Promo Even.	\$96,100	\$75,767*
Maintenance /Entretien	\$35,200	\$28,576*
Econ. Devlpt /Dev. Econo.	\$13,500	\$23,559*
TOTAL	\$344,350	\$366,253*

\*Based on unofficial 2019 numbers / Base sur le rapport inofficial de 2019

# BUDGET 2019

Department	ESTIMATED ACTUAL
REVENUE	\$390,000
EXPENSES	\$330,000
Ann. Surplus Ann.	\$60,500
Reserves 2018	\$302,674
<b>TOTAL RESERVES (EST.)</b>	<b>\$362,674</b>

\*Based on estimates of expenses reported since Dec. 2019.  
Official numbers will be received after the 2019 audit /

\*Estimé selon les dépenses rapportée depuis décembre 2019.  
Les chiffres officiels seront soumis après la verification.



# GOALS OBJECTIFS 2020

# GOALS / BUTS 2020

## 1. Events / Événements

a) BeechFest

b) Partage:Beechwood

## 2. What's Good in the Hood / On est bien dans l'coin ( from/de \$7,500 to/à \$20,000!)

## 3. Revitalization of Montreal Rd. / Revitalisation du ch. Montreal

# GOALS / BUTS 2020

## 3. Merchant Engagement / Engagement des commerçants

- Street Ambassadors / Ambass. de rues:
  - Beechwood: Catherine Strevens-Chartwells
  - Montreal Road: Drew Dobson – Finnegan's Pub
  - McArthur: Fil Correia
- Quarterly events / événements trimestriels
- Lunch and Learn / Diners causerie

# GOALS / BUTS 2020

## 4. Marketing:

- Social media / Médias sociaux
- VanYAY! - VanYÉ! Boutique

## 5. Advocacy & Partnerships / Partenariats:

- Apt613
- WeVolution/NousVolution
- NAC-CNA/OMIC/Ott Tourism/Ott Festival

# BUDGET 2020

Departement	Budget 2020
REVENUE	\$383,000
EXPENSES	
Admin.	\$183,100
Promo, Mrktg, & Even.	\$115,900
Maintenance/Entretien	\$36,000
Econ. Devlpt /Dev. Econo.	\$48,000
TOTAL	\$383,00

\*Based on estimates of expenses reported since Dec. 2019.  
Official numbers will be received after the 2019 audit /

\*Estimé selon les dépenses rapportée depuis décembre 2019.  
Les chiffres officiels seront soumis après la verification.