



MANDATE

Sparks Street BIA (Business Improvement Area) is proud to be one of the most vibrant commercial districts in Ottawa. Sparks Street BIA came into existence when local business and property owners joined together to improve, promote and undertake projects that create a stronger and more competitive commercial district. We organize, finance and complete local improvements and promotional events.

The range of activities that Sparks Street BIA undertakes include:

- **Marketing:** Understanding who area customers are, and creating effective promotions to retain and expand the customer and visitor base
- **Business recruitment:** Working with property owners to ensure that available space is occupied, and that an optimum business and service mix is achieved and maintained
- **Special events:** Organizing and partnering in special events that highlight the unique attributes of the area and increase customer visits



ANNUAL HIGHLIGHTS

EVENTS

- For the first time, Sparks Street presented an interactive art exhibit on the street. **Impulse** is a series of large teeter totters that illuminate and produce the sound of chimes as people interact with them. The exhibit was installed on block five beside the new Lyon LRT station. The installation was a success generating an increase in foot traffic on the block and positive feedback on social media
- **Poutinefest, Ottawa Ribfest, and the Ottawa International Buskers Festival** were all successful again this year. Each festival drew thousands of people, locals and visitors to Sparks Street. This year's Ribfest and Poutinefest featured beverage parlours. Partnering with Big Rig Beer and Flying Canoe Cider, the parlours generated additional one-time revenues and great places for people to enjoy their festival experience
- **Country Music Association of Ontario** hosted a musical showcase in June featuring acts such as Cold Creek County
- Under Armor created an interactive display during **Tamarack Race Weekend** and drew large crowds throughout the four days they were here
- Our annual **Sparks Icecade** was enjoyed by thousands of people during Winterlude this year. The Icecade featured classic games like shuffleboard and air hockey made of ice. There was a fire pit and our shed for a cosy seating area
- We continued our partnership with the Ottawa Music Industry Coalition (OMIC) to create an **Ottawa Loves Music Weekend** featuring a variety of performers from Ottawa and Gatineau
- **Pop Up Cinema** was another success this summer. We expanded to five outdoor movie nights and saw hundreds of visitors gather to enjoy a night on Sparks complete with popcorn in hand
- **Stone Carver's Festival** returned for a second year this past July



Impulse, by Creos Sept - Oct 2019

MARKETING

- Successful ongoing media partnerships with **Stingray and St. Joseph Printing** highlighting Sparks Street as destination as well as our signature festivals
- We created a new shopping contest, **Stroll in to Win**, which was executed in the spring and the fall. Anyone who stopped by a Sparks Street Store was able to enter their name to a draw. Winners received gift certificates in various denominations to spend at their favourite shops on Sparks Street
- We developed a new media partnership with **Little Miss Ottawa**. She featured Sparks Street in her blog posts, bucket lists, and several Instagram posts
- In May, Little Miss Ottawa hosted a social media workshop for our merchants, helping them develop a better understanding and the benefits of using Instagram, Facebook, and Twitter
- Our **Instagram and Facebook** pages have been updated frequently with timely and engaging content. This consistency has led to steady follower growth on all our channels. We have been tagged and noticed by several influencers, such as @Amyin613, @YOWCityStyle, @NinaNearandFar, @ConsumedByCarlo, and @OttawaThingsToDo
- Sparks Street held VIP and Social Media influencer nights to launch Poutinefest at our Poutine Parlour, and Ribfest in our Sparks Saloon. Both were held in each event's beverage parlour incorporated and specially themed for each event
- Hot 89.9 joined us as promotional partner for Pop up Cinema movie nights
- Hot 89.9 joined us for live coverage in the morning of the **LRT launch** and the Impulse launch
- We partnered with **Postering Ottawa** to spread our printed signage to the local market area



Little Miss Ottawa at Poutinefest VIP night



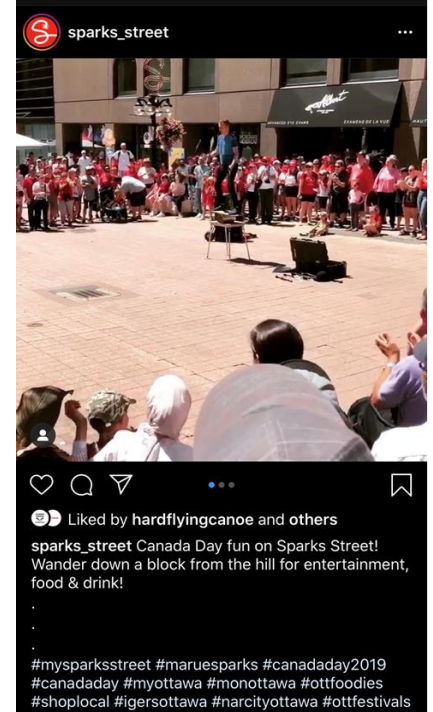
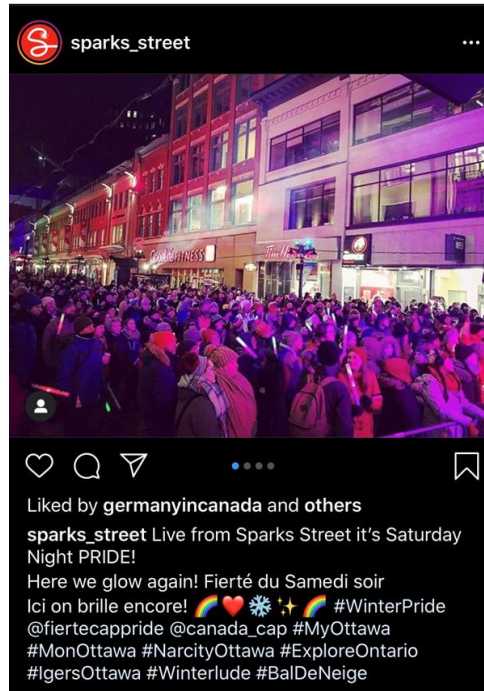
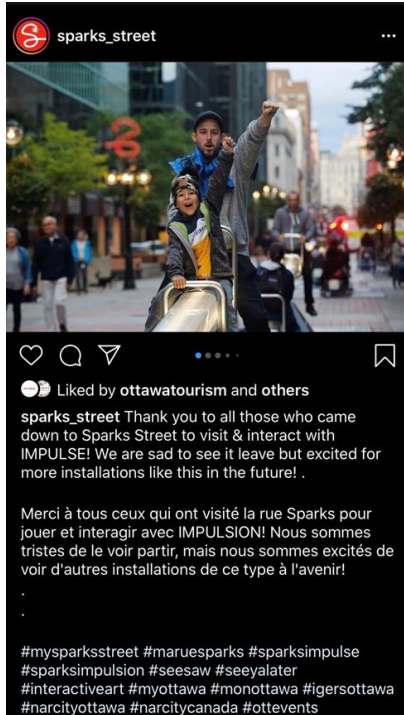
Hot 89.9 Street Team at Capital Pop Up Cinema



Stroll in to Win Art for Social Media



MARKETING HIGHLIGHTS



Impulse:

96K Reached
5K Responses

Capital Movies:

Average:
48K Interested
1.5K Responses
1K Interested

Ribfest

210.8K Reached
13.8K Responses
13K Interested

Poutinefest

215.5 Reached
12.5K Responses

Buskerfest

53.4K Reached

Winterlude:

Icecade
33.1 K Reached
2.2K Responses
2.1K Interested

Saturday Night Divas

21.2K Reached
719 Responses
593 Interested

Come out and Play

18.7K Reached
596 Responses
542 Interested



Little Miss Ottawa Instagram Posts and Stories:

57	TOTAL
NUMBER OF STORIES	LIKES: 5445 COMMENTS: 2516 SHARES: 194 SAVES: 135 REACH: 79,400 IMPRESSIONS: 116,852
115,836	
TOTAL STORY VIEWS	

Bonus Content:

- NEWSLETTER FEATURES
- MENTION IN SUMMER BUCKETLIST
- RADIO MENTION ON DAHLIA KURTZ 'THE GOODS' 580 CFRA

Total Engagement:

124,126

TOTAL ENGAGEMENT
BASED ON INSTAGRAM
CONTENT

\$18,618

APPROXIMATE VALUE BASED ON
\$0.15/ENGAGEMENT

FEEDBACK



adventurereport Love this event! It's so unique. 😊

10w Reply



cynspo This looks awesome!! 🌟

10w Reply



Reply to cynspo...



keri_zk It's so amazing seeing Sparks Street crowded like that. It's such a pretty street and not enough ppl enjoy it to it's full potential. 💜💖

9w Reply



bugreborn Which one did you go to? I went today to one near Kent Street but am going with work colleagues tomorrow closer to Elgin (am tempted with the cauliflower wings!!). Can't wait to get a roasted corn as well [#favourite](#)

16w Reply



life_of_johnathan Great "heads up" and info about Ribfest. I've been in Nova Scotia this week on work, but returning late Thursday and certainly looking for something fun to do in Ottawa this weekend. Ribfest will be a perfect choice! Thanks again.

16w Reply



auntiemaimai Great ideas we'll try it out this weekend

16w Reply



littlemissottawa



littlemissottawa Happy Long Weekend 🌟 Head to [@sparks_street](#) to catch [...]



I really super appreciate all the promotion of events you do for the city. Thank you so much, honestly!



mystikopoulos I have to go!!

24w Reply



properhathayoga So much BBQ so little time. I vote we add an extra season to the year, [#BBQSeason](#)

16w Reply



kincaidkarin Nice to see the crowds there in Sparks. It was fun last night!

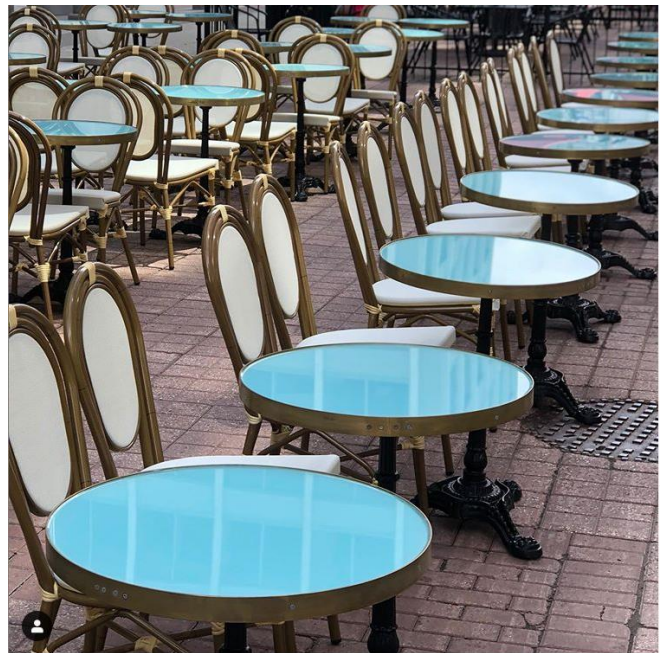
10w Reply

ON THE STREET

- **Café Seating permits** are now available to merchants for non-alcohol seating in front of their business
- Construction fencing has been removed around Postal Station “B”
- New patios by **Creperie Rim**, **the Rabbit Hole** and **Riviera** opened in 2019
- Lafleur de la Capitale was hired to operate **bollards** and perform maintenance duties in 2019
- Sparks Street increased the number of summer students on staff from one to two.
- A new **lounge space** created with a sunshade and new Adirondack chairs
- Work is nearly complete at **Re: Residences**, with people moving in January 2020. This project includes up to four storefronts along Sparks Street
- **LRT stations Parliament and Lyon** along the Confederation line have now opened
- CIBC, Parliament Pub, Ottawa Leather Goods, and Treasure Planet closed
- Society Salon upgraded their space at 98 Sparks Street
- **New Christmas** décor was purchased and installed
- **Marissa Lord** has joined our team while **Laura Young** is on leave as the Office and Marketing Administrator
- **Sarah Phee** has joined Sparks Street as Events and Programming Coordinator



Rabbit Hole Patio



Riviera Snack Bar Patio

FINANCIAL HIGHLIGHTS

Event revenues increased in 2019 over 2018

Sparks Street negotiated new contracts for office phone system and photocopier resulting in lower monthly rates

Administrative costs account for 34% of total budget

THE SPARKS STREET BUSINESS IMPROVEMENT AREA

STATEMENT OF FINANCIAL POSITION

As at December 31, 2018, with comparative information for 2017

Table 1 - Statement of Financial Position - Financial Assets

Financial assets	2018	2017
Cash on deposit with the Corporation of the City of Ottawa	\$655,556	\$545,095
Accounts receivable	6,275	197
Total financial assets	661,831	545,292

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2018	2017
Bank indebtedness	6,973	2,221
Accounts payable and accrued liabilities [note 3]	47,465	24,481
Total liabilities	54,438	26,702
Net financial assets	607,393	518,590

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

Non-financial assets	2018	2017
Prepaid expenses	4,878	3,883
Total non-financial assets	4,878	3,883
Accumulated surplus	\$612,271	\$522,473

STATEMENT OF OPERATIONS

For the year ended December 31, 2018, with comparative information for 2017

Table 4 - Statement of Operations - Revenue

Revenue	2018 Budget [note 4]	2018 Actual	2017 Actual
Tax revenue [note 2]	\$396,100	\$308,571	\$349,235
Sponsorship and other	185,500	173,857	203,117
Payments in lieu of taxation	101,151	160,522	191,791
Total revenue	682,751	642,950	744,143

Table 5 - Statement of Operations - Expenses

Expenses	2018 Budget [note 4]	2018 Actual	2017 Actual
Advertising	445,951	391,813	457,254
Salaries	142,300	99,949	81,337
Office	62,500	18,716	24,480
Rent	29,000	25,864	19,682
Insurance	19,000	13,125	10,484
Maintenance	-	-	17,850
Professional and consulting	2,500	779	1,600
Audit fees	1,500	2,906	1,639
Total expenses	702,751	553,152	614,326
Annual surplus (deficit)	(20,000)	89,798	129,817
Accumulated surplus, beginning of year	522,473	522,473	392,656
Accumulated surplus, end of year	\$502,473	\$612,271	\$522,473

STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

For the year ended December 31, 2018, with comparative information for 2017

Table 6 - Statement of Changes in Net Financial Assets

	2018 Budget [note 4]	2018 Actual	2017 Actual
Annual surplus (deficit)	\$(20,000)	\$89,798	\$129,817
(Increase) decrease in prepaid expenses	-	(995)	22,487
Increase (decrease) in net financial assets	(20,000)	88,803	152,304
Net financial assets, beginning of year	518,590	518,590	366,286
Net financial assets, end of year	\$498,590	\$607,393	\$518,590

STATEMENT OF CASH FLOWS

For the year ended December 31, 2018, with comparative information for 2017

Table 7 - Statement of Cash Flows - Operating Activities

Operating activities	2018	2017
Annual surplus	\$89,798	\$129,817
Changes in non-cash working capital balances related to operations		
Increase in accounts receivable	(6,078)	(197)
(Increase) decrease in prepaid expenses	(995)	22,487
Increase (decrease) in accounts payable and accrued liabilities	22,984	(22,814)
Cash provided by operating activities	105,709	129,293

Table 8 - Statement of Cash Flows - Change in Cash and Cash Equivalents

Change in cash and cash equivalents	2018	2017
Net increase in cash and cash equivalents during the year	105,709	129,293
Cash and cash equivalents, beginning of the year	542,874	413,581
Cash and cash equivalents, end of the year	\$648,583	\$542,874

Table 9 - Statement of Cash Flows - Cash Breakdown

Cash and cash equivalents consist of	2018	2017
Bank indebtedness	\$(6,973)	\$(2,221)
Cash on deposit with the Corporation of the City of Ottawa	655,556	545,095
	\$648,583	\$542,874

STRATEGIC DIRECTIONS

Sparks Street expanded its support of arts and cultural programming creating return visits and top of mind awareness as a top destination in Ottawa for locals and visitors to the nation's capital. We will continue to develop a more diverse and longer programming season. To achieve this goal, Sparks Street will look to expand and forge new partnerships with organizations such as **Canadian Heritage**, The **European Union** and other cultural groups. As a result of recent efforts, Sparks Street will be the official Ottawa Site of Winterlude with an extensive programming schedule in February 2020.

The first phase of the **Sparks Street Public Realm Project** (SSPRP) has now been approved by the City of Ottawa Council and the board of the National Capital Commission. We have implemented several ideas that have emerged from this process including bollards for traffic management and new public engagement spaces. This summer we will take further direction from SSPRP and test new spaces for arts and cultural programming.

Subject to approval by the boards of the Mall Authority and the BIA, Sparks Street will issue and award a contract for the **Maintenance and Programming Support Contract** (MPSC) we have developed. The intention of MPSC is to improve the maintenance standard on Sparks Street in a cost neutral manner

Sparks Street Retail Management Study has been completed by Tate Economic Research. In 2020, we will begin the process of identifying short, medium, and long-term objectives and a plan to complete them.

With the first phase of **LRT** complete and bringing the majority of core transit users into our area, it will be imperative that we find ways of promoting ourselves to these commuters. This may include traditional advertising, geofence advertising, beacon broadcasts to Smart devices and other opportunities where Sparks Street branding may be integrated.

Our followers on Facebook, Twitter and Instagram continue to grow and we will engage these followers with **fun, relevant, organic, and shared content**. A consistent and streamlined digital presence is a key and critical component of community engagement. We will also expand our reach on our social media channels generating buzz of the great things Sparks Street has to offer while connecting with businesses, locals and visitors alike.

With an increase in operational demands on the staff, Sparks Street will look to **expand in 2020**. Existing roles will be modified. The new position will be designed to meet the needs of the organization in the future.

In 2019 Sparks Street began using **non-traditional channels** to market events and the area. In 2020 we intend to expand these media partnerships in relation to recommendations made in the Retail Management Study.

Sparks Street will continue to build upon the strong working relationships we have developed with our SSPRP partners: City of Ottawa, National Capital Commission and Public Services and Procurement Canada.

EVENT CALENDAR 2019

- Icecade / Winterlude February 2019
- Public Realm Open House and Drop-In March 21-22
- Poutinefest April 25- April 28
- Stroll in to Wins Contest May 1-31
- Race Weekend Under Armour Installation May 23
- Big Bike May 24
- Capital Pop Up Cinema May 24
- Downtown Diner May 27-28
- Big Bike June 7
- Capital Pop Up Cinema June 14
- Country Music Association of Ontario Concerts June 15-16
- Ribfest June 19-23
- Canada Day July 1
- Museum of Nature Pterosaurs – July 10
- Capital Pop Up Cinema July 19
- Stone Carver's Festival July 19-21
- Ottawa Music Industry Coalition – Ottawa Loves Music July 27-28
- Ottawa International Buskerfest August 2-5
- Capital Pop Up Cinema August 16
- Marriot CHEO Breakfast & BBQ– August 22
- Nuclear Waste Installation September 8-11
- Capital Pop Up Cinema Sept 13
- Impulse Sept 14 – Oct 6
- LRT Coffee Launch on Sept 16
- Songs from the Shed (18 performances) July to October
- Ten public service charitable events

CONTACT:

Sparks Street BIA

200-100 Sparks Street Ottawa, ON K1R 5A8

613-230-0984

Web: www.sparkslive.com

Twitter: @SparksStreet

Instagram: @Sparks_Street

Facebook: @SparksStreet



Sparks Street

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Rue Sparks

\$500 WEEKLY PRIZE	\$1,000 GRAND PRIZE
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