

**3. 2020 BUSINESS IMPROVEMENT AREA AND SPARKS STREET MALL
AUTHORITY – ANNUAL REPORTS AND AUDITED FINANCIAL
STATEMENTS
ZONES D'AMÉLIORATION COMMERCIALE ET ADMINISTRATION DU
MAIL DE LA RUE SPARKS – RAPPORTS ANNUELS ET ÉTATS
FINANCIERS VÉRIFIÉS DE 2020**

COMMITTEE RECOMMENDATION

That Council receive the 2020 Business Improvement Area Annual Reports and Audited Financial Statements.

RECOMMANDATION DU COMITÉ

Que le Conseil prenne connaissance des rapports annuels et des états financiers vérifiés de 2020 des zones d'amélioration commerciale.

DOCUMENTATION/DOCUMENTATION

1. Director's Report, Economic Development and Long Range Planning, Planning, Infrastructure and Economic Development, dated November 24, 2021, (ACS2021-PIE-EDP-0038)

Rapport du Directeur, Développement économique et Planification à long terme, Direction générale de la planification, de l'infrastructure et du développement économique, daté le 24 novembre 2021, (ACS2021-PIE-EDP-0038)

2. Extract of draft Minutes, Finance and Economic Development Committee, 7 December 2021

Extrait de l'ébauche du procès-verbal, Comité des finances et du développement économique, le 7 décembre 2021

**Report to
Rapport au:**

**Finance and Economic Development Committee
Comité des finances et du développement économique
7 December 2021 / 7 décembre 2021**

**and Council
et au Conseil
8 December 2021 / 8 décembre 2021**

**Submitted on November 24, 2021
Soumis le 24 novembre 2021**

**Submitted by
Soumis par:
Don Herweyer
Director / Directeur**

**Economic Development and Long Range Planning / Développement économique
et Planification à long terme Planning, Infrastructure and Economic Development
/ Direction générale de la planification, de l'infrastructure et du développement
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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2021-PIE-EDP-0038

**SUBJECT: 2020 Business Improvement Area and Sparks Street Mall Authority –
Annual Reports and Audited Financial Statements**

**OBJET: Zones d'amélioration commerciale et administration du mail de la rue
Sparks – Rapports annuels et états financiers vérifiés de 2020**

REPORT RECOMMENDATION

That the Finance and Economic Development Committee recommend Council receive the 2020 Business Improvement Area Annual Reports and Audited Financial Statements.

RECOMMANDATION DU RAPPORT

Que le Comité des finances et du développement économique recommande au Conseil de prendre connaissance des rapports annuels et des états financiers vérifiés de 2020 des zones d'amélioration commerciale.

BACKGROUND

A Business Improvement Area (BIA) is an association of commercially assessed property owners and their tenants within a specified geographic area who join together, with approval of the municipality under [Section 204 of the *Municipal Act, 2001*](#), in a self-funded program paid through a levy collected with their property taxes. BIAs undertake a variety of beautification, clean and safe, and marketing programs to attract shoppers and tourists to the area and support their member businesses. The City of Ottawa currently has [nineteen \(19\) BIAs](#).

BIAs are required to submit annual reports to Council, in accordance with Subsection 207(1) of the *Municipal Act, 2001*, which states, "A board of management shall submit its annual report of the preceding year to Council by the date and in the form required by the municipality and the report shall include audited financial statements."

Following Council's approval of the 2014-2018 Mid-term Governance Review report ([ACS2016-CCS-GEN-0024](#)) on November 9, 2016, annual reports of BIAs and other local boards of the City are to be submitted to Council in the form of a written electronic document and include the mandate of the BIA (or other local board), its strategic directions, annual highlights and audited financial statements.

The purpose of this report is to bring forward to City Council the 2020 annual reports of the City's BIAs for information, consistent with the requirements set out under Subsection 207(1) of the *Municipal Act, 2001*, and in keeping with the format approved by Council.

DISCUSSION

A BIA is a local board of the municipality that oversees the improvement, beautification and maintenance of public land, buildings, and structures of a specified geographic area. Its efforts extend beyond those provided at the expense of the municipality while also promoting the area as a business or shopping area.

Ottawa's nineteen (19) BIAs include several vibrant commercial districts and encompass more than 6,400 businesses and 120,000 employees. Although BIAs serve the individual districts they represent, they contribute to the health and vitality of the city as a whole through community and stakeholder engagement, promotion and member advocacy. In 2020, BIA members contributed approximately \$7 million towards beautification, promotion, cleanliness and safety within their respective districts to improve the visitor and resident experience and enhance business growth.

In 2020, Ottawa's BIAs, supported by the advocacy efforts of the Ottawa Coalition of Business Improvement Areas (OCOBIA), were actively engaged in supporting their small business members through the COVID-19 pandemic. BIAs were an important information conduit between the City and Ottawa Public Health and small businesses impacted by Provincially mandated closures and evolving public health guidelines.

The 2020 BIA Annual Report highlights the activities and achievements of Ottawa's BIAs (see documents 1 to 20). Below are brief highlights from each BIA:

1. Bank Street BIA opened a walking street (Bank Street between Queen Street and Flora Street) which was closed to motor vehicles on Saturdays through the summer. These closures were an opportunity for local residents and visitors to Bank Street to get out their homes and safely shop, dine, and explore the area. The BIA installed two new murals titled "We Goin' Be Alright" and "Tribute to Healthcare Workers". In 2020, the BIA produced a series of promotional events that created a meaningful impact to members and the community during ongoing restrictions and lockdown measures. Over the course of the year, the BIA developed valuable online platforms to help promote members, initiatives, and the community.
2. Barrhaven BIA (BBIA) focused primarily on COVID-19 response and support for local businesses and had to pivot quickly to modify operations and support our members. The BBIA relied on its numerous key stakeholder relationships,

nurtured over many years, to provide members with timely access to information and insight on various COVID-19 programs and issues. The BIA set lofty social media goals: to get all of Barrhaven following @BarrhavenBIA and using the hashtag #MyBarrhaven, encouraging residents to Shop Local. We launched a focused digital campaign: Live, Work, Shop, Play Safely in #MyBarrhaven. It was promoted through member toolkits, road signs and digital ad campaigns with great success and our popular B2B series was adapted to weekly online open calls and webinars.

3. Bells Corners BIA held a COVID responsible annual Christmas Tree Lighting on December 1st, 2020 and its first virtual AGM for 2019 and 2020.
4. ByWard Market BIA found ways to “pivot” due to COVID-19. When full lockdown was first announced, with empty streets and boarded up businesses, the BIA turned to the arts community to help animate the streets with public art on tower signs and boarded-up windows. As things began to reopen, the BIA received significant support from both the Councillor’s Office and the City of Ottawa as they rapidly began adopting by-laws and policies to assist BIA members in their recovery efforts. Road closures and patio expansions were put into place to accommodate distanced patios and pedestrian spaces.
5. Carp Road Corridor BIA undertook a significant effort to engage in the City of Ottawa Official Plan process in 2020. Employment areas are much more than vacant land supply, they are an economic resource for the city. The BIA extends thanks to our members, City staff and our area Councillors’ for the effort and collaboration to date.
6. The Village of Carp BIA unanimously decided to forego their levy in 2020, providing funds back to members given the pandemic and cashflow needs. The BIA partnered with West Carleton Online to feature monthly business profiles on members. They participated in the Province of Ontario budget consultations, advocating for rent relief for commercial businesses, reduction of hydro rates, and accessible rural internet. Light up the Village campaign encouraged all residents and businesses to decorate for the holidays and boost morale.
7. Downtown Rideau BIA responded to the COVID-19 pandemic by advocating for programs, funding, and recovery locally, provincially, and nationally. The BIA

convened a member focus group to develop a recovery strategy for the district and implemented communications campaigns promoting safety measures and supporting safe shopping environments in the district. The BIA repeated the Street Outreach program successfully piloted in 2019 and enhanced clean and safe measure adding frequently scheduled pressure washing of alcoves and doorways and litter and weed maintenance – as per the ongoing recovery strategy. The BIA celebrated the end of construction and the reopening of Rideau Street between Sussex/Colonel By and Dalhousie and installed six new FX poles along that corridor.

8. Glebe BIA focused on four key priority areas once COVID-19 was declared a global pandemic: public health, economic relief, information sharing, and recovery. The website InTheGlebe.ca was updated into an online marketplace to ensure customers knew how to best support local businesses, how to shop online or curbside, and hours of operations during restrictions. A comprehensive all-in-one government relief site was created where members could easily find help with eligibility requirements and application details with links to online resources. More than 80 bulletins were sent regarding government relief programs, health restrictions, and public health information. Events and programming included Glebe Spree, Canadian Eats, and Marvest Virtual Edition. The BIA installed the “Groovy Glebe” mural at the north end of the Glebe and in the same location, a bright and colourful gateway sign was also installed.
9. The Heart of Orléans BIA continued to realize their mandate of promoting the area as a district by welcoming nine new businesses to the BIA, implementing a new website and creating the BIA Faces of Business initiative which told the story behind our member businesses. The BIA continued to advocate on behalf of members by regularly working with all three levels of government to provide information and obtain pandemic relief help. There was also a substantial effort made to help beautify and/or make improvements to the streetscape by installing new banners, new benches, new historical plaques and large year-round planters. Lastly, the BIA continued to engage members and the community through safe business visits and virtual events such as the Summer Series and BIA Happy Hour.
10. Kanata Central BIA (KCBIA) conducted a waste management and recycling project showing landowners ways to save and reduce costs. The KCBIA district

continued to grow on all social media channels with followers and content. Social Media Community contests have become a regular way of promoting various businesses in the district. The KCBIA coordinated several events including Daily Spotlight Business Feature, the Kanata Farmer's Market, Scavenger Hunt, and Holiday Extravaganza.

11. Kanata North BIA launched a \$200,000 fund to support small businesses in Canada's largest technology park with their digital transformation, in order to remain resilient through these challenging times. The management team very quickly redirected the majority of their 2020 work plans and resources to establish the COVID-19 Response Program and Fund in order to provide individual businesses with the support, resources and direct investments they would need to get through this difficult time and thrive during recovery.
12. Manotick BIA continued to push forward with their mandate of showcasing and promoting Manotick businesses in 2020. In August and September, the BIA launched several initiatives such as bike rack installations / sponsorships, Sounds of Manotick music event, Digital Main Street grants, and made social media platform updates. In the fall, the BIA continued to support their members through the delivery of pumpkins to over 125 businesses, a social media blitz (#ManotickVillage.com), new wreaths for bridges, and radio advertising.
13. Preston Street BIA and their Board realized the impacts COVID-19 would have on their members, so they immediately cut the annual BIA levy in half. The Night Lights festival took place in February in partnership with Winterlude, and Little Italy was featured in all Winterlude promotion and programming material. Preston's very own food lover's festival, Presdelicious, happened between March 5-15.
14. Quartier Vanier BIA began implementing their 2020 objectives, but quickly adapted in March and went digital, assisting their members in transitioning, investing in an online store that drove traffic to member gift card portals, and amped up social media. By May, the Board reallocated funds to a COVID budget centre and held back substantial funds in the hopes of reinvesting in the fall. Highlights in the arts realm included a mural installation, mural planter boxes, and electrical box vinyl wraps. The revitalization of Montreal Road was a major highlight, and the project remained on schedule. Finally, the creation of an online

store for local merchants proved to be very successful and well received by local businesses.

15. Somerset Street Chinatown BIA had to increase the speed of decision making, change the meeting format and improve productivity while reducing the member levy to zero and using cash from reserve funds to ease the burden on members as a result of COVID-19. The new agile operating model helped the BIA be an effective business organization in an unprecedented pandemic and adapt to the changing requirements of main street businesses in a new era.
16. Somerset Village BIA worked with restaurants and businesses to mobilize an outdoor summer patio street closure from June to September 2020, which proved to be very successful. Weekend street closures were instrumental for businesses to survive through the pandemic.
17. Sparks Street BIA created a one-stop online shop, with most businesses closed due to COVID-19. The BIA assisted in upgrading many of the businesses in evolving their digital footprints. Songs from the Shed returned with PPE plexiglass flair and proudly featured a gender balanced line up. Prismatic exhibition came alive with full COVID-19 health measures in place. Sparks Street piloted free WiFi as public access internet was identified as a key attribute in Public Realm Plan. Sparks Street BIA leveraged new and returning partnerships to rebuild and make small, strategic strides toward recovery in 2021. Examples include Ottawa Public Health's Covid-Wise Stencil and Mural Campaign and in December 2020 the "Sparks Gives" philanthropic initiative was created to support the needs of our neighbours. To assist in pandemic recovery, patio fees were waived to assist operators. Sparks Street continued efforts for active collaboration with property owners such as PSPC and the NCC as the BIA looked to address and animate vacant storefronts and pedestrian zones.
18. The Sparks Street Mall Authority continued to move forward with the Sparks Street Public Realm Plan and advance aspects of the public realm plan not requiring major construction under the current pandemic landscape as budgets and grant applications may allow. Despite the delay of shovels in ground, we will continue to pursue its narrative, programming alignments, artistic installations, furniture coordination, enhanced patio standards, pop-up businesses in the coming year.

19. Wellington West BIA expanded their boundary, relocated their office, grew their staff, and led several COVID-19 response initiatives for members. This included the launch of a crowdfunding platform with no transaction fees for members, implemented placemaking and beautification projects such as the Parkdale Park Project Art Wall 2.0 and the construction of Hintonburg Place, and successfully applied for eight City grants -including two COVID response grants. A successful community virtual trivia night was held in partnership with the Hintonburg Community Association. Other regular events continued such as the Parkdale Market partnership and Taste of Wellington West (virtual edition).

20. Westboro Village BIA worked harder than ever to connect with members and stakeholders in 2020. Over the summer months, BIA staff walked the area and updated information for members, building the most comprehensive BIA member list in years. The “I Work in Westboro” project was created as a thank you for shopping locally. There was a successful roll out of Mother’s Day and Father’s Day giveaways using social media platforms and the summer months turned the focus to patios with giveaways. The wrapped windows at the corner of Richmond and Churchill added a bit of colour and the new mural running up Churchill Avenue was a beautiful piece of art catching the eye of many visitors.

The Draft Consolidated Financial Statements (see Documents 21 to 40) have been prepared by Ernst & Young Global Limited in accordance with Canadian Public Sector Accounting Standards established by PSAB of CPA Canada.

RURAL IMPLICATIONS

This report provides the annual reports and audited financial statements of the Carp Road Corridor, Carp Village and Manotick BIAs.

CONSULTATION

No consultations were conducted for this report.

COMMENTS BY THE WARD COUNCILLORS

This is a city-wide report – not applicable.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications with this report.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with the recommendations of this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

Businesses within the City's BIAs are responsible for adhering to the requirements of the *Accessibility for Ontarians with Disabilities Act, 2005*, which includes but is not limited to providing accessible customer service, training for staff, and access for people with service animals. In the last year, the City has supported many initiatives that impact accessibility within the BIAs, such as reviewing patio approvals, road closures and other projects using an accessibility lens. This results in a more accessible, inclusive and welcoming city for all residents and visitors.

TERM OF COUNCIL PRIORITIES

The recommendation in this report supports the following strategic priority of City Council:

- **Economic Growth and Diversification:** Encourage economic growth and diversification by supporting business investment and expansion, talent attraction and retention, showcasing the city's bilingual and multicultural character, and branding Ottawa as a place to be.

SUPPORTING DOCUMENTATION

- Document 1 Bank Street BIA Annual Report
- Document 2 Barrhaven BIA Annual Report
- Document 3 Bells Corners BIA Annual Report
- Document 4 ByWard Market BIA Annual Report

- Document 5 Carp Road Corridor BIA Annual Report
- Document 6 Carp Village BIA Annual Report
- Document 7 Downtown Rideau BIA Annual Report
- Document 8 Glebe BIA Annual Report
- Document 9 Heart of Orléans BIA Annual Report
- Document 10 Kanata Central BIA Annual Report
- Document 11 Kanata North BIA Annual Report
- Document 12 Manotick BIA Annual Report
- Document 13 Preston Street BIA Annual Report
- Document 14 Quartier Vanier BIA Annual Report
- Document 15 Somerset Street Chinatown BIA Annual Report
- Document 16 Somerset Village BIA Annual Report
- Document 17 Sparks Street BIA Annual Report
- Document 18 Sparks Street Mall Authority Annual Report
- Document 19 Wellington West BIA Annual Report
- Document 20 Westboro Village BIA Annual Report
- Document 21 Bank Street BIA Audited Financial Statements
- Document 22 Barrhaven BIA Audited Financial Statements
- Document 23 Bells Corners BIA Audited Financial Statements
- Document 24 ByWard Market BIA Audited Financial Statements
- Document 25 Carp Road Corridor BIA Audited Financial Statements
- Document 26 Carp Village BIA Audited Financial Statements
- Document 27 Downtown Rideau BIA Audited Financial Statements

- Document 28 Glebe BIA Audited Financial Statements
- Document 29 Heart of Orléans BIA Audited Financial Statements
- Document 30 Kanata Central BIA Audited Financial Statements
- Document 31 Kanata North BIA Audited Financial Statements
- Document 32 Manotick BIA Audited Financial Statements
- Document 33 Preston Street BIA Audited Financial Statements
- Document 34 Quartier Vanier BIA Audited Financial Statements
- Document 35 Somerset Street Chinatown BIA Audited Financial Statements
- Document 36 Somerset Village BIA Audited Financial Statements
- Document 37 Sparks Street BIA Audited Financial Statements
- Document 38 Sparks Street Mall Authority Audited Financial Statements
- Document 39 Wellington West BIA Audited Financial Statements
- Document 40 Westboro Village BIA Audited Financial Statements

DISPOSITION

Economic Development Services will action any direction received from Council with respect to this report. Consistent to previous years, Council will be requested to consider this item in the same calendar year as the report to the Finance and Economic Development Committee.