



2020

# YEAR IN REVIEW

Bank Street B.I.A  
Annual General Report

*DOWNTOWN.*

*AT THE INTERSECTION OF EVERYTHING.*



# Agenda

- 6:00 pm: Welcome message from the Chair | Michael Wallack
- 6:00 pm: Message from Councillor | Catherine McKenney
- 6:15 pm: Slide Show/Agenda
- 6:20 pm: Approval of 2019 AGM Minutes
- 6:25 pm: Introduce Board members | Michael Wallack
- 6:30 pm: Annual Report: presentation and approval | Christine Leadman
- 6:45 pm: Communications | Holland Stille
- 6:55 pm: Events/Member Support Programs| SabriNa Lemay
- 7:05 pm: Executive Director Report | Christine Leadman
- 7:15 pm: Q&A Session
- 7:25 pm: Announce contest winner | Jonathan Hatchell
- 7:30 pm: Closing | Christine Leadman

## Bank Street BIA Staff & Board BOARD OF MANAGEMENT

Michael Wallack, Chair  
Jonathan Hatchell, Director  
Councillor McKenney, Director  
Jessie Duffy, Director  
Vinayak Ethiraju, Director  
Adam Wilson, Director  
Stephanie Appotive, Director

## STAFF

CHRISTINE  
LEADMAN  
Executive Director

SABRINA  
LEMAY  
Assistant Director

HOLLAND  
STILLE  
Communications

# Message from the Chair of the Board

The Bank Street Business Association has done a great job over the past year, fulfilling its mission to promote, improve and advocate for our street, even in the face of uncertainty and restrictions. The BIA faced many challenges, most notably forcing the team to find ways to draw people while adhering to crowds' limitations. Many new challenges arose, and our team was responsive and innovative when finding solutions for our community members and stakeholders.



**Michael Wallack**  
**Wallack's Art Supplies**

The BIA will continue to plan and execute its mission while remaining agile to change at a moment's notice. With several new board members representing different types of businesses and geographical spread along our street, we will look to the future while keeping an eye on the present. As a board member and business owner, I can tell you with certainty that the BIA has our backs.

Thank you,  
**Michael Wallack**  
Chair, Bank Street BIA





# Message from the Executive Director

No one could have predicted what 2020 had in store for us.

The tremendous impact of the pandemic demanded a significant level of advocacy on behalf of our members with all levels of government. Navigating through the myriad of government programs and restrictions that followed from the federal and provincial governments was and continue to be high on our priority list to ensure members are taking advantage of as many of what is offered that they have been deemed to be eligible. Pivoting has become the new vernacular as we move into 2021.

The world order has changed and with it comes opportunity. A new strategic direction will be an essential step in moving forward to ensure the continued vibrancy and viability of Bank Street. A redirection based on a renewed set of values will move Bank Street into a new phase of engagement with our community and followers.

We are looking forward to working towards this goal and our continued efforts to provide support and programming to the members.



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Christine Leadman

# Message from the Assistant Director

The year 2020 was one of many unbelievable challenges, hardships, innovations, and changes. We know how difficult the pandemic has been for local businesses and property owners, as well as the individuals in our community. We want you to know that we are here, and we are working to help and support in every way we can.

We have been and will continue monitoring the evolving impact COVID-19 has had on the Bank Street community and our economy at large. We will continue to be agile and thoughtful in our decisions, actions, and initiative planning. I remain confident in the strength and resilience of our local community, and I look forward to the day we can celebrate being physically on vibrant Bank Street once again. We will get through this together!



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SabriNa C.Lemay



# Mandate

The Bank Street Business Improvement Area (BIA) is a 15 block shopping district and community that strives to make the area cleaner, safer, and more vibrant.

The Bank Street B.I.A. is leading a new spirit of cooperation among property owners, businesses, and the community by providing a range of programs including maintenance, marketing, economic vitality, and physical improvements.

We work with our members to enhance our community. Our initiatives are designed to retain, expand, and attract businesses and investment to improve the downtown environment. We strive to be seen as the premier business, cultural and entertainment destination in the Ottawa Area.





# Strategic Direction

The Bank Street BIA works in partnership with a variety of non-profits to help improve the quality of life for residents and members.

Representing history, culture, and growth, the Bank Street BIA connects the downtown core to real life. With its close proximity to Parliament Hill, famous Canadian museums and heritage sites, the community of Bank Street attracts residents and tourists alike. We're a bold and vibrant community, and we're proud to celebrate our heritage.

The Bank Street BIA's vision is fostering a vibrant, sustainable, inclusive, and engaged neighbourhood where businesses and the community can live, work, play, and thrive.

The mission of the Bank Street BIA is to improve and promote the business community district area through investment and advocacy to become one of Ottawa's primary shopping, business and entertainment destinations, for residents and tourists alike.

This year, the BIA will continue to identify initiatives that make the area popular and a primary location for consumers. The BIA will undertake a new strategic review in 2021.

We need to ensure that we are offering services and facilities that people want to frequent, they are aware of said services and that the location is making people feel welcome and safe.

This includes providing opportunities for on-street engagement with consumers and visitors to Bank Street through the physical environment and activities.

# Finances

## REVENUES

BIA Levy/Payment in Lieu	\$815,600
Other Revenue	\$188,000
Remissions	(100,000)
Total Revenue	\$903,600

## EXPENSES

Administration	\$331,800
Facilities Rental	\$50,000
Professional Services	\$20,000
Audit	\$2,000
Legal Services	\$2,000
Insurance (Liability/BOD)	\$8,500
Programming	\$378,600
Grounds and Maintenance	\$110,700

**Total Expenses** **\$903,600**

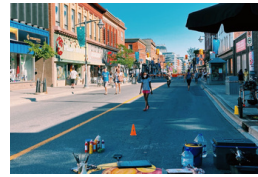
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# 2020 Highlights

## weekend walking street

Bank Street between Queen - Flora will be a walking street (closed to motor vehicles) on Saturdays through the summer.

These Saturdays were a chance for local residents to get out of their homes and safely shop, dine, and explore Bank Street.



## new murals

Every year, the Bank Street BIA brings new art to the street! This year, we saw two beautiful new murals added to Bank Street, 'We Gon Be Alright' and 'Tribute to Healthcare Workers'!

We're always looking for new spaces for murals. If you have a wall that you are willing to volunteer for a mural, please let us know.



# Marketing & Social Media

In 2020 the Bank Street BIA worked hard to produce a series of promotional events that provided a meaningful impact to its members and the community during ongoing restrictions and lockdown measures.

Over the course of the last year, the BIA has developed valuable online platforms to help promote members, initiatives and the community. This year, with the support of the City of Ottawa and Invest Ottawa, the BIA created a fully interactive digital map of Bank Street businesses, called GoBank.

On social media, more than 100,000 Facebook users are reached by content the BIA produces every month and more than 13,000 users follow the BIA's Instagram!

Here are a few of the initiatives we participated in since the last annual general meeting.

#ShareTheLove

Go Bank Map

24 Hours to End Youth Homelessness

#ArtOnBank

#FindYourFavourite

#Giveaways

Virtual Capital Pride  
and many more!

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