



Village of Carp

Annual Report – 2020 / 2021

Overview



- Strategic Plan overview
- Activities to support businesses
- Budget Overview

Strategic Plan Overview



Strategic Plan

- *The Village of Carp BIA submitted its annual Strategic Plan to the city in 2020*
- *The plan noted the BIA's unanimous decision to forego its levy for the year, providing these funds back to businesses given the pandemic and need for cashflow*
- *The Board ran several initiatives throughout the year without budget to support our community and foster resilience*

Strategic Plan Overview



Strategic Plan Highlights

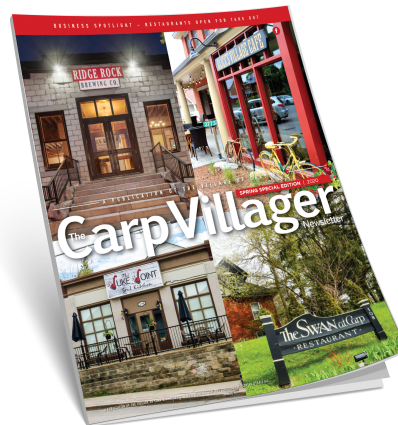
- *Promote small businesses through digital channels, publications, outreach and engagement*
- *Highlight businesses in the media where and when possible*
- *Be an active voice for business as it pertains to advocacy and community development*

Strategic Plan Overview



2020 Accomplishments

*Business Profiles
via 'The Villager'*



Strategic Plan Overview



2020 Accomplishments

Partnership with West Carleton Online, featuring monthly business profiles on members



Artist Mary Teasdale features more than 40 other artists and artisan businesses in her Carp boutique Moon Stones. Photo by Jake Davies

Moon Stones home to local artists
By Jake Davies - West Carleton Online

Strategic Plan Overview



2020 Accomplishments

Continued subscription to Fan Saves, offered at no cost to our Members to incentivize sales

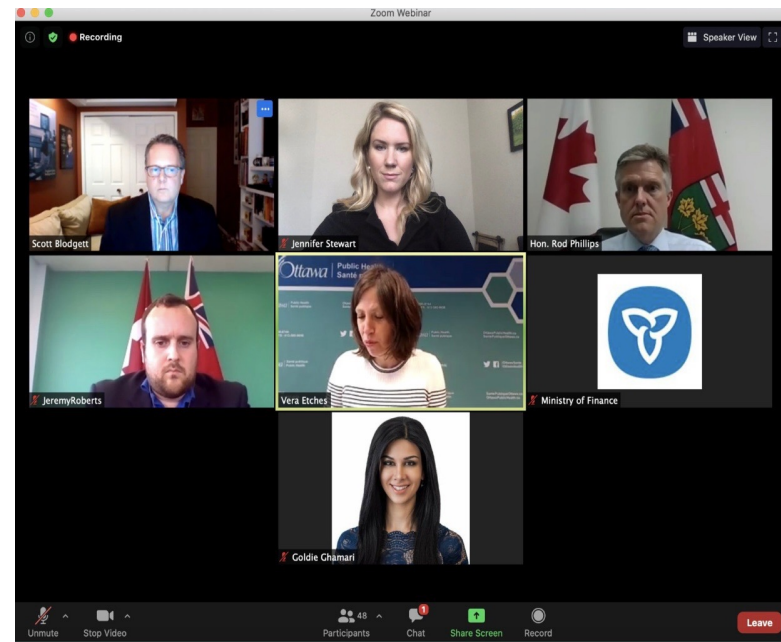
Fan\$aves

Strategic Plan Overview



2020 Accomplishments

Participation in Ontario Budget Consultations, advocating for rent relief for commercial businesses, reduction of hydro rates, and accessible rural internet



Strategic Plan Overview



2020 Accomplishments

Light up the Village Campaign – to encourage all residents and businesses to decorate for the holidays and boost morale

LIGHT UP THE VILLAGE

THE VILLAGE OF
CARP BIA

To bring a little cheer to our village, we are encouraging residents to decorate their business and homes this holiday season!

The BIA will be offering bragging rights & prizes to the best-lit business & residential home during the campaign. The winning entries, as picked by the BIA board, will be awarded a trophy & prizes for their efforts in January 2021. To be eligible to win, send West Carleton Online an email (westcarletononline@gmail.com) with a photo of your place of business or home decorated for the holidays.

Let the best lights win!

Strategic Plan Overview



2020 Accomplishments

Sign produced and installed into Village of Carp



Strategic Plan Overview



2020 Accomplishments

Had planned toward active participation in 'Doors Open Ottawa' (cancelled due to COVID-19)

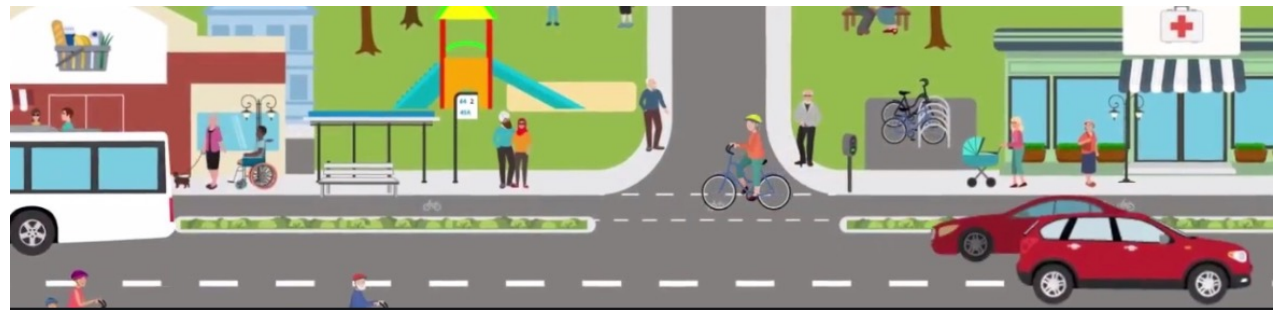


Strategic Plan Overview



2020 Accomplishments

Participation, with Councillor El-Chantiry, in the 15-minute neighbourhood review and local survey



Strategic Plan Overview



2020 Accomplishments

*Strong social media
management via The
Village of Carp BIA
Facebook page*



The Village of Carp BIA

@VillageofCarpBIA · Community

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Budget Overview



Budget 2021

Accepted the \$13,000 levy for 2021

We will utilize to support businesses through the following efforts:

- Support local campaign
- Continued publication of *The Villager*
- Promotion through local newspapers of businesses / events
- Partake in grant applications for future beautification / community initiatives
- Support other associations in their mutually beneficial endeavours

Thank You!

