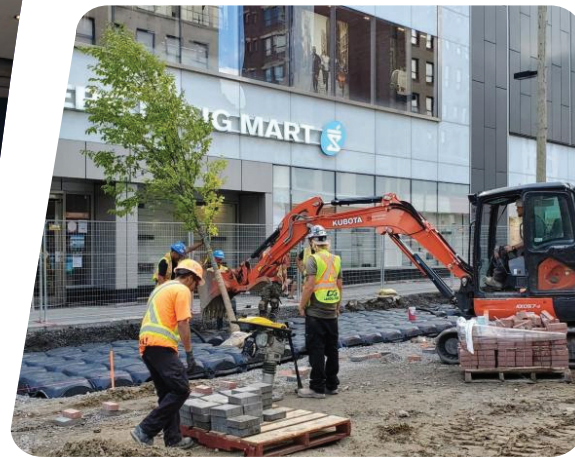
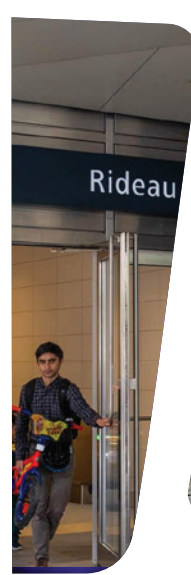


2020 ACHIEVEMENTS

- Winterlude Geometric Crystalline public art installation & contest
- New COVID-19 Recovery Strategy
- Local advocacy with to respond to COVID-19 & recovery needs
- Provincial & national advocacy for COVID-19 programs & funding
- Regular member focus groups to identify members' needs
- Downtown Rideau Street Outreach team
- Annual weekly graffiti removal on member street level properties
- Summer season weekly litter & weed maintenance
- Summer season 3x week pressure washing alcoves & doorways
- Digital posters promoting safety measures & member profiles
- COVID-19 murals covering Hudson's Bay's alcoves
- Beatrice the Bee public art installation at The Underpass
- Expand FX Poles on Rideau between Sussex/Colonel & Dalhousie
- Monthly social media posts on Instagram, Facebook and Twitter
- Digital ad campaigns supporting online shopping, take-out & delivery
- Digital ad campaigns supporting a safe shopping environment
- Rideau St. reopening Instagram promotion & contest with the City

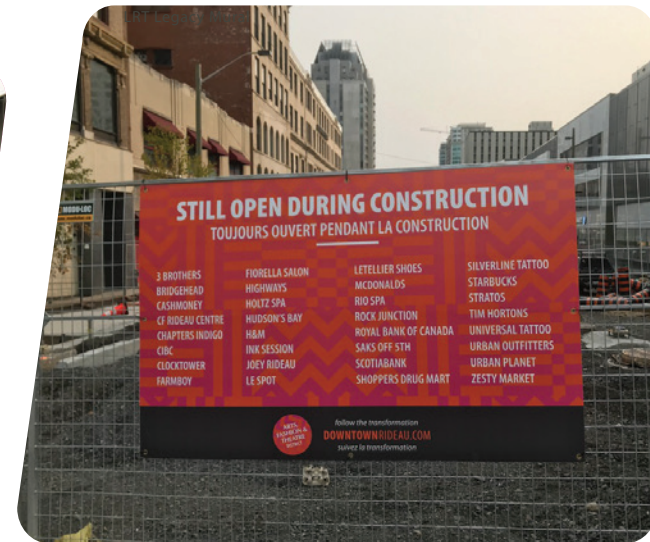
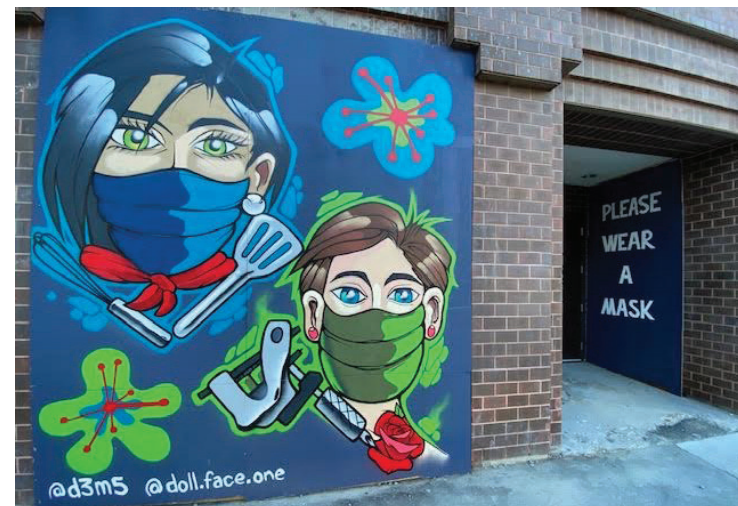


MANDATE

Mandate To promote Downtown Rideau as a shopping, dining, cultural and tourism destination and advocate for its economic viability within the City of Ottawa.

VISION

To create an inviting, world-class, quality shopping 'Main Street' and 'Cultural Hub' destination.



DOWNTOWN Rideau

where culture lives

2020 ANNUAL REPORT



WHERE PERSEVERANCE LIVES!

2020 began with much momentum coming out of 2019. The Geometric Crystalline Winterlude art installation was a resounding success and remained popular into spring. We were off to a good start for 2020. Then, on March 16, the Government of Ontario declared a State of Emergency in response to the COVID-19 global pandemic, and our world changed as we knew it.

Downtown Rideau members rose to the challenge, applying creative and innovative ways to keep their staff employed and employees and customers safe. Pivoting in response to ever-changing rules and regulations became the norm, and uncertainty became the fear that kept us awake at night, and still does. D.R.B.I.A. frontline employees were inspirational, and our heroes. Our immediate, and greater community, came together in response and compassion. Together, we all persevered.

At this time, the D.R.B.I.A. was actively engaged with business colleagues locally and nationally providing input to government decisions on business needs and concerns -- all in warp-speed time. We advocated for rent, utilities and property tax relief, PPE, financial assistance, a moratorium on evictions, alcohol with take-out and delivery orders, and grants and recovery programs -- to name a few. We increased member communications providing breaking news and important information and created COVID-19 pages on our website -- all while working remotely until June. The #SupportLocal movement evolved from these efforts and the race for members to create e-commerce sites became a necessity. Here too, the B.I.A.s' advocacy efforts supported extension of the provincial Digital Main Street program providing funding and training for businesses to build an online presence.

During Q2, the D.R.B.I.A. developed its COVID-19 Recover Strategy. The process included a member focus group that we continued to consult throughout the year. The strategy focuses on providing enhanced clean and safe measures and communications on efforts to present a well-maintained and safe district.

We began our recovery digital ad campaigns in Q3: Shop Downtown Rideau ONLINE and #StayingSafeTogether featuring videos and graphics of safety efforts and protocols. At this time we implemented our clean and safe measures: homeless street outreach, sidewalk washing, graffiti removal, weeding, litter collection, murals and public art installations.

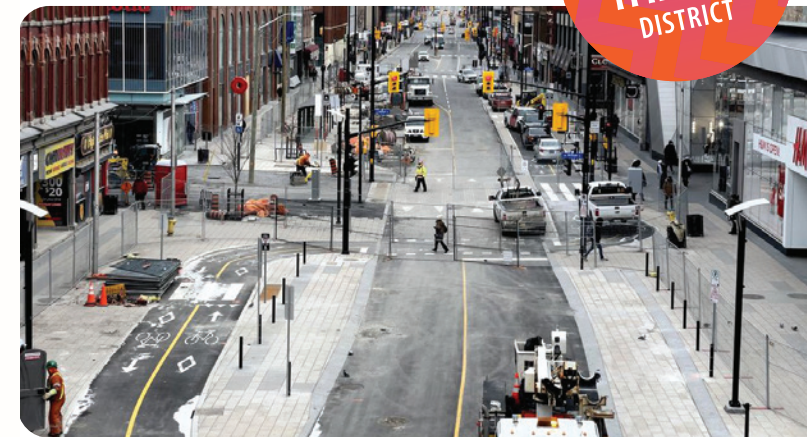
Q4, brought a partial lockdown at Thanksgiving. We engaged in more advocacy efforts requesting information on closure decisions. As the holiday season approached, we worked with the City to complete construction and reopen Rideau Street before Christmas. We marked the opening with an Instagram contest promotion.

2020 ended in another full lockdown. While we all agree 2020 was a challenging year, there were some positive highlights: dinner with floating music stage series at the National Arts Centre, summer patio season and extended fall patio season, the completion of construction and several new business openings. Unfortunately, we lost some beloved businesses: the Highlander Pub, Vertigo Records and the Bytowne Cinema. While we don't know what 2021 will bring, we know that together, we will persevere and support each other through COVID-19 and our recovery.

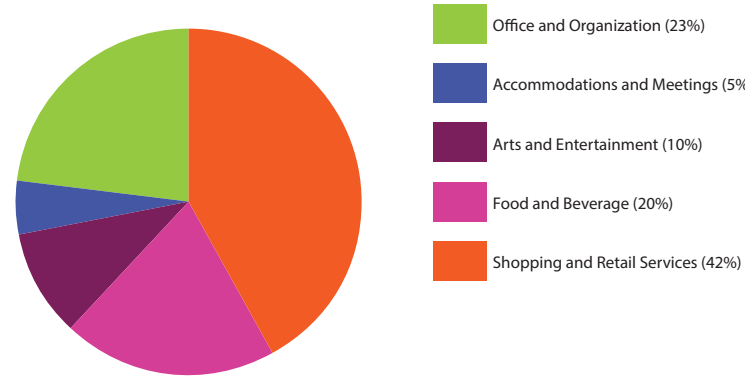
Peggy DuCharme, Executive Director, Downtown Rideau B.I.A.

2019-2022 STRATEGIC PRIORITIES

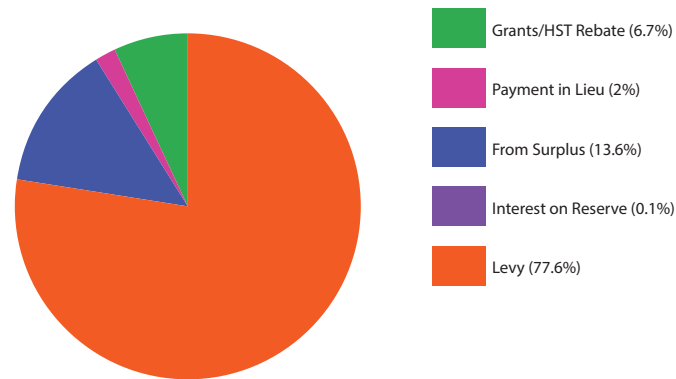
- **Promote Downtown Rideau** as a shopping, dining, cultural and tourism destination.
- **Increase member engagement** through improved communication and social opportunities.
- **Advocate on behalf of members** by strengthening our relationship and communications with the City on key D.R.B.I.A. initiatives.
- **Change safety perception** by utilizing our collective voice on promotional and advocacy efforts.



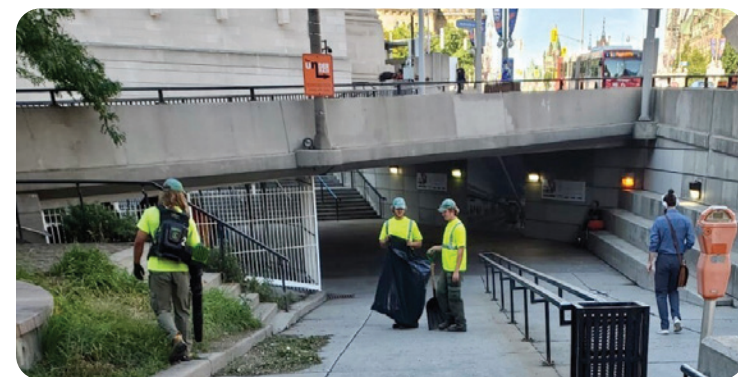
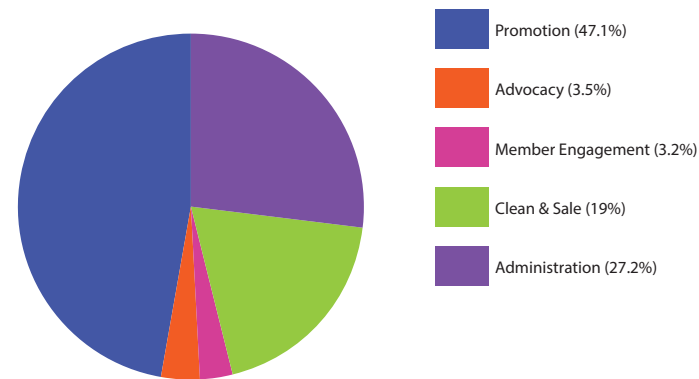
2020 MEMBERSHIP CATEGORIES



2020 REVENUE (UNAUDITED) \$1,236,315

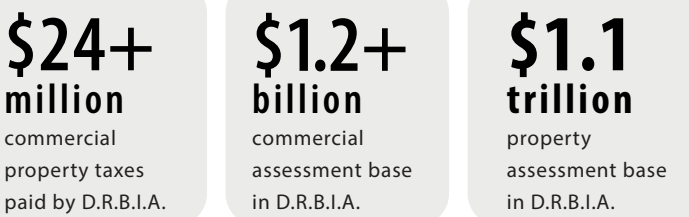
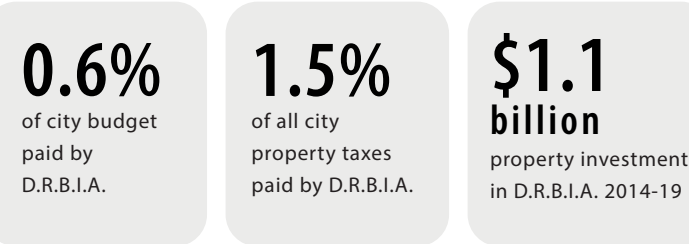


2020 EXPENSES (UNAUDITED) \$1,236,315

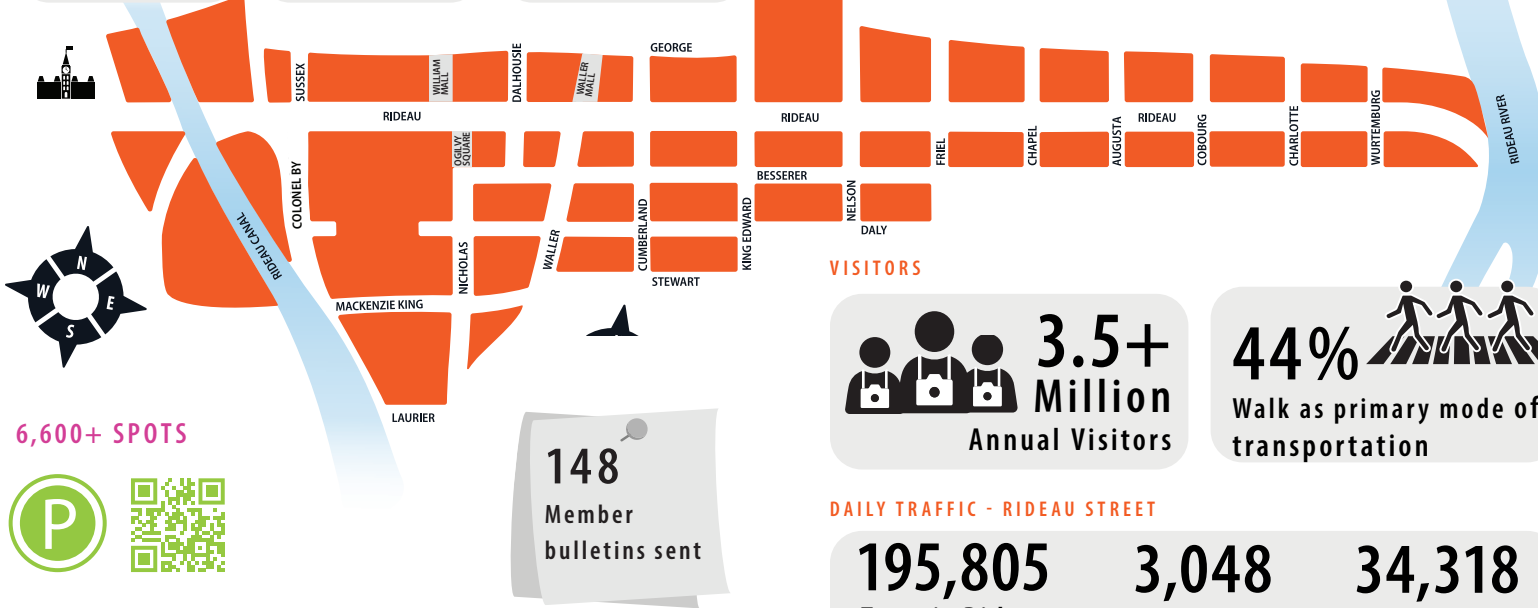


Street Landscaping Service 2020

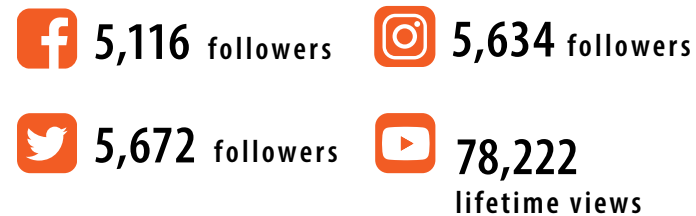
FACTOIDS



- Retail, **ARTS** and Theatre District Designation in City's Official Plan
- TOURISM** Designation (retail open on most statutory holidays)
- Location of the Rideau Canal **UNESCO** World Heritage Status

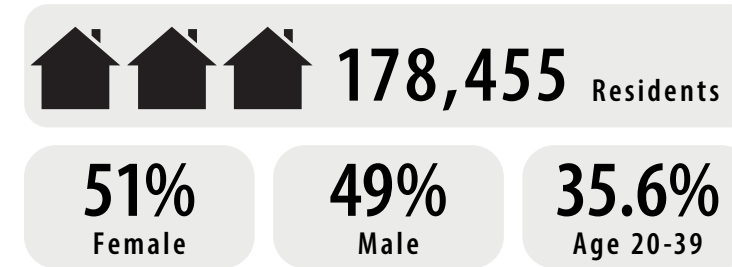


DIGITAL METRICS



CATCHMENT AREA STATS (5KM FROM D.R.B.I.A. CENTER)

RESIDENTS



LANGUAGE



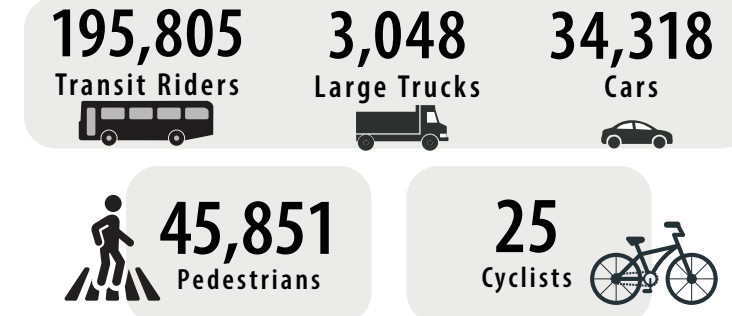
INCOME



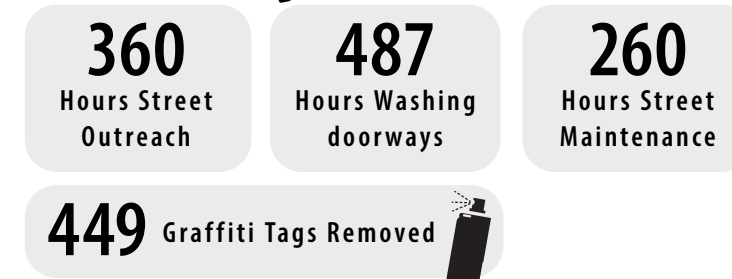
VISITORS



DAILY TRAFFIC - RIDEAU STREET



STREET ACTIVITY



2019 AUDITED STATEMENTS

Statement of Operations prepared by Ernst & Young LLP year end December 31, 2019

	2019 Actuals	2018 Actuals
Revenue		
Tax levy	915,241	888,700
Sundry	51,913	41,320
Payments in lieu of taxation	24,630	10,281
Interest earned on reserves	1,070	1,140
	992,854	941,441
Expenditures		
Advertising & Promotion	287,524	230,655
Salaries, benefits, professional development & consultants	273,642	302,394
Ground services	153,463	106,335
Office	110,383	110,914
Security services	31,988	2,873
Rent, storage	48,934	48,529
Furniture & Equipment	14,244	16,969
Insurance	6,818	9,000
Audit Fees	3,102	2,906
Depreciation	45,486	46,627
	975,584	877,202
Surplus		
Accumulated surplus	17,270	64,239
Accumulated surplus beginning of year	456,563	392,324
Accumulated surplus end of year	541,793	524,523
Reserve Account		
Fund balance, beginning of year	67,960	67,960
Fund balance, end of year (after interest earned transferred to revenue)	67,960	67,960
NOTES TO FINANCIAL STATEMENTS		
Tax revenue is comprised of the following:		
General tax levy	935,665	896,834
Supplementary assessment	-4,692	10,178
Remissions	-15,754	-14,418
Vacancy rebates	22	-3,894
	915,241	888,700
Basis of Presentation The financial statements of the Downtown Rideau Business Improvement Area (B.I.A.) are prepared as prescribed by the Public Sector Accounting Board of Chartered Professional Accountants of Canada.		
Accrual Accounting Revenues and expenditures are reported on the accrual basis of accounting. The accrual basis of accounting recognizes revenues as they become earned and measurable; expenditures are recognized as they are incurred and measurable as a result of receipt of goods or services.		
Tangible Capital Assets Capital assets are initially recorded at cost and amortized over their estimated useful lives using the straight-line method. Capital expenditures that do not generate future economic benefit to the B.I.A. are charged to operations in the year of acquisition.		
Financial Instruments The financial instruments of the B.I.A. consist of cash, account receivable, accounts payable, and accrued liabilities. Unless otherwise noted, it is management's policy that the B.I.A. is not exposed to significant interest rate, currency or credit risks arising from these financial instruments.		
Tax Revenue The City of Ottawa bills and collects tax levies as well as payment in lieu of taxes on behalf of the B.I.A. annually. Tax revenue consists of non-exchange transactions. It is recognized in the period to which the assessment relates and reasonable estimates of amounts can be made. Annual revenue also includes adjustments related to reassessments or appeals related to prior years.		
Related Party Transactions The B.I.A. purchases certain services from companies controlled by members and company executives of its Board of Directors, in the normal course of business at commercial rates. In addition, the B.I.A. is related to all entities under control of the City of Ottawa. As at December 31, 2018, \$429 (2017 - \$3,007) is included in accounts payable and accrued liabilities due to related parties and nil (2017 - nil) is included in accounts receivable due from related parties.		
Capital Assets		
Equipment	320,655	339,252
Accumulated amortization	-130,329	-103,440
Net book value	190,326	235,812