



the
glebe

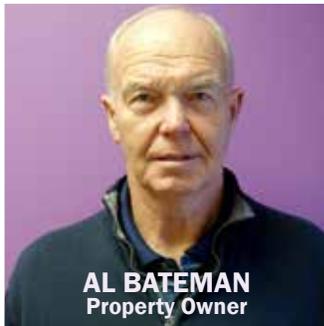
2020 ANNUAL REPORT

GLEBE BUSINESS IMPROVEMENT AREA

THE BOARD

the
glebe

OF DIRECTORS



AL BATEMAN
Property Owner



RONALDO SAYAN
The Renaissance



STEPHANIE SPRUSTON
OSEG



JUDY RICHARDS
Property Owner



ELI SAIKALEY
Silver Scissors Salon



STEPHANE SAUVE
Glebe Meat Market



ERIC KUNSTADT
Kunstadt Sports



SHAWN MENARD
City Councillor



JOSHUA THATCHER
Whole Foods Market



ANDREW
Executive Director



TREVOR
Communications



CHLOE
Programming

STAFF

Dear Members,

The last ten months have put our community to the test as we work together to combat the effects of COVID-19. But as stressful as this experience has been for all of us, we continue to remain uplifted and reassured by the ways our members and our community have been working to keep everyone safe, calm and prepared to weather this crisis and recover.

There is no doubt this is a neighbourhood that understands just how important it is to focus intently on protecting our community and those most at risk. While we may be currently in a province-wide State of Emergency, the situation continues to remain fluid and we hope that a brighter day ahead will soon allow us to return to the days of safely being able to live our lives without the burden of the tragedy before us.

For now, we remain inspired by the strength and resilience on display in every corner of our great community – from our members who have had to adapt and adjust to the ever-changing environment, following every protocol to keep employees and customers safe – to the wider community who has done so much to support our local economy at a time when our

merchants need it the most. We appreciate our leaders from all levels of government who have done what they can to not only address the complexity of a disruption so overwhelming, but who have worked to create relief to help our businesses stay afloat and to ensure that those who are hardest hit can survive another day.

We are appreciative of the tireless efforts of our health care professionals and remain hopeful that the race to vaccinate our population will finally lead to an end to this terrible chapter. We are proud of our fellow citizens who have shown such incredible courage and empathy. We think of everyone who has lost loved ones to the pandemic and for those who are struggling to cope with the impacts of COVID.

We look forward to the day when we can return to hugs and handshakes, when we can openly greet our neighbours and patrons, when we can fill our shops and restaurants with people, catch a show or a game, or play in the park together. That day will come. In the meantime, know that we appreciate the strength, perseverance, and dedication of all our members, employees, partners and residents.

**NOTHING
LASTS
FOREVER**

**TOGETHER
WE'LL GET THROUGH THIS.**



HARD TIMES
MAKE STRONG
PEOPLE
STRONG
PEOPLE
MAKE GOOD
TIMES

COVID-19

On March 11, 2020 the WHO declared the COVID-19 virus a global pandemic.

The Glebe BIA's primary objective was to serve and support members during an unprecedented time as they looked to react and respond.

Four key priority areas were quickly established:

- Public Health
- Economic Relief
- Information Sharing
- Recovery

Advocacy was focused on:

- Cash
- Clarity
- Continuity

We represented member interests, stayed on top of issues and gained best practices as board members of the following organizations:

- The Ottawa Coalition of BIAs
- The International Downtown Association (IDA)
- IDA Canada Leadership Group

Information sharing involved real-time updates to members of changing restrictions, regulations and relief measures.

All communications focused on profiling and promoting local businesses through every available channel and encouraging audiences to support the local economy.

The website www.intheglebe.ca was immediately updated into an online marketplace to ensure customers knew how to best support local businesses, how to shop online or curbside and hours of operation during restrictions.

This was supported by other communications and was shared with the community and promoted to audiences through all available channels and through retargeting lists.

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.

Outreach was extensively done through personal interviews with members, surveys and other tools to ensure decision making reflected the needs of our members.

Marketing was aimed at keeping the Glebe in the public consciousness and to build awareness for what the area offered – a safe environment open for business.

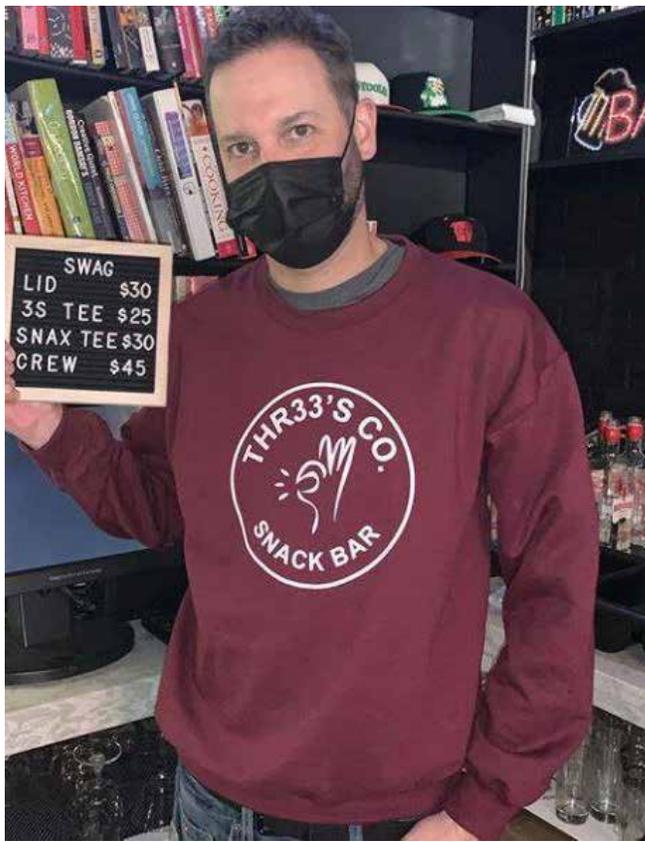
Research was conducted to obtain data and to understand how the pandemic was impacting footfall and traffic flow.

Strategic investments were made to enhance the streetscape and pedestrian experience at a time when people wanted to be outside safely.

Public safety measures for employees and customers was the ultimate priority for all businesses. Promoting customer and employee safety was done through ongoing communications, materials and partnerships. The Glebe BIA also supported the CovidWise Together campaign to help instill customer confidence and advocate for safety.

The Glebe BIA remains committed to serving its members in a way that supports and strengthens their efforts. While uncertainty remains, we are confident that we will get through this together as a community.

**Thank you to all our
members for everything
you've done in 2020.**



Glebe Spree

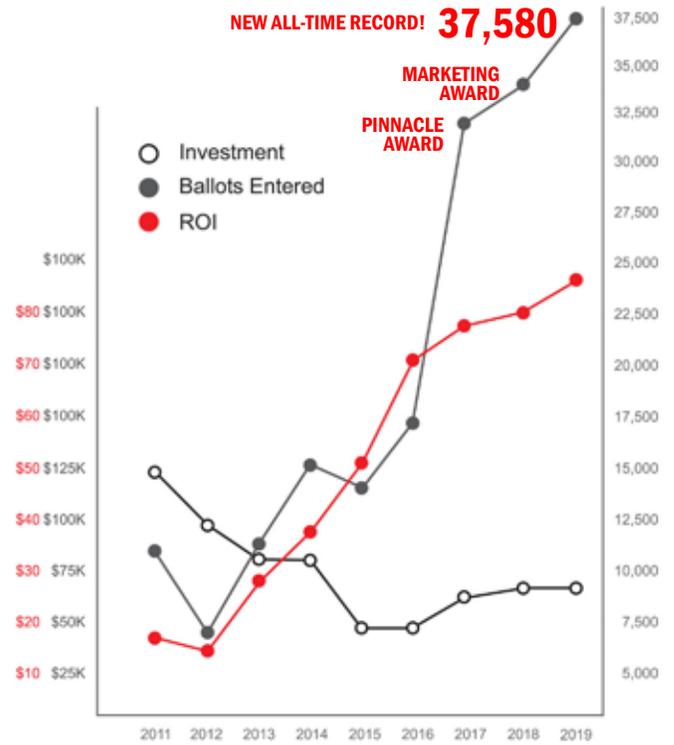
WIN A \$10,000 GLEBE SHOPPING SPREE

Rules at glespre.com



GLEBE SPREE

- The 2019 edition of Glebe Spree was the most successful contest to date, with 37,580 ballots entered into the draw.
- More than \$5.6 million in economic activity can be attributed to the contest, totalling more than \$30 million since Glebe Spree's inception.
- The 2020 contest was adjusted to address the challenges of the pandemic and to accommodate safety protocols.
- Rather than weekly prizes, a new Early Bird Prize of \$2,500 was awarded to limit contact and ballot pickup during the pandemic.
- The Early Bird Prize was awarded to Morag MacDonald, a resident of the Glebe.
- Daily Any Day Prizes were also awarded throughout the duration of the contest.
- At the time of this report, ballots are still being collected due to a province-wide shutdown.
- The Grand Prize will be officially drawn in early February and awarded to a lucky winner.
- Glebe Spree received a Pinnacle Award from the International Downtown Association in 2018 and the Marketing Award from the Ontario BIA Association in 2019.
- The contest remains a valuable driver of holiday shopping and a highly-successful promotion to encourage patrons to shop local and support small business.



2019 vs. 2020

SITE	IMPRESSIONS		CLICKS	
	2019	2020	2019	2020
Facebook	326,275	137,351	1,971	2,887
Google Display Network	1,240,050	3,082,803	13,124	17,751
Youtube	978,595	223,061	33,749	100,273
Native Touch	381,494	353,821	715	813
Twitter	214,724	294,220	859	936

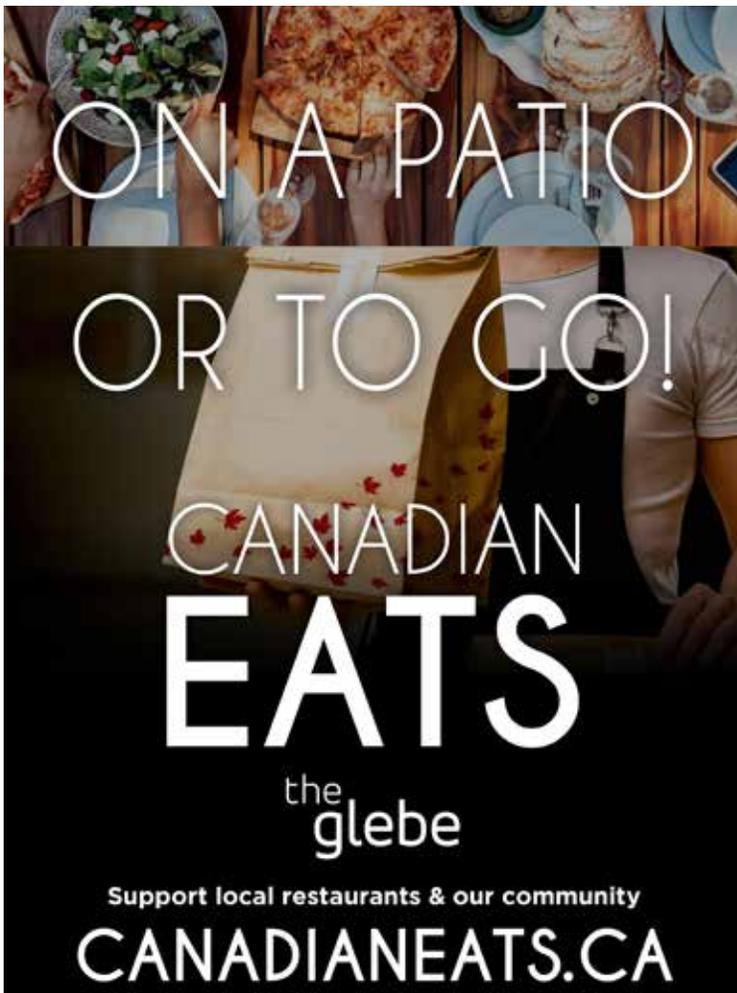
2019

Overall, there were more than 3.3 million impressions delivered and 17,113 clickthroughs to the website.

2020

Overall, there was more than 4 million impressions delivered and 122,660 clickthroughs to the website.

CTR was 0.58% - Google's benchmarks are 0.29%.
The VTR overall was 44.95% - Google's benchmark is 20%.



CANADIAN EATS

- Due to COVID-19, Canadian Eats was adapted to encourage diners to enjoy takeout or a meal on a patio.
- Dishes from nearly 40 restaurants created a Canadian-inspired menu leading up to Canada Day.
- Campaign delivered 1.34 million impressions over a two-week flight, with 9,178 clicks-throughs.
- Facebook delivered 139,471 impressions and 1,334 clicks reaching 51,760 people.
- Twitter delivered 66,808 impressions and 1,060 link clicks.
- Canadian Eats was awarded a top prize in the Special Events + Promotions – Small category from the Ontario BIA Association in 2019.
- Thank you to all the restaurants that participated in this year's Canadian Eats!





MARVEST — *CityFolk* —

FREE SHOWS EVERY WED & FRI / OCT.14-NOV.27

A harvest of local music / in partnership with the glebe



MARVEST VIRTUAL EDITION

- COVID-19 pandemic forced the in-business music festival to go virtual for 2020.
- 15 virtual concerts were recorded and launched each week on the www.intheglebe.ca website and [CityFolk YouTube Channel](#).
- Every episode was presented by a past Marvest venue. Each presenter business was promoted at the beginning of each episode as well as online throughout the festival.
- Social media efforts reached 128,575 people combined with both the Glebe BIA's internal social campaign as well as CityFolk's robust media campaign.
- Kept the Glebe brand in the public consciousness during restrictions and heading into holidays.
- Brand visibility and reach to a large audience through Bluesfest/CityFolk.
- Leveraged brand equity built up over the last five years that we've run the festival.
- Conveyed a message of local support which has been a central theme.
- Allowed us to promote 30 businesses who have participated in Marvest over the years.
- Provided an opportunity to share the new artwork that was created for Glebe apparel and profile streetscape.

MARVEST — *CityFolk* —

"A harvest of local music"

in partnership with the glebe

OCT. 21
CHRIS PAGE

STREETSCAPE

- Vibrant green banners were designed to compliment this year's pink and white hanging baskets.
- From November through early January, festive red and blue holiday banners lined Bank Street during a peak shopping season.
- This year's hanging baskets featured flowers in various shades of pink with green foliage.
- A total of 120 hanging baskets beautified the streetscape from May to October.
- Landscaping services were contracted to manage garden beds throughout the neighbourhood.

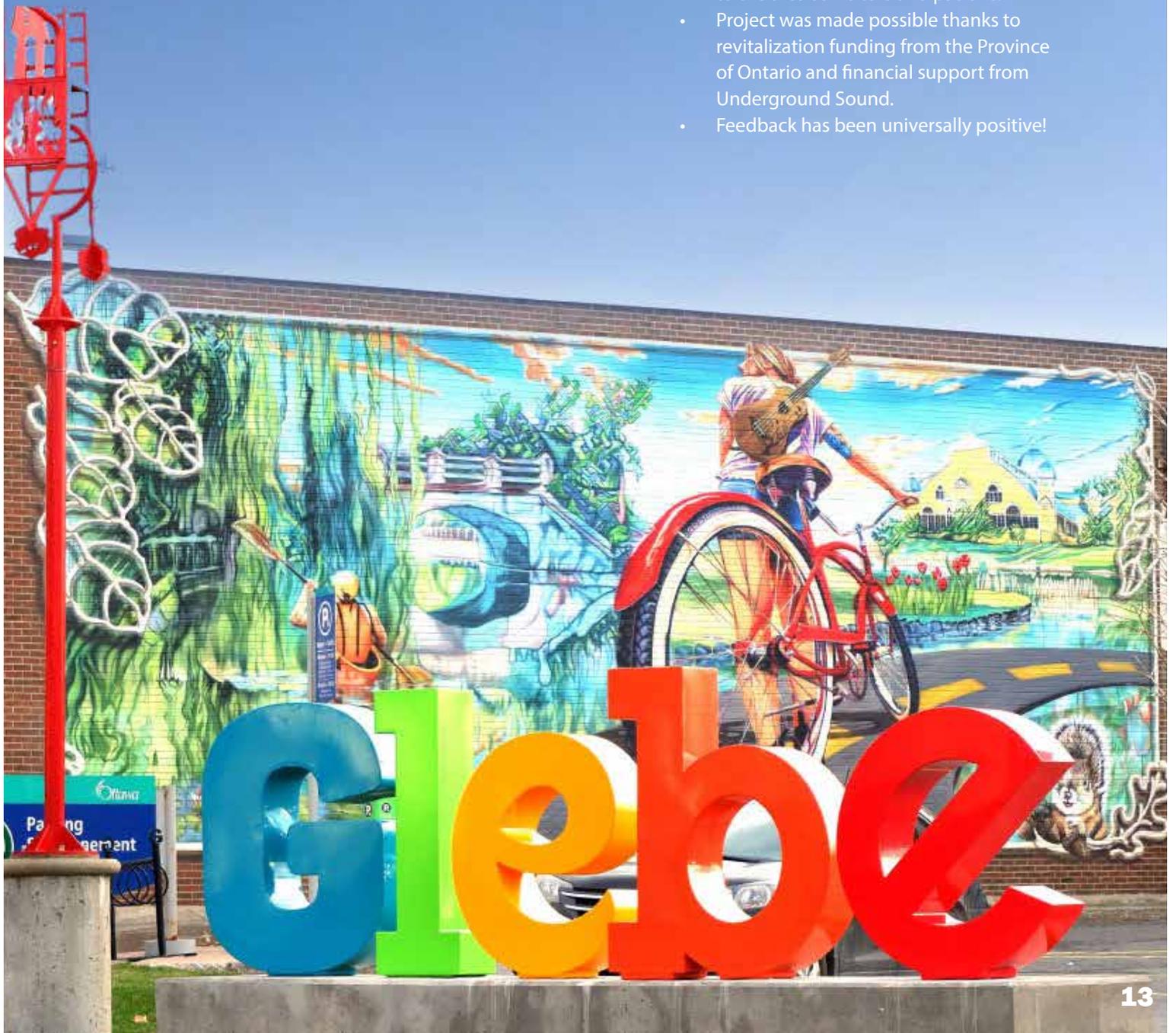


MURAL

- With support from the City of Ottawa and Underground Sound, we were able to install Jocelyn Galipeau's Groovy Glebe Mural on the wall of Reliable Parts at the north end of the Glebe.
- The Groovy Glebe Mural had been approved in 2019.
- The art piece is one of the largest, most vibrant, and impactful murals we have installed to date.
- A total of 19 murals have been installed in the Glebe since 2015.

GATEWAY

- The Glebe Gateway Installation came to fruition after nearly three years of work at the corner of Bank Street and Chamberlain Avenue.
- This was an exciting community initiative that brought together stakeholders, residents and experts from throughout the neighbourhood.
- Aim was to create an engaging point of entry to our vibrant neighbourhood, one that reflects the pride of all who live and work in the Glebe and greets all who come to the area as visitors and patrons.
- Project was made possible thanks to revitalization funding from the Province of Ontario and financial support from Underground Sound.
- Feedback has been universally positive!





THE FLYING COW



GLEBE COMMUNITY CENTER



YOUTH BLACK TEE



YOUTH GREY HEATHER TEE



MEN'S CHARCOAL HEATHER TEE



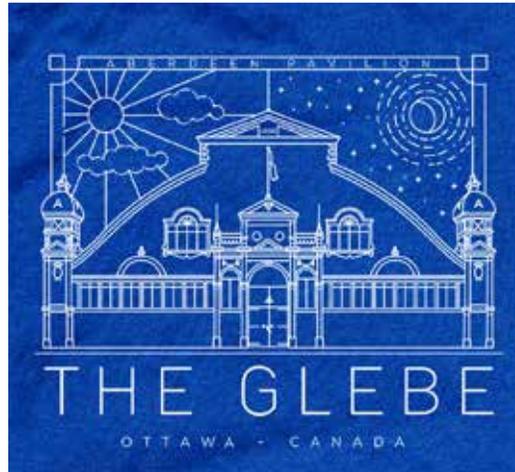
ATHLETIC GREY HOODIE



WOMAN'S BLACK TEE



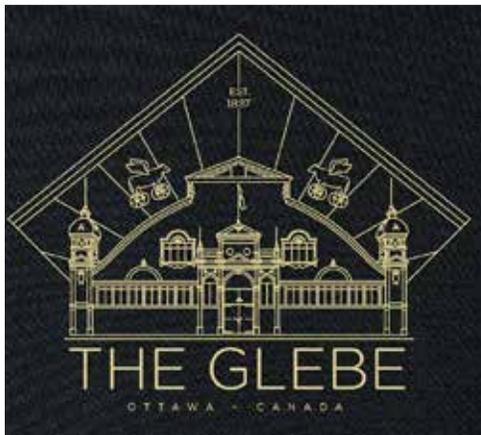
THE GLEBE
EST. 1937



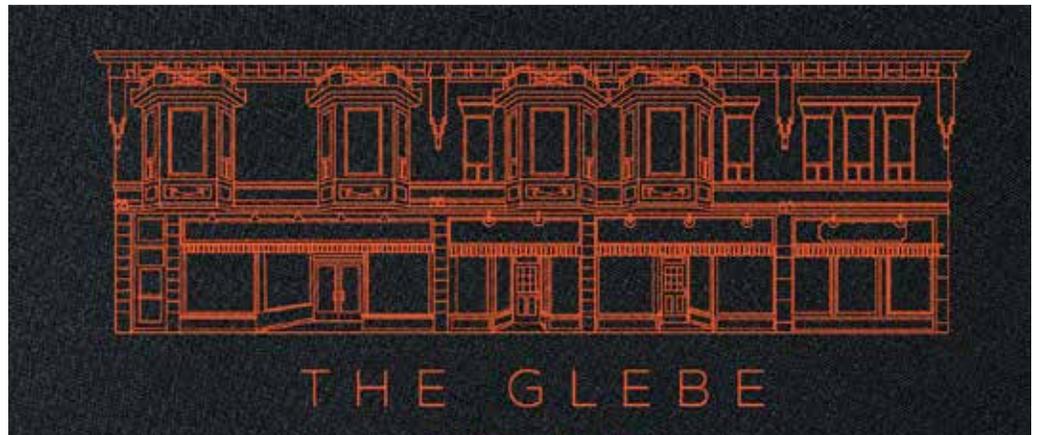
THE GLEBE
OTTAWA - CANADA



THE GLEBE



EST. 1937
THE GLEBE
OTTAWA - CANADA



THE GLEBE



LIVE LOCAL. SHOP LOCAL. WEAR LOCAL.

Be the first to show your community pride with our new limited edition Glebe apparel that will be available for purchase in the neighbourhood this winter.

Glebe hoodies, men's and women's tees and youth shirts with eye-catching designs are the perfect gift for locals and their families.

This new line of clothing is funky, hip and fun – threads your customers will want to be seen in while strolling down Bank Street. The clothing is high-quality apparel that promotes Ottawa's charming neighbourhood, the Glebe.

The first two limited edition designs, produced by local graphic design firm Aerographics, pay homage to the architectural features of the Glebe Community Centre and local artist Tim DesClouds, whose recognizable flying cow has become a neighbourhood icon.

A portion of the proceeds from this clothing line will go to support the Glebe Neighbourhood Activities Group as well as our local merchants. This new initiative aims to highlight the importance of shopping local this winter while celebrating our neighbourhood pride. The First Edition will feature youth tees, women's and men's tees and unisex hoodies in a variety of colours.



the
glebe

MARKETING

- The Glebe launched a Back-to-School Marketing Campaign in August and September.
- The Back-to-School campaign delivered 2.37 million impressions overall with nearly 8,000 click throughs to the website.
- The Facebook campaign delivered 507,128 impressions and 2,261 click throughs to the website and reached 75,249 people.
- Twitter delivered 164,059 impressions and 297 link clicks.
- Collectively, marketing programs over the past year generated nearly 8 million online impressions with nearly 17,000 click throughs to our website.
- Highly successful Get-it-in-the-Glebe campaign was repurposed and relaunched for the back-to-school shopping period.
- Since the launch of our awareness campaign in 2016, more than 53 million impressions have been generated with 276,300 click throughs.





FACEBOOK

- Our Facebook audience continues to grow, with a 5.2% increase in 2020 – totalling nearly 9,000 followers.
- Facebook content reached nearly 200,000 people online through both organic and paid boosted posts.
- Facebook Page Likes continue to grow and now sit at 8,336.

INSTAGRAM

- Instagram continues to be our fastest growing social network, with a 23% jump in followers to 3,739.
- Staff posted 571 images to Instagram in 2020, yielding 372,899 impressions, a 75 per cent increase over the previous year.

TWITTER

- Nearly 300 tweets yielded approximately 720,300 impressions online in 2020.
- Our audience grew 8% to a total of 5,046 followers.
- Our profile received more than 12,000 visits in 2020.

SHARE YOUR LOVE

Glebe Marketplace

CHRISTMAS

- Large and small trees along Bank Street were wrapped with white lights from October through March.
- Due to the Pandemic, the Ottawa Christmas Market and the Help Santa Toy Parade were cancelled. However, OSEG in partnership with the City of Ottawa installed a beautiful canopy of lights during the festive season.
- Matching funds were provided to Glebe businesses to install a seasonal window display as part of our Winter Window Painting Program
- The holiday pageantry program saw 24 festive banners, 12 in red and 12 in blue to mark the holiday season.



WINTERLUDE

- In 2019, the Glebe was officially named one of six official Winterlude sites during the capital's annual winter festival.
- Five snow sculptures throughout the Glebe depicted iconic Canadian animals, including a large wolf that was installed at the Fourth Avenue Baptist Church parkette.
- The Glebe BIA Awarded the Second-Annual Snowphy Trophy to Maya Devlin for her first-ever snow princess she built in her Glebe backyard.
- Thank you to Kunststadt Sports and Lindt Chocolate for donating prizes for the Snowphy Trophy Challenge.

The Great Glebe Restaurant Guide

OCTOBER 19, 2020 | BY GLEBEADMIN



It has been a while since you've been able to slip into your favourite Glebe restaurant, pull up a chair and wine and dine with family and friends.

But starting this weekend it will be business as usual for Glebe restaurants, bars, gyms and fitness centres, as the province announced that they can reopen beginning this Saturday.

We know just how difficult the last few months have been for our merchants, especially for our restaurateurs who have been riding a rollercoaster of closures, limited reopenings and mounting restrictions.

COMMUNICATIONS

- 84 blogs this year focused on members, activities, neighbourhood experience and features.
- More than half of the blogs were aimed at COVID-19 recovery, including a Reopening in the Glebe series that covered nearly every business that was in operation.
- Blogs yielded 30,000 pageviews in 2020.
- 200+ earned media articles featured or mentioned the Glebe across Ottawa's news networks, and included international bloggers and travel writers.
- 300+ bulletins were distributed to members and online subscribers to share relevant information about the neighbourhood.
- Specialized social campaigns promoted members, tagged and promoted via social media.

INTHEGLEBE.CA

- Site redesigned in March to serve and support members during the pandemic.
- Online Glebe Marketplace featured businesses offering online shopping and curbside pickup, gift cards or take out in their restaurants.
- Scrolling carousel of member logos linked back to their respective websites.
- As restrictions opened back up, the website focused on blogs and other communications to encourage audiences support the local economy.
- [IntheGlebe.ca](https://inthe Glebe.ca) saw 61,829 page views from over 53,000 unique users in 2020.



BY THE NUMBERS

7.8M Impressions achieved through 2020 marketing campaigns and initiatives.

61,829 Pageviews on the intheglebe.ca website.

129 Bulletins sent to members highlighting relief programs.

37% Increase in the number of followers for social channels.

1.25M People reached through social media campaigns.

200+ Amount of earned media generated mentioning the Glebe.

15 Shows performed during the virtual Marvest Festival.

84 Blogs shared online over the course of the year to promote the area.

37,580 Ballots collected for Glebe Spree in 2019 – a new all-time record.

7 New businesses that opened their doors in the Glebe in 2020.

1 Grand new vibrant entrance created for the community at Bank and Chamberlain.

571 Images posted to Instagram throughout 2020.

\$370M Total property assessment value of Glebe BIA members.

\$9,6M Municipal taxes paid by Glebe BIA members in 2020

6,000 Number of full and part-time employees in the Glebe.

6,400 Number of members represented by 19 BIAs in Ottawas.

THANK YOU.



BLOCK BY BLOCK

Rebuild, Revive, Recover.

Every business is as unique as the people behind it, the patrons it serves, and the block on which it is situated.

Introducing **Block by Block**, a new initiative developed to better understand the needs of our business community while they work to recover. It aims to encourage collaboration between members as we rebuild the local economy during a time of physical distancing.

For some, parking and storefront access is vital. Others may be looking to explore street side patio spaces to serve customers outside. Maybe you need to manage customer queues or would benefit from a dedicated drop-off and delivery zone. Should current restrictions be relaxed given how much traffic has calmed down? Would additional temporary free parking be beneficial? How do we accommodate active transportation more broadly where it makes sense? What do you think? Speak with others and let us know. We want to hear from you.

This program looks to bring merchants together to assess what measures will work best for them. We want to identify and address challenges, ensure cooperation at every level and strike the right balance as we move forward.

With no clear picture on how long physical distancing will last, businesses are trying to adapt to new ways of doing things in a dynamic environment. It's an evolving situation that requires flexibility. But what does the future look like? What do you want it to look like? These are the questions **Block by Block** seeks to answer – with your help.

Businesses have a voice on what happens outside their immediate storefronts. With plans to accommodate new retail and café spaces on sidewalks and curb lanes we want your opinion on how this should work. What would you and your neighbours like to see? What is possible? What will support your operations? What do your customers need? What could be better?

We are open to all ideas that support our shops as they adjust to a new reality and get back on their feet.

the glebe

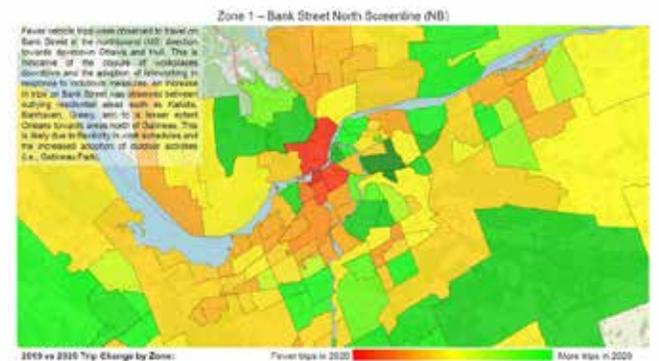
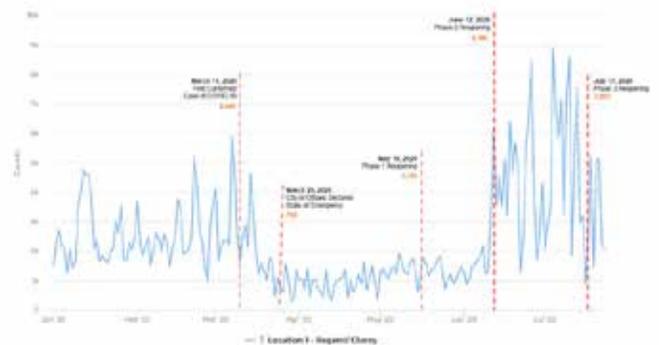
RESEARCH

- Conducted pedestrian traffic research to measure foot traffic during the first months of the pandemic and to evaluate the impact of emergency measures and restrictions.
- Initiated study to better understand the impacts and long-term implications of COVID-19 and proposed infrastructure projects on mobility and access to the Glebe.
- Aimed to evaluate the change in traffic demands and travel patterns.
- Project utilized StreetLight data to gain insights on transportation metrics due to the increased adoption and acceptance of teleworking to support social distancing guidelines.
- All research is available to members at www.intheglebe.ca.

OUTREACH

- Extensive outreach initiative focused on understanding individual situations, the impact COVID-19 has had, and what businesses needs are moving forward.
- Conducted 113 interviews with members, over 300 calls made and created member surveys.
- Marketing, advocacy and information sharing were member priorities.
- Insight assisted the Glebe BIA in its advocacy efforts and provided insights to inform decision making.

Daily Pedestrian Traffic: January 2020 – July 2020



FINANCE

For five years there has been no increase in our operating budget. In 2021, we are implementing a one-time levy relief initiative to reduce our budget by 20% or a reduction of \$135,000. Together with our accumulated surplus, this will allow us to meet the goals and objectives of the organization, maintain capacity and provide value to our members.

Globally, 2020 witnessed serious economic and operational challenges on businesses because of COVID-19. Particularly those in key sectors that were heavily impacted by rolling restrictions and lockdowns. The pandemic also presented downtown associations like the Glebe BIA with the need to rethink how to best provide value and support to those they represent. Measures were immediately taken to reevaluate and reduce expenditures in key areas and swift changes were made to invest resources in new ways for a new environment.

Through our outreach to members, it became abundantly clear that marketing, advocacy and information sharing were key priorities. Investments in the streetscape and the area's pedestrian experience continued as the public sought ways to access goods and services in a safe, outdoor setting. Past marketing programs and signature promotions that had successful track records and valuable brand equity were repurposed to promote the area, inform audiences, and highlight our members across all available channels. Some areas of programming were suspended, and administrative costs were reduced.

ADMINISTRATION

The Glebe BIA's mandate is to serve the needs of the area as a whole and its resources are therefore aimed at complementing the work of nearly 400 member businesses and property owners. We invest to deliver benefit, value, and a tangible return for all members. In 2020, our administrative costs were 42.9% of expenditures, down from 50.9% in 2019. The Ottawa BIA average is 55%. Our approach to administration remains consistent with industry standards. While an administrative position was eliminated in March, and even with a reduced operating budget, we remain confident that our staffing strategy moving forward will provide us with the necessary capacity to remain effective and to create value and outcomes for members.

SURPLUS

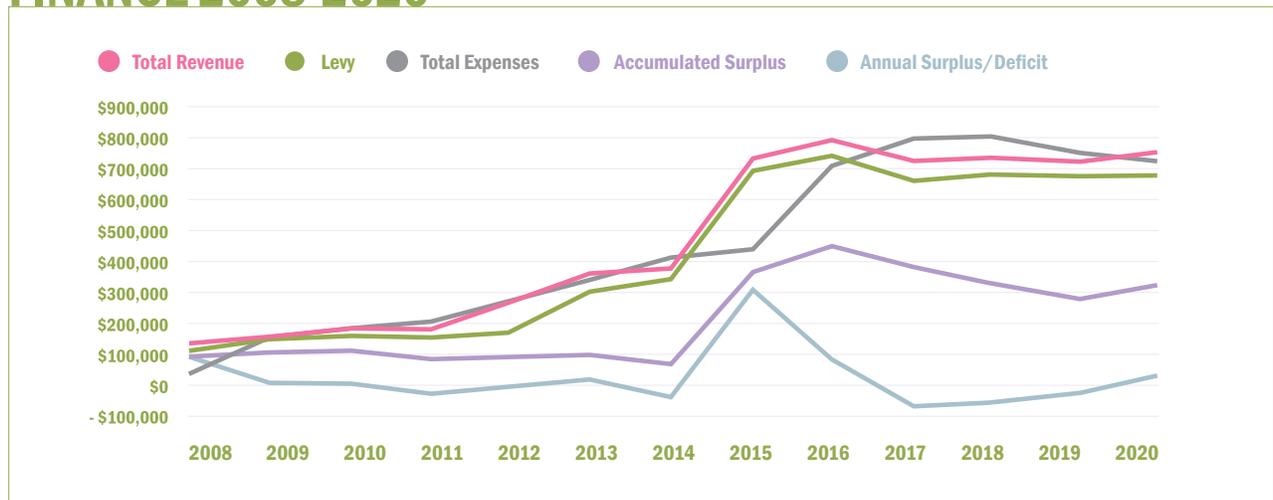
Our accumulated surplus continues to be applied to strategic investments that advance organizational objectives. In 2019, the Glebe BIA posted a deficit of \$22,791. This left an accumulated surplus of \$288,061 moving forward. In 2020, we worked to build on our momentum with the support of our surplus while absorbing what we could into our operating budget. By the end of 2020, and because of the measures taken throughout the year, we expect a surplus of between \$20,000 and \$25,000 after year-end reconciliations are complete. This will leave us with a remaining surplus of approximately \$313,067 going for 2021.

For the year ahead, as we continue to adapt and adjust to an uncertain and ever-changing environment, we will continue to focus on member priorities of marketing, communications, advocacy, and information sharing along with strategic investments in programming and on-street experience. Going forward in 2021, the Glebe BIA will be looking for all available funding opportunities to assist in the recovery of our local economy.

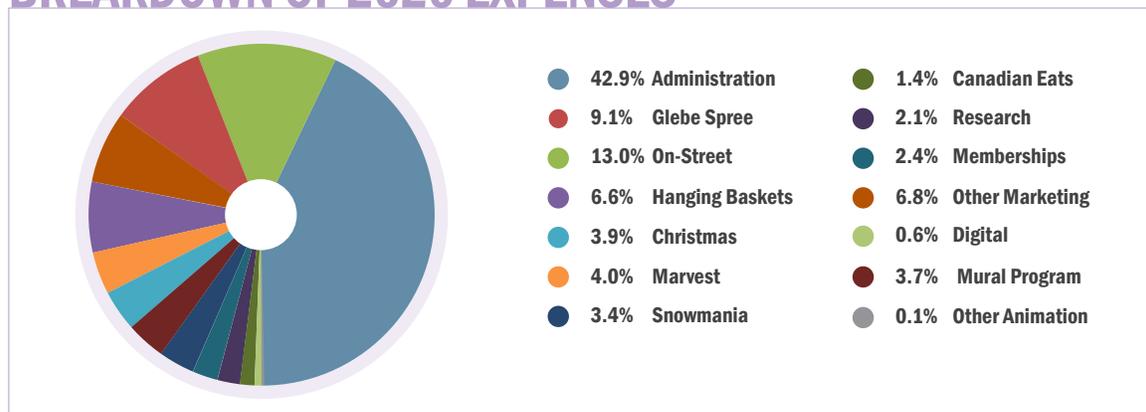
2020 BUDGET

REVENUE	2019	2020	2021
General Revenue	\$ 660,000	\$ 660,000	\$ 525,000
Grants	\$ 30,000	\$ 30,000	\$ 30,000
	\$ 690,000	\$ 690,000	\$ 555,000
EXPENSES			
Marketing, On-Street, Programming	\$ 324,500	\$ 307,500	\$ 231,000
Office & Administration	\$ 292,700	\$ 311,000	\$ 256,200
Professional & Consulting Fees	\$ 7,000	\$ 8,500	\$ 4,000
Rent	\$ 32,000	\$ 30,500	\$ 30,500
Interest	\$ 300	\$ 300	\$ 300
Insurance	\$ 6,000	\$ 7,200	\$ 7,500
Audit Fees	\$ 1,500	\$ 1,500	\$ 2,500
Repairs & Maintenance	\$ 26,000	\$ 23,500	\$ 23,000
	\$ 690,000	\$ 690,000	\$ 555,000

FINANCE 2008-2020



BREAKDOWN OF 2020 EXPENSES



ADVOCACY

Cashflow + Clarity + Continuity

We continue to speak to the reality being faced by members in our community and the profound impact COVID-19 has had on sectors hardest hit. The pandemic is both a public health and an economic crisis. We therefore need to address both in our road to recovery.

The Glebe BIA remains committed to representing the best interests of its members and doing our part to ensure they can safely operate and survive. From the importance of storefront access to the need for targeted programs, we are committed to finding innovative solutions and communicating the operational impact of the pandemic on our businesses, owners, employees and customers.

Local + Regional + National

The Glebe BIA maintains close relationships and board involvements with the Ottawa Coalition of BIAs (OCOBIA), The International Downtown Association (IDA) and IDA Canada. We continue to leverage these platforms to advocate for our members, as well as downtowns and main streets everywhere with all levels of government.

OCOBIA

The Ottawa Coalition of BIAs (OCOBIA) exists to support and strengthen the work of its members and to contribute to the economic well-being and quality of life for the city of Ottawa. It is building on the momentum being witnessed across Canada and elsewhere that unifies the voice of business in a community context and to address some of the most complex challenges facing our city. Through its membership, OCOBIA seeks to improve the visitor and resident experience and enhance business growth for the benefit of everyone.

The Ottawa Coalition of Business Improvement Areas (OCOBIA) is a unified voice of the 19 Business Improvement Areas within urban, suburban and rural Ottawa who, when combined, represent more than 6,400 businesses and their 100,000 employees.

In 2020, OCOBIA has been actively involved in working with the municipality through the Mayor's Economic Task force, has worked closely with City staff on campaigns to help encourage local shopping, funding for BIAs and programs to support struggling businesses such as waiving patio fees among others. OCOBIA has also been an active voice on the need for restrictions to be data-driven, measured and fair.

IDA CANADA

IDA Canada is a national voice for more than 500 BIAs in Canada. It Represents more than 250,000 businesses, employing millions of workers with retail sales in the billions of dollars and a combined property assessment in the multiple billions of dollars.

Three years ago a new pilot was launched to have a more Canadian focused entity closer to the issues facing Canadian BIAs. A national policy summit followed in Ottawa to prioritize key issues for BIAs across Canada.

We have advocated for federal support and collaboration since the beginning of the pandemic. This was articulated through its One National Voice: Recovery through Resilience document with put forward 17 proposals related to community well-being, vitality, infrastructure, mobility and entrepreneurship.

This has been an invaluable platform to communicate with decision makers on the need to invest in downtowns and main streets. Small business is the engine of our economy and key sectors hit hardest by the pandemic need to be supported.

WHO & WHERE WE ARE

IDA Canada works with 500+ organizations which manage Canada's business districts on main streets, in traditional neighbourhood commercial areas, and in downtowns.

These organizations are business improvement associations/districts/zones (BIA/BID/BIZs) and Sociétés de développement commercial (SDCs in Québec) with representation in every province. The skilled individuals who manage these organizations are committed to positive change within their communities and have track records of collaborating locally, provincially and nationally. The organizations we represent are comprised of over 250,000 businesses from coast to coast, with retail sales in the billions of dollars and a combined property assessment in the multiple billions of dollars. We are members of the International Downtown Association (IDA).*

THE COVID PANDEMIC

Businesses on main streets and in downtowns continue to struggle through the impacts of the COVID pandemic. We are not alone in the challenges we face, but we are integral to Canada's identity and are essential to the social, economic and cultural recovery and future growth of our communities.

We believe this represents a compelling reason for the Federal Government to work more closely with our BIA colleagues across the country to re-examine the Federal priorities which have been set and the means of extending assistance. In unison with this, the precarious state in which so many provinces find themselves leads us to believe there is need for national guidelines to establish clarity, cohesion and continuity as a means of addressing and suppressing this pandemic right across the country. It is time to put it all behind us, with the help of national leadership.



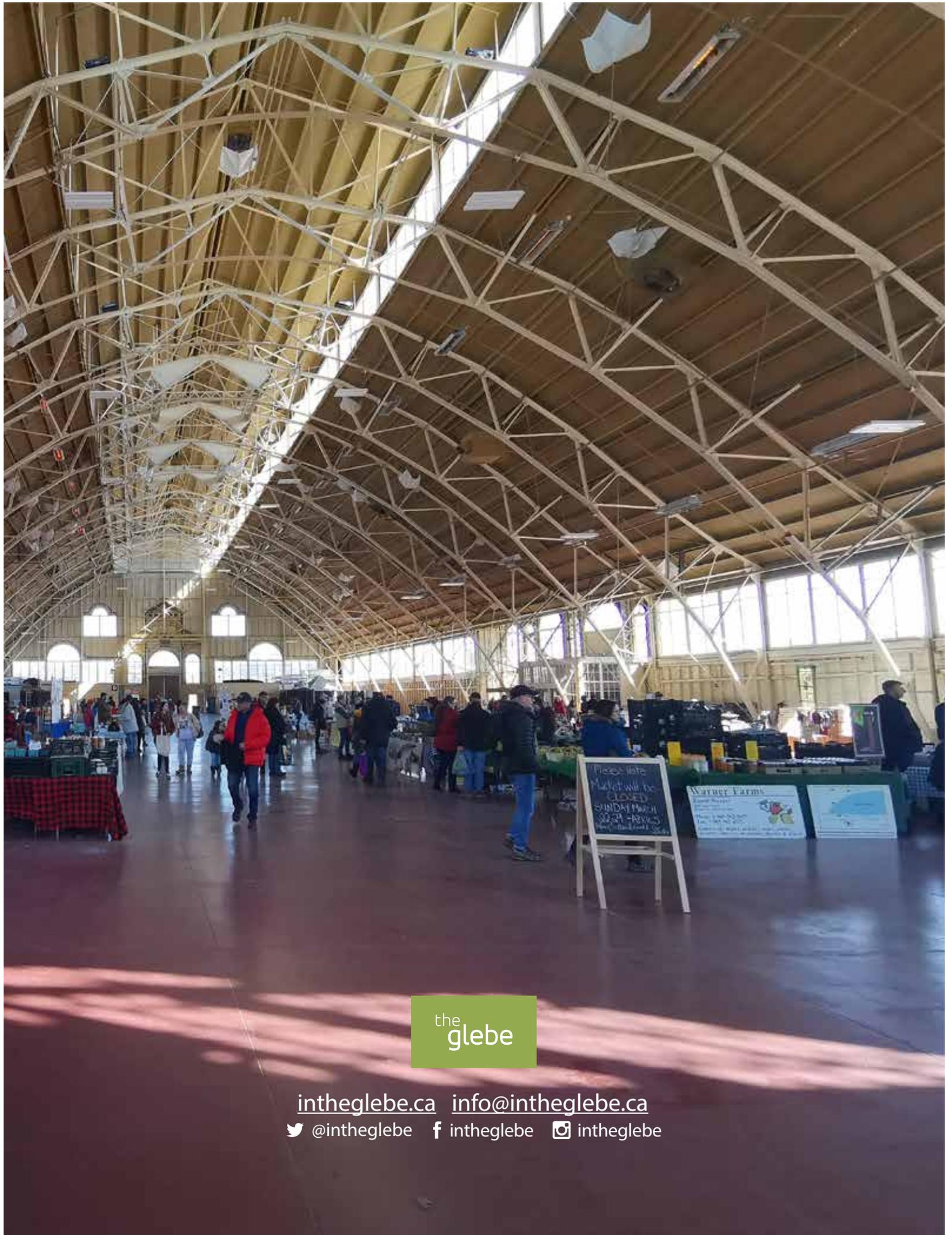
Celebrating Canada with 3000 strong at the corner of Portage and Main in Winnipeg on July 1, 2017.

The Value of Business Improvement Areas...

- Business improvement areas are organizations committed to developing, managing, and making places better.
- BIAs recognize that strong communities are critical to the success of a city and region, and their work is based on the principles of economy, inclusion, vibrancy, identity, and resilience.
- BIAs have become a model that has been replicated in neighbourhoods and cities the world over.
- They aim to preserve the true nature of their districts, build reputation, and create safe, thriving areas for all.
- They work to attract patrons and new businesses while enhancing the quality of life of the communities they serve – they are economic and social anchors.
- BIAs are embedded in the areas they steward, endeavoring to improve a location by harnessing resources through a multi-stakeholder, coordinated approach.
- They work with policy makers, other practitioners and businesses to effectively manage, develop and market places.
- BIA activities play a vital role in revitalizing and sustaining vibrant environments.
- BIAs work to improve economic vitality in their communities and provide a collective voice on issues.
- The investments made by private-sector funding help create tools and strategies that impact how citizens interact with an area.
- Officially approved bodies authorized by City Council and are a legitimate and formal part of the city's governance model.
- They have the mandate and authority to speak on behalf of their members, with the added benefit and unique insight of an organization operating within the community itself.

TO BETTER DAYS AHEAD.





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glebe

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