

The Heart of Orléans BIA

annual report

2020



THE HEART OF ORLÉANS

Message from the Chair and Executive Director

We think we can all agree that this year has been a year like no other. As a business community, we are all experiencing the devastating effects of COVID-19 and the economic consequences of a global pandemic.

Despite the pandemic, We are very proud of what we've been able to accomplish in 2020 as a BIA. This year has been a busy, but successful year. Among other achievements, some highlights included a new user-friendly website, redesigned BIA and sponsored banners, beautiful large planters, our flagship magazine, *The Beat* and our personal favorite, *The BIA Faces of Business* Campaign which allowed us to showcase the faces behind BIA businesses while simultaneously fundraising for our two food banks.

We carried out advocacy work on COVID-19 support for small business with all three levels of government and created business support opportunities through media connections and by building The BIA Mentorship Program allowing businesses to connect with an expert at no cost.

Over the past twelve months, we have learned from, engaged and worked with Members from small, medium and large enterprises across our district. Our membership is the backbone of the Orléans economy and we're always in awe of their success and commitment to our community.

We look back with a sense of accomplishment, and ahead with hope and expectations in the year ahead. We still have a lot of work to do but we have every confidence that not only will The Heart of Orléans BIA survive this pandemic, but will continue to thrive and grow to become the vibrant destination where community happens.

Pascale and Tannis



Who we are

In addition to our BIA staff and 2 Councillors, our board of directors is made up of passionate business owners and representatives located in our BIA district volunteering their time and expertise to make a difference in the Heart of Orléans.

Pascale Bazinet, Chair
Doug Feltmate, Vice Chair
Renée LeBlanc, Treasurer
Fraser Paddison, Secretary
Debbie O'Connor, Board Member
André Grzela, Board Member
Lina Hariri, Board Member
Rob McCallan, Board Member
Tannis Vine, Executive Director
Rita Chalabi, Marketing and Member Engagement Liaison
Councillor Matthew Luloff, Orléans Ward 1
Councillor Laura Dudas, Innes Ward

Our Vision

The BIA takes a leadership role in attracting the kind of businesses that makes the Heart of Orléans distinct.

The BIA represents the heart of the community of Orléans as the place of choice for our community to shop for specialty goods, professional services, high quality service, unique dining and entertainment, and at shops that are often local and family-run businesses.

We're committed to nurturing an engaged and enthusiastic membership that reflects and values our vibrant community.

The BIA helps to create a beautiful, trendy destination. We strive to reflect the unique heritage of the area as the original "main street" of Orléans, but also work to develop a modern Heart of Orléans district as a place that is a vibrant, walkable mixed-use space.



Mandate

1. Promote the area as a district.
2. Advocate on behalf of Members.
3. Help beautify and/or make improvements to streetscape.

All with the goal of improving the economic strength of the district.

Core Values

Leadership - We strive to be a strong community leader, influencing decisions and inspiring positive change.

Advocacy - We are committed to advocating for and promoting our district and empowering our members.

Generating Wealth - All our activities help support long-term economic development in our district.

Partnership - Helping our members connect and collaborate with each other and working with key players in the broader community of Orléans.

Strategy and Governance

Highlights from 2020

Planning Process - We participated in a Strategic Planning Session with a third party consultant to ensure we continue to improve and focus on the things that have the most impact and positive results for our members.

Annual Report - This is the sixth Annual Report to the BIA Membership and City Council.

BIA Fun Fact

Ottawa's 19 Business Improvement Areas (BIAs) collectively represent more than 6,400 businesses who employ 120,000 people. That's 1 in 5 jobs across the city. (Source: City of Ottawa)



Ottawa Coalition of BIAs (OCOBIA) - We are a member of OCOBIA, the unified voice of the 19 BIAs within urban, suburban and rural Ottawa who, when combined, represent more than 6,400 businesses and their 120,000 employees. Goals include having one strong voice advocating on behalf of all our members combined and to ensure some consistency and efficiency across all BIAs.

Training - This year the BIA staff received training in WordPress, content management and MailChimp.

Budget - Our Budget is set up by our Teams/BIA Pillars which makes it very easy for our Team Chairs and the BIA Office to track revenue and expenses.

Strategic Partnerships - We continued to build on our strategic partnerships in the community. Successes include ongoing work with the Société franco-ontarienne du patrimoine et de l'histoire d'Orléans (SFOPHO), the Shenkman Arts Centre, RGA, ChristinaLH Photography, Invest Ottawa and local Artist Virginia Dupuis.

Internal Bylaws- Back in March the Provincial Government made an amendment to allow boards to meet virtually. Later in the year, the Province further amended section 238 to allow local Boards and their members to participate in meetings electronically at any time moving forward, not only during a declared emergency. Therefore our internal bylaw was updated to reflect this amendment.

Directions for 2021

- Continue to operate with a full Board of Directors.
- Implement a new overall Strategic Plan that takes COVID-19 into account.
- Continue to build on strategic partnerships

Advocacy and Member Engagement

Highlights from 2020

Team Growth - Our Volunteer Member Engagement Team grew to 7 this year.

Engagement - The Member Kits were updated for 2020 and we continued engagement with BIA members through business visits.



Email Campaigns - This year we upgraded our email campaign delivery tool to MailChimp. *The Heartbeat* Newsletter is sent regularly to Members, Partners and Associate Members as well as the general Orléans community.

Members Only Portal - As a part of our newly built website, we created a *Members Only* section that includes Resources, Member

to Member deals, Tips and Tricks, Job and Real Estate Opportunities, etc. for our members.

Networking - This year we introduced *BIA Happy Hour* where members can network and raise a glass with their business neighbours.

Video Campaign - The Member Engagement Team created various videos to showcase our member businesses that were used for social media and our YouTube channel.

Associate Memberships - We are pleased to announce that we had the highest number of Associate Memberships ever this year. These are businesses located just outside our district who want to be a part of our BIA.

BIA Mentorship Program - We partnered with various local mentors with a diverse set of skills to offer free advice/resources to businesses as they reopened during the various stages of COVID-19.

Advocacy - The BIA continues to advocate on behalf of its members to all levels of government, through both formal and informal channels.

Directions for 2021

- Continue to make meaningful connections through member visits
- Continue to improve the Members Only content of our website
- Continue to provide venues to network

Marketing and Promotion

Highlights from 2020

The Beat - This is the fourth full year of The Beat /Le rythme, our bilingual flagship e-magazine that highlights the offerings in our district, and the stories behind our businesses. This year we have a good mix of business and fun. We have reduced the frequency to quarterly and printed a few copies of the Porter sized magazine. We added a couple of staples with "In the District" and "The Beat goes On" and also had some local experts write some of the articles this year. Distribution and online reach of up to 10,000 per issue.

Marketing Strategic Plan - We began to implement our Marketing Strategic plan which will guide the marketing activities of the BIA for two more years.

New Website - Our online presence has greatly improved with the creation of a new user-friendly website.



Branding - We continue to drop the words "St-Joseph" from our BIA logo as we are more than just St-Joseph Boulevard. This year we replaced our tired branded tents and table cloths and purchased branded water bottles and touchless keychains.

BIA Faces of Business Campaign - This exciting campaign showcased members by offering business photoshoots and interviews in exchange for a small donation to the two food banks in our district.

Support BIA Business Campaign - During Small Business month, this campaign recognized some of the outstanding small businesses.

Social Media - We updated our social media strategy for 2020 to align it with our marketing strategy. We increased social media engagement through all our social media channels (see Social Media Snapshot for more details).

Social Media Snapshot (as of October 1, 2020)

We created a social media strategy for 2020 that ensured posts support our BIA values, initiatives and priorities. This included motivational quotes, BIA Business and Community awareness posts, upcoming events as well as changes to our district.



-Up 11% from last year with 3379 LIKES
-Top posts included Business Visits, BIA Faces of Business, COVID-19 Updates and Streetscape & Beautification.



-Up 4% from last year with 2011 Followers
-Top posts included BIA Faces of Business, COVID-19 Updates and Streetscape & Beautification.



-Up 62% from last year with 110 Followers (newer account)
-Top posts included BIA Faces of Business and COVID-19 Updates



-Up 33% from last year with 629 Followers (newer account)
-Top posts included BIA Faces of Business and Streetscape & Beautification

Directions for 2021 -

- Continue to implement our Marketing Strategic Plan
- Strategically build on and improve google analytics for our new website
- Continue to build on our social media presence
- Continue to Publish The Beat quarterly

Streetscape and Beautification

Highlights from 2020

Gateway signs - The last Gateway sign coming into the BIA district was replaced this year..

BIA Banners - We designed and installed new BIA Banners at the three major intersections.

Sponsored Banners - We created and implemented a Banner Sponsorship Program to allow members to sponsor a banner and advertise their business.

Planters - Large BIA planters were installed with summer, fall and winter arrangements in the district.

Historical Plaques - We worked with SFOPHO to install 2 new plaques.

Benches - We worked with the city to install new benches along the boulevard, including a memorial bench for Peter Stewart, who was a pillar in the Orléans community and a past Chair of the Heart of Orléans BIA..

LED Snowflakes - The team worked with Hydro to overhaul the Seasonal Lighting program and install LED snowflakes together at major intersections along St-Joseph boulevard for the holiday season.



Graffiti Removal - We were proud to be a part of the City of Ottawa Graffiti Removal Pilot to successfully and more cost effectively remove graffiti in the district.

Directions for 2021

- Continue with the Banner Program
- Reinstall the large planters
- The BIA also continues to look for avenues to fund our complete street concept for St-Joseph Boulevard.

Festivals and Events

Highlights from 2020

Unfortunately, most of our festivals and events were cancelled due to COVID-19 this year but we still managed to squeeze in a couple!

Fête Frissons - Partnering with the Shenkman Arts Centre we brought the Orléans popular Winterlude to the community once again this year

Summer Series - Thursday evenings in the summer became family entertainment night with various talented artists performing both via live video feed and eventually live and in person at the Shenkman!



Directions for 2021 -

Continue to promote the district as the place where community happens in Orléans

Economic Development Group

Highlights from 2020

Ottawa's small businesses are the foundation of our local economy by providing services, job opportunities and vibrancy to our neighbourhoods.

95% of Ontario and Canada businesses are small. In 2016, small businesses in Ottawa were at 93%. More than 35% of jobs in Ottawa come from these small businesses.
(source: OCOBIA)

Balance Orléans - Continued to advocate for the balancing of Orléans with all three levels of Government.

Capital 2020 Task Force - Became a member of Capital 2020 and supported one of its five priorities - "The establishment of a Federal employment campus located in the eastern Ottawa suburb of Orléans."

Directions for 2021 -

- Continue to push for a large employer in Orléans.
- Encourage mixed use development in our district.
- Encourage development around the future LRT stations in Orleans.

Financial Statement and Auditor's Report for 2019

The BIA was audited by a 3rd party. Ernst & Young found financial statements were presented fairly and in accordance with Canadian accounting standards. The full report is available to BIA members.

THE HEART OF ORLEANS BUSINESS IMPROVEMENT AREA

STATEMENT OF OPERATIONS

For the year ended December 31, 2019, with comparative information for 2018

Table 4 - Statement of Operations - Revenue

Revenue	Budget 2019 [note 4]	Actual 2019	Actual 2018
Tax revenue [note 3]	\$218,670	\$219,411	\$194,513
Sundry	27,100	39,616	29,151
Total revenue	245,770	259,027	223,664

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2019	Actual 2019	Actual 2018
Salaries	121,500	113,305	125,107
Advertising and promotion	54,900	74,811	70,548
Office	41,170	28,259	14,087
Maintenance	23,000	20,299	24,652
Professional and consulting fees	18,500	18,707	2,527
Insurance	4,900	4,024	3,735
Rent	4,900	4,275	4,120
Audit fees	1,400	2,169	2,906
Furniture and equipment	500	-	
Total expenses	270,770	265,849	247,682
Annual deficit	(25,000)	(6,822)	(24,018)
Accumulated surplus, beginning of year	80,607	80,607	104,625
Accumulated surplus, end of year	\$55,607	\$73,785	\$80,607

See accompanying notes

Heart of Orléans Budget 2020 and 2021

	2020 Budget	2021 Budget
Revenues (Levy, Remissions)	(228,433)	(222,042)
Administration (reserve funds)	0	(8,700)
Marketing and Promotion	(1,500)	(4,000)
Streetscape and Beautification	(9,000)	(12,000)
Festivals and Events	(27,500)	0
Member Engagement	(1,000)	(2,000)
Total Revenue	(267,433)	(248,742)
Administration	151,140	150,890
Marketing and Promotion	31,300	21,052
Streetscape and Beautification	39,800	51,500
Festivals & Events	22,893	14,300
Member Engagement	20,000	9,500
Economic Development	2,300	1,500
Total Expense	267,433	248,742
		Balanced

BIA Fun Fact

The 19 BIAs generate about \$7.4 million annually through levies to support their districts. (Source: City of Ottawa)



Thank you to our 2020 Sponsors and those who donated
to the Food Banks through BIA Faces of Business

ABCCommunication
Beachcomber Hot Tubs
Bellefleur Physiotherapy
Candace Mallette Landscaping and Design
CP Business Solutions
Déja New
Desjardins
Garlic King
Grandmaitre Virgo Evans
Jim Keay Ford
Little Turkish Village
McCallan Financial
Modo Yoga Orleans
Movéo Sport & Manual Physiotherapy
MR Lube
Quilty Pleasures
Regional Shoes
Royal Bank of Canada
Royal Oak
School of Rock
Stray Dog Brewing
Supperworks
Sure Print & Graphics
The Holiday Inn
The Love of Chocolate Factory
The Massage & Treatment Clinic
The Mortgage Source
World Financial Group