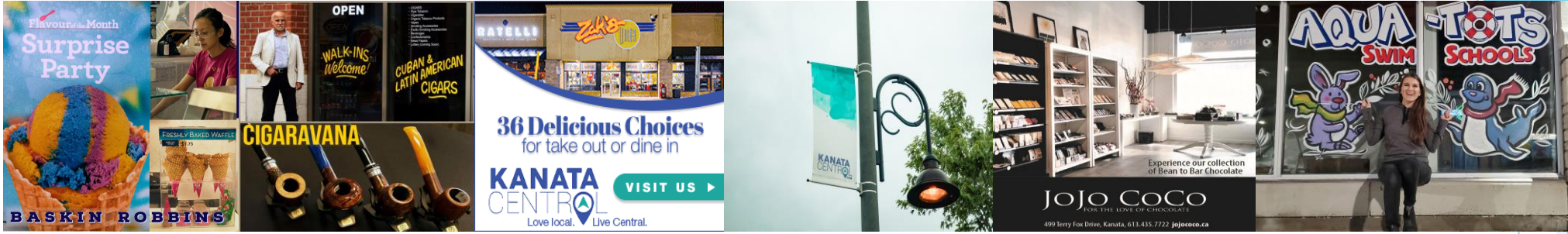
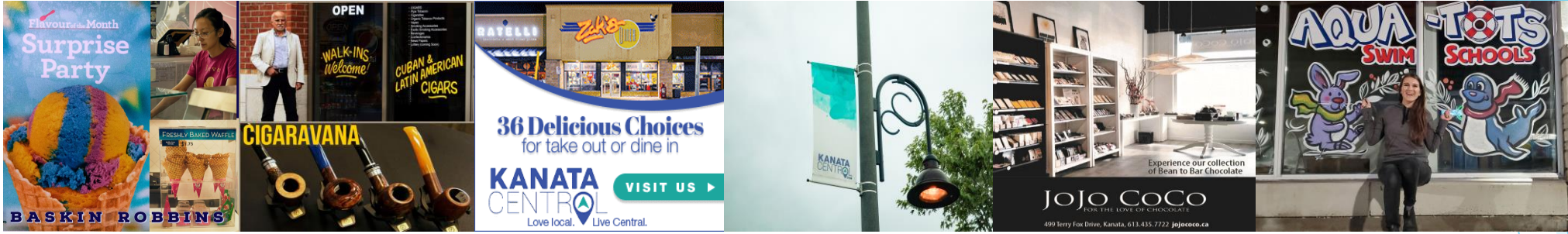


# Annual Report 2020



# Message from THE CHAIR - Adam Stuart





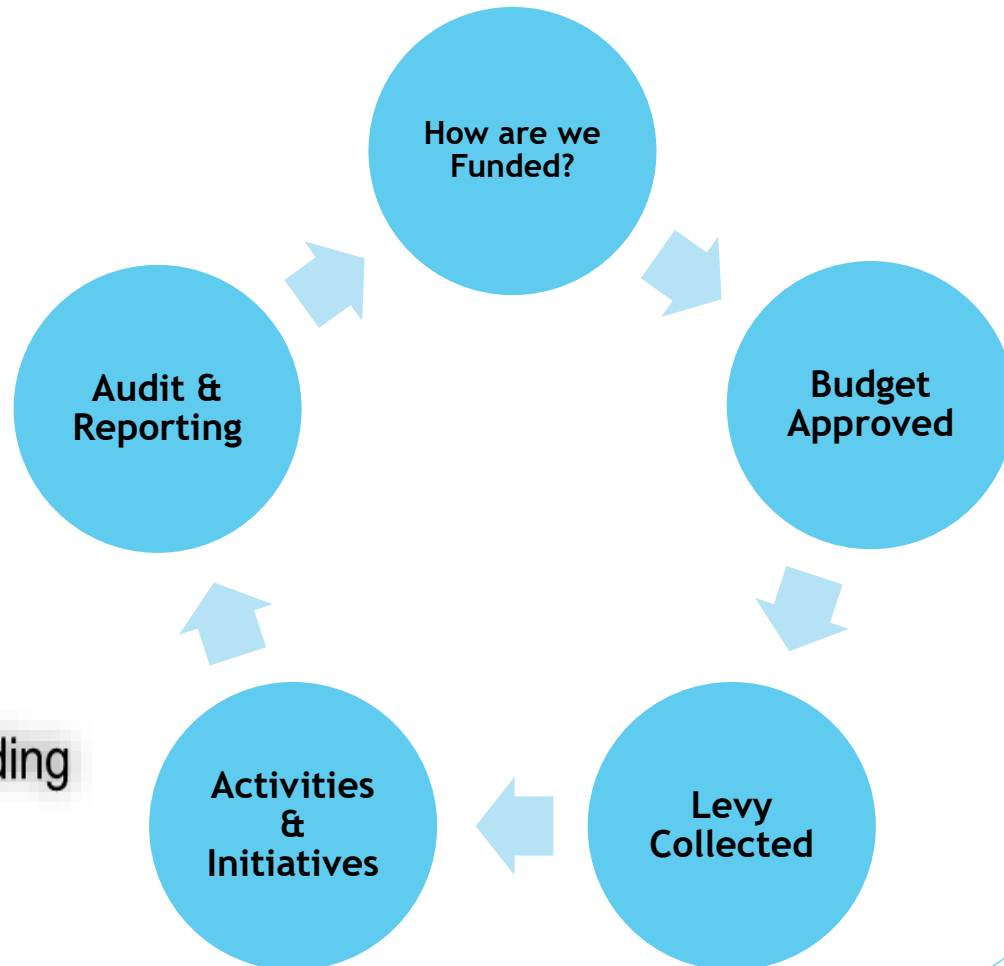
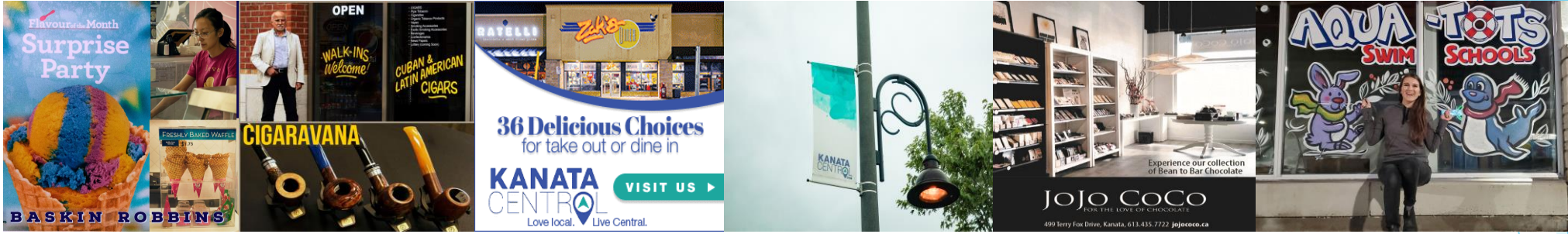
# What is a BIA, anyway?

PROMOTE

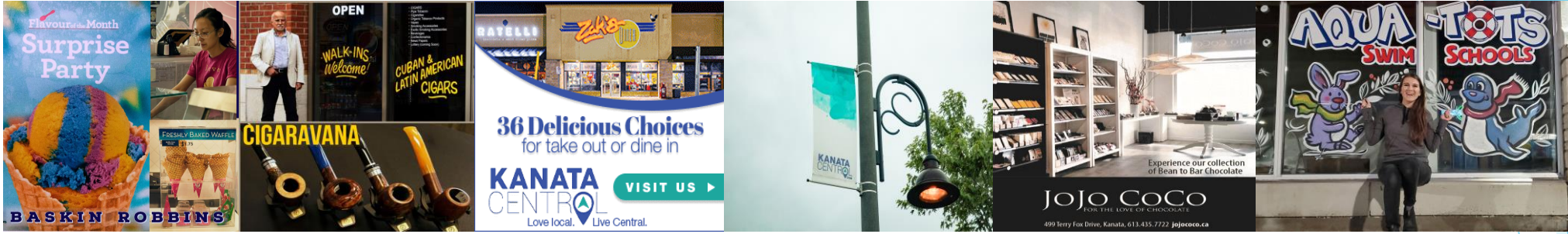
ADVOCATE

CONNECT

improve the economic strength of  
the BIA district & its members



- No membership fees
- Commercial properties
- Steady, predictable funding



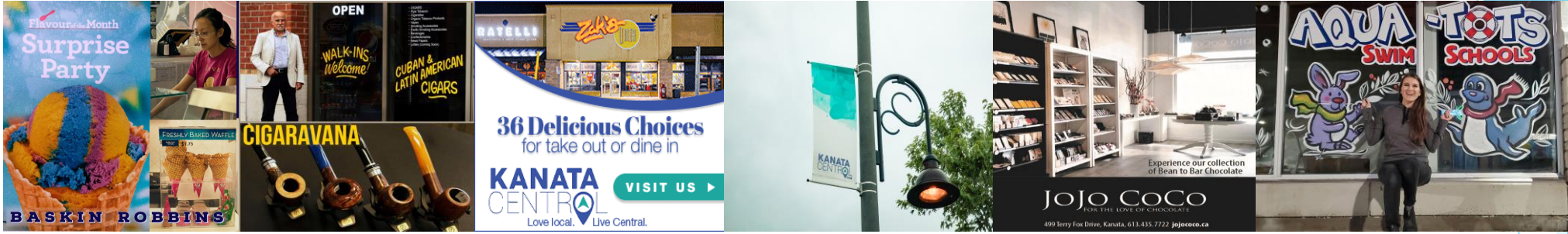
## What do we do?

- ✓ Research & Lobbying
- ✓ External Partnerships
- ✓ Public Events
- ✓ Member Engagement
- ✓ Branding & Marketing
- ✓ Beautification & Signage

## Why do we do it?

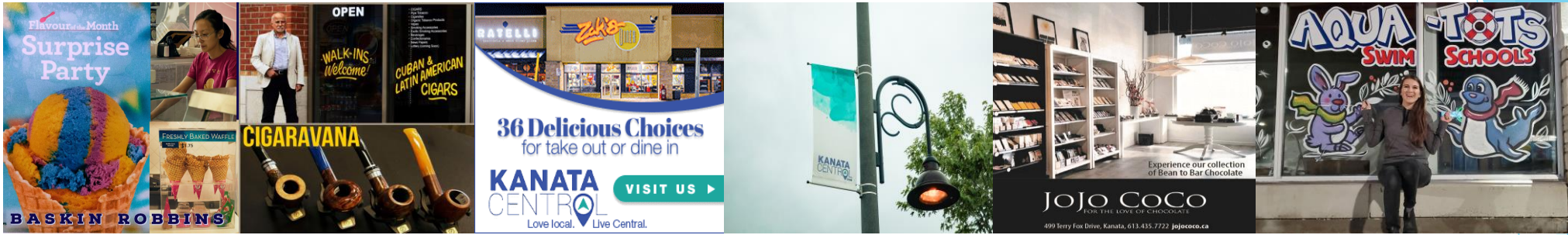
### Promote, Advocate, Connect

- ▶ Support Economic Growth in our BIA district
- ▶ Invigorate community relationships by building brand awareness for Kanata Central BIA



## Governance

- Review & revision of City of Ottawa BIA bylaws
- Follow our KCBIA constitution
- Part of a strategic review of the Ottawa Council of BIAs (OCOBIA)
- Hold monthly BoD meetings
- In line with municipal elections
- All BIAs are audited annually from a third party audit company



## Marketing & Promotions

- Highlights from 2020:
- Completed Phase 2 of the Comprehensive Wayfinding / Directional Signage Plan for the KCBIA district
- COVID initiatives **FREE** to our members: togheterapart.ca local business website, FanSaves Gift Card Program, 2-week Radio advertising, Daily Business Spotlight Features, Access to Infectious Disease Control Specialist, Marketing, Advertising, New Business Photos, Community Voice and News Articles
- Increase our Social Media following on Facebook, Instagram, Blogs and KCBIA Newsletter
- Grew members and public email database
- Regular online contests, promoting all our KCBIA business
- Various marketing Channels used to advertise our BIA: TV, Stingray Radio, Social, & Outreach channels
- Drove traffic to KCBIA Website
- Landowner engagement meetings to align with priorities
- Partnerships: Senior Centre, SensPlex, Wesley Clover Park, Kanata Golf & Country Club, Local Retirement Residence, Stingray Radio, and Community Voice.



**36 Delicious Choices**  
for take out or dine in

Love local. Live Central. [VISIT US](#)

**KANATA CENTRAL**

**65 locally owned + operated businesses**

**KANATA CENTRAL**

Love local. Live Central. [VISIT US](#)

**EVENT IS FREE ENTRY**  
\*WITH THE DONATION OF A NON-PERISHABLE ITEM

**SATURDAY APRIL 11**  
12 PM - 4 PM

**FREE PROMOTE YOUR BUSINESS!**

- PICTURES WITH THE EASTER BUNNY
- CANDY TO HAND-OUT
- GIFT CARDS AS PRIZES TO LOCAL BUSINESSES IN OUR DISTRICT!

CONTACT US IF YOU WOULD LIKE TO ADD AN EASTER ACTIVITY AT YOUR OUTLET TO HELP PROMOTE YOUR LOCATION.

In partnership with **kanata food cupboard**

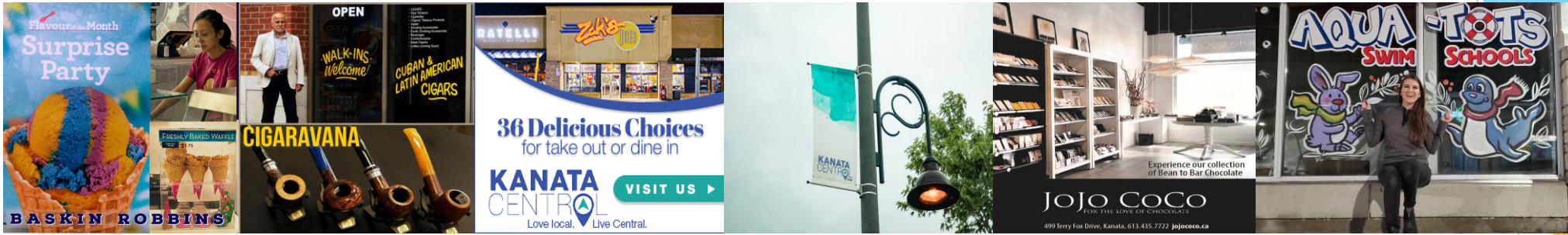


**HAPPY Thanksgiving CONTEST**

WIN A **FAMILY DINNER OUT OR A Valentine's Date Night**

BOTH VALUED AT \$200





**OVERALL STATS - 2020**

Overall Reach: 72.3K

Facebook Likes: 3090

Facebook Followers: 3229

Instagram Followers: 660

Newsletter Followers: 1989

- Successful key driver for Kanata Central.
- **Member businesses exposure, events and information**
- Top 3 traffic drivers to website



# Top Contest Opportunities Based On Success in 2020

People love hearing about news business, promotions for existing business and contests!

**Kanata Central BIA**  
Published by Meike Buechler · November 25, 2020 ·

The countdown until the Holidays is on, and we are celebrating with DAILY PRIZES! Support Local and WIN DAILY! How?

Each day, we are sharing a photo from the Kanata Centrum, the Kanata Entertainment Centre, the Signature Centre or Kanata Commons, and each day you have the chance to WIN a \$50 GIFT CARD to local businesses by guessing which store is being featured.

Our contest starts December 1st and runs until December 24th. All clues will be shared here on Facebook and on o... [See More](#)



11,349 People Reached    2,334 Engagements    [Boost Again](#)

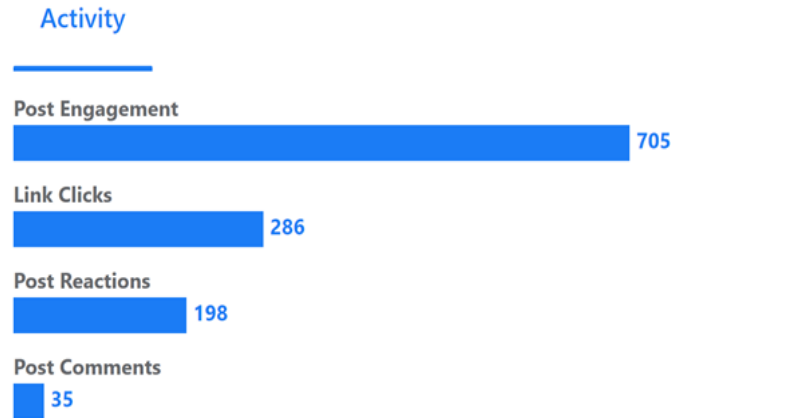
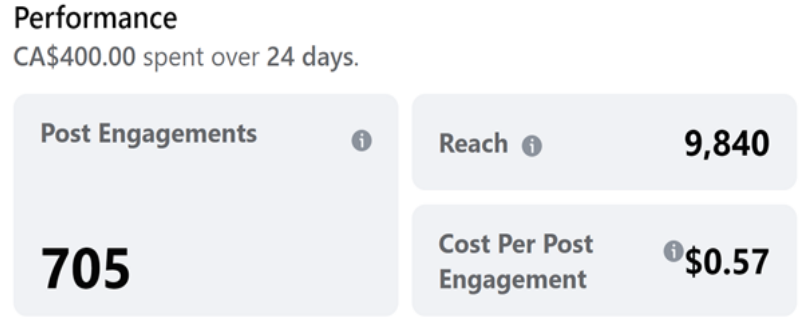
Boosted on November 30, 2020 By Meike Buechler    Completed

People Reached	9.8K	Post Engagements	705
----------------	------	------------------	-----

[View Results](#)

You and 144 others    256 Comments 13 Shares

**Total 24 Day Contest Reach: 15,879**  
**Engagement: 6,067**  
**Comments: 2,300**  
**Shares: 84**



**Kanata Central BIA**  
Posted by Meike Buechler  
Dec 24, 2020 ·

Most Relevant

**Wilhelmina Duivenvoorde Ross** (Top Fan)  
Party Mart. My favourite place to be for seasonal embellishments  
1w Like Reply

**Natalie Godard Peterman** Replied · 3 Replies

**Kanata Central BIA** (Author)  
Yes, it's Party Mart and we're ready to PARTY! Merry Christmas to you all and thank you for making our daily contests such fun. Our last winner is [Lana Paine](#). Congrats, Lana, please send us a Facebook message for details.  
1w Like Reply

**Lana Paine** Replied · 3 Replies

**Kelly Cavalier**  
Party Mart! One of our favs! Merry Christmas everyone!  
1w Like Reply

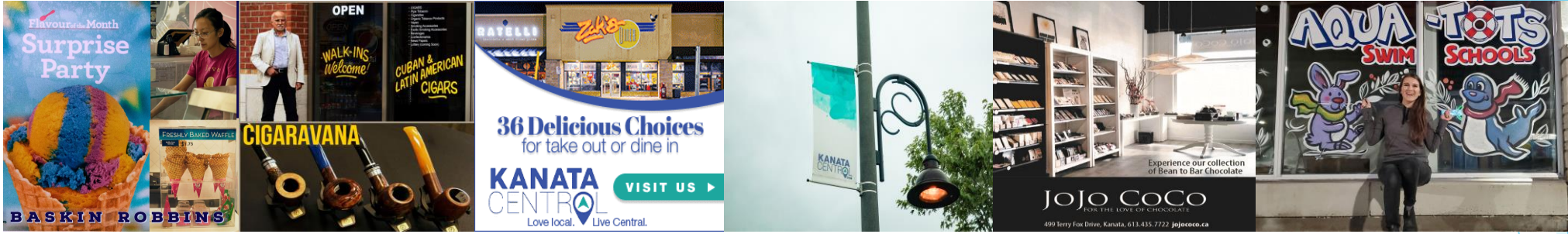
Comment as Kanata Ce...    GIF    😊

Home    Profile    Shop    Post    Notifications (1)    Menu



# Social Media Snapshot





# Organize local and attend sponsored events

Events which took place online for Kanata Central - driving Social Media & Website visits

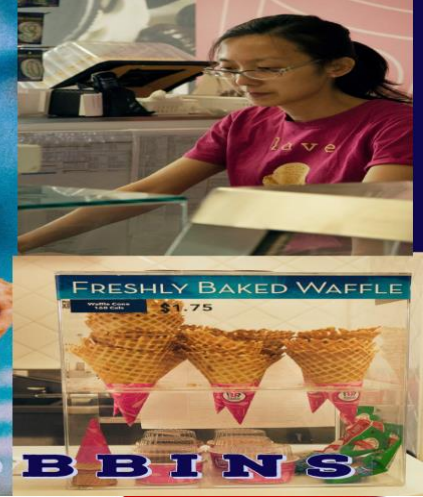
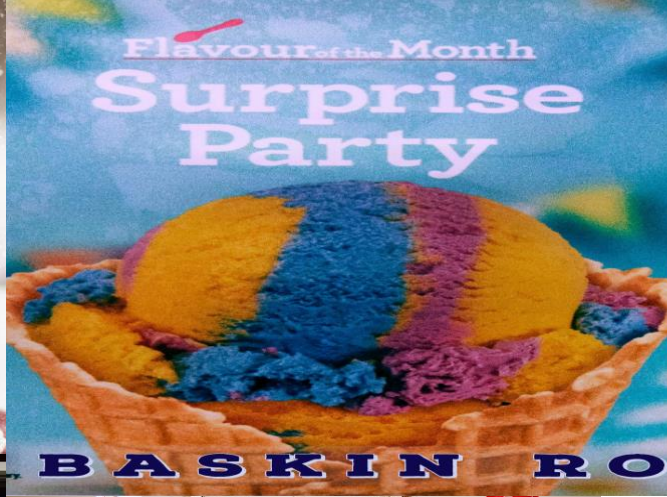
- Valentine's Day & Family Day- 14,939 Reached
- Bunny Hop- 18,740 Reached
- Summer Splash 10,575 Reached
- Mother's Day - 14,004 Reached
- Thanksgiving - 8,094 Reached
- Halloween - 4,831 Reached
- Holiday Window Extravaganza- 15,087 Reached
- Job Fair - 30 vendors and over 200 employees looking (Both Fairs Cancelled due to COVID-19)
- Over 1000lbs. of Bunny Hop Candy went to Kanata Food Cupboard
- Used various marketing channels to promote our events

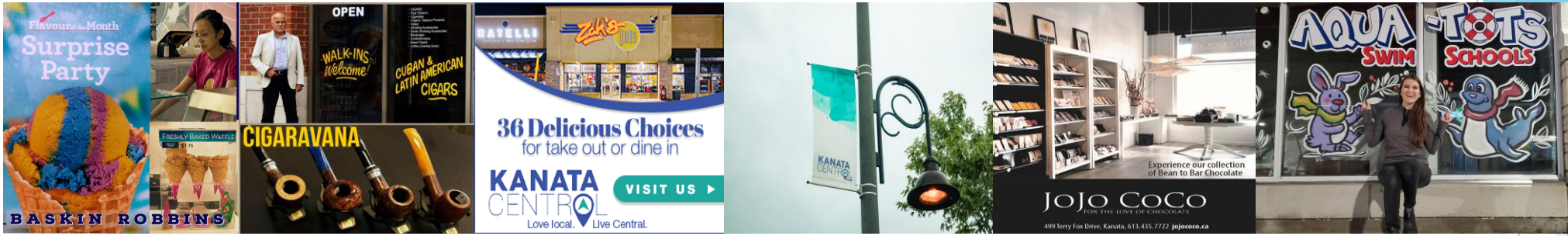


# It's SMALL BUSINESS MONTH

Please support our local small businesses, today & tomorrow

Love Local, Live Central





## Wayfinding / Directional Signage / Banners

- Create a consistent and coordinated system to allow users to easily apply their understanding of know information to new situations.
- Ensure the wayfinding system is scalable and flexible to adapt to change.
- Create a “sense of arrival” and contribute to a distinct “sense of place” by using a design palette that reflects the local identity,
- Take advantage of key features or landmarks that aid orientation.
- Consider all modes of travel and points of arrival; and
- Encourage exploration.

Phase 1



Phase 2



# Look and Feel of Completed Project



Phase 6



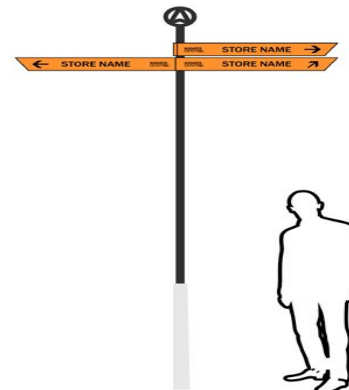
Phase 5



Phase 4



Phase 3



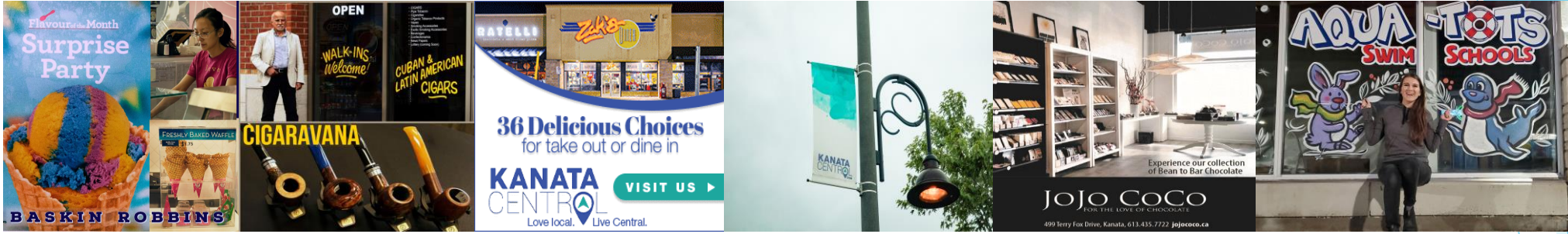
# Website

- Somewhere for people to land
- Platform for Promotions & Events
- Meetings and Minutes
- Member Promotions & Sales
- BLOG
- Updated Website Photos and Tabs
- Added SEO to all content
- Marketing drives consumer to website
- Instant updates
- Interactive Map
- Total Users 2032 up 16.5%
- Unique Visits 1,102
- 943 Visits to Stores
- 279 Visitors to Promotions
- Top Stores: Drama Bar & Grill, BlueBird, Walmart, Canadian Tire, Cigaravana, Aqua Tots, Central Bierhaus, Crazy Horse, Jojo Coco, Unrefined Olive

<https://kanatacentral.com/map>







# Directions for 2021

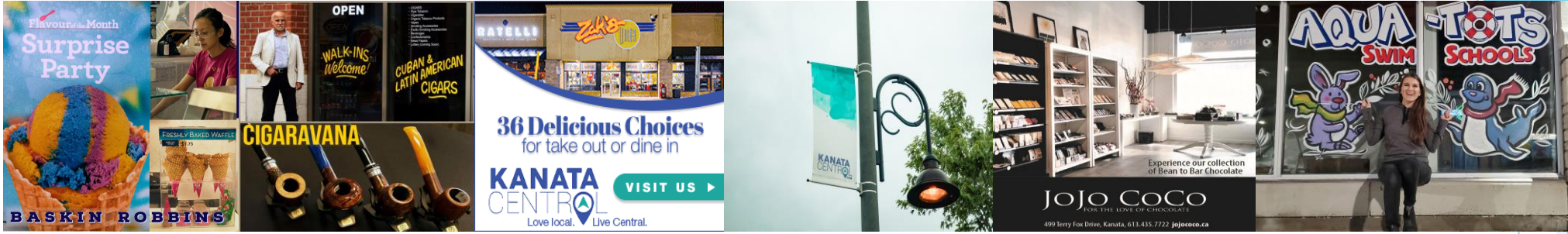
## Objectives:

### Promote, Advocate, Connect

- ▶ Support Economic Growth in our BIA district
- ▶ Invigorate community relationships by building brand awareness for Kanata Central BIA

## Initiatives:

- ▶ Research & Lobbying
- ▶ External Partnerships, Public Events, Branding & Marketing
- ▶ Beautification and Signage
- ▶ Economic Development - Reopen, Helping the Area & Businesses get reestablished
- ▶ Member Engagement

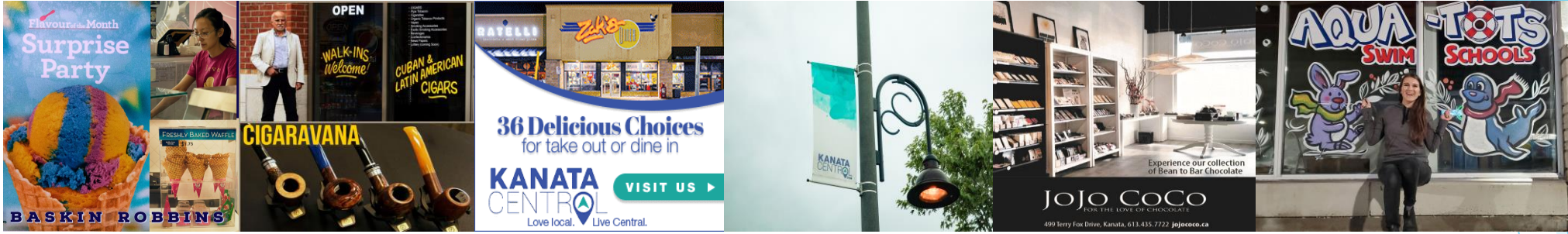


# Economic Development-Business Support-Reopen Subcommittee:

the concentration of people, resources and activities offers the most potential for development and diversification.

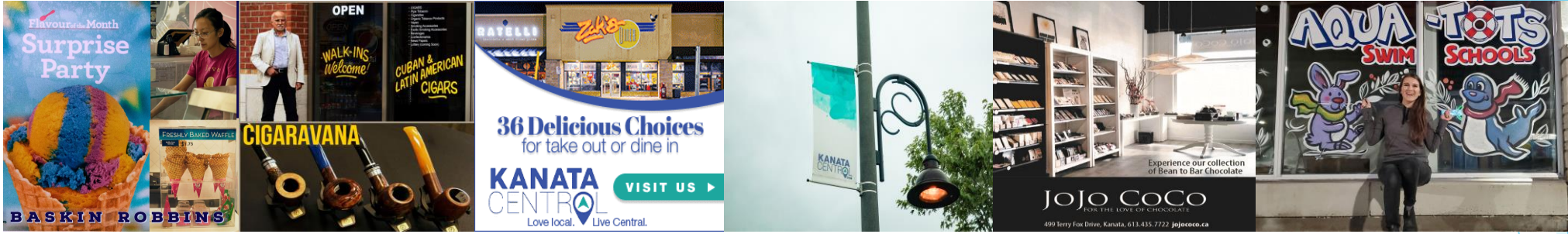
## ➤ **Beautification: \$35,000**

- Holiday Displays
- Musical Artists
- Flower
- Outdoor Displays & Activities
- Store Front Entrance Beautification (Seasonal Themes)
- BIA Benches
- BIA Bike Racks
- Spring/Fall Arts & Crafts



## ➤ Economic Development: \$23,000

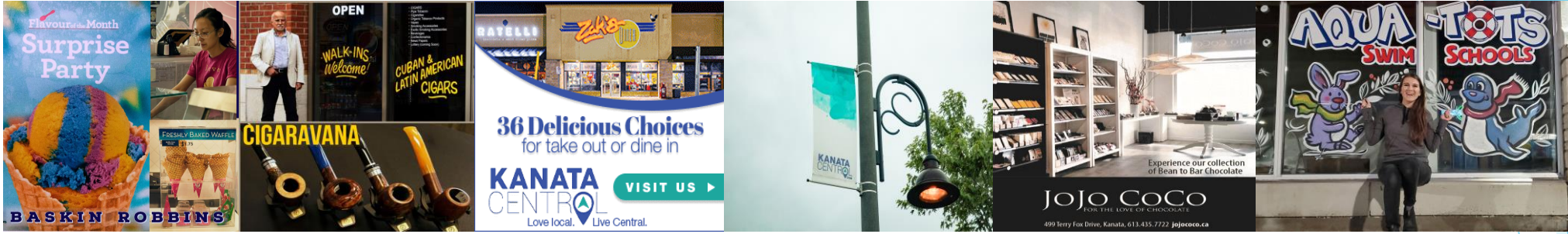
- Articles on Business
- Reopen/Grand Openings
- Local Campaign / OCOBIA & OBIAA Memberships / Tourism Ottawa Membership
- Support Business Campaigns
- BIA Area Video & Updated Photos
- BIA Members using Promotions Tab on Website to Drive business to Local Businesses & using our social media platforms to drive foot traffic
- Member involvement/engagement Monthly Zoom
- Phase 3 Wayfinding Banner Project (**up to \$25,000 Possible City Grant**)



## ➤ **Primary Research: \$7000 KCBIA + (\$7500 Possible City Grant)** **\$14,500**

- Consumer Research
- Population and Demography
- Neighbourhood and Communities
- Social and Community
- Shopping and Community

**TOTAL            \$65,000.00**

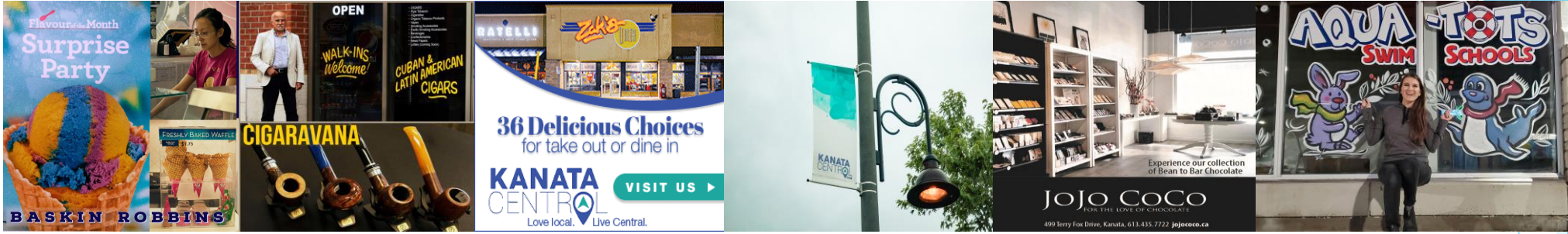


## Marketing/Events/Outreach Subcommittee:

Marketing/Events = \$54,500, / Outreach \$20,000 = \$74,500/**Remissions -\$10,000**

**Total \$64,500**

- 1) Immediate next event: January, February, March, April  
 January AGM, February Valentine's/Family Day, March Break, Easter Bunny Hop Scavenger Hunt Social Distance.
  - Expectations Vs. Budget
  - Marketing
  
- 2) Next Event's May, June, July, Aug. Mother's Day, Spring into Summer Sidewalk Sale, Father's Day, Canada Day, August Artist Weekend
  - Marketing, TimeLine & Requirement
  - Expectations Vs. Budget
  
- 3) Sept, Oct, Nov & Dec- Long weekend festival, Thanksgiving & Halloween, Remembrance Day, Holiday Season
  - Marketing, TimeLine & Requirement
  - Expectations Vs. Budget



## 7. Budget Items - Katherine Lockett

- 2020 Recap Budget
- 2021 Budget

Operating Status Report - Kanata Central BIA

Year to date: January to December 2020						
			Annual Budget	YTD Actual	Variance	% Spent
176010 - BIA KANCENT Taxation	407001 - General Taxes		-180,000	-178,392	-1,608	99%
	407101 - Supplementary Assessment		-	-5,544	5,544	-
	407104 - Payment In Lieu		-	-2,731	2,731	-
	507431 - Remissions		-	14,420	-14,420	-
Revenue			-180,000	-172,247	-7,753	96%
176011 - BIA KANCENT Administration	407015 - Other Revenue		-7,500	-1,000	-6,500	13%
Administration			-7,500	-1,000	-6,500	13%
176014 - BIA KANCENT Digital Service	407015 - Other Revenue		-	-10,000	10,000	-
Marketing and Activation			-	-10,000	10,000	-
Total Revenue			-187,500	-183,247	-4,253	98%
	176011 - BIA KANCENT Administration					
Administration			80,000	74,169	5,831	93%
	176012 - BIA KANCENT Marketing					
	176014 - BIA KANCENT Digital Service					
176015 - Corks & Forks	176015 - Corks & Forks					
176016 - Canada Day	176016 - Canada Day					
176017 - Bunny Hop	176017 - Bunny Hop					
176018 - AGM	176018 - AGM					
176019 - BIA KANCENT External Partnerships	176019 - BIA KANCENT External Partnerships					
176021 - BIA KANCENT COVID-19	176021 - BIA KANCENT COVID-19					
Marketing and Activation			95,000	81,705	13,295	86%
176013 - BIA KANCENT Beautification and Signage	505772 - Signage		12,500	86,216	-73,716	690%
Maintenance			12,500	86,216	-73,716	690%
Total Expense			187,500	242,090	-54,590	129%
Total			-	58,843	-58,843	-

2020 YTD = \$178 xxx (inc signage allocated from reserve)

Reserve \$ = \$103 xxx

2021 IDEAS

2020 Remaining Spend (planned) = \$50 xxx

2020 Contingency = \$10 xxx  
\$13 xxx Reserve

2021 Budget 203 xxx  
(110 levy + 43 Reserve)

Admin \$80K ~

Marketing - Digital, Paper, radio?   
 130K \$5K   
 2nd = \$25K

Events - ? Outdoor, latter half 2021 -> \$15K

Out reach - Community/charity & Contingency - Seniors Centre - Job Fair ->

Beautification - Holiday displays / Music Artists - outdoor display

Economic Development (post covid report) - Articles on business, Reopening support -> \$25K

on Centrum

Dymon.net  
Dymon Access





Budget 2021 Same	
Revenue	
BIA KANCENT Taxation	180,000
Reserve 2020	43,000
Total	223,000
Expenses	
Administration	80,000
BIA KANCENT Administration	
Admin Cost to run BIA	
Marketing and Activation	39,500
BIA KANCENT Marketing	
Digital Media / Social Media	
<b>\$10,000 Remissions</b>	
Events	15,000
Later 1/2 of the year due to Covid	
AGM	
Outreach	20,000
Community/Charity/Seniors/ Job Fair	
Beautification	35,000
Holiday Displays/Music Artists/Outdoor display	
Economic Development	30,000
Articles on Businesses/ Reopening/ Grand Openings	
BIA KANCENT Research and Lobby	
Local Campaign	
OBIAA OCOBIA Ottawa Tourism	3,500
Total	223000

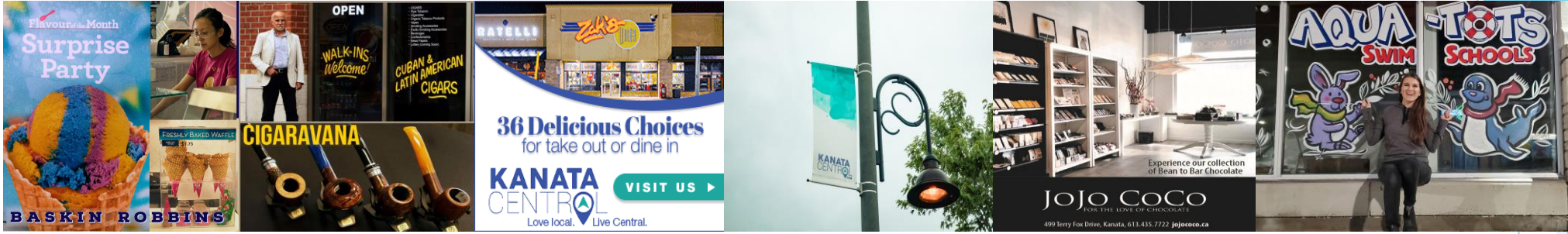
## It's SMALL BUSINESS MONTH

Please support our local small businesses, today & tomorrow



Love Local, Live Central





# Member Engagement for 2021

## ARE YOU PASSIONATE, ENTHUSIASTIC and a CREATIVE PROBLEM SOLVER?

Commercial property owner/business tenant in The Kanata Central Business Improvement Area, please apply for this opportunity to work with likeminded individuals as a Director of the Board of Management. Even nominate a dedicated staff member! Kanata Central BIA is recruiting for 4 vacancies for the BIA Board **and this year more than ever** we want to ensure the success and vitality of all businesses within our beautiful Kanata Central BIA!

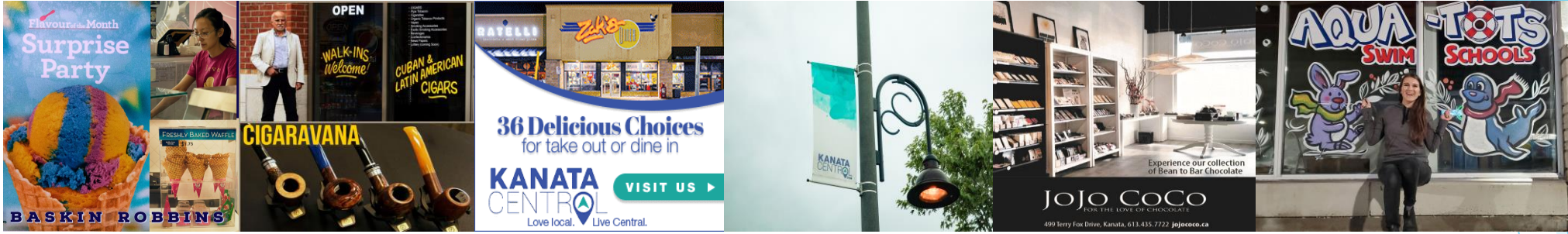
Commitment is **approximately 2-4 volunteer hours a month**. Subcommittees are also looking for volunteers

### Benefits joining The Board of Directors:

- Have a Voice, Advocacy
- Communication
- Community Development
- Economic Development
- Event Planning
- Marketing and Promotions
- Revitalization
- Social & Business Issues
- Beautification and Enhancements

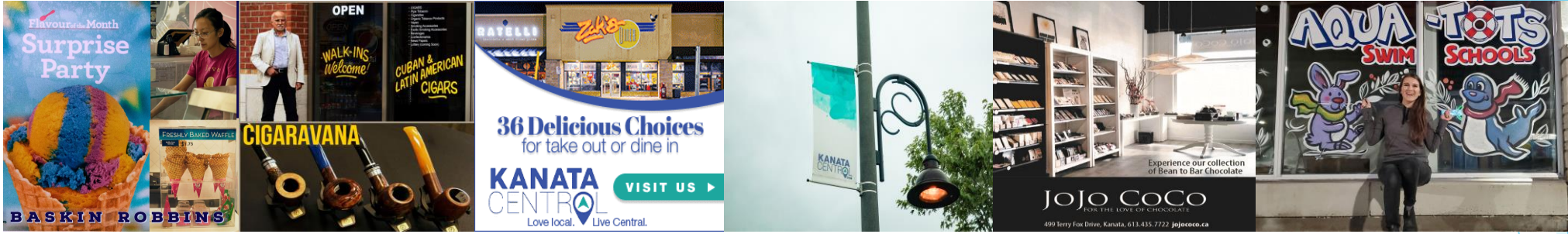
### Personal qualities / characteristics:

- Genuine interest in the betterment of the BIA as a whole!
- Creative problem solver
- Positive outlook
- Enthusiastic active contributor
- Good judgment
- Communication skills
- Emotional intelligence



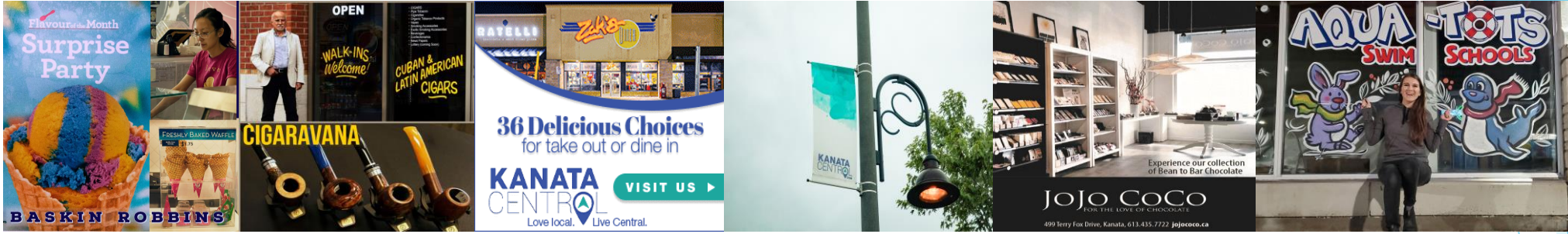
## Deputy Mayor Jenna Sudds - Municipal Report



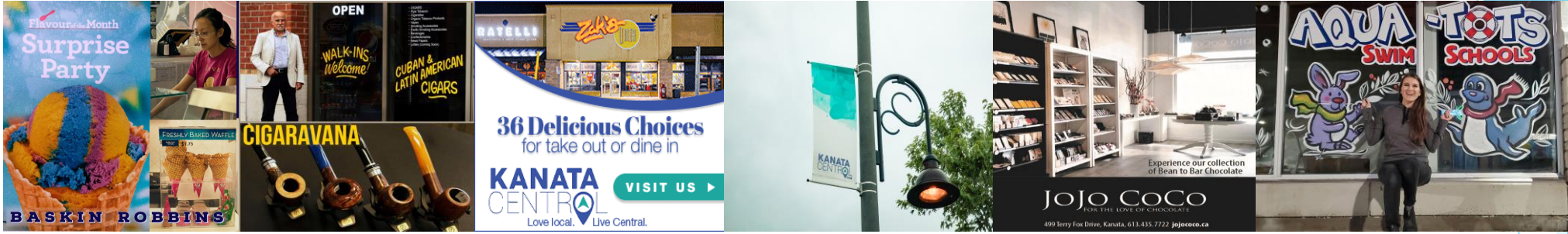


## 6. Municipal Report

- COVID
- Residential growth planned in the area
- Campeau extension
- Transportation Master Plan refresh
- Development Planning For Kanata Ave
- Open for Q &A

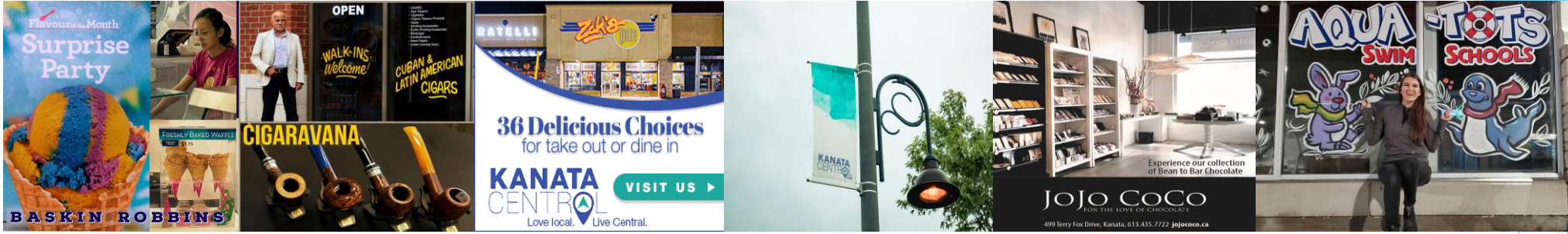


## 8. New business

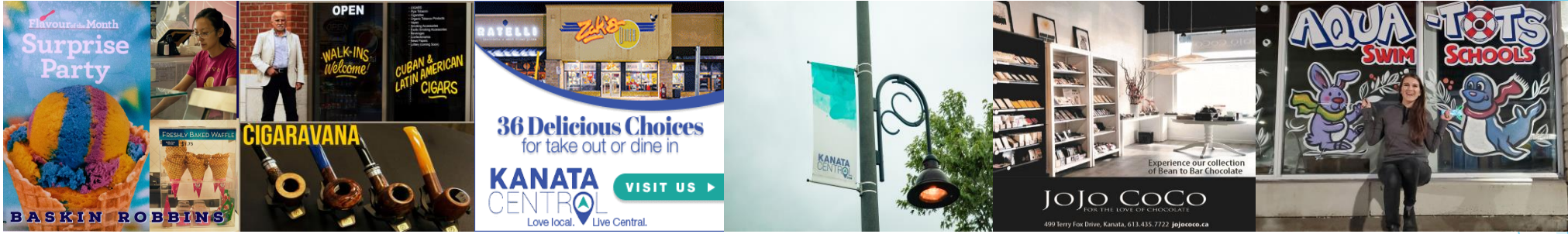


# Open floor

# Questions, Comments, Ideas?



## 9. Motion to Close



# Thank you