

Manotick Business Improvement Area

2020 ANNUAL REPORT



P.O. Box 414, Manotick, Ontario, Canada K4M 1A4

Phone: (613) 692-7657

www.ManotickVillage.com



Manotick BIA 2021 Budget

Cost Centre	Cost Element	2021 Budget
179520 - BIA MNTK Taxation	407001 - General Taxes (Levy)	\$ (165,000)
	407104 - Payment In Lieu (Levy)	\$ (6,000)
	507431 - Remissions	3,500
Net Tax Revenue		\$ (167,500)
179501 - BIA MNTK Source of Financing	407015 - Other Revenue	\$ (5,300)
Revenues		\$ (172,800)
179516 - BIA MNTK Covid-19	407015 - Other Revenue	
Advertising, Promotion & Events		0
179514 - BIA MNTK Maintenance	407015 - Other Revenue	\$ (8,546)
179518 - BIA MNTK Green Project	407015 - Other Revenue	
Maintenance		
Total Revenue		\$ (181,346)
179500 - BIA MNTK Administration	502111 - Conferences & Conventions	
	502132 - Voice/Data Network Charges	650.00
	502310 - Audit Fees	1,850.00
	502329 - Non Professional Services	9,000.00
	502330 - Professional Service	3,560.00
	502373 - Insurance Premiums	3,000.00
	502392 - Consultants	68,150.00
	502394 - Receptions / Luncheons / Hospitality	
	502395 - Corporate Memberships	800.00
	505990 - Office Supplies	2,500.00
179523 - BIA MNTK Web Design/ Brochures	502210 - Advertising/Promotion	34,260.00
Administration		123,770.00
179516 - BIA MNTK Covid-19	502210 - Advertising/Promotion	
179521 - BIA MNTK Special Events	502210 - Advertising/Promotion	3,500.00
179524 - BIA MNTK Olde Fashioned Christmas	502210 - Advertising/Promotion	
179527 - BIA MNTK Dickinson Days	502210 - Advertising/Promotion	
179528 - BIA MNTK Women's Day	502210 - Advertising/Promotion	
179529 - BIA MNTK Taste of Manotick	502210 - Advertising/Promotion	
179530 - BIA MNTK Doctor's Day	502210 - Advertising/Promotion	
Advertising, Promotion & Events		3,500.00
179511 - BIA MNTK Seasonal Decoration	502210 - Advertising/Promotion	28,700.00
	502441 - R & M - Grounds	
179512 - BIA MNTK Signage	502210 - Advertising/Promotion	3,230.00
	505772 - Signage	
179514 - BIA MNTK Maintenance	502441 - R & M - Grounds	10,600.00
	502896 - Graffiti Removal	8,546.00
179515 - BIA MNTK Lamppost Hydro	505348 - Hydro	2,000.00
179517 - BIA MNTK Mahogany Harbor	502210 - Advertising/Promotion	1,000.00
179518 - BIA MNTK Green Project	502441 - R & M - Grounds	
Maintenance		54,076.00
Total Expenses		181,346.00
Net Year - End Position		-



2021 ~ 2021 ~ MESSAGE FROM THE CHAIR ~ 2021 ~ 2021

Dear Members of the MBIA,

How can anyone have predicted 2020? To say it has been an extremely tough year for our Businesses, would be an incredible understatement. Many of us were shut down, decreased in services and could not even make rent. This Pandemic has hit Small Businesses, Globally, as we have never seen the likes of before.

The pandemic has made us work harder, smarter and leaner. Some of our businesses have had to adapt to changes at a drop of a hat.

We have had to make changes to our products, our hours, our staff and our management. We have had to increase service, while decreasing capacity.

All the while keeping our customers and staff safe and secure from the threat of the virus.

GUESS WHAT?

WE HAVE DONE IT, AND WE WILL CONTINUE TO DO IT!!

We all took this challenge! We have been doing it and continue to do it.

The pandemic also showed us how incredibly resilient small business owners can be.

There is a light at the end of this Tunnel. The vaccinations are on their way.

Life will go back and resume to its new normal.

The MBIA has been and will ensure its mandate to showcase and promote our amazing Manotick Businesses. We have promoted Manotick Businesses and will continue to promote Manotick Businesses as long as necessary until we all get back, up and running. We understand how hard you have had to fight to keep your businesses viable. It has been an incredibly difficult and all consuming year. Fortunately, we will never have to endure it much longer.

We need to hang in there, together. We need to help each other, support and promote one another, collaborate together and be kind to one another other. We are all working these tough times together, albeit, at different levels, but we are all in this together. When life goes back to normal, we will come out of it stronger and extremely more Savvy small business owners!!

We always welcome comments, concerns and suggestions. We are here for you.

With Immense Regards and Respect,

Dr. Salima Ismail, B.Sc., B.S.S., D.C.

Chair, Manotick BIA

Chiropractor, Chiromax of Manotick



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Manotick BIA 2021 Board of Management

Executive

Dr. Salima Ismail – Chair – Chiromax
Michelle VandenBosch – Vice Chair – Rebelpetal
Jim Stewart – Treasurer – Manotick Office Pro

Directors

Michael Mirsky – Landlord Manotick Home Hardware
Dr. Victoria Clarke – Chiromax
Dr. George Michaliszyn – NIN Collection & Boutique
Leigh Currie – Urban Design Co.
Dot Janz - Black Dog Bistro
Jennifer Holmes - Manotick CIBC
Dianne Pritchard – Just Imagine Transitions
Adam McCosham – Manotick Home Hardware
Councilor Scott Moffatt – City of Ottawa

Community Associate Members

Grace Thrasher – Manotick Village Community Association
Margot Belanger – Dickinson Square Heritage Inc.
Anu DeAngelis– Watson's Mill
Jeffrey Morris – Manotick Messenger
Gary Coulombe – Kiwanis of Manotick

Executive Director – Donna Smith



What is a BIA

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- A Business Improvement Area or BIA is an association of local business owners and property owners, who have come together to improve, promote and undertake projects that will result in a stronger and more competitive commercial business district.
- A BIA can only be established through a by-law passed by municipal council at the request of the local business community.
- The Manotick BIA covers the business core, which includes over 125 businesses.
- The Manotick BIA operates with a board of management that is a local board of the City of Ottawa. The board consists of a Chair, Salima Ismail and a Vice Chair Michelle VandenBosch. These two positions are elected. We have 11 directors and the elected councilor Scott Moffatt. Local boards must abide by municipal policies, procedures and by-laws of the Municipal Act. As we work closely with the community we have added in our by-laws and constitution Community Associate Members that do not have a vote, they are the Watson's Mill, the Manotick Village Community Association and the Mill Quarter. Local boards must abide by municipal policies, procedures and by-laws of

A Couple Quick Facts

- First BIA in the world was established in 1970 – Bloor West Village
- Currently there are 300 plus BIAs in Ontario and 19 of them in Ottawa
- BIAs represent over 60,000 businesses across Ontario
- Accumulated levy of Ontario's BIAS is more than 50 million dollars.

Funding:

- Once a BIA is established, every business that pays property tax-including professional, various organizations, retail establishments, restaurants, located within the BIA geographic boundary-contributes to the BIA's budget and is automatically considered a member of the BIA. Memberships in the BIA are limited to property owners and tenants. The levy is collected by the City of Ottawa, but administered by the BIA Board of Management. The BIA budget must be approved by the municipal council. The funds can only be used to upgrades to public property, not private property. The common funds have to be used for the common good.

The Manotick BIA Staff ...



- One Executive Director. (Donna Smith)
- One part time Administrative Assistant (Stacey Haggar)

Mandate ...

- To promote the Village of Manotick as a shopping, dining & historical destination & to attract consumers, commercial tenants, and visitors. Advocate for its economic viability within the City of Ottawa.

Vision ...

- Capitalize on the concentration of unique shops, restaurants, services and historical sites in the area by developing incentives to support them and promote the Village of Manotick as a Destination – a place to experience Shopping Safely, Supporting Local and Shopping On-Line. This in return will cultivate “the vibrant village of Manotick” brand that attracts people to Manotick. Together we are making Manotick the best place to LIVE, SHOP and WORK !!
- Contributions the Manotick BIA makes to the local economy
- The Manotick BIA has a positive impact on the surrounding community. It increases foot traffic, revenues for local businesses and a heightened awareness of the uniqueness of Manotick in the Village and outside the immediate area.

Beautification

- Seasonal banners and Christmas décor
- Plantings from hanging baskets to planters and gardens located in the commercial area. Along with the ongoing maintenance and watering.
- Extensive Repair and Restoration on the Decorative Lamp Posts and Gateway

Signage

- Business directional signage
- Themed “ Think Local – Shop Local “ Signage at the Gateway
- Business Section identification custom sign
- Highway Profile Signs (2) 416
- Gateway Entrance Sign Prince of Wales and Bankfield
- Community Events Board Watson’s Mill
- Manotick Entrance Signs (4)





A Look Back at 2020

As a place to Live, Work and Shop ... our #1 Goal is to promote and experience the Village of Manotick at it's finest

AUGUST

- Bike Rack Installations / Sponsorships
- Bike Rack Contesting on Social Media Platforms
- Sounds of Manotick Music Event
- Radio Advertising on Majic 100
- 2 Advertisements for the Mahogany Harbour Docks in (Canadian Yachting Boats Industry / Discover Rideau Canal Waterways)

SEPTEMBER

- Digital Main Street Grants Website Grant and Webinar Presentations
- Social Media Platform Updates (Instagram / Facebook / Website)

OCTOBER

- Delivery of Pumpkins to all our 125 plus Businesses
- Fall Gateway Décor and Beautification
- Social Media Blitz (#manotickvillage.com)
- City of Ottawa Mask Mandatory Signage / Posters

NOVEMBER

- Remembrance Day Wreath for the Manotick Legion
- Electrical Maintenance for the Christmas Décor on Main Street and Lamp Posts
- New Wreaths for the Bridges
- Holiday Gateway Décor and Lighting
- Radio Advertising Campaign (Majic 100)
- Executive Director / CTV Morning Live (promoting # Shop Local)
- \$500 Manotick Money Contesting
- Radio Advertising on CFRA

DECEMBER

- Christmas Television Commercial – CTV
- Social Media Blitz promoting the BIA Businesses
- Radio Advertising Promotions – Christmas in Manotick (Majic 100)



A Look Ahead to 2021

- Enhanced Social Media Presence (Instagram / Facebook / Twitter)
- E-Commerce Support and Education
- Enhanced Seasonal Beautification / Maintenance in the BIA area
- Gateway Fencing
- Continual Promotion of Mahogany Harbour Docks
- Bell Media program for events (TV commercials, Radio, live spot)
- Seasonal Events as permitted

The Manotick BIA relies on volunteers to assist with many of our initiatives, from events to beautification.



BREAKDOWN OF BUSINESSES

