



Preston Street BIA
Annual Report 2020



Our Mandate:
To Promote, Beautify and Advocate for the Businesses in Little Italy.

Table of Contents

Annual Report 2020.....3
Marketing Committee Report.....4
Financial Report.....6
Board of Directors.....9

Annual Report 2020

2020 has challenged our membership, our friends, family, customers and neighbours. We have watched our merchants respond to the restraints on their ability to conduct their businesses due to Covid 19. Your board of directors and staff have worked diligently to give you the kind of support you needed, by quickly making available important information about the changing health requirements, access to funding, and opportunities to discuss new ideas on how to pivot your business to respond.

As the Board became aware of Covid19 and its possible impact on businesses, we moved to ease the financial burden on our members. Immediately, we cut the levy in half. Our staff quickly got to work looking for other sources of financing to overcome the shortfalls in our budget that the levy cut created. To the end of this fiscal year, they project to be able to raise a total of \$92,000 to help us finance initiatives. Through Digital Mainstreet they raised \$10,000, with a further \$25,000 raised through the Bilingual Ottawa grant. As soon as funds were available, staff applied to have wages covered by the Canada Emergency Wage Subsidy. They were successful in securing a 75% wage subsidy that has provided \$34,176 to date, with another \$22,000 anticipated through to December 31st. If the CEWS continues until the end of December, we will not need to go into the reserve fund for 2020.

Our audited financial statement for 2019 placed our reserve fund at \$397,568.

For 2021, the Board will once again reduce the levy to 50% of the normal levy.

Staff have renegotiated contracts with Goodbye Graffiti and gotten a reduction of \$6,200. Christmas Décor has worked with us to cut our tree-lighting contract in half for this year, saving us \$15,000. We greatly appreciate the help from these suppliers

You will note in the attached budget that we have budgeted for more than what we will be levying. The Board feels that if we are able to move forward with our events in 2021, they will assist our business owners in recovering from this year. For this reason, the Board felt they would be justified in going into the reserve to fund marketing our area.

At the writing of this Annual Report, very much is still in the air, and as your board and staff we have worked to give ourselves the latitude to respond to what may come. Our marketing plan has not been set in stone, as we cannot predict what is ahead. We do plan to move forward with Italian Festival, if allowed, and are investigating novel marketing concepts to support our merchants. While 2021 brings with it some uncertainty, you can expect consistent support from the BIA. As always, the Board and Staff of your BIA will continue to strive to be a resource for you and your business.

Marketing Committee Report

This year's Night Lights festival took place in February, and was done in partnership with Winterlude/Bal de Neige. Little Italy was featured in all Winterlude promotion and programming material. Not only was this good for our social media following, tripling our profile visits on both Twitter and Instagram, it also brought people out the event. While we were pleased to see a good turnout for Night Lights, the board agreed that this event should be reworked in the future. We would like to better encourage festival-goers to spend time at your businesses before or after the event.

Preston's very own food-lover's festival, Presdelicious, happened March 5th-15th. This year, the event was organized internally, with the highest number of restaurants participating to date! We also partnered with social media influencer Katie Hession and Narcity to promote this event. We arranged to have Eric Diotte of Divino Wine Studio, appear on CTV Morning Live to talk about Presdelicious. This media strategy was successful in driving traffic to our website, with over 3000 views on our Presdelicious editorial. As a result of this campaign, our reach and engagement on Instagram increased by 1200% and 475% respectively for the months of February and March. Participating restaurants were very happy with sales for Presdelicious during the first weekend of the event. The onset of Covid19, however, did impact attendance for the second half of the event.

Just before St. Patrick's Day all of our businesses were required to close owing to Covid 19. We worked to find and deliver the information you needed to have about the changing regulatory and funding landscape. We quickly launched a Covid19 dedicated website to communicate what was still open on Preston Street. We also created a resources page for you, our business owners. We developed an online E-Gift Card store to help your customers support you during the closure. We also launched a 'Support Local' campaign on social media, encouraging the community to buy from and share about their favourite Little Italy businesses. This campaign alone was seen by over 3300 people in the National Capital Region. We partnered with local initiatives like Together Apart Ottawa, Local Eats Ottawa and What's Open Ottawa to help get the word out!

In June, we wanted to bring the spirit of Italian Festival to those on the frontlines of the pandemic! We partnered with the Ferrari Club of America – Ottawa Chapter, and The Italian Car Club of Ottawa to bring meals, gift cards and other donations to frontline workers on June 20th. Staff at Villa Marconi and St. Patrick's Long-Term Care Homes were treated to lunch and gifts from Little Italy. The residents enjoyed a Classic Italian Car and Ferrari parade, complete with a traditional Italian accordion player.

In July, as our community began to reopen its doors, the BIA was behind you every step of the way! We shared alongside you on social media as you re-opened, and kept our website up-to-date with your information. When masks became mandatory in enclosed public places, we used funding from Bilingual Ottawa and the ACFO to print window clings reminding your customers to wear a mask. It was important to us to help reduce reopening costs for you where we could.

We now look forward to planning for another year. Though 2021 brings with it some uncertainty, we know that by remaining flexible in our strategic approach, we can react quickly to the changes that may come. We will continue to be your resource for information about government rule changes, funding and grant opportunities and other items that you need to know - when you need to know it!

Entering into the Fall, we recognize that now is the time to capture the attention of customers both local and far away. This is the year to be a tourist in your own province, and we plan to make

Ottawa's Little Italy a talked-about destination! With funding we've received from Bilingual Ottawa, we plan to promote Preston Street in the French speaking regions of Gatineau, Outaouais and western Quebec. With the launch of a new bilingual website, we will kick-off an e-newsletter subscription to get the word out about your promotions and events. We are determined to take full advantage of grant opportunities and programs like Digital Labs, which offer funding to create tools to help small businesses. We have signed on as Digital Mainstreet Ambassadors to bring you greater access to free government-funded programs and grant opportunities. Going forward, we plan to turn the spotlight towards you, our business owners, and share your stories in unique ways.

Fall 2020 Campaign

Getting the word out about our businesses and bringing people to the street is our top priority. For Fall 2020, we will be working with CTV/Bell Media to air a campaign reminding people why they love Little Italy. In order to take the most effective and strategic approach, we will be working with a local media company to put together a strategic Fall campaign that will showcase our community as a destination for cuisine, entertainment, shopping and tourism.

Financial Report

		2019 Budget	Actual	2020 Budget	Actual (est'd)	2021 Budget
Tree Lighting/Street Decor Costs	Note 1	\$52,400.00	\$37,275.00	\$84,140.00	\$40,940.00	\$39,400.00
Italian Festival	Note 2	\$94,830.00	\$90,231.95	\$106,800.00	\$6,572.00	\$98,300.00
Advertising and Marketing	Note 3	\$135,400.00	\$108,775.00	\$113,900.00	\$42,350.00	\$47,400.00
Office and Administration	Note 4	\$134,821.00	\$132,762.00	\$176,963.00	\$180,129.00	\$179,968.00
Total Expenses		\$417,451.00	\$369,043.95	\$481,803.00	\$269,991.00	\$365,068.00
Reserve for Future Projects		\$24,304.00	\$95,672.00	-\$40,048.00	\$0.00	- \$140,568.00
Total Levy		\$459,193.00	\$459,193.00	\$459,193.00	\$230,000.00	\$230,000.00
Less PILT underpayment		-\$17,438.00	-\$17,438.00	-\$17,438.00	-\$10,500.00	-\$10,500.00
CEWS to December				\$0.00	\$53,401.00	\$0.00
Bilingual grant				\$0.00	\$20,000.00	\$5,000.00
Digital Mainstreet					\$10,000.00	
Total Revenue		\$441,755.00	\$441,755.00	\$441,755.00	\$302,901.00	\$224,500.00
Surplus			\$302,566.00	\$397,568.00		
Note 1 Tree Lighting/Street Decor Costs						
Electrical Repair and Maintenance		\$5,000.00	\$935.00	\$5,000.00	\$3,000.00	\$3,000.00
Nutrilawn- Tree light replacement		\$31,000.00	\$31,000.00	\$31,000.00	\$31,000.00	\$15,000.00
Tree light repair		\$1,000.00	\$0.00	\$1,000.00	\$1,000.00	\$0.00
Bridge Removal Expenses		\$0.00	\$0.00	\$40,000.00	\$0.00	\$0.00
Graffiti Management		\$18,000.00	\$16,740.00	\$16,740.00	\$16,740.00	\$10,000.00
Less City Graffiti Grant		-\$15,000.00	-\$15,000.00	-\$15,000.00	-\$14,200.00	-\$10,000.00
Hydro Little Italy Lights/tree lights		\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00
Power washing for murals (500 x 2)		\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Arch Repairs/ Structural inspection		\$1,000.00	\$200.00	\$2,000.00	\$0.00	\$2,000.00
TOTAL		\$44,400.00	\$37,275.00	\$84,140.00	\$40,940.00	\$23,400.00

Note 2 Italian Festival						
Road Closure		\$23,500.00	\$23,500.00	\$23,500.00	\$0.00	\$25,000.00
Ferrari		\$20,000.00	\$20,000.00	\$25,000.00	\$0.00	\$25,000.00
Bike Race Ottawa		\$12,000.00	\$12,000.00	\$15,000.00	\$0.00	\$15,000.00
Italian Car Parade		\$5,000.00	\$5,000.00	\$5,000.00	\$6,572.00	\$5,000.00
Tent for Italian Car Parade		\$3,000.00	\$3,000.00	\$3,000.00	\$0.00	\$3,000.00
Italian Car Parade Road closure		\$5,630.00	\$5,630.00	\$5,000.00	\$0.00	\$0.00
Police		\$15,000.00	\$10,801.95	\$15,000.00	\$0.00	\$15,000.00
Lunch for Sign installers		\$300.00	\$300.00	\$300.00	\$0.00	\$300.00
New tree signs		\$0.00	\$0.00	\$5,000.00	\$0.00	
Advertising / Animation		\$10,000.00	\$10,000.00	\$10,000.00	\$0.00	\$10,000.00
		\$94,430.00	\$90,231.95	\$106,800.00	\$6,572.00	\$98,300.00
Note 3 Advertising and Marketing						
Website (hosting)		\$400.00	\$400.00	\$400.00	\$400.00	\$400.00
Annual General Meeting Receptions		\$3,500.00	\$3,500.00	\$3,500.00	\$0.00	\$0.00
AGM Printing		\$1,000.00	\$1,000.00	\$1,000.00	\$0.00	\$0.00
Advertising Campaign Fall		\$2,000.00	\$2,000.00	\$2,000.00	\$15,500.00	\$0.00
Presdelicious		\$10,000.00	\$10,000.00	\$10,000.00	\$12,500.00	\$12,500.00
Where / Ottawa Magazines		\$2,800.00	\$2,800.00	\$2,800.00	\$0.00	\$0.00
Night Lights		\$10,000.00	\$0.00	\$12,500.00	\$12,500.00	\$0.00
PorchFest		\$2,000.00	\$2,000.00	\$2,000.00	\$0.00	\$0.00
Newsletter Prep		\$3,000.00	\$2,000.00	\$0.00	\$0.00	\$0.00
Dragonboat Ice Races		\$5,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Carnevale dei bambini		\$100.00	\$100.00	\$100.00	\$100.00	\$0.00
L'Ora di Ottawa Calendar		\$250.00	\$250.00	\$250.00	\$0.00	\$0.00
Italian Telephone Directory		\$350.00	\$350.00	\$350.00	\$350.00	\$0.00
Autumn Décor		\$25,000.00	\$25,000.00	\$25,000.00	\$0.00	\$0.00
Christmas Décor		\$15,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Receptions Luncheons		\$1,000.00	\$875.00	\$1,000.00	\$1,000.00	\$1,000.00
Tulip Festival		\$5,000.00	\$5,500.00	\$10,000.00	\$0.00	\$10,000.00
La Vendemmia		\$10,000.00	\$1,000.00	\$10,000.00	\$0.00	\$10,000.00
Winterlude						\$10,000.00
TOTAL		\$81,400.00	\$56,775.00	\$80,900.00	\$42,350.00	\$43,900.00

Phone Network Charge		\$1,200.00	\$840.00	\$600.00	\$312.00	\$315.00
Internet		\$1,200.00	\$840.00	\$1,200.00	\$960.00	\$1,000.00
Cell Phone Air Time		\$2,400.00	\$1,200.00	\$2,400.00	\$2,112.00	\$2,400.00
Audit		\$4,500.00	\$4,500.00	\$4,500.00	\$3,092.00	\$3,200.00
Employee Wages		\$79,866.00	\$79,866.00	\$121,463.00	\$121,464.00	\$123,892.00
Employer contribution for EI and CPP		\$3,900.00	\$3,900.00	\$4,100.00	\$6,244.00	\$6,400.00
Office Cleaning		\$600.00	\$600.00	\$1,050.00	\$1,050.00	\$800.00
Window cleaning		\$450.00	\$450.00	\$450.00	\$450.00	\$450.00
Bldgs/Facilities Rentals		\$19,200.00	\$19,200.00	\$21,600.00	\$24,408.00	\$19,888.00
Enbridge Gas Office		\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00	\$2,400.00
Hydro Office		\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$1,600.00
Office Supplies/ Furniture		\$3,000.00	\$3,000.00	\$3,000.00	\$1,600.00	\$3,000.00
Parking		\$360.00	\$360.00	\$360.00	\$29.00	\$360.00
Insurance City		\$6,000.00	\$6,000.00	\$6,000.00	\$4,745.00	\$5,000.00
Insurance Director's and Officers'		\$540.00	\$540.00	\$540.00	\$540.00	\$540.00
Insurance L&H		\$6,280.00	\$5,691.00	\$3,925.00	\$4,239.00	\$4,239.00
Memberships						
Ottawa Council of BIAs 1.5% of levy		\$0.00	\$0.00	\$0.00	\$3,434.40	\$3,434.40
Congresso		\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Ottawa Botanical Garden Society		\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Ontario BIA Association		\$325.00	\$325.00	\$325.00	\$325.00	\$325.00
International Downtown Assoc.		\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Ottawa Tourism		\$325.00	\$0.00	\$325.00	\$0.00	\$0.00
TOTAL		\$135,271.00	\$132,437.00	\$176,963.00	\$180,129.40	\$179,968.40

Board of Directors 2019-2023

Antonella Ceglia: Chair, Owner, La Roma

Tony Zacconi: Vice Chair, Owner, Sala San Marco

Lauryn Santini: Treasurer, Santini Gallery

Marcus Filoso: Owner, Aquilina Urban Parking

Claudio Lepore: Owner, uBrand Promotions

Stephen Moffatt: Vice President, Waterford Property Group

Amanda Papalia: Owner, Vincent

Councillor Catherine McKenney: City Council Appointment

Lori Mellor: Executive Director

Lindsay Childerhose: Marketing and Communications Coordinator