## ZAC VANIER BIA

## AGM-AGA 2021



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## **BOARD MEMBERS MEMBRES DU C.A.**



Mark Kaluski Chair/Président



Morgan Eadie Treasurer/Trésorière



Fil Correia Director / Directeur



Drew Dobson Director / Directeur



**Ryan Goldberg** Director / Directeur



Chris Penton Director / Directeur



Catherine Strevens-Bourque Director / Directeur

### MUNICIPAL COUNCILORS CONSEILLERS MUNICIPAUX



Mathieu Fleury Councilor/Conseiller



Rawlson King Councilor/Conseiller

# **2020** YEAR IN REVIEW BILAN DE L'ANNÉE

## 2020 GOALS / BUTS 2020

1 Events (Beechfest, Mozaik, Partage Beechwood)

2.What's Good in the Hood

3. Montreal Road Revitalization 3. Revitalization ch. Montréal

4.Merchant Engagement (Ambassadors, Events, Lunch and Learns)

5 Marketing (BIA Store/Social Media)

6. Advocacy & Partnerships (NAC, OMIC, Ott Tourism, Apt 613)

1. Événements (Beechfest, Mozaik, Partage Beechwood)

2. On est bien dans l'coin

4. Engagement Commercants (Embassadeurs, 5à 7, diners causeries)

5 Marketing (Magasin ZAC/Médias sociaux)

6. Advocacy & Partnerships (NAC, OMIC, Ott Tourism, Apt 613)



As we began implementing our 2020 goals we were faced with a **global pandemic**. We quickly adapted and went digital, assisting our members in transitioning, investing in an online store that **drove traffic to member** gift card portals, and amped up social media. By May, **the board reallocated funds** to a COVID budget centre and holds back substantial funds in the hopes of reinvesting in the fall. July saw the grim realization that there was a much longer path ahead and **Beechfest was cancelled**. The Board quickly stows away further funds to **be reinvested in future years**. We begin studying the **possibility of a 2021 levy reduction**. By the fall, infection rates are back on the rise and our businesses find themselves in a **second lockdown**. Vanier BIA lobbied through OCOBIA for data to be released. Ottawans responded and we **reopened in time for the holiday shopping** cycle. This success was short-lived and we found ourselves in a **3<sup>rd</sup> lockdown by Dec. 26th**.



## 2020 HIGHLIGHTS FAITS SAILLANTS

# **ARTSI** Despite setbacks the ZAC Vanier BIA managed to secure some pretty big wins in 2020. A substantial one and an "Ottawa Citizen Year in review Highlight" is our Dom Laporte mural tribute to Health Care Workers. One of Ottawa's biggest murals it proudly greets visitors into the be BIA at the intersection of McArthur and Vanier Parkway.



# **ARTS**!

Another vibrant addition to our neigbourhood was the arrival of these mural planter boxes. These planters had to be placed here to protect pedestrians and cyclist but proved to be unmanageable as planters. A quick paintjob to the base, the brilliant artistry Emilie Darlington and carpentry magic of Tito Medina transformed these eye-sores into jewels. They we so popular we applied and received a grant to produce a winter version!



# **ARTS**!

As part of our cultural curation project, we had received a grant to produce the artworks that would have arisen from an Apt613 project. Unfortunately thwarted by COVID we quickly adapted and thanks to a partnership with the Vanier community association were able to create 11 artistic electrical vinyl wrap artworks. W were especially lucky to be granted the rights to 2 Katherine Takpannie works just as she won the National Gallery award!



Katherine Takpannie



Brendan Burden



Katherine Takpannie



Vanier Is Paradise

### MONTREAL RD. REVITALIZATON REVITALIZATION DU CH MONTRÉAL

Despite the pandemic construction began in the spring on Montreal Rd. Lower traffic rates allowed the crews to forge ahead and gain traction on the project. Accordingly, year 2 of this project finished on schedule and as planned with only slight disruptions.

### HIGHLIGHTS

- Project on schedule, got ahead in spring
- Slight disruptions to merchant
- Speeding became issue but quickly curbed

### **FAITS SAILLANTS**

- Projet sans délais, avancé au printemps
- Légères perturbations pour nos commerçants
- L'excès de vitesse est devenu problématique, mais rapidement freiné

### MERCHANT ENGAGEMENT & PARTNERSHIPS ENGAGEMENT COMMERÇANTS & PARTENARIATS

#### HIGHLIGHTS

- Safety and Security Roundtable
- Lobbying for merchant needs and rights
- OCOBIA very effective
- Partnership with City Public Art, community and Apt613
- Stronger community partnerships

#### **FAITS SAILLANTS**

- Table ronde de sureté et sécurité
- Lobbying pour les besoins etdroits se nos commerçants
- OCOBIA très éfficace
- Partenariat avec dep. D'arts publics de la ville, la communauté et Apt613
- Partenariats communautaires

## BIA STORE Magasin zac

One of the most successful projects we undertook this year was the creation of an online store. This stores first goal was to capture funds for gift cards for businesses that didn't yet have online stores. We collected and sent back over \$1,000 in gift card sales and directed over 25,000 shoppers directly to individual merchant online stores, thanks in loarge part to the amplification by the City's #ShopLocal campaign.

- Gift Cards / Cartes cadeaux
- Drive traffic / Augmenter visites
- T-Shirts Sales / Vente de T-Shirts





# **BIA STORE MAGASIN ZAC**



### HELP VANIER BUSINESSES



#### #BuyLocal #ShopLocal

BUSINESSES NEED YOUR HELP

Many of our businesses are still open and on the Front lines contributing to our lives in these trying times. Some however, have been forced to close and face possibly deveetating challenges.

Businesses, their owners and workers are the backbones of our communities....THEY NEED YOUR SUPPORT



Select the gift cards from your favourite stores and #BugLocal. These funds will go directly to the owners to help them through these difficult times.

There are 2 ways to help:

#### \* BUT FROM VANER BIA

· BUY DIRECTLY FROM OUR BUSINESSES





## **BIA STORE MAGASIN ZAC**

In addition to selling gift cards and driving traffic to merchant online stores we launched a very successful t-shirt campaign. The primary goal was to celebrate iconic Vanier businesses. The pandemic and mass jobs losses saw a huge rise in foodbank use. We quickly decided to turn this fun marketing initiative into into a very successful fundraiser where we raised of \$5,500 for Vanier Food security programs through Cooking for a Cause and Partage Vanier Foodbank.

ZAC Vanier BIA Published by Nathalie Carrier [7] - August 28, 2020 - 8

La ZAC Vanier sera parmi les Optimistes de Vanier dimanche pour vendre nos tshirts de levée de fonds. Le profits iront aux programmes de sécurité alimentaire de Vanier! Ils sont 25\$

VANIER BIA will be proudly selling our fundraising T-shirts at Centre Pauline Charron with the Vanier Optimists Club on Sunday! All proceeds go to food security programs in Vanier

Parkdale Food Centre Mathieu Fleury Apt613 Narcity Canada Rawlson King





ZAC Vanier BIA

Published by Nathalie Carrier [7] - May 26, 2020 - 🖨

We delivered almost 100 T-shirt orders today! So far the sale of these shirts has helped us contribute to the #CookingForACause program which has donated 1000 meals to our Partage Vanier foodbank! And the best part? Those meals were made in our local restaurants which helps them stay afloat too! You wear fun tees, people get fed and businesses survive! Everyone wins! We've ordered more too so if you don't have you're yet go to www.vanier-bia.myshopify.com and get some now!



17,793 reach + 2,297 post clicks!!



## CULTURAL CURATION CONSERVATION CULTURELLE apt 613.ca

After successful collaborations in 2019, we embarked on a cultural curation project with APT613 in 2020. Unfortunately, COVID prevented much of the planned events and activities from being executed. We did manage to salvage the Vanier Typography project that captured the iconic typography of our businesses through the lenses of three acclaimed photographers who are also Vanier residents: Brendan Burden, Mercedes Ventura and Caleb Ficner.



## CULTURAL CURATION CONSERVATION CULTURELLE apt 613.ca

Another portion of the Cultural Curation project that we salvaged was a cultural economic assets map. This interactive map plots out all the cultural assets in our community: Galleries, event spaces, francophone, Inuit, historical, etc... This data can now be used for grants and community initiatives.



## CULTURAL CURATION CONSERVATION CULTURELLE apt 613.ca

And finally, we have luckily captured all the footage for three APT613 Hidden Gems shows that featured our businesses!



By Nathalie Freynet and Shawn Katuwapitiya of Bytown Bites

## SOCIAL MEDIA MÉDIAS SOCIAUX

As the world went into lockdown the Vanier BIA ramped up online outreach.

Alors qu'on s'est retrouvé en confinement, la ZAC Vanier a intensifié sa sensibilisation en ligne.. HELP VANIER BUSINESSES

# **SOCIAL MEDIA / MÉDIAS SOCIAUX**

We ramped up social media and saw great reach and success. It led to hiring social media and web summer students thanks to a Canada Summer Students Program grant. Our social improved so much we kept one of these students on permanently.

			Performanc	e for Your Post	
Published by Nathali	e Carrier [?] - March 26, 2020 -	•	25,180 Peop	le Reached	
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People Reached 22.8K	Post Engagement 1.5K	People >	59 Shares	50 On Post	9 On Shares
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🕒 🖸 😵 Bethany Guerin, Bha	wan Gill and 1.2K others 9 C	Comments 50 Shares	144 Photo Views	216 Link Clicks Ø	217 Other Clicks

# SOCIAL MEDIA / MÉDIAS SOCIAUX

#### Here are some of our most successful posts and their analytics.

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🥑 Get More Likes, Comments and Shares

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Published by National Carrier (C) - Area 5.	- 0
THE WAIT IS OVER! SEE YOU REDAVY	

ON OLVINE VENDREDHT

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# **SOCIAL MEDIA / MÉDIAS SOCIAUX**



### SOCIAL MEDIA / MÉDIAS SOCIAUX - INSTAGRAM



#### **Accounts Reached**

1,126 accounts





Accounts reached from Dec 19 - Jan 17

Impressions +192.2% vs Nov 19 - Dec 18	8,388
Account Activity	339
Profile Visits +70% vs Nov 19 - Dec 18	323
Website Taps	16

+300% vs Nov 19 - Dec 18

## SOCIAL MEDIA / MÉDIAS SOCIAUX COMMUNITY / COMMUNAUTÉ

...



ZAC Vanier BIA

Published by Nathalie Carrier [?] - December 4, 2020 - 🌣

Thanks to the generous donations of our Members at Bobby's Table, Chartwells New Edinburgh, Metro Beechwood, Tim Hortons Montreal Road and Quelque Chose Pâtisserie we served almost 700 breakfasts during this morning's www.snowflakebreakfast.com raising almost 50k for PartageVanier Foodbank!! There's still time to give!

Merci à nos membres qui ont faits le don de 700 déjeuners dans le cadre du www.dejeunerdesflocons.com qui a amassé presque 50,000 \$ merci à tous les bénévoles!!Mathieu Fleury Rawlson King



CONTRACTOR FOR FOR

6,669 People Reached

232 Reactions, Comments & Shares 🕖

155	70	85
D Like	On Post	On Shares
41	20	21
O Love	On Post	On Shares
6	6	0
😯 Wow	On Post	On Shares
22	7	15
Comments	On Post	On Shares
8	7	1
Shares	On Post	On Shares
1,187 Post Click	cs	
615	32	540
Photo Views	Link Clicks 👔	Other Clicks (i)

Over \$5,000 donated from merchants. - Plus de 5,000\$ en dons de la ZAC

## SOCIAL MEDIA / MÉDIAS SOCIAUX COMMUNITY / COMMUNAUTÉ

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#### ZAC Vanier BIA

Published by Thomas Charles Radford [?] - December 22, 2020 - 🏟

Super proud to be a part of a community with such great local merchants ! Royal Prince Cuisine is providing hundreds of free meals to our community Stop by before 5 PM! Thank you!



#### Performance for Your Post



Reported stats may be delayed from what appears on posts

#### 100% Merchant funded!! 100% financé par nos commerçants

## SOCIAL MEDIA / MÉDIAS SOCIAUX COMMUNITY / COMMUNAUTÉ

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Published by Nathalie Carrier (1) - December 19, 2020 - O

What a holiday boost!!! Today Vanier Biz owner @CathieOrlaie lead the donation of 250 meal bags in our community! Thx @metro on Beechwood, @OrltawAllisoin, Dumouchel, Moussa Market & joined int What a beautiful day!! Lucite Collard Mathieu Fleury!! // aujourd'hui grilice au leadership de catchier Orlaie Les entreprises de Vanier ent donné 250 sac de nourriture à nos voisins! Quelle superbe expérience qui deviendra une tradition annuelle!



#### Performance for Your Post

3,376 People Reached

132 Reactions, Comments & Shares @

76	53	23
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34	19	15
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#### 358 Post Clicks

213	2	143
Photo Views	Link Clicks (i)	Other Clicks
MEGATINE EEEDBA	ler.	

1 Hide Post	O Hide All Posts
O Report as Spam	O Unlike Page

Reported stats may be delayed from what appears on pos

### 100% Merchant funded! 100% financé par nos commerçants!

## **SOCIAL MEDIA / MÉDIAS SOCIAUX** CONTENT CURATION / CRÉATION DE CONTENU

We hired Rebels in the Kitchen a local Vanier team to create cooking videos inspired by ingredients from our local stores. This campaign coupled with prizing was a tremendous success. They produced 3 show for us broadcast live on Facebook and shared on multiple platforms.





## **SOCIAL MEDIA / MÉDIAS SOCIAUX** CONTENT CURATION / CRÉATION DE CONTENU

...



Rebels in the Kitchen posted a video to playlist Delectable Home Cooking With Rawan. August 25, 2020 · 🚱

EPISODE 4 HIGHLIGHTS: YKO BBQ Chicken Stuffed Buns

Did you forget to tune in to our "Live" last Sunday, August 23rd?! You know we never leave you hanging so here is a short video of that episode of "Delectable Home Cooking with Rawan" which was sponsored by the Quartier Vanier BIA - QVBIA and featured scrumptious BBQ chicken from YKO BBQ Chicken and products from Green Fresh Supermarket in Vanier.

Don't forget to go to our GIVEAWAY post and enter to win 1 of 2 \$100 Gift C... See More





## **SOCIAL MEDIA / MÉDIAS SOCIAUX** CONTENT CURATION / CRÉATION DE CONTENU

We hired Harriet Clunie, former owner of the Beechwood GastroPub to do 3 at-home cooking shows featuring products from our merchants. The shows were very successful and got an average of 2000 views each!



Refreshing Bulgur Salad with Halloumi Cheese | scrap cooking | Recipe

SHARE

⊒⊥ SAVE

2,472 views · Jul 3, 2020

# 2021 ANNUAL GOALS OBJECTIFS DE L'ANNÉE

1. COVID Plan - Assistance and Recovery Plan COVID - Assistance et récupération (Mark & Morgan)

•

- Promote, Grow & Re-Ignite
- One-time 25% levy reduction
- Continued digital efforts

- Promouvoir, developer et renforcir
  - Rabais de 25% du prélèvement annuel (une fois)
- Poursuite des efforts numériques

### 2. Development – Physical and Economic Développement – Physique et économique (Ryan & Drew)

- Revitalization of Montreal Rd. project and working group
- Other residential & commercial development projects on our Mainstreets
- Economic Development (Retention and Attraction)

- Projet de Revitalisation du ch. Montréal et son gorupe de travail
- Autres projets résidentiels et commerciaux sur nos rues principales traditionnelles
- Développement économique (Retenir et attirer)

### 3. Merchant Engagement Engagement des commerçants

(Catherine, Fil & Drew)

### Street Ambassadors / Embassadeurs

- Beechwood: Catherine Strevens Chartwells
- o Ch. Montreal Rd: Drew Dobson-Finnegan's Pub
- McArthur: Fil Correia-Mario's Food Centre
- Digital Town Halls
  - Safety and Security
  - Digital Mainstreets
  - Economic Recovery

- Rencontres en ligne
  - Sureté et sécurité
  - Digital Mainstreets
  - Economic Recovery

### 4. Marketing & Promotions (Morgan & Chris)

- "Digital Mainstreets" & "Influencers"
- Montreal Road Construction
  Campaign
- Vanier BIA store
- Community and Merchant Events
  - Snowflake Breakfast
  - Community placemaking

- "Digital Mainstreets" & "Influencers"
- Campagne de construction ch. Montréal
- Vanier BIA store
  - Événements Communautaire et pour commerçants
    - Déjeuner des flocons
    - Création d'espaces

### 5. Advocacy and Partnerships Plaidoyance et partenariats (Mark)

- Government (Municipal, Provincial & Federal) Gouvernement (Municipal, provincial et federal)
- OCOBIA-COZACO
- OTHERS/AUTRES:
  - Apt613
  - House of PainT
  - Ottawa Tourism & Film Office
  - Ottawa Festival Network
  - o CNA-NAC



## BUDGET



## **BUDGET 2020**

	Budget	Actuals		
REVENUES				
Levy /Prélèvement	\$ 383,000	\$ 363,426		
Reserves/Réserves 2020	-			
Grants/Subventions	\$10,000	<b>\$</b> 15,800*		
Sales revenue	-	\$5,883		
TOTAL	\$393,000	\$381,034		
EXPENDITURES / DÉPENSES				
Administration	\$183,100*	\$229,351*		
Advertising & Promo	\$60,900	\$6,818		
Maintenance	\$46,000	\$47,017		
Digital Mainstreets	-	\$1,204		
COVID	-	\$47,674		
TOTAL	\$393,999	\$333,346		

\*Final numbers are not yet in, approx. 20k more to come

## **BUDGET 2021**

REVENUES		
	Levy /Prélèvement	\$281,313
	Reserves/Réserves 2020	\$55,000
	Grants/Subventions	\$75,000
	TOTAL	\$401,813
EXPENDITURES / DÉPENSES		
	Administration	\$211,250
	Advertising & Promo	\$6,600
	Maintenance	\$89,000
	<b>Digital Mainstreets</b>	\$25,000
	COVID	\$95,000
	TOTAL	\$401,850

## **COVID 2021**

COVID-19			
Advertising & Promo	\$25,000		
Professional Services	\$13,000		
Community Events	\$ 5,000		
Artist Services	\$15,000		
Artwork	\$10,000		
TOTAL	\$95,0000		

## ZAC VANIER BIA

