

Annual Report: Wellington West BIA 2020

Wellington West BIA Goals for 2020

- **Member-Driven Board and Committees**
 - Cultivate the most active, engaged “community of communities” of businesses and commercial property professionals - dedicated to mutual entrepreneurial success across this incredible area.
- **Efficient and effective operations**
 - Build and equip a small, committed team of professionals who are dedicated to building Ottawa’s most efficient and effective Business Improvement Area, delivering the most value to members for the lowest levy costs possible.
- **Co-Marketing to make you the star**
 - Build a powerful machine to enable our members to more effectively amplify themselves in a very noisy environment and build a powerful destination brand to build loyalty and draw new customers to the area.
- **Placemaking to welcome new customers**
 - Cultivate with partners the clean, safe, consistent public spaces that will enhance our destination brand, and encourage new customers to linger, socialize, and shop.
- **Advocacy to amplify member voice**
 - Become both the premiere business intelligence source for our members, and sharply tune our public voice on issues that will directly improve our community and the conditions for success for our businesses.

Wellington West BIA Activity Highlights from 2020

- **January 9, 2020: AGM**
 - Motion to initiate **Boundary Expansion Plan** process was approved by the membership at the AGM on January 9, 2020
- **January 13, 2020:**
 - **New Marketing & Communications Manager**
 - Kevin Falkingham starts as our second full time employee the following week
- **January 20, 2020: Lease Signed for New Office**
 - After the sale of CUBE building, Board approves July move to new “streetfront” office at 1292 Wellington Street West – accelerating objective envisioned in Strategic Plan.
- **February 28, 2020: Six City Grants approved**
 - Successful applications for \$28,000 for Placemaking; \$12,500 for Market/Member Research.
 - **\$40,500 revenue**
- **March, 2020: Third Permanent Employee Hired**

- Early March, hired 1/2 time Administrative Coordinator Marianne Rothbauer – to start March 23, 2020
- **MARCH 14, 2020 – COVID Crisis Begins**
 - March 16, 2020: Wellington West BIA response begins
 - BIA staff pivots quickly to change ALL 2020 plans – Board approve emergency response budget; reaffirms commitment to Boundary Expansion.
- **April, 2020: LOVE.WellingtonWest**
 - With \$9000 grant from McConnell Foundation and support from CrowdFunder.ca, launched group crowdfunding platform: 863 supporters donate average \$73.50.
 - **raises \$64,168 for members (in 2020)**
- **May, 2020: Support Your Merchants Trivia Night**
 - Advocacy: Very successful partnership with HCA/WVCA – 140+ attendees
- **June, 2020: Parkdale Market Partnership**
 - The BIA partners with Ottawa Markets and the Hintonburg Community Association to collaborate on Marketing for the Parkdale Market.
- **June, 2020: Scott Street Detour**
 - Advocacy: preserved dozens of critical curb-side parking spaces that were to be removed.
- **July, 2020: Hintonburg Place**
 - Construction Begins
- **July, 2020: New Office Opens (Quietly)**
- **August, 2020: Boundary Expansion Report**
 - 91% not opposed!
 - Project moves forward
- **August, 2020: Parkdale Artwall**
 - Program Re-engaged
 - 8 new Mural Panels available for 2021!
- **August, 2020: Web Site Re-Launched**
- **September, 2020: TASTE of Wellington West**
 - Virtual Edition
- **September/October, 2020:**
 - Household Survey & State of BIA Report Completed
- **September-November, 2020: Boundary Expansion Officially Approved**
- **November 2, 2020:**
 - Full Time Operations Manager Hired
 - Michelle Eagen starts as our third full time employee
- **December, 2020:**
 - Two Major 2021 COVID-Response Grants - \$55,000
- **Capital Reserves**
 - Closing 2020 Reserve Balance \$98,662