

Westboro Village BIA
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ANNUAL REPORT

FY 2020

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2020 Summary: Westboro Village BIA

MISSION

To lead the way in establishing the conditions for Westboro businesses to prosper. We do so by engaging with the community and businesses, staging events, and nurturing relationships with key partners and community associations.

VISION

The BIA is connected to the community and business owners they represent and is the voice of the business community. The BIA fully engages with its members, the community at large, community associations, and other BIAs to support an active, vibrant, and evolving Westboro Village.

2020 HIGHLIGHTS – CHAIRMAN’S REPORT

Just like every retailer, service provider and community association in the country and around the globe, our Business Improvement Association worked harder than ever to connect with our members and shareholders. Attending virtual community association meetings, staying up-to-date with construction via our Councillor is just the beginning.

Connection is the foundation of our community and I’ll share a few actions the Business Improvement Association took to better connect with all of you.

BIA Member List

Over the summer months, Judy and Tara walked the area and updated information for our members, building the most comprehensive BIA Member List we’ve had in years. You can imagine this was no easy feat; adding new members and updating contact information is never easy but add to that lockdowns, reduced hours of operation and social distancing and you can see this was a tremendous project to accomplish.

If you are new to the Westboro BIA or you know of a new business, make some introductions to the office!

The I Work in Westboro Project

The original launch for this member only project was side-tracked in March. Once we got out of that first lockdown, the office worked to get it back on track.

The “I Work In Westboro” program is a thank you for shopping locally. If you are a staff member or business owner here in Westboro Village, there are offers and discounts available to you. Check the BIA website for participating members.

More than discounts and offers, the I Work in Westboro Program does double-duty as a welcome package to new businesses.

If you are not yet part of the program, reach out to a participating member for information or get in touch with the office! This is a great way to get to know one another.

Events

While we weren’t able to gather for events such as FUSE, the office continued to engage customers with a pivot towards online campaigns. There was a successful roll out of Mother’s Day and Father’s Day giveaways

using social media platforms. The summer months turned the focus to our patios with giveaways there. The Westboro Advent Calendar featured 24 days of giveaways.

With advertising dollars not spent on FUSE and other in-person events due to the pandemic, the office used some of this budget to purchase prizes and merchandise from the members.

Street Beautification

The wrapped windows at the corner of Richmond and Churchill add a bit of colour until construction begins and the new mural running up Churchill Avenue is a beautiful piece of art catching the eye of many.

It has been quite a year for all of us - so many ups and downs. As the challenges and opportunities continue, I hope we navigate the coming year together - staying connected is checking on one another, helping each other out and showing off all of our successes.

Thank you,

Molly van der Schee

Chair, Westboro Village BIA

FINANCIAL HIGHLIGHTS – TREASURER’S REPORT

Treasurer’s Report – January 13, 2020 – Westboro BIA AGM

The 2020 financial results have not yet been audited, however, have been reviewed in detail by City of Ottawa accounting staff in preparation for the annual audit. The audit is generally completed during the summer and presented to members in the fall. The numbers below are projected and are expected to be finalized in coming weeks.

Budget Highlights

Revenues

- 2020 operating surplus approximately \$57,000.
- Total Revenues \$422,527, a variance of \$968 over budget.
- Remissions and Supplementary Assessment both over budget, as discussed at the September special members meeting, a new rolling five-year average will be used for future budgets
- Other Revenue of approximately \$15,265 is for grants relating to the new mural and graffiti. This number is still to be finalized as the graffiti grant will be adjusted based on actual expenses.

Expenses

- The BIA expenses were \$364,733, approximately \$57,800 less than budget.
- Material Variances:
 - Promotion: \$37,000 lower for the year due to restrictions on in-person events, and many of the publications booked for advertising not publishing in the spring and summer months.
 - Administration: The human resources expenses are slightly over budget by approximately \$5,800 due to overlap in the Executive Director position.

- Signage: \$12,589 higher for Street Beautification initiatives including the new window wraps at Churchill & Richmond, Churchill gateway mural, maintenance on the traffic boxes and other expenses for banners.
- Graffiti removal expenses are down due to switching service providers for the removal of graffiti from a private company to the city crew.

Grants

In 2020, we received two grants, one for graffiti removal and the other for the Westboro Village Gateway Mural on Churchill. The graffiti grant is adjusted at year end to match actual expenses (significantly down this year) and the mural grant was for \$14,620.

We expect to finish the 2020 Fiscal Year with approximately \$240,000 in the reserve fund. In previous years, the Board has determined that it is prudent to retain such a reserve fund for the purpose of financial flexibility towards providing the proper services to its members, and also to be in a position to contribute towards wayfinding signage and improvements when Stage 2 LRT begins operation, with a station being located at the BIA boundary of Scott & McRae.

This year we will be proposing drawing on the reserve fund for promotion activities and will begin the planning for how to best utilize the reserve in coming years.

Respectfully submitted,

Alan Whitten

Westboro BIA Treasurer

2020 Financial Summary

Unaudited Operating Results

REVENUE

**Total Revenue
& Grants**

2020 ACTUALS

\$ 422,547

TOTAL

EXPENSES

**Advertising and Promotion
Office and Administration
Maintenance**

100,240

171,045

93,571

\$364,856

TOTAL

SURPLUS/DEFICIT

**Surplus \$
(unaudited as presented at the 2020
AGM)**

57,691

Strategic Direction

As presented at the 2020 Annual General Meeting, January 13, 2021 by

Judy Lincoln, Executive Director, Westboro Village BIA

Westboro Village BIA Strategic Plan 2021



WESTBORO VILLAGE BIA STRATEGIC PLAN 2021

STRATEGIC GOALS			
BUILD AND FOSTER A STRONG BIA MEMBERSHIP	INCREASE COMMUNITY INVOLVEMENT	ATTRACT TRAFFIC AND BUSINESS	MAXIMIZE RESOURCES AND FINANCIAL LONG-TERM SUSTAINABILITY
STRATEGIC PLAN 2021			
<p>Research and develop a BIA Champion Program</p> <ul style="list-style-type: none"> Evaluate how to develop a program to build champions throughout the BIA Develop support materials for the businesses to engage and support neighbours Tie in the support with I Work in Westboro and B2B 	<p>Connect with Community Associations</p> <ul style="list-style-type: none"> Continue engagement with Westboro Community Association and Westboro Beach Community Association Identify good neighbour opportunities without the ability to host in person events. 	<p>Maintain the brands through virtual or small safe events:</p> <ul style="list-style-type: none"> Westboro FUSE – Establish what can be done in person, or create virtual or small events under the FUSE banner Wickedly Westboro – Halloween activities that are safe Light Up the Village – Christmas activities – look for more outdoor installations to attract during Jan-Feb Shop the Village – develop a month-long campaign for May 	<p>Use the reserve fund to support members</p> <ul style="list-style-type: none"> Draw on the reserves to fund part of 2021 budget Identify a plan for the sustained use of the reserve fund over a two-year period.
<p>Grow the I Work in Westboro program</p> <ul style="list-style-type: none"> Work with second floor businesses as they return to engage them on benefits of the program Solicit members to provide their discount or benefit that is exclusive to staff in Westboro Village List and update all benefits in member section on website Update materials for distribution, including general information about the BIA <p>Develop a B2B program</p> <ul style="list-style-type: none"> Search for relevant speakers and subject matter experts of interest to members Celebrate members in networking events providing speaking opportunities for members to share best practice Create a landing page for business success stories, and "Why Westboro" 	<p>Connect with local charities and support in donations, and varied sponsorships</p> <ul style="list-style-type: none"> SIAM sponsorship of the trail grooming at Westboro Salus Comerstone – IWD's Day, Purple Tie Gala Dovercourt – community support for programming and activities Westboro Region Food Bank – food raiser with members <p>Connect members with local community and charities</p> <ul style="list-style-type: none"> Actively promote the charitable works and partnerships from BIA members Support & promote members who are active in community & holding fundraising events. 	<p>Execute projects and installations on the street that are visit-worthy</p> <ul style="list-style-type: none"> Explore the potential for use of Winston Square within public health guidelines Work with the Ottawa Farmers Market to bring them "back to the village" <p>Invest in traditional and digital advertising and memberships</p> <ul style="list-style-type: none"> Ottawa Tourism, OCOBIA memberships, OBIAA Advertise in local media – community, business, lifestyle. Develop a multiplatform communications plan for 2021 	<p>Build resources and knowledge</p> <ul style="list-style-type: none"> Form a Street Beautification sub-committee to build 5-year plan for effective budgeting & maintenance Identify areas of research & organizations able to complete to build on knowledge for businesses as we move through the pandemic in 2021/2022 <p>Implement mix of staffing, volunteers, contractors</p> <ul style="list-style-type: none"> Maintain 2 FT staff Use contract individuals as beneficial Develop an updated HR policy

Contact Information

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