

Westboro Village BIA
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ANNUAL REPORT

FY 2019

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2019 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.

2019 HIGHLIGHTS – CHAIRMAN’S REPORT

ADMINISTRATION

We have a membership with Ottawa Festival Network and we used this to hire a marketing and social media coordinator through the Ontario Job Creation Program. We have also hired Tara Beechey as an operations administrator. This is a role that combines administration, supplier management, volunteer and event coordination.

One big change happened just this fall - after 20 years, the BIA office moved. By doing so, the office has downsized to half the space and half the budget. This is beneficial because those savings are reallocated to marketing and more. It also means that Board meetings and such are happening in member owned places such as Co-Workly. This helps to create stronger member relations.

MEMBER RELATIONS both within our BIA and beyond

With regards to Member Relations, your Board of Management and the BIA office worked together to plan a number of events structured to build relationships within our community. including:

International Women’s Day celebration at Gezellig

Workshops by Ottawa Police to educate business owners on theft and break-in protection

Whiz Bang Workshop

FUSE VIP event at Clocktower to kick-off Ottawa’s only free Street Festival

Special Meeting at Co-Workly in September to discuss the audited financial statements

Holiday Mix and Mingle to close out the year

Connecting with other businesses across the city, the Westboro BIA joined the newly formed Ottawa Coalition of BIAs a unified voice for BIAs representing main street businesses. These are valuable relationships to grow.

EVENTS

A number of events happened in 2019 - all of which contributed to a bustling and vibrant community.

Big Brother/Big Sister benefited from two fundraisers (bowling and a car seats collection).

We introduced a new and successful event in June called Shop the Village

FUSE happened again this year in August. We welcomed thousands of festival-goers to our two day street closure. Buskers, live music, patios, a Makers Market and evening concerts all contributed to a positive vibe.

Wickedly Westboro had another successful run. Hundreds of costumed kids flocked to Richmond Rd for treats and busking.

We kicked off the holiday season with our first Kitchissippi Food Raiser and the annual Light Up The Village.

MARKETING

As always, marketing plays a big role in our plans. This year our new website launched, and we signed off on new branding for events that happen throughout the year. Ad space was purchased from Kitchissippi Times and the Ottawa Business Journal as well as Ottawa LUXE Magazine and Ottawa at Home Magazine, Facebook and Apt 613. Each proving to be a great opportunity to brand Westboro Village as a vibrant community of retailers, restaurants, and service providers.

Sponsorship and donations were made to the SJAM Trail, Ottawa Monopoly, The Royal Hospital, Ottawa Gymnastics Centre, Cornerstone Housing for Women, Westboro Region Food Bank and the Parkdale Food Centre and Big Brothers/Big Sisters.

STREET BEAUTIFICATION

And finally, this year Westboro Village received a face lift! New branded banners now hang. We worked with Michelle Valberg to create beautiful photographic wraps for nine traffic boxes. Look to the major intersections along Richmond Road and McRae Avenue and you'll find Westboro Village street signs. At the corner of Island Park and Richmond Road find our newly installed gateway sign. Over the holidays we lit the courtyard, Churchill Seniors Centre and Winston Square and festive wreaths decorated the posts along Richmond Road. And, finally, working alongside our Community Association, we put out a Request for Proposal and have selected an artist to create a new mural at Churchill Avenue.

Thanks so much for your contribution to a successful year!

Submitted by,

Molly van der Schee

Chair, Westboro Village Business Improvement Area

Owner, The Village Quire Inc.

FINANCIAL HIGHLIGHTS – TREASURER'S REPORT

Treasurer's Report – January 15, 2020 – Westboro BIA AGM

The 2019 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.

Budget Highlights

Revenues

- 2019 operating surplus \$21,828.
- Total revenues \$520,318, a variance of \$15,863 over budget. This is primarily the result of additional grants and event revenues generated (other revenue)
- Remissions and supplementary taxes lower than budget due to the Phase-out of Commercial Vacancy Rebates, which is when property owners appeal their MPAC assessment or apply to the City for a rebate based on vacancies.
- Other revenue of approximately \$38,135 for sponsorship related to Westboro FUSE event and grants

Expenses

- The BIA expenses were \$498,490, approximately \$6,000 less than budget.
- Material Variances:
 - Summer Promotion: \$34,000 higher for Westboro FUSE, 43% higher than budget, due to members' desire to attract more traffic, and cash balances allowed for the higher expenditure. Applying the sponsorship revenue, the net overage is \$21,400
 - Signage: \$22,104 higher for Street Beautification initiatives including 'Westboro Village' city street signs, gateway signage at Island Park Drive, Traffic Box wraps (Nature in Westboro by Michelle Valberg), new lamp-post banners and lit wreaths. With the grant funds received from the City of Ottawa and Government of Ontario, the net Street Beautification/Maintenance Budget is \$73,110 (\$5,390 lower than budgeted)

Grants

In 2019, grants in the amount of \$25,535 were received from the City of Ottawa and Government of Ontario. These were in addition to the tax levies that were charged and received, and included in Revenues, above. The Ontario grant, the Ontario Main Street Revitalization Grant, was applied in 2018 and 2019 (used for the street signs, gateway sign and 2018 mural at McRae Avenue). The City of Ottawa grant, Mural and Architectural Design was applied to the traffic box wraps in Westboro Village (photography licensed from Michelle Valberg).

We expect to finish the 2019 Fiscal Year with approximately \$188,857 in the reserve fund. 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 to Gateway Signage and other way-finding means when the planned Phase II LRT System comes into service, and the new Westboro Station provides larger volumes of visitors and residents onto Scott Street and McRae Avenue, which is in our BIA Boundary, and towards Richmond Road.

Respectfully submitted,

Alan Whitten

Westboro BIA Treasurer

2019 Financial Summary

Unaudited Operating Results

REVENUE

**Total Revenue
& Grants**

2019 ACTUALS

\$ 520,318

TOTAL

EXPENSES

**Advertising and Promotion
Office and Administration
Maintenance**

209,072

190,773

98,645

\$498,490

TOTAL

SURPLUS/DEFICIT

**Surplus \$ 21,828
(unaudited as presented at the 2019
AGM)**

Strategic Direction

As presented at the 2019 Annual General Meeting, January 15, 2019 by

Michelle Groulx, Executive Director, Westboro Village BIA (2018-2020)

Westboro Village BIA Strategic Plan 2020

STRATEGIC GOALS			
BUILD AND FOSTER A STRONG BIA MEMBERSHIP	INCREASE COMMUNITY INVOLVEMENT / ADVOCACY	ATTRACT TRAFFIC AND BUSINESS	MAXIMIZE RESOURCES AND FINANCIAL LONG-TERM SUSTAINABILITY
STRATEGIC PLAN 2020			
Develop a BIA member information package and calendar <ul style="list-style-type: none"> Member information BIA information – what a BIA does Calendar of events and promotions for participation Board meeting calendar Communicate member benefits and program participants Section on website; physical package for onboarding members 	Connect with Community Associations for events, projects and BIA enhancements <ul style="list-style-type: none"> Churchill Avenue Mural – consultation Old City Hall – bell “return” celebration Light Up the Village – Fundraiser, connection with community Sponsor Broadview public school event – movie night (spring) Participation in BIA events – FUSE, Wickedly Westboro, Shop the Village 	Hold events that will attract a greater audience <ul style="list-style-type: none"> Fuse Street Festival – 2020 will repeat the same as last year Wickedly Westboro - Halloween Light Up the Village – Christmas activities – look for more outdoor installations to attract during Jan-Feb Shop the Village – June/ Spring into Summer shopping incentives (year 2) 	Maintain reserve for LRT expansion outcomes <ul style="list-style-type: none"> Street beautification will expand to perimeter outside of actual BIA boundaries (ex. Scott Street) to appeal and attract to area BIA Board to form a taskforce or committee (not just Board members) with interest in improvements to this area
Develop a member to member promotional program <ul style="list-style-type: none"> Westboro Village employee discount/benefit 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 Design and distribute membership cards to all BIA business staff 	Connect with local charities and support in donations, event participation and fundraising <ul style="list-style-type: none"> SJAM sponsorship of the trail grooming at Westboro Salus – One Hour to Give Sponsorship Cornerstone – International Women’s Day Dovercourt – community support for programming and activities Westboro Region Food Bank 	Execute projects and installations on the street that are visit-worthy <ul style="list-style-type: none"> Churchill Avenue Mural – installation and public relations for summer unveiling and launch Building design at Churchill and Richmond Road – updated windows Winter or summer installations in public spaces Signage complete and planter filled at Island Park gateway 	Capital expenditure planning for BIA expansion and gateways <ul style="list-style-type: none"> Plan for Scott/ McRae gateway design from OC Transpo/LRT stop Plan to conduct research survey for members – economic impact and BIA gaps Wayfinding in the BIA - review
Organize quarterly member networking and learning events <ul style="list-style-type: none"> Search for relevant speakers and subject matter experts and book sessions Celebrate members in networking events providing speaking opportunities for members to share best practice <ul style="list-style-type: none"> Small business week Crime prevention week International Women’s Day 	Advocate on behalf of the members of the BIA with City, Community Associations, etc. <ul style="list-style-type: none"> BIA Board to form Advocacy committee (open to members) to review and report to Board Assign representation or comments on issues impacting the BIA membership (parking, LRT, development) 	Invest in traditional and digital advertising and memberships <ul style="list-style-type: none"> Ottawa Festival Network, Ottawa Tourism memberships Advertise in local media – community, business, lifestyle. Implement ‘lottery’ for members to be featured on a draw basis by media online (paid posts with Ottawa Life Magazine or similar, 2x’s a month) 	Implement mix of staffing, volunteers, contractors <ul style="list-style-type: none"> Make use of memberships and relationships with community members / charities to capitalize on volunteer access. Maintain 2 FT and 1 casual PT staff for majority of the year

Contact Information

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