



Sparks Street BIA Annual General Meeting

January 9, 2024

Online

1. Adoption of the Agenda

- Declarations of pecuniary interest including those arising from prior meetings

Explanation of meeting format

Declaration of Conflicts

1. Approval of Agenda
2. Approval of the past minutes
3. Update from Chair
4. Presentation of the Annual Report and Financials
5. Presentation of the 2024 Budget
6. 2024 Outlook
7. Other Business

Adjournment

2.
Adoption of
2022 minutes



3. Chair's Remarks





Sparks Street Business Improvement Area

Annual General Meeting 2023 Report and Financials

Mandate

Sparks Street BIA (Business Improvement Area) is proud to be one of the most vibrant commercial districts in Ottawa. Sparks Street BIA came into existence when local business and property owners joined together to improve, promote, and undertake projects that create a stronger and more competitive commercial district. We organize, finance and complete local improvements and promotional events.

The range of activities that Sparks Street BIA undertakes include:

- **Marketing:** Understanding who area customers are, and creating effective promotions to retain and expand the customer and visitor base
- **Business recruitment:** Working with property owners to ensure that available space is occupied, and that an optimum business and service mix is achieved and maintained
- **Special events:** Organizing and partnering in unique events that highlight the unique attributes of the area and increase customer visits

Highlights 2023

- **Onsite events & programming:** Ribfest, Buskerfest, Poutinefest, Songs from the Shed, Pop Up Cinema, Land Connection Art Exhibit, Asian Night Market, Winter Wander
- **Winterlude returned in 2023**
- **Campaigns:** #OttawaLove, Scroll in to Win, influencer collabs with Jessecaneat, Unstoppable Momma & Amyin613, Sparks Gives
- **New Business:** Opening of 187 Kich Bottleshop



- **Street Beautification:** Play and Grow, Green Zone additions, interlock repairs, lamppost repainting, street electrical upgrades
- **Awards:** Marketing + Communications – “Good To Be Back” campaign
- **Partnering activations:** OMIC, Ottawa Jazz Festival, Ottawa Asian Fest, Pork Producers of Canada, Toyota Canada

Events & Programming

2023 saw the expansion of our main events and partnerships with new partners.

Ottawa Ribfest welcomed two additional vendors to the street. Ottawa

Buskerfest became international again as we welcomed performers from around the world to Sparks Street for the first time in four years.

The SSBIA partnered with the Ottawa Music Industry Coalition to produce Songs from the Shed, allowing us to diversify the variety of acts who entertained us this summer and fall

We screened three films this year with Pop Up Cinema movies and added more lights and wonder to the street with our Winter Wander experiential holiday walk lit up the street.



Refresh and Renew



Statue of Joy After Repairs



Territorial Prerogative in the process of rewaxing

Land Connection

- This fall, an original art exhibit was on Sparks Street. EXAR studios and local artist Emily Brascoupe transformed a trailer into 'Land Connection'.
- The elements on the trailer are inspired by the Algonquin-Anishnabe people and feature strawberries, turtles, birch trees and more.
- The exhibit incorporated Augmented Reality technology, allowing the user the ability to experience another level of artistry of the trailer in real-time on Sparks Street and at other locations in the city.



Promotional Campaigns

In 2023 we ran promotional campaigns through social media and with signage along the street.

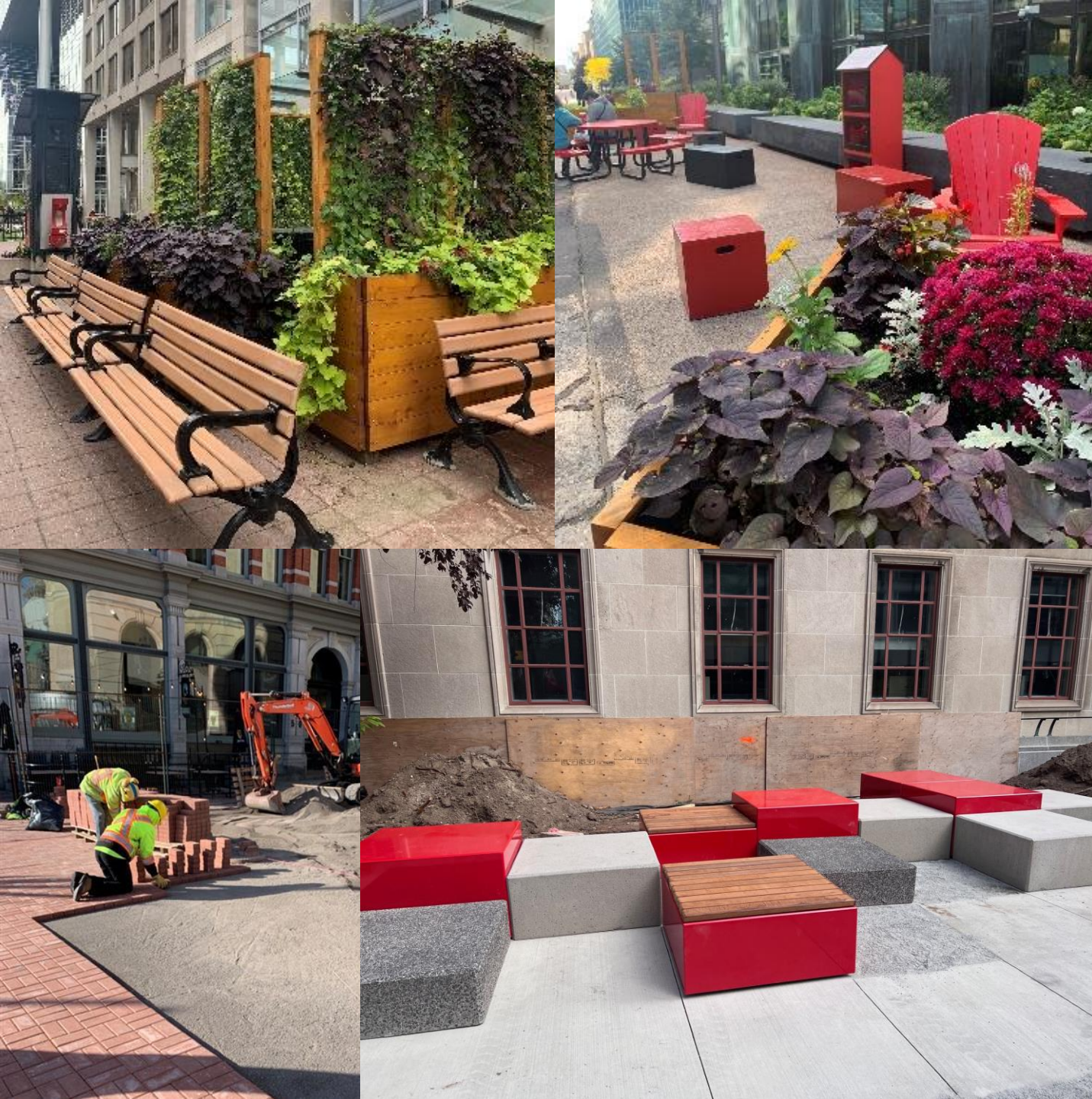
We worked with Stingray Media to promote Sparks Street throughout the year online and over the air on Hot 89.9 and Live 88.5

**SHOP
THE
BLOCKS**



Street Beautification

- Phase One of the Play and Grow Complete
- Interlock backlog eliminated
- Lampposts painted
- Electrical Upgrades
- Additional Christmas lighting



Awards and Grants

Heathy Communities Fund – Play and Grow

My Main Street Ambassador

Municipal Grant for Expansion

Surface Repair Matching Funds from Municipality

OBIAA award



What do you call a bee that works for the government?

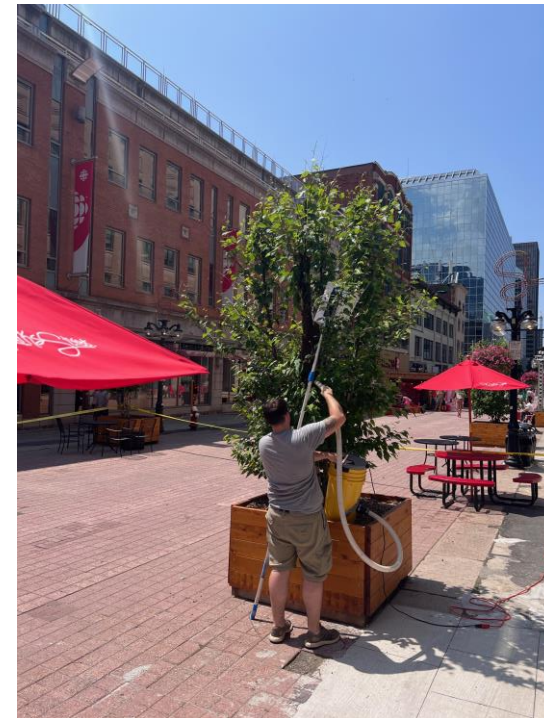
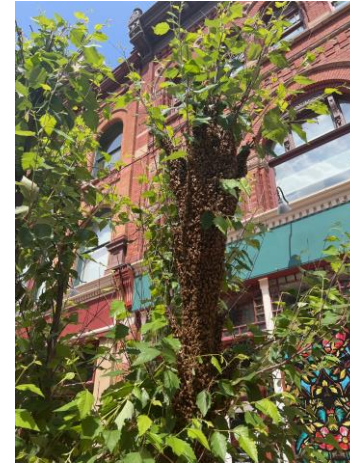
A Pollentician.

Last year, Sparks Street was occupied with trucks. This year, it was bees.

The Morguard building between Bank and O'Connor hosts a bee colony on the roof. Part of the colony decided to find a new home, making a pit stop in one of the trees on Sparks Street.

An expert was called in and the 30,000 bees were transported to a new home.

It was a great story that fascinated people in Ottawa and across the country.



Partnering to Create Activation

- YSB Chalked Up Event
- Songs from the Shed
- Jazz Fest
- Canada Day
- Mexican Embassy
- Asian Night Market
- Ottawa Jazz Festival



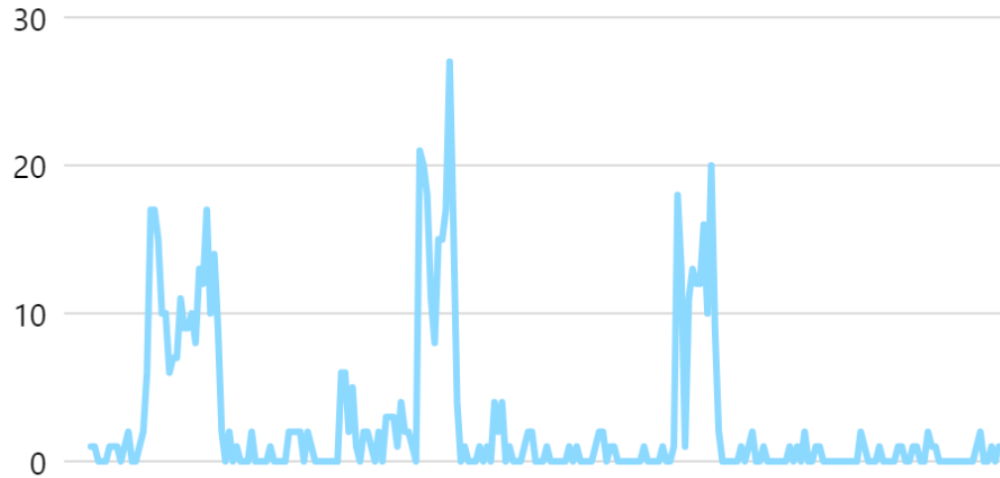
Memberships and Partners



Sparks Street Social Media: Analytic Snapshots Facebook

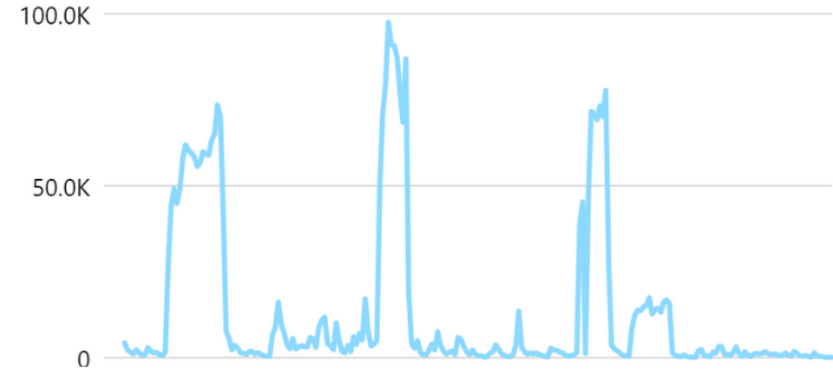
Facebook Page new likes ⓘ

668 ↑ 24.9%



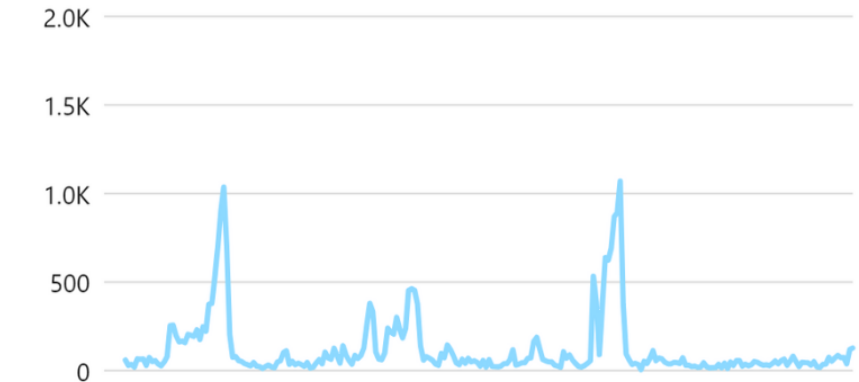
Facebook reach ⓘ

668,131 ↑ 79.1%



Facebook visits ⓘ

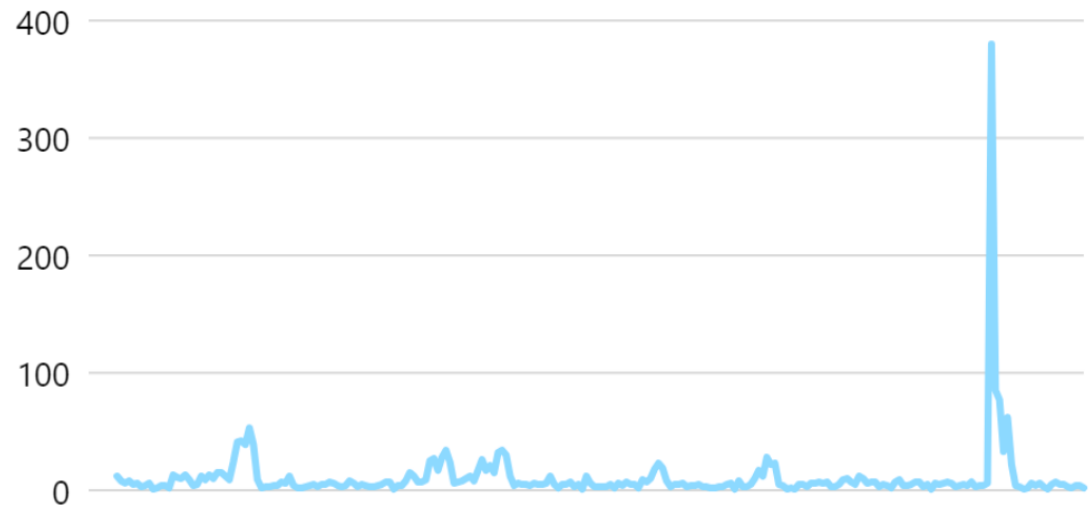
28,910 ↑ 57.2%



Sparks Street Social Media: Analytic Snapshots Instagram

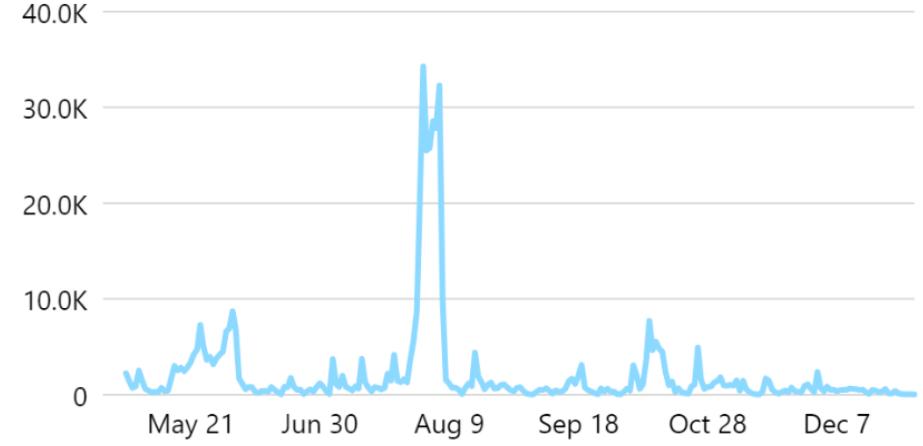
New Instagram followers ⓘ

2,557 ↑ 1.2K%



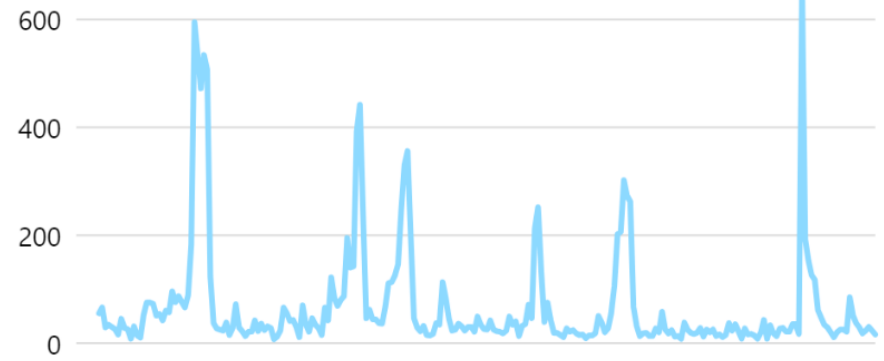
Instagram reach ⓘ

162,723 ↑ 203.6%



Instagram profile visits ⓘ

16,449 ↑ 47.3%



1/7/2024

Website Traffic

Site sessions
88,559 ↑ 312%

Unique visitors
68,635 ↑ 274%

Sessions over time



[See Full Report](#)

New vs returning visitors



Sessions by device



Sessions by traffic source



[See Full Report](#)

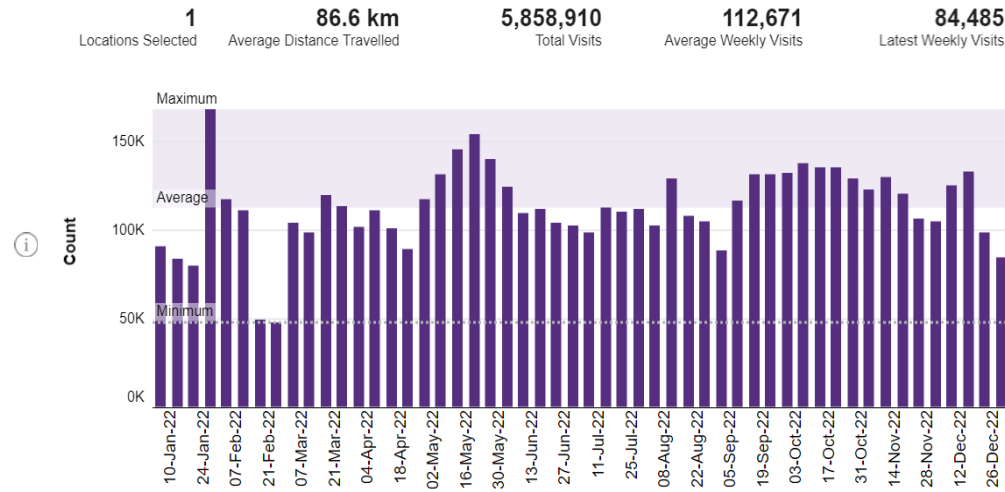
Avg. sessions by day



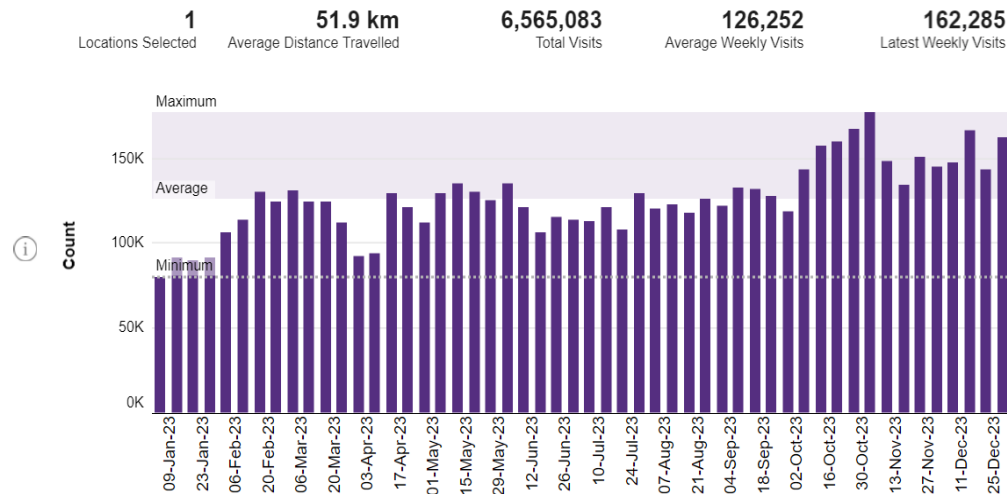
[See Full Report](#)

- Foot traffic up 11%
- Over 700,000 more visits
- As year progressed, pedestrian traffic has continued to climb
- Average length of trip is 52km(74km in 2019)

Total Foot Traffic by Week



Total Foot Traffic by Week



Demographic Highlights
for 1/3/2022 to 1/1/2023

| | | |
|------------------------------------|----------------------------|---------------------------------|
| \$123K Average Household Income | Under 35 Maintainer Age | 36% Households with Children |
| 1 Person Household Size | University Education | High Cultural Diversity |

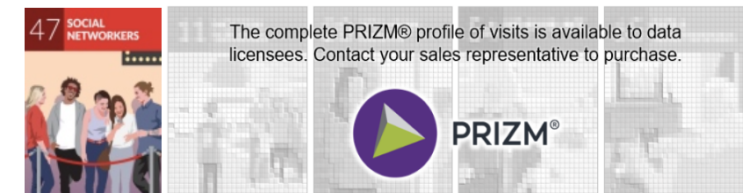
Top PRIZM Segments by Volume of Visits
No PRIZM® details available for time frame selected



Demographic Highlights
for 1/2/2023 to 12/31/2023

| | | |
|------------------------------------|----------------------------|---------------------------------|
| \$121K Average Household Income | Under 35 Maintainer Age | 36% Households with Children |
| 1 Person Household Size | University Education | High Cultural Diversity |

Top PRIZM Segments by Volume of Visits
Partial PRIZM® details available only, check selected time frame



Statement of Financial Position



STATEMENT OF FINANCIAL POSITION

As at December 31, 2022, with comparative information for 2021

Table 1 - Statement of Financial Position - Financial Assets

| Financial assets | 2022 | 2021 |
|--|------------------|----------------|
| Cash on deposit with the Corporation of the City of Ottawa | \$981,668 | \$895,472 |
| Accounts receivable | 19,101 | 14,451 |
| Total financial assets | 1,000,769 | 909,923 |

Table 2 - Statement of Financial Position - Liabilities

| Liabilities | 2022 | 2021 |
|--|----------------|----------------|
| Bank indebtedness | 8,290 | 8,229 |
| Accounts payable and accrued liabilities | 102,240 | 22,386 |
| Deferred revenue | 15,000 | - |
| Total liabilities | 125,530 | 30,615 |
| Net financial assets | 875,239 | 879,308 |

Table 3 - Statement of Financial Position - Non-Financial Assets and Accumulated Surplus

| Non-financial assets | 2022 | 2021 |
|-----------------------------------|------------------|------------------|
| Tangible capital assets [note 5] | 54,727 | 68,854 |
| Prepaid expenses | 13,775 | 9,309 |
| Total non-financial assets | 68,502 | 78,163 |
| Accumulated surplus | \$943,741 | \$957,471 |

Statement of Operations



STATEMENT OF OPERATIONS

For the year ended December 31, 2022, with comparative information for 2021

Table 4 - Statement of Operations - Revenue

| Revenue | 2022 | 2022 | 2021 |
|--|--------------------|------------------|----------------|
| | Budget [note 4] | Actual | Actual |
| Tax revenue [note 2] | \$326,000 | \$292,290 | \$352,566 |
| Payments in lieu of taxation | 179,000 | 182,362 | 178,497 |
| Sponsorship and other [notes 3 and 6] | 284,500 | 396,321 | 23,978 |
| Total revenue | 789,500 | 870,973 | 555,041 |

Table 5 - Statement of Operations - Expenses

| Expenses | 2022 | 2022 | 2021 |
|---|--------------------|------------------|------------------|
| | Budget [note 4] | Actual | Actual |
| Advertising | 434,260 | 494,705 | 134,428 |
| Salaries | 173,800 | 142,473 | 144,686 |
| Office | 78,440 | 98,149 | 58,065 |
| Rent | 28,000 | 21,926 | 21,079 |
| Insurance | 7,000 | 8,086 | 9,566 |
| Professional and consulting | 195,000 | 101,291 | 1,028 |
| Depreciation | - | 14,127 | 1,780 |
| Bad debt expense | - | - | 4,429 |
| Audit fees | 3,000 | 3,946 | 4,067 |
| Total expenses | 919,500 | 884,703 | 379,128 |
| Annual (deficit) surplus | (130,000) | (13,730) | 175,913 |
| Accumulated surplus, beginning of year | 957,471 | 957,471 | 781,558 |
| Accumulated surplus, end of year | \$827,471 | \$943,741 | \$957,471 |

Statement of Changes in Net Financial Assets

STATEMENT OF CHANGES IN NET FINANCIAL ASSETS

For the year ended December 31, 2022, with comparative information for 2021

Table 6 - Statement of Changes in Net Financial Assets

| | 2022 Budget <i>[note 4]</i> | 2022 Actual | 2021 Actual |
|--|-----------------------------------|-------------------|----------------|
| Annual (deficit) surplus | (\$130,000) | (\$13,730) | \$175,913 |
| Acquisition of tangible capital assets | - | - | (70,634) |
| Depreciation of tangible capital assets | - | 14,127 | 1,780 |
| Increase in prepaid expenses | - | (4,466) | (1,386) |
| (Decrease) increase in net financial assets | (130,000) | (4,069) | 105,673 |
| Net financial assets, beginning of year | 879,308 | 879,308 | 773,635 |
| Net financial assets, end of year | \$749,308 | \$875,239 | \$879,308 |

Statement of Cash Flows – Operating Activities

| Operating activities | 2022 | 2021 |
|--|-------------------|-------------|
| Annual (deficit) surplus | (\$13,730) | \$175,913 |
| Add item not affecting cash | | |
| Depreciation of tangible capital assets | 14,127 | 1,780 |
| Changes in non-cash working capital balances related to operations | | |
| Increase in accounts receivable | (4,650) | (1,258) |
| Increase in prepaid expenses | (4,466) | (1,386) |
| Increase (decrease) in accounts payable and accrued liabilities | 79,854 | (13,051) |
| Increase in deferred revenue | 15,000 | - |
| Cash provided by operating activities | 86,135 | 161,998 |

Table 8 - Statement of Cash Flows - Capital Activities

| Capital activities | 2022 | 2021 |
|--|-------------|-------------|
| Acquisition of tangible capital assets | - | (70,634) |
| Cash used in capital activities | - | (70,634) |

Table 9 - Statement of Cash Flows - Change in Cash and Cash Equivalents

| Change in cash and cash equivalents | 2022 | 2021 |
|---|------------------|-------------|
| Net increase in cash and cash equivalents during the year | 86,135 | 91,364 |
| Cash and cash equivalents, beginning of the year | 887,243 | 795,879 |
| Cash and cash equivalents, end of the year | \$973,378 | \$887,243 |

Table 10 - Statement of Cash Flows - Cash Breakdown

| Cash and cash equivalents consist of | 2022 | 2021 |
|--|------------------|-------------|
| Bank indebtedness | (\$8,290) | (\$8,229) |
| Cash on deposit with the Corporation of the City of Ottawa | 981,668 | 895,472 |
| | \$973,378 | \$887,243 |



Motion

WHEREAS the SSBIA has received the 2022 Financial Report;
AND that the Board of the SSBIA as accepted and approved the 2022 Financial Report;
THAT the membership of the SSBIA accept and approve the report.

By-Law Updates

There are no changes to the
Sparks Street BIA by-laws for
2024



5.
Presentation
of the 2024
Operating
Budget



Revenue

| Cost Centre | Cost Element | 2024 Budget |
|--|---|-------------------|
| 179103 - BIA SPAR Source of Financing | 406005 - Contributions From Reserve Fun | -290,500 |
| 179104 - BIA SPAR Grants | 401005 - Federal Other Revenue | - |
| 179112 - BIA SPAR World Exchange Dov | 407015 - Other Revenue | -7,500 |
| 179120 - BIA SPAR Taxation | 407001 - General Taxes | -345,000 |
| | 407101 - Supplementary Assessment | |
| | 407104 - Payment In Lieu | -196,000 |
| | 507431 - Remissions | 20,000 |
| Revenues | | -819,000 |
| 179106 - BIA SPAR PoutineFest | 407015 - Other Revenue | - |
| 179107 - BIA SPAR RibFest | 407015 - Other Revenue | -100,000 |
| 179108 - BIA SPAR Canada Day | 407015 - Other Revenue | -3,000 |
| 179111 - BIA SPAR Winterlude | 401005 - Federal Other Revenue | -250,000 |
| Advertising, Promotion & Events | | -353,000 |
| Total Revenue | | -1,172,000 |

Administration Expenses

| | |
|---|----------------|
| 501110 - Compensation | 226,000 |
| 501405 - CPP Employer Contribution | 8,100 |
| 501406 - EI Employer Premiums | 3,300 |
| 502111 - Conferences & Conventions | 4,000 |
| 502112 - Staff Training & Development | 1,000 |
| 502113 - Local Transportation | 250 |
| 502119 - Business Travel and Expenses | 6,000 |
| 502121 - Postage | 100 |
| 502122 - Freight/Courier/Service | 300 |
| 502132 - Voice/Data Network Charges | 2,500 |
| 502134 - Cellular Phone | 2,300 |
| 502310 - Audit Fees | 6,250 |
| 502311 - Translation Fees | 500 |
| 502320 - Legal - Fees | 500 |
| 502330 - Professional Service | 2,000 |
| 502373 - Insurance Premiums | 12,000 |
| 502385 - Accident - Medical Benefits | 11,000 |
| 502392 - Consultants (expansion) | 30,000 |
| 502394 - Receptions / Luncheons / Hospitality | 7,000 |
| 502395 - Corporate Memberships | 15,500 |
| 502619 - Rental Buildings | 30,000 |
| 502660 - Rental - Equipment and Tools | 1,200 |
| 502692 - Parking | 250 |
| 505485 - Uniforms | 2,000 |
| 505990 - Office Supplies | 300 |
| 506173 - Office Furniture & Equipment | 4,000 |
| 506175 - Computers/Peripherals/Software | 4,000 |
| 508808 - Bank Service Charges | 100 |
| Administration | 380,450 |

Operational Expenses

| | | |
|--|--|------------------|
| | 502210 - Advertising/Promotion | 132,000 |
| | 506175 - Computers/Peripherals/Software | 2,500 |
| | 502329 - Non Professional Services | 18,050 |
| | 502392 - Consultants (Environics) | 20,000 |
| | 502396 - Outside Printing and Photograph | 25,000 |
| | 502928 - Community Events | 13,000 |
| | 505996 - Promotional Items | 1,000 |
| | 507197 - Donations/Sponsorships | 12,000 |
| 179101 - BIA SPAR MEDIA | | |
| 179106 - BIA SPAR PoutineFest | 502210 - Advertising/Promotion | |
| 179107 - BIA SPAR RibFest | 502210 - Advertising/Promotion | 95,000 |
| 179108 - BIA SPAR Canada Day | 502210 - Advertising/Promotion | 10,000 |
| 179109 - BIA SPAR BuskerFest | 502210 - Advertising/Promotion | 21,000 |
| 179110 - BIA SPAR Art Installation | 502210 - Advertising/Promotion | 50,000 |
| 179111 - BIA SPAR Winterlude | 502210 - Advertising/Promotion | 295,000 |
| 179113 - BIA SPAR Leasing Support Proj | 502210 - Advertising/Promotion | 40,000 |
| 179114 - BIA SPAR Pop Up Cinema | 502210 - Advertising/Promotion | 7,000 |
| 179115 - BIA SPAR Songs from the Shed | 502210 - Advertising/Promotion | 50,000 |
| Advertising, Promotion & Events | | 791,550 |
| Total Expense | | 1,172,000 |



6. 2024 Look Ahead

2024 City Motion and Direction to Staff

HCity Council, Standing Committee and Commission
Conseil, comités permanents et commission

Council Motion

Report / Agenda: City Council Agenda 28 – December 6, 2023
Rapport / Ordre du jour:

Item / Article: 12.1 - 2024 Draft Operating and Capital Budgets

Re: Public Realm – Downtown Ottawa Urban Design Strategy

Moved by / Motion de: **Councillor A. Troster**
Seconded by / Appuyée par: **Councillor J. Leiper**

WHEREAS Centretown community partners have expressed a desire to see more programming and street level animation in the neighbourhood;

WHEREAS public realm enhancements have a proven positive impact on physical health, mental well-being and public safety;

WHEREAS the upcoming Downtown Ottawa Action Plan, led by the Ottawa Board of Trade in collaboration with the City of Ottawa and other partners, as well as the forthcoming Downtown Revitalization Taskforce report call for significant investment in the public realm as a core strategy for fostering an economic and socially vibrant downtown;

WHEREAS the Downtown Ottawa Urban Design Strategy has not been updated since 2004;

WHEREAS significant public realm enhancement and investment is one of the cheapest and most effective cost ways cities can increase private investment and development in an area.

THEREFORE BE IT RESOLVED that a review and update of the Downtown Ottawa Urban Design Strategy be prioritized within the existing 2024 Public Realm Intervention Capital Account budget; and

BE IT FURTHER RESOLVED that a minimum of two pilot projects in Centretown, with associated public engagement, be prioritized within the existing 2024 Public Realm Intervention Capital Account budget.

Direction to staff

City Council / Conseil Municipal

Agenda/ Ordre du jour: FCSC Agenda 10

Report / Rapport:

Item / Article: 4.1

DIRECTION TO STAFF (Councillor J. Leiper)

Sparks St Public Realm Plan

The Sparks St Public Realm Plan was originally approved by Council in 2019, while the last major renewal for Sparks St was in 1989. Sparks St was the first public pedestrian only street in the country and is home to a variety of public assets, including the Bank of Canada museum, a wealth of public art and hosts key events such as Winterlude every year.

All reports that have been released on downtown revitalization, including the recent report from the Canadian urban institute on the state of Canada's downtowns highlight public realm investment as one of the key pillars of successful downtown revitalization. Public realm enhancements have a proven positive impact on physical health, mental well being and public safety.

Significant public realm enhancement and investment have been shown to be one of the cheapest but most effective ways cities can increase private investment and development in an area. While other areas downtown have received significant investment in public realm with projects (Lansdowne, the Byward Market District Authority, the Byward Market Public Realm Plan) Sparks Street requires increased public realm investment to fulfill the vision of a revitalized downtown.

1. That staff engage with the federal government to discuss the status of the Sparks Street public realm plan.
2. That staff report back to committee in Q2 2024 on the outcome of those discussions and updated costing for the Sparks Street public realm plan.
3. That staff prioritize interim repairs and improvements planned for Sparks St Public Realm as far as possible within existing resources in 2024 and provide the councillor's office, the Spark Street BIA, and the Sparks Street Mall Authority of these efforts.

BIA Expansion

- To create a better downtown economy
- To abdicate for more people living downtown
- Expand beatification
- To provide representation to small businesses in the core that have no support
- Survey complete. Information sessions will be held. Vote to take place in fall of 2024



Leasing Support Program

- Support property owner efforts to fill leasable spaces
- Marketing
- Broker Events
- Create Pop Up Program for potential businesses



Programming

- **Canada Day** – We will create a weekend of programming to make up for the lack of federal programming downtown.
- **Arts Installation** – we would like to create a Nuit Blanche event, partnering with other BIAs and group to encourage visitation
- **Songs from the Shed** – the BIA will continue its partnership with the Ottawa Music Industry Coalition to produce Songs from the Shed and expand our programming to Block 1.



la fête du
CANADA
Day

**Happy
Canada Day!**

10. Other Business

