



Sparks Street Mall Authority

2023 Annual General Meeting Report and Financials

Mandate

- To Our mandate is to maintain Sparks Street as an attractive destination encompassing local and national culture by offering:

- An exciting community mix that works collectively, is diverse, combining financial institutions, restaurants, shops, services, entertainment and more
- An outdoor environment where pedestrians have priority – an oasis away from traffic, a meeting space that provides a unique experience for families, tourists, and business
- Streetscape improvement and other amenities: Providing for more pedestrian-friendly lighting, signage, street furniture, planters, banners and sidewalk treatment
- An attractive destination that reflects local and national culture and heritage with historically significant and beautiful architecture, views to Parliament Hill and cultural landmarks
- A hub that connects downtown Ottawa – convenient and accessible, linking cultural centres and residential areas with hotels, retail, entertainment and dining destinations and residential areas of Ottawa Centre and beyond

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.

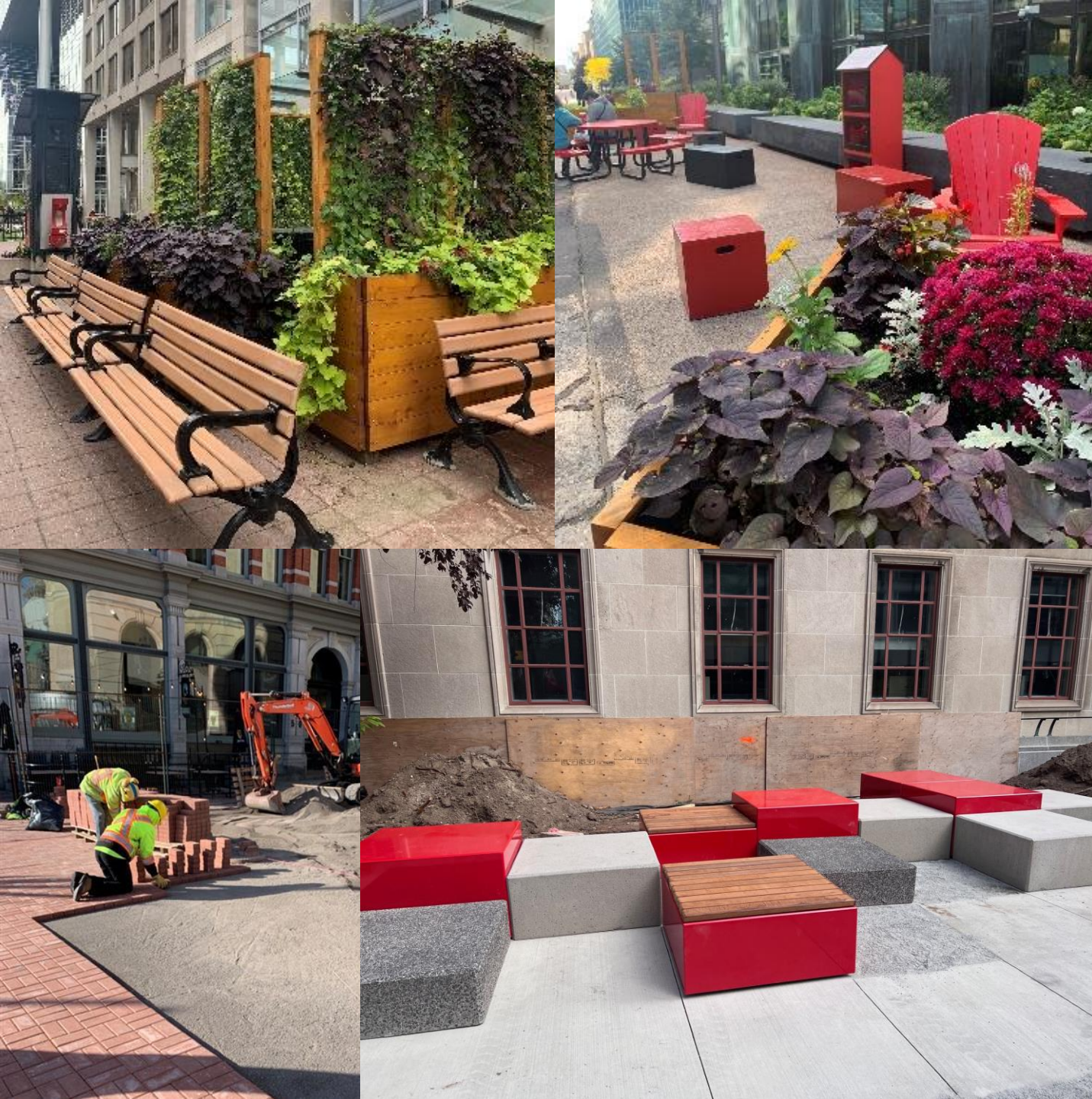
We worked with Stingray Media to promote Sparks Street throughout the year online and over the air on Hot 89.9 and Live 88.5

**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?

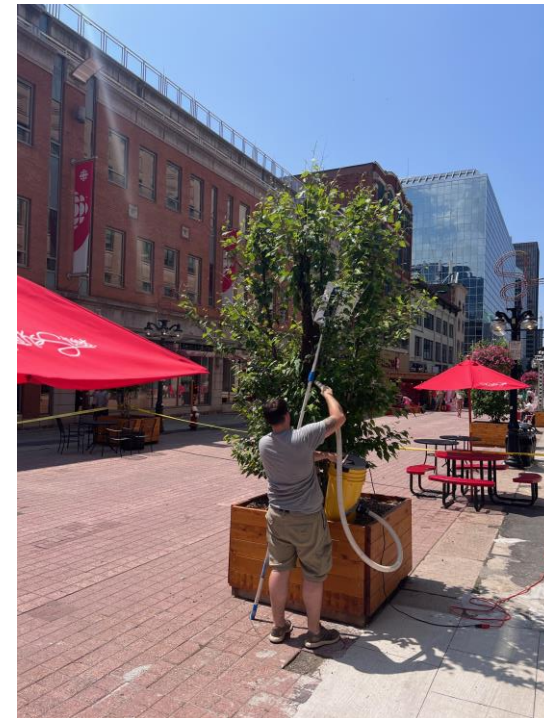
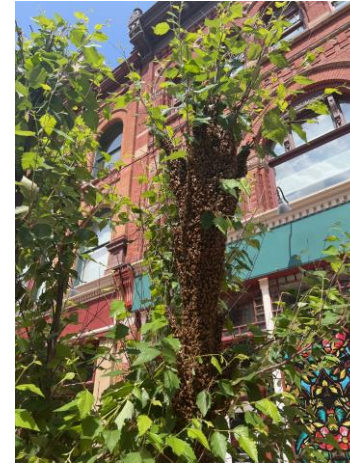
A Pollentician.

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



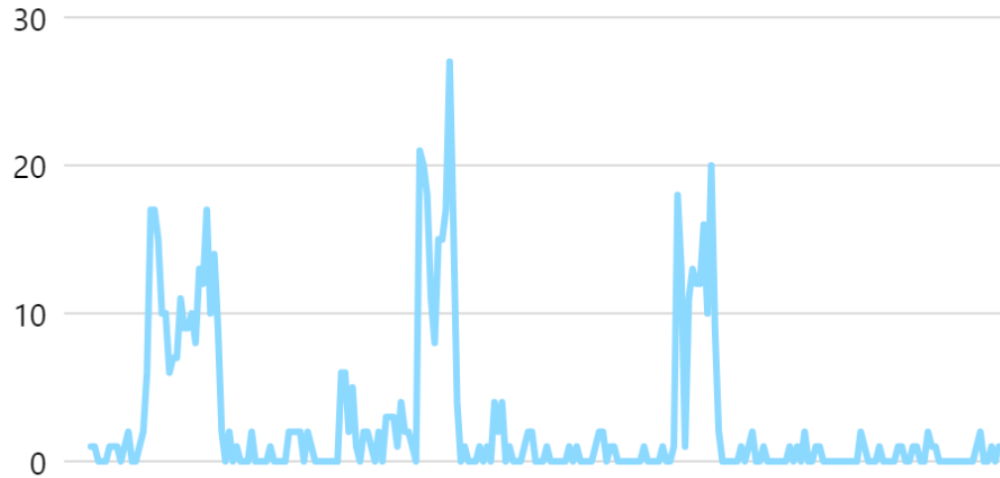
Memberships and Partners



Sparks Street Social Media: Analytic Snapshots Facebook

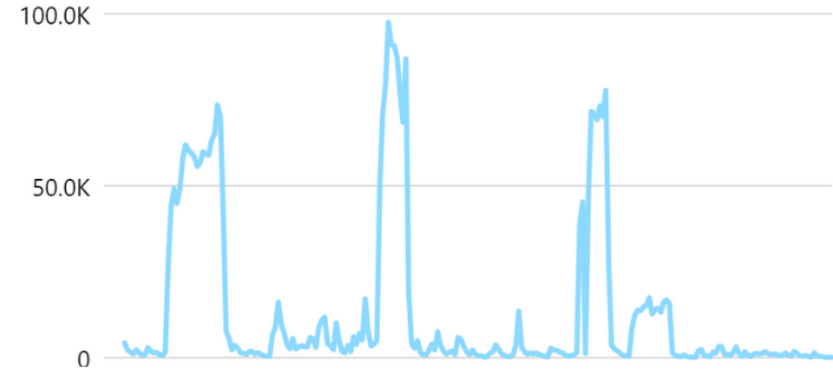
Facebook Page new likes ⓘ

668 ↑ 24.9%



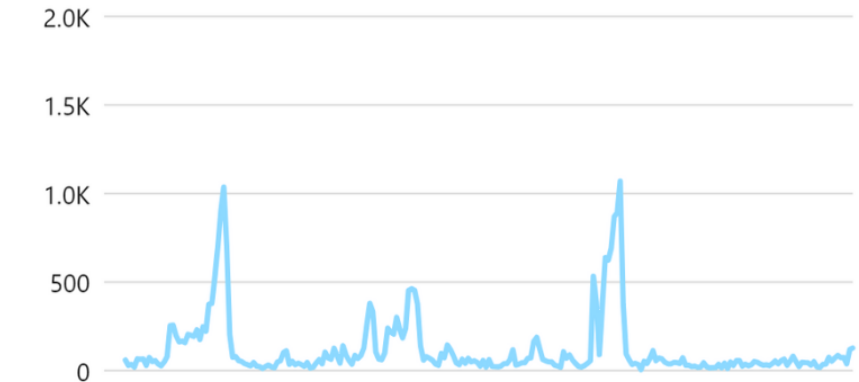
Facebook reach ⓘ

668,131 ↑ 79.1%



Facebook visits ⓘ

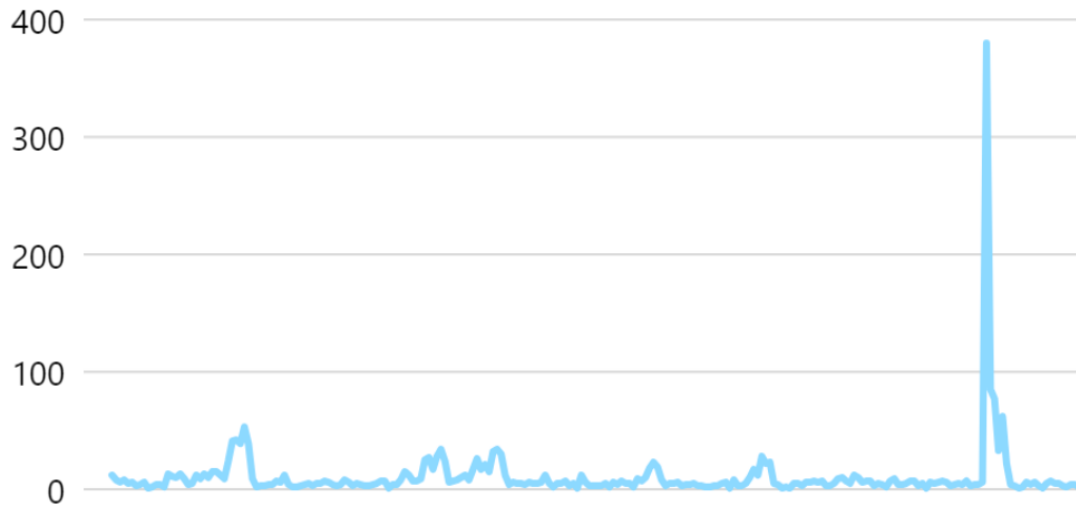
28,910 ↑ 57.2%



Sparks Street Social Media: Analytic Snapshots Instagram

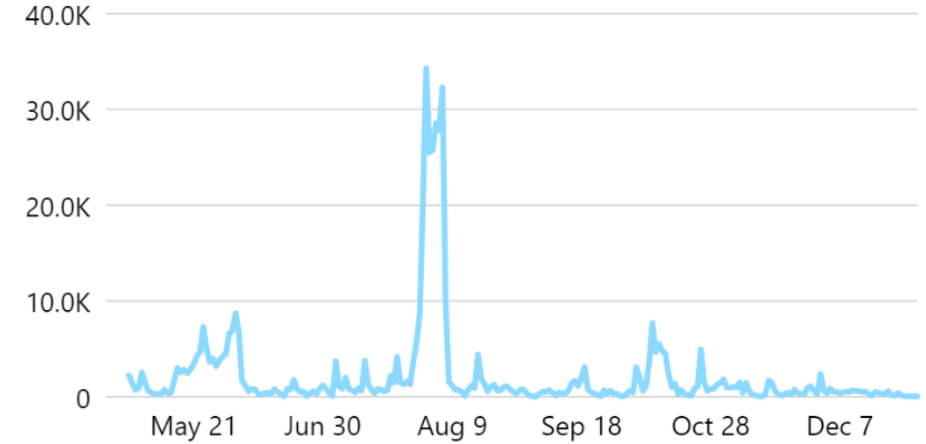
New Instagram followers ⓘ

2,557 ↑ 1.2K%



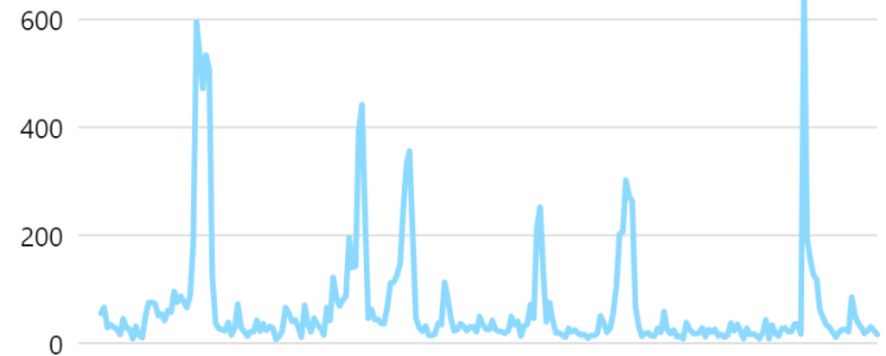
Instagram reach ⓘ

162,723 ↑ 203.6%



Instagram profile visits ⓘ

16,449 ↑ 47.3%



1/14/2024

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](#)

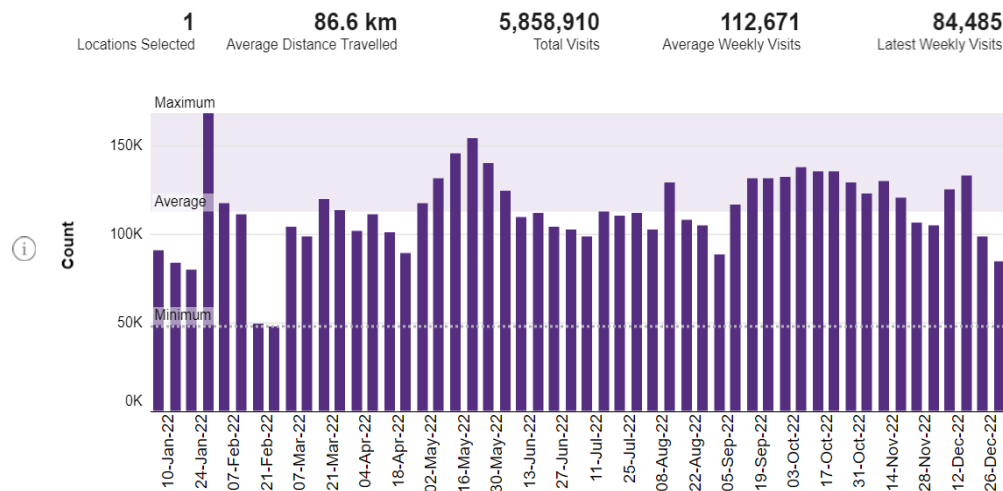
Avg. sessions by day



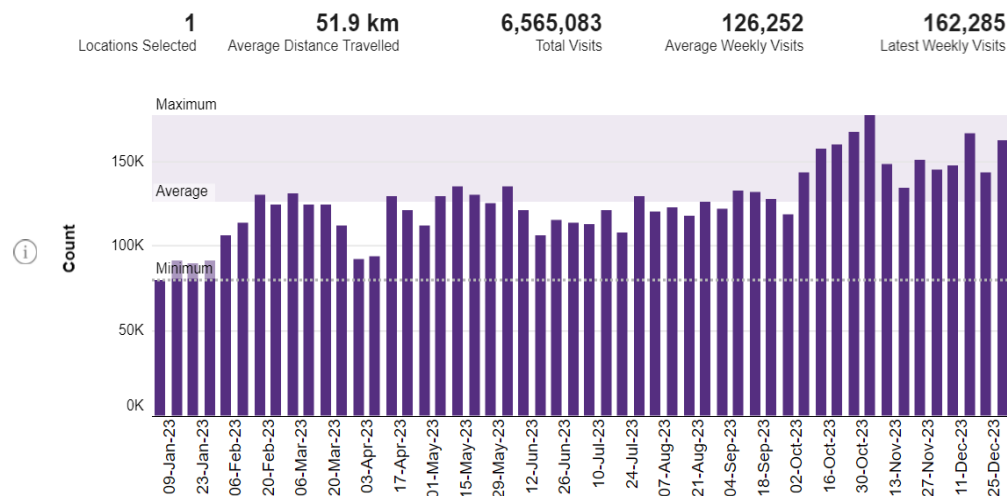
[See Full Report](#)

- 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



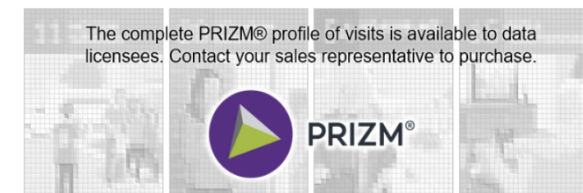
Total Foot Traffic by Week



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

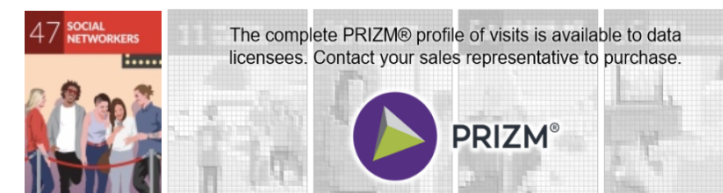
Top PRIZM Segments by Volume of Visits
No PRIZM® details available for time frame selected



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	\$24,280	\$24,341
Cash on deposit with the Corporation of the City of Ottawa	645,539	705,556
Accounts receivable	127,084	49,073
Total financial assets	796,903	778,970

Table 2 - Statement of Financial Position - Liabilities

Liabilities	2022	2021
Accounts payable and accrued liabilities [note 2]	13,907	10,116
Total liabilities	13,907	10,116
Net financial assets	782,996	768,854

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

Non-financial assets	2022	2021
Prepaid expenses	46,434	4,306
Tangible capital assets [note 3]	207,061	134,385
Total non-financial assets	253,495	138,691
Accumulated surplus	\$1,036,491	\$907,545

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	Budget 2022 [note 4]	Actual 2022	Actual 2021
Tax revenue	\$209,000	\$232,025	\$242,934
Payments in lieu of taxation	245,000	257,975	244,275
Sundry [note 5]	18,100	178,668	79,122
Total revenue	472,100	668,668	566,331

Table 5 - Statement of Operations - Expenses

Expenses	Budget 2022 [note 4]	Actual 2022	2021
Maintenance	308,100	278,672	253,202
Salaries	152,200	142,484	144,685
Professional and consulting	1,000	145	717
Depreciation	-	41,592	37,892
Rent	28,000	21,926	21,078
Office	111,500	47,175	34,259
Insurance	7,700	1,590	3,739
Tangible capital asset write-down	-	-	2,523
Electricity and water	1,600	2,192	2,351
Audit fees	3,000	3,946	4,067
Total expenses	613,100	539,722	504,513
Annual surplus (deficit)	(141,000)	128,946	61,818
Accumulated surplus, beginning of year	907,545	907,545	845,727
Accumulated surplus, end of year	\$766,545	\$1,036,491	\$907,545

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

	Budget 2022 <i>[note 4]</i>	Actual 2022	Actual 2021
Annual surplus (deficit)	(\$141,000)	\$128,946	\$61,818
Increase in prepaid expenses	-	(42,128)	(1,436)
Tangible capital asset write-down	-	-	2,523
Depreciation of tangible capital assets	-	41,592	37,892
Acquisition of tangible capital assets	-	(114,268)	(88,490)
Increase (decrease) in net financial assets	(141,000)	14,142	12,307
Net financial assets, beginning of year	768,854	768,854	756,547
Net financial assets, end of year	\$627,854	\$782,996	\$768,854

Statement of Cash Flows – Operating Activities

STATEMENT OF CASH FLOWS

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

Table 7 - Statement of Cash Flows - Operating Activities

Operating activities	2022	2021
Annual surplus	\$128,946	\$61,818
Add items not affecting cash		
Tangible capital asset write-down	-	2,523
Depreciation	41,592	37,892
Changes in non-cash working capital balances related to operations		
Increase in accounts receivable	(78,011)	(29,499)
Increase in prepaid expenses	(42,128)	(1,436)
Increase (decrease) in accounts payable and accrued liabilities	3,791	(25,571)
Cash provided by operating activities	54,190	45,727

Table 8 - Statement of Cash Flows - Capital Activities

Capital activities	2022	2021
Acquisition of tangible capital assets	(114,268)	(88,490)
Cash (used in) capital activities	(114,268)	(88,490)

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

Change in cash and cash equivalents	2022	2021
Net decrease in cash and cash equivalents during the year	(60,078)	(42,763)
Cash and cash equivalents, beginning of year	729,897	772,660
Cash and cash equivalents, end of year	\$669,819	\$729,897

Table 10 - Statement of Cash Flows - Cash Breakdown

Cash and cash equivalents consist of	2022	2021
Cash	\$24,280	\$24,341

Presentation of the 2024 Operating Budget



Revenue

Cost Centre	Cost Element	2023 Budget	2024 Budget
179404 - SMA Source of Financing	406005 - Contributions From Reserve Funds	-211,945	-255,300
179405 - SMA Patio Permits	407015 - Other Revenue	-	-
	407202 - Long Term Rents/Concessions	-40,000	-42,000
179408 - SMA Third Party Rental	407015 - Other Revenue	-20,000	-20,000
179420 - SMA Taxation	407001 - General Taxes	-238,177	-232,000
	407104 - Payment In Lieu	-251,823	-264,000
	507431 - Remissions	35,000	10,000
Revenues		-726,945	-803,300
179400 - SMA Executive Service	401005 - Federal Other Revenue	-258,900	-165,000
	407015 - Other Revenue	-	-
179401 - SMA Administration	407015 - Other Revenue	-40,000	-50,000
Administration		-298,900	-215,000
Total Revenue		-1,025,845	-1,018,300

Administration Expenses

179401 - SMA Administration	501110 - Compensation	188,000	226,000
	501405 - CPP Employer Contribution	8,050	8,100
	501406 - EI Employer Premiums	3,100	3,300
	502111 - Conferences & Conventions	2,000	4,000
	502112 - Staff Training & Development	1,000	1,000
	502113 - Local Transportation	250	100
	502115 - Non-Taxable Car Mileage	250	150
	502119 - Business Travel and Expenses	5,950	6,000
	502121 - Postage	400	100
	502122 - Freight/Courier/Service	500	300
	502132 - Voice/Data Network Charges	2,500	2,500
	502134 - Cellular Phone	2,300	2,300
	502310 - Audit Fees	3,000	6,250
	502311 - Translation Fees	500	500
	502320 - Legal - Fees	1,000	500
	502330 - Professional Service	800	1,500
	502373 - Insurance Premiums	1,500	2,500
	502385 - Accident - Medical Benefits	10,000	11,000
	502394 - Receptions / Luncheons / Hospitality	750	1,000
	502619 - Rental Buildings	52,000	30,000
	502660 - Rental - Equipment and Tools	1,200	1,200
	502692 - Parking	-	100
	502912 - Licences & Permits	250	100
	505485 - Uniforms	1,000	1,000
	505990 - Office Supplies	1,000	300
	506173 - Office Furniture & Equipment	4,000	5,000
	506175 - Computers/Peripherals/Software	3,000	5,000
	508808 - Bank Service Charges	45	100
Administration		294,345	319,900

Operational Expenses

179402 - SMA Maintenance	502131 - Cablevision & Communications	4,000	-
	502397 - Janitorial & Laundry Services	17,500	15,000
	502441 - R & M - Grounds	266,000	275,500
	502444 - R & M - Vehicles	3,500	3,500
	502674 - Streetlighting	32,500	70,000
	502892 - Water Purchase	1,500	1,500
	502912 - Licences & Permits	1,000	1,000
	505348 - Hydro	100	100
	650502 - RPAM Materials	600	500
	660102 - RPAM Labour	1,000	1,000
	660112 - RPAM Equipment	300	300
179407 - SMA Sidewalk Maintenance	502441 - R & M - Grounds	20,000	15,000
179409 - SMA Public Realm	502210 - Advertising/Promotion	211,000	270,000
179410 - SMA Winterlude	502210 - Advertising/Promotion	172,500	45,000
Maintenance		731,500	698,400
Total Expense		1,025,845	1,018,300



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.





Sparks Street Mall Authority

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