ANNUAL REPORT 2022

PRESTON STREET BIA
OCTOBER 11, 2022

PRESTON ST. BIA
Little Italy
Preston Street | OTTAWA

ANNUAL REPORT 2022

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ANNUAL GENERAL MEETING

Notice is Hereby Given

That the 2022 Annual General Meeting (AGM) of the Preston Street Business Improvement Association (Preston Street BIA) will be held on Tuesday, October 18th, 2022 at Sala San Marco.

Please review the 2022 Annual Report in advance of the AGM. We ask that all questions be submitted to the Board in advance, by email, no later than Friday, October 14th, 2022. Please email all questions to info@prestonstreet.com.

Agenda

6:00 Arrival, Registration, Mingling Time
6:45 Dinner is Served
7:00 Meeting Commences
- Introduction of Board of Directors
- Approval of the 2022 Minutes
- Approval of the Agenda
- Welcome Video

7:15 Chairwoman's Report
7:30 Treasurer's Report, Presentation of 2023 Budget
7:45 Vote to Approve 2023 Budget
7:50 Vote to Approve the New Board
8:00 Annual General Meeting Called to a Close

A Year's Overview

CHAIRWOMAN'S REPORT

Cont'd

Just like every retailer and service provider in the country and around the globe, the Preston Street Business Improvement Association worked harder than ever this year to connect with our members, our partners, and our community as the world began to reopen post-pandemic.

After starting the year in lockdown, the efforts of the BIA Board and staff, including our programs and grant projects, were focused largely on welcoming the community back to the Little Italy; safely and successfully. This year saw the return of our events and festivals, as well as the creation of new partnerships and programs on the street. It was a gift to be able to open our doors to old friends and new patrons following two years of changing public health restrictions.

Supporting our Members Through the Pandemic

In 2020, when the BIA was first made aware of the Covid-19 pandemic, the Board quickly moved to reduce the levy by fifty percent to ease the financial burden on our members. The levy remained at fifty percent the pre-pandemic levy for all of 2020 and 2021. In 2022, the Board voted to approve an increase of twenty-five percent, so that members would still retain much of their normal levy payment. This decision was made in an effort to support the slow recovery of our local businesses.

At the beginning of 2022, your Board of Directors and BIA staff worked diligently to give the membership the support they needed by quickly dispersing important information about changing public health restrictions, staff and customer screening, vaccine requirements, and access to grant funding.

In March, when businesses in Ottawa were impacted by the Freedom Convoy Occupation, the BIA worked with the Ottawa Coalition of Business Improvement Areas (OCOBIA) to deliver financial support to our members through the Downtown Business Relief Fund. Through this program, more than forty of our main street small businesses received the direct support they needed to recover.

With gatherings and indoor/outdoor dining returning in full swing this summer, it was a pleasure to see events taking place in our community once again, including the Tulip Festival and Ottawa Italian Week. New partnerships, coinciding with a shared goal to bring traffic back to Preston Street, saw the creation of a summer outdoor market program in May, bringing new faces to Little Italy.

A Year's Overview

CHAIRWOMAN'S REPORT

Cont'd

A Thank You to our Funders

With a safe reopening at the centre of our strategy for 2022, your BIA staff diligently pursued both municipal and provincial grants to support the revitalization of our main street and the successful return of our events and programs.

As a result, the BIA is pleased to have brought in over $85,000 in grant funding (to date) for revitalization, programming, animation, and marketing projects this year alone. With this, another $120,000 in grant funding has been awarded to the BIA for 2022 and is to be received by the year end.

Thank you to the City of Ottawa's Downtown Recovery Fund for supporting the creation of an outdoor market program in Little Italy this year.

A big thank you to the Canadian Urban Institute for selecting the Corso Italia; Revitalized project for financial support through the My Main Street Program. My Main Street is a two-year, $23.25-million investment by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario), delivered by CUI and the Economic Developers Council of Ontario (EDCO).

Corso Italia; Revitalized, began in March of 2022 and will continue until the end of the year. Repairing local landmarks, restoring public spaces, beautification through public

artwork, and animation of the street through programming and community events, are among the many initiatives that have been, and continue to be, undertaken as part of the revitalization project.

In June, we were proud to bring the Italian Festival back to Preston Street as part of Grand Finale Weekend. Thank you to our partner organizations, the Ferrari Club of America – Ottawa Chapter, The Italian Car Club of Ottawa, Bike Race Ottawa, Italian Week Ottawa, and the City of Ottawa for making this event a success.

Thank you to the Ministry of Tourism, Culture and Sport, along with the Reconnect Tourism and Events Program, for providing grant funding for this keystone event in Ottawa's Italian-Canadian community.

A Year's Overview

MARKETING REPORT

With the province permitting the return of in-person events and festivals this spring, the marketing team had a very active year programming the street and bringing back well-anticipated events, all while encouraging the community to rediscover Ottawa's Little Italy. It was with great pleasure that we were able to bring the Italian Festival back as part of Grand Finale Weekend in June. Following a two-year hiatus, the festival once again transformed Little Italy into a concourse of rare automobiles and outdoor dining, honouring an over 47-year tradition.

This year, for the first time since 2019, Preston Street was filled with people, patios, and performers on Father's Day Weekend. Despite inclement weather on Friday, June 16th, the Italian Car Parade and Ferrari Demo Zone on Saturday, June 17th saw an incredible turnout, while onlookers for the 48th Annual Preston Street Bicycle Races filled the south-end of the street on Sunday.

Although this year's festival brought with it unique challenges resulting from industry changes during the pandemic, planning of the event saw unprecedented collaboration between partner and community organizations. We look forward to bringing the festival back in a new and improved capacity next year, with greater connectivity for attendees and greater collaboration among its constituents.

With the summer coming to an end, the BIA will continue to partner with Freewheeling Craft to bring the Preston Street Market to Little Italy. On September 1st, the market returned to the street as a weekly series, offering unique artists and community outdoor yoga for attendees. We look forward to expanding the market series next year and exploring new options for partnerships with our member businesses through this unique program.

Street Improvements

With so much happening in Little Italy this spring and summer, a main goal of the BIA Board and staff was to revitalize and beautify the street in preparation for the busy tourist season ahead. In June, we introduced new banner flags showcasing a fresh brand that paid homage to our roots while signifying a new direction for the BIA. New tree guard signs, along with feather banners and branded market signage, decorated Preston Street during our events in the spring and summer months. These improvements, along with power washing

A Year's Overview

MARKETING REPORT

Cont'd

of our storefronts and public spaces in April, were funded by the Canadian Urban Institute through the My Main Street program. With this, we continued to maintain our assets including the Little Italy lights on the Carling archway and Queensway bridge, bollard lights, Historical Mural Project, tree lights, Bambini, graffiti remediation, and vinyl wraps.

Social Media

The reopening of our businesses and the return of our festivals brought with them many unique opportunities for social media marketing and promotion. This year, the BIA explored new mediums to connect with the community and advertise for our member businesses. This included the successful introduction of TikTok and Instagram Reels to our marketing plan. With this, new partnerships with local influencers and media sources resulted in an over thirty percent increase in followers on Instagram and over five hundred new followers on Facebook. Curating an audience of engaged consumers remains a top priority of the marketing team for 2022 and the year ahead.

The BIA has continued to produce the very successful People on Preston video series to showcase our member business owners and their stories.

LOOKING AHEAD

With so much local development taking place in the Little Italy area, there has never been a more exciting time to be a business owner, property owner, or resident in our community.

Claridge Icon Tower, the largest residential tower in Ottawa, is now fully occupied. SOHO Italia is a new 30-storey residential building that will see luxury rentals added to our south-end. Envie Suites and Nuovo Apartments offer affordable rentals for young professionals at three new builds in and around our boundary. Waterford Property Group has plans to complete a 30-storey residential tower extension at Preston Square.

At the same time, the first phase of the Rochester Heights Redevelopment, 811 Gladstone, was completed this fall. Once finished, this project will see 410 new affordable units of mixed-used housing, along with ground-floor commercial space, added to our eastern boundary.

At the end of August, we were excited to report that the LRT had concluded their work on the Trillium Multi-Use Pathway, meaning that the temporary bike lane, which had been rerouted onto Preston Street in 2019, would now be removed. As a result, we have regained over 40 on-street parking spots to support vehicle access to our main street businesses.

Looking ahead, it is without doubt that major changes are coming to Ottawa's Little Italy; changes that will transform the civic and commercial landscapes of the Preston Street BIA. At our south-end, the Civic Hospital Redevelopment will bring dramatic change to the Carling and Preston intersection and entrance to Dow's Lake through a five-year, $2.8 billion project to build a new state of the art hospital in Ottawa. The Preston Street Bridge Replacement is slated to take place in 2024 but will have impacts on Preston Street as early as June of next year.

Finally, the recently announced Lebreton Flats Redevelopment, which has proposed to bring a new NHL arena to the intersection of Albert and Preston, will transform the north-end and bring major opportunity for new customer bases and traffic on Preston Street.

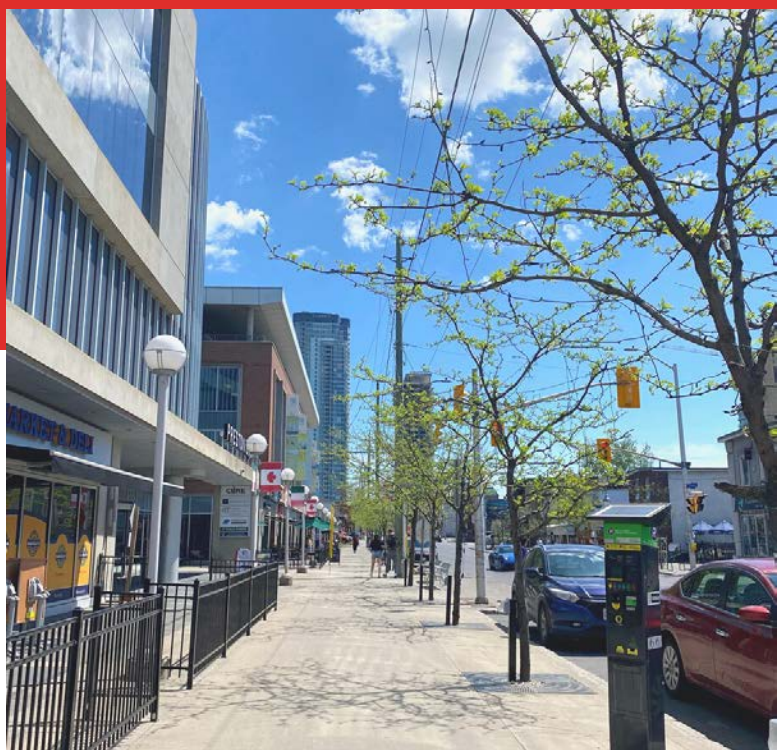
A Final Note

Connection is the foundation of our community. While the past two years have presented unique challenges, it is without doubt that our strength as a community, along with our ability to connect with one another, has been our greatest asset. The unique resiliency of the small business network continues to be the backbone of our communities in Ottawa and across the globe. The Preston Street BIA looks forward to the year ahead, when we can expand on new directions, invite the broader community to explore the offerings of Preston Street businesses, and continue to establish Little Italy as the best place to work, play, and live, in the National Capital Region.

Rendering thanks to SOHO Italia

Looking Ahead

PRESENTING THE 2023 BUDGET



Your BIA Board has worked hard to develop a budget that meets your service and programming needs for the year ahead. With events and festivals returning in full capacity, the proposed budget will allow the BIA to deliver the services, programs, advocacy, and promotion that members expect and rely on. The levy will be increased by 10% from 2022, up to 85% the pre-pandemic levy in 2023. This increase will support the return of our annual programs yet remains conducive to the recovery of our member businesses.

In early 2022, as new grants were announced to support the post-pandemic revitalization of downtowns across Ontario, the BIA diligently applied to all funding opportunities available to us. As a result, we have brought in over $85,000 in non-repayable grants to date this year alone. The BIA will continue to pursue funding opportunities that support expansion and revitalization in the year ahead.

With this, the Board has worked to cut operating and overhead expenses over the last few years by downsizing office space, cutting unnecessary expenses, and finding better rates for printing, internet, and other administrative amenities. In 2021, we signed a new lease and rental rate which will result in annual savings of $18,800 in office and administration expenses at the year end, compared to 2020.

Key Highlights

- The levy will be increased by 10% from 2022 to 85% the normal levy in 2023.
- The event budget for Italian Festival in 2023 reflects actual spending from 2022, which saw increases in the cost of road closure and security personnel, paid-duty police, and increased sponsorship amounts to maintain event quality amid supply shortages and price increases.
- An increase of $28,000 has been added to the Maintenance and Operating budget to 1) repair the green neon on the Carling Archway, 2) help prepare and manage expectations for the preliminary work for the bridge lift, and 3) reflect the return of pre-pandemic rates for Nutrilawn and Goodbye Graffiti.

		2022 BUDGET	2022 YTD ACTUAL	2023 BUDGET
Revenues				
Total Levy		$345,000.00	$340,127.00	$391,000.00 *
Supplementary Assessment			-$7,064.00	
Remissions			$807.00	
Grant Revenue				
OCOBIA			$8,455.00	
My Main Street - Acc		$57,500.00	$25,000.00	
My Main Street - Act			$19,916.00	
Bilingual Ottawa			$8,100.00	
Downtown Recovery Fund			$15,000.00	
City Graffiti Grant			$13,000.00	
Total Grant Revenue		$57,500.00	$89,471.00	
Event Revenue			$2,086.00	
Total Revenues		**$402,500.00**	**$425,427.00**	**$391,000.00**
Expenses				
Office and Administration	**Note 1**	$167,100.00	$102,437.00	$142,000.00
Marketing and Events	**Note 2**	$187,400.00	$199,499.00	$160,000.00
Maintenance and Street Décor	**Note 3**	$52,000.00	$33,067.00	$80,000.00
Total Expenses		**$406,500.00**	**$335,003.00**	**$382,000.00**

Note 1 - Office and Administration	**2022 Budget**	**2022 YTD Actual**	**2023 Budget**
Compensation	$120,000.00	$71,652.00	$100,000.00
CPP Employer Contribution	$6,400.00	$3,766.00	$6,400.00
EI Employer Premiums (D&O's Insurance)	$500.00	$1,559.00	$1,560.00
Freight and Courrier Services	$0.00	$20.00	$0.00
Cellular Phone(s)	$2,750.00	$980.00	$1,950.00
Audit/Legal Fees	$3,200.00	$3,053.00	$3,200.00
Professional Service	$0.00	$728.00	$0.00
Insurance Premiums	$5,000	-$771.00	$2,500.00
Employee Medical Benefits	$4,250.00	$3,583.00	$4,250.00
Receptions, Lunches and Hospitality	$1,000.00	$1,637.00	$1,000.00
Corporate Memberships	$5,000.00	$5,337.00	$5,500.00
Building/Facilities Rental	$11,000.00	$6,276.00	$11,000.00
Parking	$0.00	$0.00	$200.00
Signage (Admin)	$0.00	$128.00	$190.00
Office Supplies and Printing	$500.00	$169.00	$250.00
Computer Peripherals and Software	$7,500.00	$2,474.00	$2,000.00
Late Payment/Interest Charges	$0.00	$70.00	$0.00
Conferences and Conventions	$0.00	$1,776.00	$2,000.00
Total	**$167,100.00**	**$102,437.00**	**$142,000.00**

Note 2 - Marketing and Events	**2022 Budget**	**2022 YTD Actual**	**2023 Budget**
Professional Service - Website	$3,100.00	$4,642.00	$3,100.00
General Advertising and Promotion	$0.00	$0.00	$3,700.00
Donations and Sponsorships	$4,000.00	$12,000.00	$10,000.00
Winterlude	$10,000.00	$0.00	$10,000.00
Presdelicious	$2,000.00	$0.00	$0.00
Tulip Festival	$5,000.00	$5,000.00	$5,000.00
Italian Festival			
Italian Car Parade	$8,000.00	$13,000.00	$13,000.00
Ferrari Festival	$25,000.00	$30,000.00	$30,000.00
Preston Street Bicycle Race	$15,000.00	$15,000.00	$15,000.00
Road Closure/Security and Police	$40,000.00	$43,841.00	$45,000.00
Advertising and Animation	$15,000.00	$13,112.00	$15,000.00
Meetings and Hospitality	$300.00	$143.00	$200.00
Italian Festival Total	$103,300.00	$115,096.00	$118,200.00
La Vendemmia	$10,000.00	$0	$10,000.00
Grant Projects	$50,000.00	$62,761.00	$0.00 **
Total	**$187,400.00**	**$199,499.00**	**$160,000.00**

Note 3 - Maintenance and Street Decor	2022 Budget	2022 YTD Actual	2023 Budget
Electrical Repair and Maintenance	$5,000.00	$5,674.00	$5,000.00
Archway and Overpass Maintenance	$2,000.00	$7,484.00	$15,000.00
Graffiti Management and Street Cleaning	$11,000.00	$9,612.00	$14,500.00
Treelight Maintenance (Nutrilawn)	$31,000.00	$8,648.00	$31,000.00
Seasonal Banner Changes	$0.00	$0.00	$5,000.00
Hydro for Treelights	$3,000.00	$1,624.00	$3,000.00
Bridge Replacement Expenses	$0.00	$0.00	$5,000.00
Signage	$0.00	$25.00	$1,500.00
Total	**$52,000.00**	**$33,067.00**	**$80,000.00**

*The difference between the approved levy for 2022 and the actual levy payment for 2022 is a PILT underpayment of $4,873
**Grant Project spending is as follows:

My Main Street - Accelerator	BIA Ambassador Program
Consultant Fees	$15,773.00
Outside Printing and Photography	$135.00
Parking	$161.00
Total	**$16,069.00**

My Main Street - Activator	Corso Italia; Revitalized Project
Professional Video Services	$3,155.00
General Maintenance	$4,624.00
Signage	$15,941.00
Artwork	$1,338.00
Advertising and Promotion	$2,544.00
Total	**$27,602.00**

Downtown Recovery Program	Outdoor Markets Program
Advertising and Promotion	$2,270.00
Community Events and Performers	$3,070.00
Signage	$3,628.00
Miscellaneous Supplies	$1,676.00
Promotional Items	$8,446.00
Total	**$19,090.00**

Total Grant Spending	**$62,761.00**

2023-2027 BOARD OF DIRECTORS CANDIDATES

Marcus Filoso

Aquilina Urban Parking

Joey Frangione

Preston Hardware

Claudio Lepore

St. Anthony's Soccer Club

Steve Moffatt

Waterford Property Group

Sabrina Mtanos

Avenue North Realty

Shane Olsen

Heart and Crown

Lauryn Santini

Santini Gallery

Tony Zacconi

Sala San Marco
Mercato Zacconi

City Council Appointee

Lindsay Childerhose

Preston Street BIA Staff
Executive Director