

Little Italy

MEMBER BOOKLET

LITTLE ITALY BUSINESS
IMPROVEMENT AREA (BIA)



WELCOME TO OTTAWA'S LITTLE ITALY!

As a BIA member, you are now part of a collective of local businesses working together to attract customers and advocate for a vibrant business environment. Through coordinated marketing, events, streetscape improvements, and representation at City Hall, the BIA delivers services and initiatives that support individual businesses and the area as a whole. We're glad to have you as part of the community and look forward to working together!



WHAT IS A BIA?

A Business Improvement Area (BIA) is a defined business district where local businesses work together to support and enhance the area. Funded through an annual levy collected by the City, BIAs invest in marketing, events, streetscape improvements, and advocacy to strengthen the local business environment.

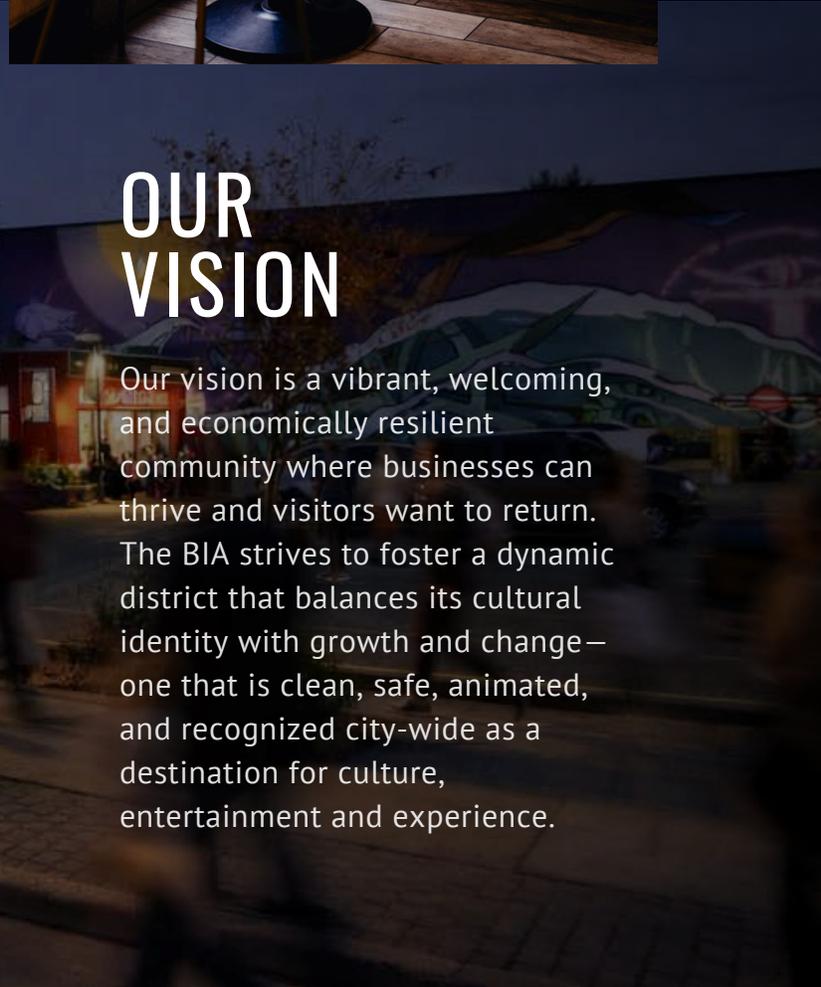
OUR MANDATE

The Little Italy Business Improvement Area represents and supports businesses within its boundaries by delivering area-wide marketing, streetscape improvements, events, and advocacy. We work collectively on behalf of our members to promote, beautify, animate and advocate for the Little Italy area.



OUR VISION

Our vision is a vibrant, welcoming, and economically resilient community where businesses can thrive and visitors want to return. The BIA strives to foster a dynamic district that balances its cultural identity with growth and change—one that is clean, safe, animated, and recognized city-wide as a destination for culture, entertainment and experience.



MEMBER BENEFITS

AREA MARKETING & PROMOTION

The BIA promotes the district through coordinated marketing campaigns, tourism initiatives, media partnerships, and an online business directory that increases visibility for member businesses.

SIGNATURE EVENTS & FOOT TRAFFIC

Members benefit from increased customer traffic generated by major events and seasonal programming, including the Ottawa Italian Festival, Winterlude activations, and other street-level initiatives.

ACCESS TO GRANT FUNDING

The BIA connects members to available small business grants and funding opportunities through OCOBIA and other partners, with guidance and support navigating applications.

MARKETING & DIGITAL SUPPORT

Members can access practical marketing support, digital adoption programs, and promotional tools designed to help businesses grow and stay competitive.

STREET & PUBLIC REALM IMPROVEMENTS

The BIA invests in streetscape enhancements such as lighting, signage, murals, and beautification projects that improve the look, feel, and overall experience of the area.

FREE GRAFFITI REMOVAL

Members receive free, year-round graffiti removal through the Goodbye Graffiti program, helping keep storefronts clean, professional, and welcoming at no additional cost.

CITY ADVOCACY & REPRESENTATION

The BIA acts as a collective voice for local businesses, advocating with City Council, municipal departments, and partner organizations on issues that directly affect the district.

COMMUNITY SAFETY & CLEANLINESS

The BIA works with City services and community partners to support safety initiatives, cleanliness, and maintenance that contribute to a positive business environment.



ABOUT THE BIA BUDGET

The BIA is funded through an annual levy paid by commercial property owners within the BIA boundary and collected by the City of Ottawa.

ANNUAL BUDGET

Each year, the Board prepares a proposed budget outlining planned programs, services, and investments, which is presented to members for approval at the AGM and later adopted by the City of Ottawa. Levy funds are returned to the BIA to deliver programs and services on behalf of the district.

GOVERNANCE

The BIA is governed by a volunteer Board of Management made up of local business owners and managers from within Ottawa's Little Italy. Board members are elected by the membership every four years and are responsible for setting the strategic direction of the BIA.

HOW MUCH IS MY LEVY?

Each year, your BIA levy is calculated by the City of Ottawa, using a standardized formula based on the approved BIA budget and property assessments.

$$\text{Your BIA Levy} = \text{BIA Rate} \times \text{Your Property's MPAC Assessment}$$

The BIA rate is set annually by the City of Ottawa based on assessed values and property class tax ratios.

For more information on your levy, reach out to info@prestonstreet.com.



HOW THE LEVY WORKS



1.

The BIA Board of Management prepares the annual budget.



2.

BIA members review and approve the budget at the Annual General Meeting (AGM).



3.

The approved BIA budget is formally adopted by the City of Ottawa



4.

The Municipal Property Assessment Corporation (MPAC) conducts property assessments.



5.

The City of Ottawa sets the BIA tax rate based on property class, and uses that to determine individual levy amounts based on MPAC assessments.



6.

The collected levy is provided to the BIA. The BIA gets to work on programs, services and investments!

PLACEMAKING

We are committed to continued investment in Little Italy to strengthen the street as a vibrant, welcoming destination that reflects the area's unique cultural identity. The BIA is advancing major streetscape and placemaking projects, including gateway-level initiatives that help define and announce Little Italy as a distinct district, designed to improve the pedestrian experience, and support long-term growth and vibrancy along the street.



OUR TEAM

The Little Italy BIA is governed by a volunteer Board of Directors made up of local business and property owners from within the district. The Board provides strategic direction, financial oversight, and governance to ensure the BIA's work reflects the needs and priorities of the membership.

Board members play a key role in shaping initiatives related to events, streetscape improvements, advocacy, and long-term planning for the area.

CONTACT THE BIA

Our BIA is supported by a small staff team that manages day-to-day operations, coordinates projects and events, and leads marketing and communications efforts.

General Inquiries, Member Engagement and Support

info@prestonstreet.com
343-298-1178

Marketing, Communications, and Events

social@prestonstreet.com
613-408-0368

QUESTIONS

SERVICE REQUESTS

For City of Ottawa waste collection, street and sidewalk maintenance, damaged garbage bins, water main breaks, tree removal or comments / complaints, please call 3-1-1.

QUESTIONS ABOUT THE COMMUNITY

Ward 14 Ottawa City Councillor
Office of Ariel Troster
613-580-2484
ariel.troster@uottawa.ca

COMMUNITY POLICE OFFICER

Daniel Sinclair
Community Police Officer
Centretown West
613-236-1222 ext. 6324
sinclaird@ottawapolice.ca

NEEDLE PICK UP

Do not pick up or touch the needle without the proper supplies and knowledge of needle disposal. Please call 3-1-1. If you need this cleaned up more immediately than can be done by the City of Ottawa, please call the Community Response Team at the numbers listed.

COMMUNITY RESPONSE TEAM

Can respond to issues such as people in distress, public drug use and clean-up of needles or other items.

City of Ottawa
311 or needlereporting@ottawa.ca

613-447-0029 or
homelessoutreach@swchc.on.ca
Available Mon – Sat, 12pm – 7pm

