




Business Improvement Areas in the City of Ottawa

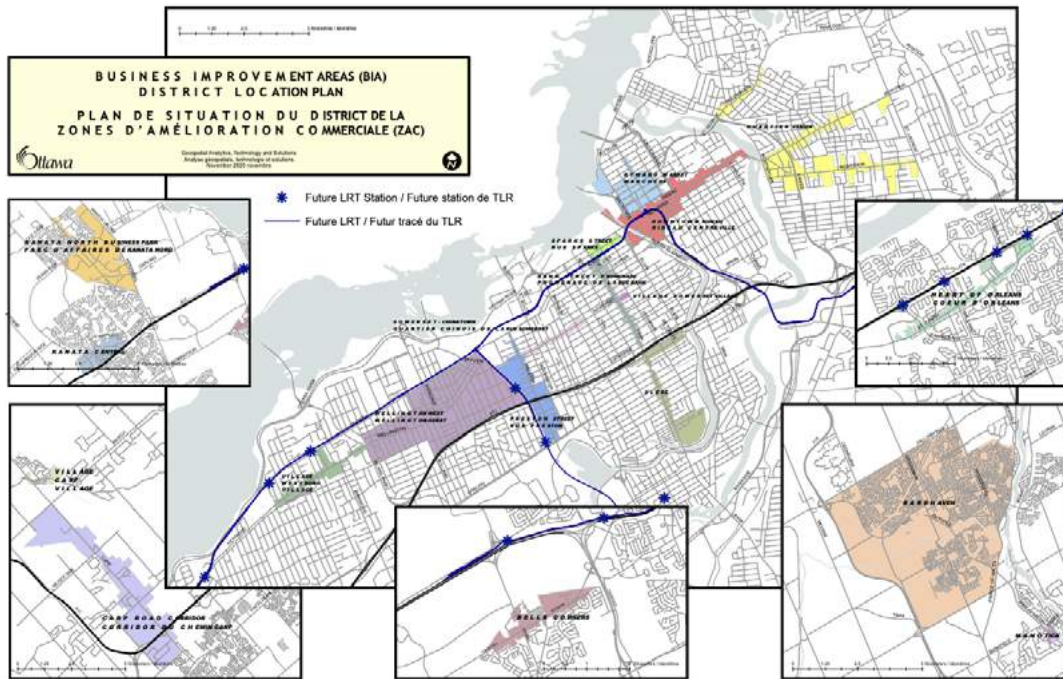


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Business Improvement Areas

As stewards of our districts, BIAs are the eyes on the street and boots on the ground in direct sight and experience of issues impacting the area, its businesses, and people who live and work there. BIAs form a symbiotic relationship with residential communities and contribute to the vitality and liveliness of Ottawa's neighbourhoods. Our BIAs are key economic and social drivers of our city.

BIAs are Local Boards of Council in municipalities. Ottawa's 19 designated Business Improvement Areas are located in urban, suburban and rural Ottawa. Each is unique and they are much more than 'shopping districts' or places to zip through in a transactional sense. They are here to linger in, to stroll through, to experience, to enjoy, and to contribute to everyday quality of life.

What is a BIA?

A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that allows local business people and commercial property owners and tenants to join together and, with the support of the municipality, to organize, finance, and carry out physical improvements and promote economic development in their district.

A BIA is a body established by a municipality using the specific business improvement area provisions in the Municipal Act, 2001. It is governed by a board of management.

Business and property owners or others can request that a BIA be designated by a municipal bylaw. BIAs are local entities. The legislation states they are local boards. People also refer to the geographic area designated by a municipality for a BIA as the BIA.

There are now over 500 BIAs across Canada, and over 270 in Ontario alone. Ottawa has 19 Business Improvement Areas.

The oldest BIA in Ottawa is Bank Street BIA, established in 1977.



Bank Street BIA

How is a BIA funded?

Businesses provide input to shape the budget, and vote on the budget annually at the Annual General Meeting (AGM). The City collects a levy from commercial property owners (usually derived from tenants), and provides it to the BIA.

1



BIA Board of Directors Prepares an Annual Budget

The budget covers the operations of the BIA, programs for members, beautification of the mainstreet, marketing of the area and more.

2



BIA Members Approve Annual Budget

The members of the BIA approve the presented budget at the Annual General Meeting by vote.

3



City Council Approves the Budget

Each year the BIA presents their budget to City Council for approval.

4



BIA Levy is Calculated

Annual BIA levy is calculated by dividing the budget set by the BIA by the total taxable assessment for the area.

5



BIA Levy is Collected and Transferred

The levy is directly transferred to the BIA's operational account to be used according to the approved budget.

6

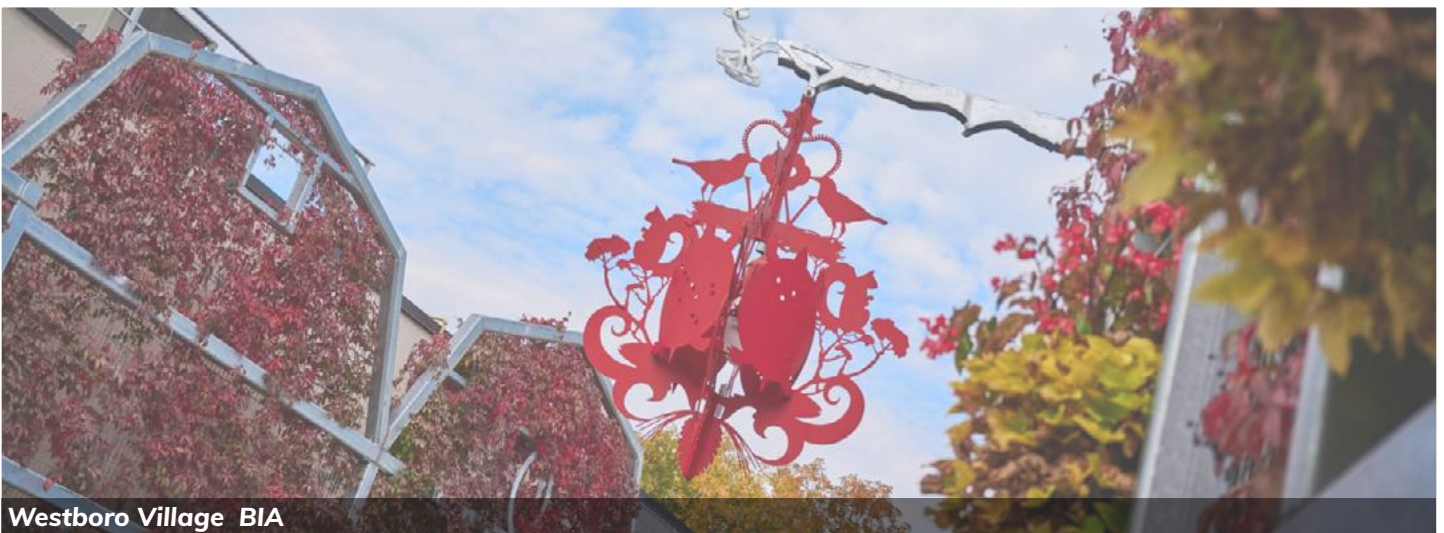


BIA gets to work

The BIA executes on the operational plan set forth by the Board as presented to members at the Annual General Meeting.

A BIA is led by a volunteer Board of local business and commercial property owners. A BIA consults with businesses throughout the year: there are monthly meetings to plan and develop initiatives, and an annual general meeting to approve a draft budget and elect Board members. Participation and input are welcome!

BIAs are Accountable and Inclusive



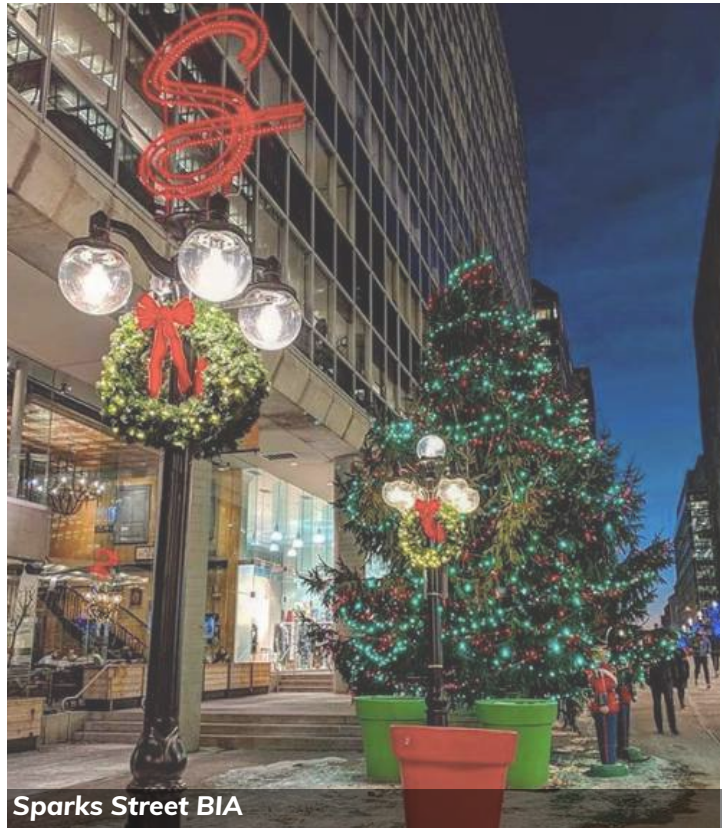
Westboro Village BIA

Objectives of a BIA

- To improve, beautify and maintain public lands and buildings within the BIA, beyond that which is provided by the municipality at-large.
- To promote the area as a business and shopping area to attract people from near and far– beyond what businesses can do individually.
- To identify and then implement actions which would improve economic development for existing businesses and attract new businesses to the area.



Barrhaven BIA



Sparks Street BIA

The Value of BIAs



Quartier Vanier BIA



Carp Road Corridor BIA



Wellington West BIA

Civic Improvement

BIAs help form a strong and distinct image for a City's neighbourhood as its destination to eat, shop, work, and play. This effectively markets the area as a local destination, competing against e-commerce giants and complimenting other tourism destinations.



BIAs can be catalysts for civic improvement and significant contributors to the City's economy and the quality of life of our neighbourhoods. In order to help local commercial areas create thriving, competitive and safe business areas, the City offers a number of programs to BIAs.

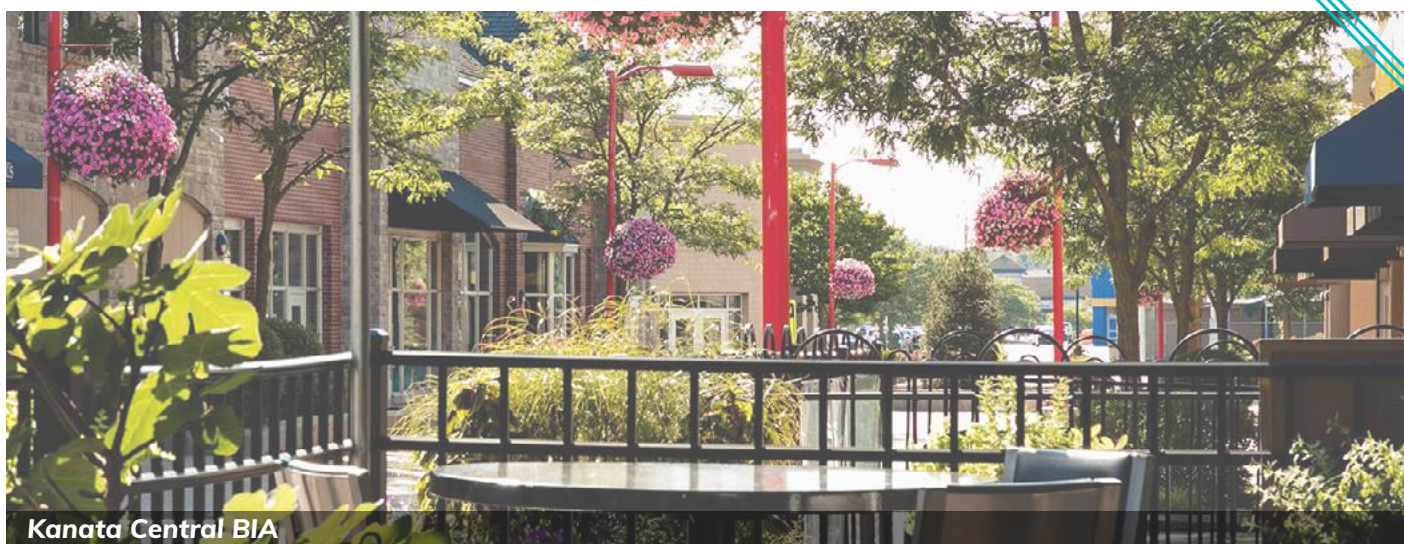


Forming Connections

BIA initiatives can also help bring people to the area and raise awareness – throughout all seasons! From marketing and events, to street enhancement and advocacy, a BIA consults with businesses to implement initiatives that supplement (not replace) city services and individual business efforts. BIAs connect and benefit local businesses and the community in unlimited ways.

Improving Quality of Life

A BIA may improve quality of life in surrounding neighbourhoods through physical improvements as well as enhanced ambience, choices in local shopping and professional services, job opportunities, cleanup and safety programs, and community get-togethers.



Improving the Greater Community

Fostering local economic development and revitalization in an area can stimulate new impetus for tourism and investment in the wider community. Increased business activity can improve both the municipal and sales tax base and support public services of benefit to all. Fostering community engagement can strengthen and build community interest, spirit, pride, and networks well beyond the boundaries of a BIA.

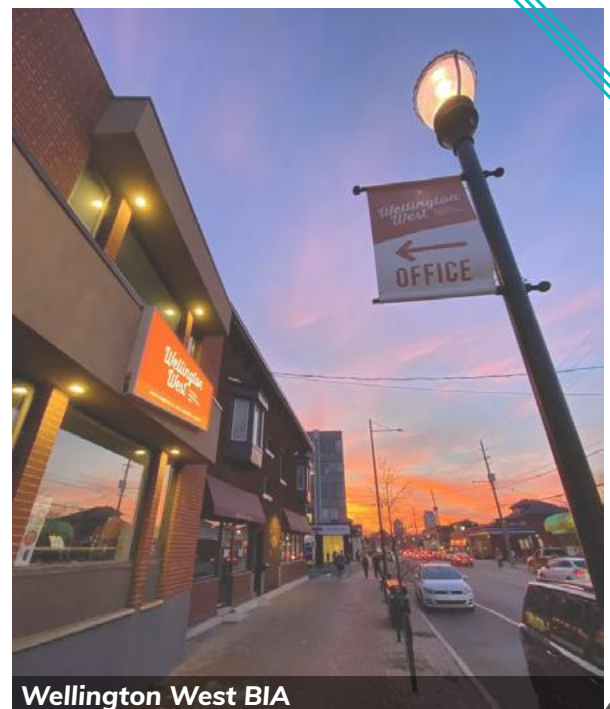
Economic Drivers

BIAs improve their local economies through initiatives such as:

- Advertising and public relations promotion of the BIA and its businesses.
- Hosting neighbourhood festivals and events.
- Street enhancements and beautification to supplement (not replace) City services.
- Advocating on behalf of businesses as a unified voice.
- Safety, security, and crime prevention initiatives.
- Strategic plans for business recruitment, market studies and capital improvements.



Somerset Chinatown BIA



Wellington West BIA



Carp Village BIA



The Glebe BIA

What BIAs Do



Byward Market BIA

Special Events

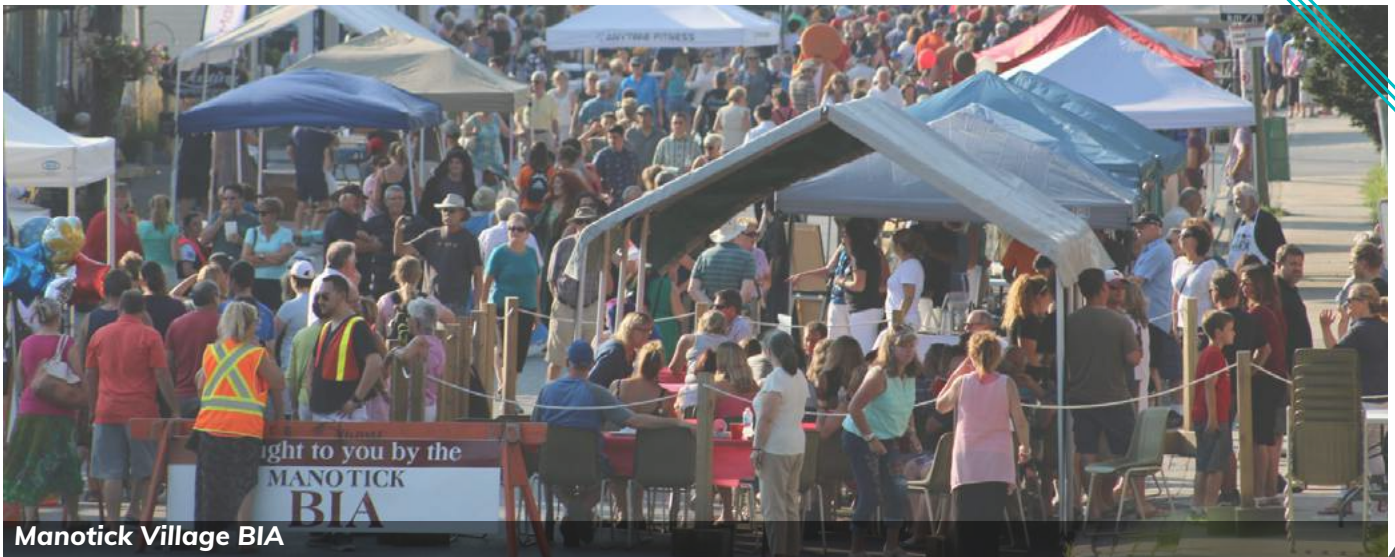
Organizing and partnering in special events that highlight unique attributes of the area and increase customer visits.

Marketing

Research and understanding the landscape and creating effective promotions to retain and expand the customer base; providing exposure for the business area (including co-operative ads and media features), and attracting people to the area in all seasons.



Bank Street BIA



Manotick Village BIA

Streetscape Improvements and Other Amenities

Creating a unique and pleasant environment for customers and staff of all businesses, retail and services, through street lighting, planters, banners and public art and more.



Carp Road Corridor BIA



Kanata North Business Association BIA

Community and Business Engagement

Establishing valuable partnerships, cross-promotions, sharing resources and opportunities, and networking events to connect businesses and community members.

Business Recruitment

Working with property owners and realtors to ensure that available public space is occupied, and that an optimum business and service mix is achieved and maintained.



Bells Corners BIA

Advocacy

Supporting businesses by advocating to address local issues (i.e. parking, permit processes, commercial property tax levels, etc.); serving as a liaison with key stakeholders and conduit of information about relevant business matters and resources for the business area.



Downtown Rideau BIA



The Heart of Orléans BIA

About Ottawa Coalition of BIAs

Ottawa is home to 19 BIAs found in downtown, suburban and rural settings. Together, they represent more than 6,400 property owners and businesses who employ 120,000 people and generate a quarter of a billion dollars in municipal tax revenue each year. Ottawa BIA's invest an additional \$7.4 million each year into their neighbourhoods. On-street beautification initiatives, marketing and promotional campaigns, street festivals, clean-street campaigns and public safety initiatives are but a few examples of their important work. They advocate for the interests of their business members and the greater community on a host of issues and serve as catalysts for positive change.



OCOBIA

OCOBIA is a unified voice of the 19 Business Improvement Areas within urban, suburban and rural Ottawa who, when combined, represent more than 6,400 businesses and their 120,000 employees to:

- Advocate and influence policies that affect BIAs and their surrounding communities
- Implement joint initiatives that benefit groups within OCOBIA on issues and projects, including studies and research in marketing.
- Protect the interests of BIAs and communicate the importance of their impact on local economies and tourism
- Facilitate and share the exchange of information, experiences and ideas among BIAs through a centralized resource
- Promote strong, successful and effective BIAs in the City of Ottawa



Byward Market BIA

Ottawa's BIAs by the Numbers



\$7.678 Billion
Combined Property Value Assessment



2,714
Commercial Properties in BIAs



\$146.6 Million
Municipal Commercial Property Taxes



19
BIAs in Urban, Suburban, Rural Ottawa



\$6.78 Million
Combined Budget of BIAs



6,400
Businesses in BIAs



\$5.32 Million
Marketing, Events, Street Beautification



128,000
People Working in BIAs

Ottawa's 19 BIAs by the Numbers



Bank Street BIA

Properties: 150
BIA Levy: \$691,508
Municipal Taxes: \$18,655,455
Assessment: \$884,570,170
2022 Budget: \$923,400



Barrhaven BIA

Properties: 126
BIA Levy: \$320,000
Municipal Taxes: \$11,434,348
Assessment: \$661,822,300
2022 Budget: \$527,570



Bells Corners BIA

Properties: 104
BIA Levy: \$189,336
Municipal Taxes: \$5,96,038
Assessment: \$322,598,600
2022 Budget: \$202,267



Byward Market BIA

Properties: 272
BIA Levy: \$549,506
Municipal Taxes: \$7,538,536
Assessment: \$375,985,814
2022 Budget: \$628,500



Carp Village BIA

Properties: 29

BIA Levy: \$13,001

Municipal Taxes: \$122,786

Assessment: \$9,081,500

2022 Budget: \$19,708



Carp Road Corridor BIA

Properties: 255

BIA Levy: \$125,000

Municipal Taxes: \$4,086,853

Assessment: \$265,992,400

2022 Budget: \$175,900



The Glebe BIA

Properties: 110

BIA Levy: \$675,890

Municipal Taxes: \$5,986,737

Assessment: \$349,713,927

2022 Budget: \$690,000



The Heart of Orléans BIA

Properties: 152

BIA Levy: \$249,305

Municipal Taxes: \$3,762,584

Assessment: \$216,127,400

2022 Budget: \$317,500



Kanata Central BIA

Properties: 27

BIA Levy: \$183,387

Municipal Taxes: \$6,145,090

Assessment: \$384,533,000

2022 Budget: \$182,500



Kanata North BIA

Properties: 110

BIA Levy: \$448,106

Municipal Taxes: \$18,733,597

Assessment: \$898,071,800

2022 Budget: \$2,091,459



Manotick Village BIA

Properties: 63
BIA Levy: \$237,304
Municipal Taxes: \$847,890
Assessment: \$61,448,700
2022 Budget: \$253,751



Preston Street BIA

Properties: 126
BIA Levy: \$340,127
Municipal Taxes: \$4,256,643
Assessment: \$224,197,481
2022 Budget: \$402,500



Downtown Rideau BIA

Properties: 405
BIA Levy: \$926,801
Municipal Taxes: \$27,280,863
Assessment: \$1,601,629,076
2022 Budget: \$976,921



Somerset Chinatown BIA

Properties: 97
BIA Levy: \$106,208
Municipal Taxes: \$1,279,800
Assessment: \$64,274,190
2022 Budget: \$143,788



Somerset Village BIA

Properties: 12
BIA Levy: \$12,495
Municipal Taxes: \$257,588
Assessment: \$15,561,100
2022 Budget: \$25,650



Sparks Street BIA

Properties: 53
BIA Levy: \$360,946
Municipal Taxes: \$9,368,603
Assessment: \$417,380,894
2022 Budget: \$919,500



ZAC Vanier BIA

Properties: 215
 BIA Levy: \$374,214
 Municipal Taxes: \$7,046,237
 Assessment: \$365,132,101
 2022 Budget: \$420,350



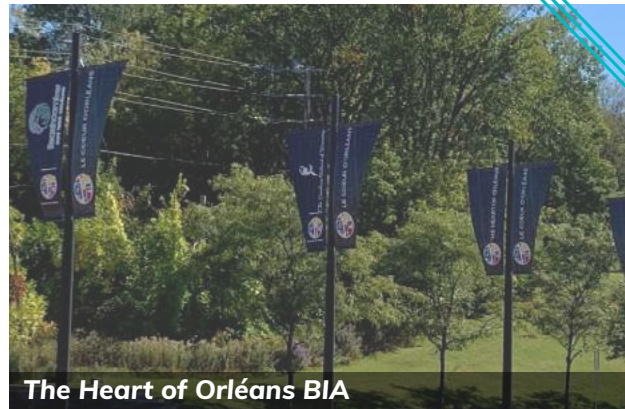
Wellington West BIA

Properties: 302
 BIA Levy: \$523,568
 Municipal Taxes: \$6,547,465
 Assessment: \$324,406,163
 2022 Budget: \$613,796



Westboro Village BIA

Properties: 106
 BIA Levy: \$460,565
 Municipal Taxes: \$4,307,106
 Assessment: \$236,134,362
 2022 Budget: \$501,437



OCOBIA is a respected, proactive advocate and key influencer on issues and policies affecting the economic development and well-being of Ottawa BIAs – and the businesses they represent.

OCOBIA Vision



Preston Street BIA



Westboro Village BIA

OCOBIA Mission

As the collective voice of Ottawa BIAs, OCOBIA provides a crucial and central point of communication, collaboration, guidance and influence with BIAs and external stakeholders.