

Rue Sparks Street

BIA BOUNDARY EXPANSION

JOIN US

PROPERTY OWNERS LEVY IMPACT



Downtown BIA: Positive Impact of Levy for Property Owners

The BIA levy is a fee applied to property owners within the designated business improvement area to fund the economic development, community and destination development initiatives of the BIA. While the levy is an added cost, it is essential to view it as an investment in the long-term prosperity of your property and the entire downtown commercial district.

Here's are the direct and indirect benefits of a BIA, and the value of the levy:

- 1. Direct Impact on Property Value and Income:** The services provided by the BIA help increase the value of your property and, in turn, can lead to higher rental rates and a stronger tenant base. The increased traffic from programming and events, marketing and promotions, and overall public realm enhancement of the downtown district directly support the potential for higher returns on investment.
- 2. Economies of Scale:** Many of the services that the BIA offers, such as marketing, beautification, and safety programs, would be expensive for individual property owners to undertake on their own. The BIA allows property owners to share the common costs of these initiatives within the district, providing a level of service that would be unaffordable on an individual basis.
- 3. Accountability and Transparency:** BIAs are governed by a board that is accountable to property owners and business owners within the district. They are required to provide detailed budgets and reports on how levy funds are being spent. As a property owner, you can participate in the decision-making process and ensure that the levy is being used effectively to benefit the community.
- 4. Focus on Long-Term Improvement:** The BIA's activities are focused on revitalization of the downtown core and long-term sustainability. The efforts of the BIA to enhance the district's appeal and functionality have a lasting impact, ensuring the area remains a competitive and attractive place for businesses and customers, residents and visitors.
- 5. Municipal, Provincial and Federal Support:** BIAs often attract additional funding and grants from municipal and provincial governments, which can amplify the effects of the levy. The BIA's ability to leverage these additional funds further increases the value derived from your investment.

Membership in a BIA brings numerous tangible benefits to property owners in Ottawa, including improved property values, increased foot traffic, enhanced safety, and a stronger local economy. While the BIA levy is an ongoing cost, it is more than justified by the economic, social, and aesthetic returns it delivers to the district and individual properties. The collective efforts of the BIA help ensure a vibrant, prosperous downtown core, making it a wise investment for property owners looking to build long-term value.



RESPONSIBILITIES OF THE DOWNTOWN BIA:

The BIA works on behalf of businesses to ensure a thriving and vibrant downtown commercial core. This is achievable through efforts in economic development, community development, and destination development. These initiatives can be further aligned into priority areas of **communications, commercial, community and cultural deliverables.**

PRIORITY AREAS

COMMUNICATIONS:

- branding and positioning
- marketing campaigns
- social media
- website management
- media relations
- member advocacy
- education and outreach
- business promotions
- destination promotions

COMMERCIAL:

- leasing support program
- broker events and open houses
- business incentives
- strategic partnerships
- business retention and expansion
- economic research and updates
- industry networking events
- business promotions and contests

COMMUNITY:

- placemaking and greenspaces
- public realm management
- security and safety
- community outreach
- collaborations
- public relations

CULTURAL:

- festival and event programming
- seasonal activations
- visitor attraction development
- visitor outreach
- incentives
- arts and culture collaborations



RESPONSIBILITIES OF THE DOWNTOWN BIA:

The BIA reports directly to the Board of Directors and is responsible to deliver on its mission to support business growth and enhancement of the downtown core. The BIA plays an active role in the Downtown Revitalization and Downtown Action Plans in collaboration with key stakeholders.

BIA ROLES AND RESPONSIBILITIES:

Economic Development:

- Business attraction, retention and expansion activities through Leasing Support Program
- Member outreach, education, engagement
- Collaborate with Ottawa Board of Trade, Invest Ottawa, City of Ottawa, OCOBIA and BOMA on opportunities for development
- Liaise with local property owners (private and public) and managers to identify available spaces
- Promotion and marketing of spaces to new and established businesses (retail, restaurant, office, events)
- Host broker events and open houses of available spaces
- Attend and host networking events to promote BIA, businesses and identify opportunities
- Collect and report on economic data relating to visitor foot traffic trends, retail management studies

Community Development:

- Liaise with local arts, cultural, music, organizations to identify opportunities for collaboration including: Ottawa Tourism, Ottawa Festivals Network, Ottawa Arts Network, Ottawa Music Coalition
- Develop inclusive, accessible, diverse public programming for special events and seasons
- Collaborate with local cultural groups
- Attend and host networking events in key sectors
- Collaborate with and support local safety and security organizations including Ottawa Police
- Collaborate with and support local social services organizations

Advocacy and Public Relations:

Advocate with City of Ottawa, City Councillor and Federal Government for:

- Street access and maintenance
- Parking zones and permits, loading zones
- Accessibility
- Enhanced security and safety
- Funding for accessibility, beautification, programming
- Representation at all levels of government such as attending Hill Days
- Collaboration with City of Ottawa Heritage, Finance and Economic Development teams

RESPONSIBILITIES OF THE DOWNTOWN BIA:

Destination Development: Programming

Work directly with Event Central at City of Ottawa and local program and event producers to deliver:

- Festivals and Events: planning, activation and promotion
- Collaborate with event organizers, suppliers and contractors
- Street: access, parking permits, cleaning
- Power and utilities: light and sound, water access
- Security: collaborate with City and event security
- Promotions: Street signage, BIA channels on social media, newsletters, website
- Media Relations and Public Relations
- Partnerships and Sponsorships

Destination Development: Public Realm + Placemaking

Sourcing and managing contractors and service providers for:

- Street cleaning and maintenance
- Seasonal street activations
- Three community green zones, Play And Grow
- Ottawa Sign activation and illumination
- Water filling stations
- Benches and Seating
- Seasonal Greenery and Planters

PLACEMAKING + PROGRAMMING + PUBLIC REALM:

NATIONAL EVENTS: Activations and sponsorships <ul style="list-style-type: none">➤ Canada Day➤ Lights Across Canada➤ IronMan 2025➤ Army Run➤ Bluesfest	LOCAL EVENTS: Activations and sponsorships <ul style="list-style-type: none">➤ Winterlude➤ Ottawa Jazz Festival➤ Tamarack Race Weekend➤ Capital Pop Up Cinema➤ Open Doors Ottawa➤ Ottawa Architecture Week
BIA SIGNATURE EVENTS : <ul style="list-style-type: none">➤ Winter Wander (Nov. 15/24 – Jan. 7/25)➤ Songs from the Shed (June/25 – Oct./25)➤ Songs from the Booth (May/25-Oct./25)➤ Int’l BuskerFest (Aug. 2/25 – Aug. 5/25)➤ Ottawa Ribfest (June 1/25 – June 5/25)➤ Public Art Displays➤ National Monuments	PUBLIC REALM PROJECTS: <ul style="list-style-type: none">➤ Seasonal activations + attractions➤ Patio Support Program➤ Three green zones➤ Play And Grow spaces➤ Street signage and illumination➤ Water filling stations➤ Benches and seating➤ Seasonal greenery and planters

ECONOMIC RESEARCH AND REPORTING

The BIA relies on experience and data to drive its priorities and investments into programming and placemaking, making informed decisions on behalf of the downtown business improvement area. The BIA regularly tracks and reports data from Environics Analytics to identify visitor trends in foot traffic and spending, and opportunities for enhancements.

We have seen an increase of nearly 24% in weekly foot traffic in 2024, compared with 2023. This increase in visitors and visitation is a result of strategic initiatives to enhance the visitor experience through placemaking, programming and public realm. This is also the result of return to office mandates that are showing a positive impact on the number of unique visitors and frequency of visitations.

In 2025, the BIA will undertake further indepth retail management studies, monetary spending trends, visitation trends and track other key performance indicators within the newly expanded boundary area.

VISITOR DATA : JANUARY 2024 TO SEPTEMBER 2024 YTD AND 2023 COMPARISON

