



# 2023

Manotick Business Improvement Area

# ANNUAL REPORT

P.O. Box 414 Manotick, Ontario, Canada K4M 1A4  
613-762-9692 | [mbia@manotickvillage.com](mailto:mbia@manotickvillage.com)



# WHAT IS A BIA?

A Business Improvement Area or BIA is an association of local business owners and property owners, who have come together to improve, promote and undertake projects that will result in a stronger and more competitive commercial business district.

A BIA CAN ONLY BE ESTABLISHED THROUGH A BY-LAW PASSED BY MUNICIPAL COUNCIL AT THE REQUEST OF THE LOCAL BUSINESS COMMUNITY.

- The Manotick BIA covers the business core, which includes over 140 businesses.
- The Manotick BIA operates with a board of management that is a local board of the City of Ottawa.
- The board consists of a Chair and a Vice Chair. These two positions are elected.
- The board has 11 directors which includes our Elected Councillor.
- Local Boards must abide by municipal policies, procedures and by-laws of the Municipal Act.

## FUNDING

Once a BIA is established, every business that pays property tax-including professional, various organizations, retail establishments, restaurants, located within the BIA geographic boundary-contributes to the BIA's budget and is automatically considered a member of the BIA. Memberships in the BIA are limited to property owners and tenants. The levy is collected by the City of Ottawa but administered by the BIA Board of Management. The BIA budget must be approved by the municipal council. The funds can only be used to upgrade public property, not private property. The common funds must be used for the common good.

## STAFF

- The Manotick BIA has one Executive Director (Kelly Belair)
- Administrative Assistant
- Social Media Coordinator (Contracted Position)

## QUICK FACTS

- First BIA in the world was established in 1970 – Bloor West Village
- Currently there are 300 plus BIAs in Ontario and 19 of them in Ottawa
  - BIAs represent over 60,000 businesses across Ontario
- Accumulated levy of Ontario’s BIAS is more than 50 million dollars.

## FOUR PILLARS OF BIA WORK

**PUBLIC  
REALM  
INVESTING**

**AREA  
MARKETING**

**POLICY AND  
PARTNER  
INFLUENCERS**

**EVENTS AND  
ACTIVATIONS**

## MANOTICK BIA ANNUAL GENERAL MEETING AGENDA

Official Welcome to Manotick BIA Annual General Meeting

Kris Gordon, Chair, Manotick BIA

Motion: to Call the 2024 MBIA AGM to Order

Kris Gordon, Chair, Manotick BIA

Motion: to Adopt Today’s Agenda

Declarations of Conflicts of Interest

Roll Call & Introductions

Motion: to Approve the 2022 AGM Minutes

Chair’s Address

Annual Report Slide Show Presentation

Presentation of the Financials

Leila Hojabri, Treasurer, Manotick BIA

Motion: to Accept the 2022 Audited Financial Statement

Motion: to Accept the 2024 Budget

Presentation of the new Procurement and Code of Conduct Policies

Q&A

Motion: to Close the Meeting

*Immediately following the meeting we invite you to join us for refreshments and networking*



# MANDATE

To promote the Village of Manotick as a shopping, dining and historical destination and to attract consumers, commercial tenants, and visitors. Advocate for its economic viability within the City of Ottawa.

## VISION

Capitalize on the concentration of unique shops, restaurants, services and historical sites in the area by developing incentives to support them and promote the Village of Manotick as a Destination – a place to experience unique shops, superb dining, rich in history and culture. This in return will cultivate “the vibrant village of Manotick” brand that attracts people to Manotick.

## CONTRIBUTIONS THE MANOTICK BIA MAKES TO THE LOCAL ECONOMY.

The Manotick BIA has a positive impact on the surrounding community. It increases foot traffic, revenues for local businesses and a heightened awareness of the uniqueness of Manotick in the Village and outside the immediate area.



## BEAUTIFICATION

- Seasonal banners and Christmas décor
- Plantings from hanging baskets to planters and gardens located within the commercial area. Along with the ongoing maintenance and watering.
- Purchasing and installation of benches, garbage cans and information kiosk along the Main St.
- Decorative lampposts along Main Street, on the bridges and the lighting on the stone walls at the gateway.

## SIGNAGE

- Designed and manufactured the entranceway signage along with the highway profile signs you see along HWY 416
- Business directional signage
- Community Events sign
- Business Section identification custom sign

# ANNUAL EVENTS 2024

We are a very event driven BIA. Our events are created to encourage local consumers and external consumers to come and experience Manotick. The thought process is to give visitors a reason to come to the Village. We have been pretty successful. Our events and attendance have been growing substantially over the past several years.

## SPRING FLING

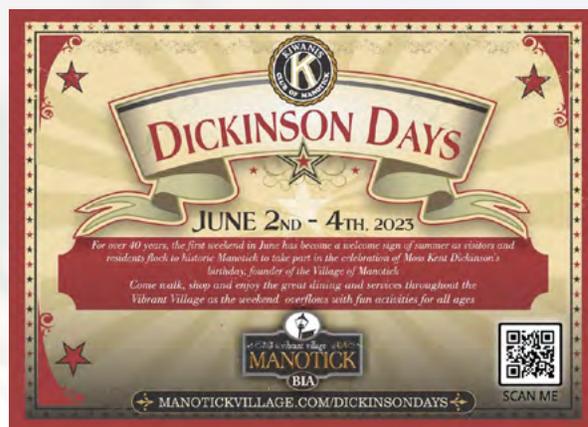
APRIL 21, 2024



Second Annual springtime event with shopping, music and fun for all ages.

## DICKINSON DAYS

MAY 31 – JUNE 2, 2024



For the past 44 years, this event in June has become a welcome sign of summer. Manotick and Ottawa residents flock to historic Manotick to take part in the celebration of Moss Kent Dickinson's birthday, the founder of the Village of Manotick. This weekend is overflowing with activities for all ages.

## TASTE OF MANOTICK SEPTEMBER, 2024



Come and experience all “the flavours” Manotick has to offer. The Main Street will be open to pedestrians. Local businesses line the street showcasing all the Village has to offer, from fantastic specialty/gift stores, stylish clothing, unique dining and many other services. There will be tasting, samples, draws, demonstrations. All the restaurants are open, offering the best service in town. Come out and enjoy live music, entertainment and food at its best.

## WOMEN'S DAY NOVEMBER 2, 2024



A day devoted to Women. Come and spend the day in Manotick and enjoy all the Village has to offer. There will be in store specials, refreshments and free gifts throughout the Village. Bring your friends, sisters, mothers and daughters to browse, shop, learn and enjoy Ottawa's Historic Waterfront Village.

## MANOTICK VILLAGE CHRISTMAS

NOV 30 – DEC 1, 2024

Manotick Village Christmas celebration. From breakfast with Santa and Mrs. Claus to horse drawn wagon rides, parade, carolers and a Craft Market at Watson's Mill.

This celebration is full of traditional events not to be missed. Refreshments and music everywhere!

The Village is transformed into a Christmas of yester year. Wreaths are hung on lampposts; storefronts are decorated with bows & boughs.



# A LOOK BACK AT 2023



The Wheel of Business, Business Spotlight continued weekly throughout all of 2023.

## JANUARY

We kicked off 2023 with a New Year social media campaign which included the promotion of health care practices, financial services, sports and leisure arts.

A series of promotions were done around the various winter activities available in the village.

## FEBRUARY

We held our annual Valentine's Day Contest about what people love about Manotick.

## MARCH

There was a focus on International Women's Day, Women in Business.

We held a spring social media contest and kicked off promotions for our new event, Spring Fling.

## APRIL

Kelly Belair attended the OBIAA Conference in London Ontario

Spring Fling was held on April 29th. A new event in 2023 focused on springtime, shopping and activities for all ages.

## MAY

was kicked off with our Mother's Day Social Media Contest and as well as launching Dickinson Days marketing campaign.

Dickinson Days was held the first weekend in **JUNE**.

Seasonal planting, hanging baskets and planters were installed.

There was a Father's Day Social Media Competition and a historic buildings of the village campaign held in June as well.

# OUR #1 GOAL IS TO PROMOTE THE HAPPENING AND HISTORIC VILLAGE OF MANOTICK AS A PLACE TO LIVE, WORK, SHOP, DINE AND EXPLORE.

## JULY

We welcomed the first annual Fiddles on the Rideau Festival.

We promoted Canada Day and held a Staycation Social Media campaign.

## AUGUST

We had a Hidden Gems of Manotick Social Media Competition and promoted various Back to School initiatives.

Mayor Sutcliffe also paid us a visit and checked out some of our hidden gems.

The Taste of Manotick marketing kicked off.

## SEPTEMBER

We hosted the Taste of Manotick event which had a new look and feel to it as we moved the date from August to September and added a fall harvest theme.

Veteran Memorial Banners were hung on the Main St.

## OCTOBER

was Small Business Month in Ontario. The MBIA partnered with OCOBIA and the Barrhaven BIA for the first annual Ottawa South Small Business Networking Breakfast.

The marketing campaign for Women's Day was launched and we concluded the month with promotions for Halloween.

## NOVEMBER

We started with Women's Day at the beginning of the month. Then turned to Remembrance Day and ended with kicking off the marketing campaign for Christmas in the Village.

New Christmas decorations and seasonal planters were installed.

## DECEMBER

We partnered with the MVCA for the first annual Light of the Village Holiday Décor Competition.

And we finished 2023 with Christmas in the Village with various events and promotions.

# WHAT'S IN STORE FOR 2024?

- Branding update and redesign
- Development of a new strategic plan
- Website refreshment with new branding
- Enhanced Social Media Presence (Instagram / Facebook / X )
- Enhanced Seasonal Beautification / Maintenance in the BIA area
- New Spring/Summer Redesigned Banners
- New Signage
- Guest speakers at our BIA Meetings
- New Brochure

# 2024 BUDGET - MANOTICK BIA

## YEAR TO DATE (YTD) RESULTS : JANUARY TO OCTOBER 2023

COST CENTRE	COST ELEMENT	2023 BUDGET	2023 YTD ACTUAL	2024 BUDGET
179501 - BIA MNTK Source of Financing	407015 - Other Revenue	-4,800	-	-5,000
179520 - BIA MNTK Taxation	407001 - General Taxes	-247,498	-243,764	-243,764
	407101 - Supplementary Assessment	-	-5,282	-5,282
	407104 - Payment In Lieu	-5,000	-8,734	-8,734
	507431 - Remissions	-	86	
179500 - BIA MNTK Reserves	406005 - Reserve Funds			-59,863
<b>Revenues</b>		<b>-257,298</b>	<b>-257,695</b>	<b>-326,377</b>
179514 - BIA MNTK Maintenance	407015 - Other Revenue	-8,546	-7,000	-5,000
<b>Total Revenue</b>		<b>-265,844</b>	<b>-264,695</b>	<b>-331,377</b>
179500 - BIA MNTK Administration	501110 - Compensation	46,639	38,938	70,000
	501405 - CPP Employer Contribution	2,366	2,022	4,008
	501406 - EI Employer Premiums	995	834	1,469
	502111 - Conferences & Conventions	720	-	2,650
	502132 - Voice/Data Network Charges	1,680	4	1,200
	502310 - Audit Fees	1,850	-	5,150
	502329 - Non Professional Services	12,000	4,270	16,000
	502330 - Professional Service	3,750	-	12,000
	502373 - Insurance Premiums	2,500	1,915	2,500
	502394 - Receptions/Luncheons/Hospitality	1,000	450	1,500
	502395 - Corporate Memberships	600	3,854	4,800
	502619 - Rental Buildings	7,000	-	7,000
	505990 - Office Supplies	2,500	2,214	3,000
	507998 - Provision for Unforeseen	3,500	-	3,500
179523 - BIA MNTK Web Design/ Brochures	502210 - Advertising/Promotion	50,708	30,706	40,000
<b>Administration</b>		<b>137,808</b>	<b>85,206</b>	<b>174,777</b>
179521 - BIA MNTK Special Events	502210 - Advertising/Promotion	3,500	1,080	4,500
179524 - BIA MNTK Olde Fashioned Christmas	502210 - Advertising/Promotion	14,000	2,951	14,000
179513 - BIA MNTK Spring Fling	502210 - Advertising/Promotion	-	5,361	8,000
179527 - BIA MNTK Dickinson Days	502210 - Advertising/Promotion	5,000	2,793	5,000
179528 - BIA MNTK Women's Day	502210 - Advertising/Promotion	18,000	10,766	12,000
179529 - BIA MNTK Taste of Manotick	502210 - Advertising/Promotion	28,000	22,248	26,000
<b>Advertising, Promotion &amp; Events</b>		<b>68,500</b>	<b>42,321</b>	<b>69,500</b>
179511 - BIA MNTK Seasonal Decoration	502210 - Advertising/Promotion	34,670	6,436	38,000
179512 - BIA MNTK Signage	502210 - Advertising/Promotion	-	458	500
	505772 - Signage	3,720	5,113	29,000
179514 - BIA MNTK Maintenance	502441 - R & M - Grounds	10,600	6,411	12,100
	502896 - Graffiti Removal	8,546	6,362	5,000
179515 - BIA MNTK Lampost Hydro	505348 - Hydro	2,000	-1,697	2,500
<b>Maintenance</b>		<b>59,536</b>	<b>28,445</b>	<b>87,100</b>
<b>Total Expense</b>		<b>265,844</b>	<b>155,971</b>	<b>331,377</b>
<b>Total</b>		<b>-</b>	<b>-108,723</b>	<b>-</b>

BALANCED

# MANOTICK BUSINESS IMPROVEMENT SALE AND PROCUREMENT POLICY

## APPROVAL

1. Upon approval of the Annual Budget by the Manotick Business Improvement Area Board of Management and City Council, the Executive Director has approval to expend funds as identified in the budget, subject to the Manotick Business Improvement Area procurement policy.
2. The Executive Director has approval to make expenditures, upon Board approval, as follows;

Amount	Process
\$0 - \$2,499	At the discretion of committee/ED.
\$2,500 - \$4,999	One time purchases- ED to get Executive Committee approval.
\$5000 + OR Contracts	<ol style="list-style-type: none"> <li>1. Minimum of 2 quotes required, preferably 3 when possible.</li> <li>2. Selection of a local Manotick business where reasonable and effective.</li> <li>3. Board Executive vote.</li> </ol>

\*Non-participation by Board members to respond within a reasonably stated time allotment will be considered a vote abstention.

## PAYMENT PROCESSING

1. For each payment the Executive Director fills out a Payment Requests Form approving account allocations identified on the invoice prior to submitting to the Treasurer for signature.
2. Payment Requests are returned to the BIA office after obtaining the signature of the Treasurer (or Chair or Vice-Chair in the Treasurer's absence).
3. Payment Requests are then copied and prepared for delivery to city hall financial staff to begin cheque processing.
4. Processing payments takes approximately one week from the date of receipt of the paperwork at the city.
5. The city only accepts the original invoice for processing (not supporting or attached documents).
6. Payments are payable on City of Ottawa cheques and mailed directly from the City of Ottawa.
7. BIA staff verify payment requests have been processed by reviewing the detailed transactions monthly financial reports prepared by the city.

## SIGNING AUTHORITIES

1. The Treasurer is the financial signing authority.
2. All payables require the signature of the Treasurer and Executive Director. In the absence of the Treasurer, the Chair and then Vice-Chair have signing authority for payment processing.
3. The Treasurer is required to inform the Executive Director when he/she will not be available to sign documents (for example when out of town on business, vacation, illness, etc.) in order that paperwork requiring the Treasurer's signature may be prepared to accommodate the Treasurer's schedule.

## OPERATIONAL BUDGET

- The budget is developed by the Executive Director in consultation with the Board and/or a designated committee. It includes a Breakdown itemizing projects and costs.
- Committee drafts the budget annually in September/October.
- Treasurer presents the draft to the Board at the October/November board meeting.
- Board presents proposed budget to membership at AGM.
- Board approves the final Budget at Board Meeting/AGM.
- The Budget is submitted to the city in December/January for Council approval.
- Upon approval, the Executive Director is authorized to expend funds in accordance with project costing detailed in the Budget breakdown.
- Recommendations for spending outside the Budget or changes to the Budget are presented to the Board for approval and include funding options or shifts in account allocation.



# MANOTICK BUSINESS IMPROVEMENT AREA CODE OF CONDUCT

This code shall apply to all MBIA Board Members and Staff at board meetings, official board visits/ business and at events where individuals represent the Board.

## PERSONAL BEHAVIOUR – I WILL:

- act ethically and with integrity;
- act according to the legislative requirements, policies and ethical codes that apply;
- make decisions fairly, impartially and promptly, considering all available information, legislation, policies and procedures;
- treat members of the public and colleagues with respect, courtesy, honesty and fairness, and have proper regard for their interests rights, safety and welfare;
- not harass, bully or discriminate against colleagues, members of the public and employees;
- contribute to a harmonious, safe and productive work environment by our work habits, and professional workplace relationships; and

## COMMUNICATION AND OFFICIAL INFORMATION – I WILL:

- not disclose official information or documents acquired through my work, other than as required by law or where proper authorization is given;
- not misuse official information for personal or commercial gain for myself or another;
- respect the confidentiality and privacy of all information as it pertains to individuals.

## FRAUDULENT AND CORRUPT BEHAVIOUR – I WILL:

- not engage in fraud or corruption;
- report any fraudulent or corrupt behaviour;
- report any breaches of the code of conduct; and understand and apply the accountability requirements that apply.

## USE OF RESOURCES – I WILL:

- agree that as a Director on MBIA assignments and/or in performing my duties as a MBIA Director, any and all purchases made by me together with any and all by- products or spinoffs that may occur from this, including any and all intellectual properties that may arise, will remain the property of the MBIA;
- be accountable for official expenditure;

- use resources diligently and efficiently. These include office facilities and equipment, event set up purchases, cab charge vouchers;
- not use office time or resources for party political work or for personal gain, financial or otherwise;
- keep to policies and guidelines in the use of computing and communication facilities, and use these resources in a responsible and practical manner; and
- be careful to ensure that any travel for official purposes is only done so when absolutely necessary.

#### RECORD KEEPING AND USE OF INFORMATION – I WILL:

- record actions and reasons for decisions to ensure transparency;
- ensure the secure storage of sensitive or confidential information;
- comply with our record keeping plan;
- submit receipts for Board business according to the rule set out in our procurement policy and
- where permissible, share information to fulfill our role.

#### CONFLICTS OF INTEREST – I WILL:

- ensure personal or financial interests do not conflict with my ability to perform my duties in an impartial manner;
- manage and declare any conflict between my personal and association duty; and
- where conflicts of interest do arise, ensure they are managed in the MBIA's interest.

#### I COMMIT:

- to taking responsibility for reporting improper conduct or misconduct which has been, or may be occurring. I will report the details to the relevant people; and
- to taking responsibility for contributing in a constructive and positive way to enhance good governance and the reputation of the board.

#### REQUIREMENTS

I am committed to upholding the principles in the Code of Ethics. The Board accepts the minimum requirements set out in the Conduct Guide for our Boards and its Committees and staff. This code of conduct builds on these minimum requirements.

# MBIA 2024 IMPORTANT DATES

January 11th - Manotick BIA AGM

February 8th - MBIA Board Meeting

March 14th - MBIA Board Meeting

April 11th - MBIA Board Meeting

April 21st - Spring Fling

May 9th - MBIA Board Meeting

May 31st - June 2nd - Dickinson Days

June 13th - MBIA Board Meeting

September 12th - MBIA Board Meeting

September TBC - Taste of Manotick

October 10th - MBIA Board Meeting

November 2nd - Women's Day

November 14th - MBIA Board Meeting

November 30th - December 1st - Christmas in the Village

December 12th - MBIA Board Meeting

\*All MBIA Board Meetings are held at the Royal Canadian Legion at 5550 Ann St. in Manotick... naturally.

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