

WESTBORO VILLAGE
BUSINESS IMPROVEMENT AREA

ANNUAL REPORT 2024





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A message from the Westboro Village BIA

2024 was an incredible year as we build on campaigns and member relations. Thank you to all the members who joined us for the journey.

New photography from Michelle Valberg was installed on the traffic management boxes and new murals grace two Bell Boxes in the area. This was in addition to the over 100 hanging baskets and seasonal plantings in the traffic calming planters.

Westboro Village continues to stand out regarding female entrepreneurship with 37% of our businesses being owned or led by women - more than double the national average. Even our board of management is primarily made up of women.

Other campaigns we hosted included **Shop the Village**, in partnership with the Amex Shop Small Campaign, **summer movie nights** with Capital Pop-up Cinema, attracting about 300 people each night and **Wickedly Westboro**, sponsored by the Real Canadian Superstore and supported by many of our members.

The **Light Up the Village** campaign continued to shine a light on our community with holiday lights and charity drives. We partnered with the Carlington Community Health Centre, Cornerstone Housing for Women and the Westboro Region Food Bank. Our community's generosity is truly amazing!

This summer, we launched the **Wellness in Westboro** campaign, highlighting our local fitness businesses. The **I Work in Westboro** campaign continues to grow with a new summer component of informal networking over weekly games of cornhole.

We are incredibly grateful to our Board of Management, a team of smart, dedicated people who care deeply about the success of our local businesses. They give their time to provide guidance and feedback to the staff. **We can't wait for 2025!**

Kate Laird
Board Chair
Westboro Village BIA

Judy Lincoln
Executive Director
Westboro Village BIA

Board of Directors

2022 - 2026



Kate Laird
Chair



Kandas Miller
Vice-Chair



Samantha Henderson
Treasurer



Molly van der Schee
Past Chair



Eoin Gibbon
Director



Jacqui Okum
Director



Jessica Oliver
Director

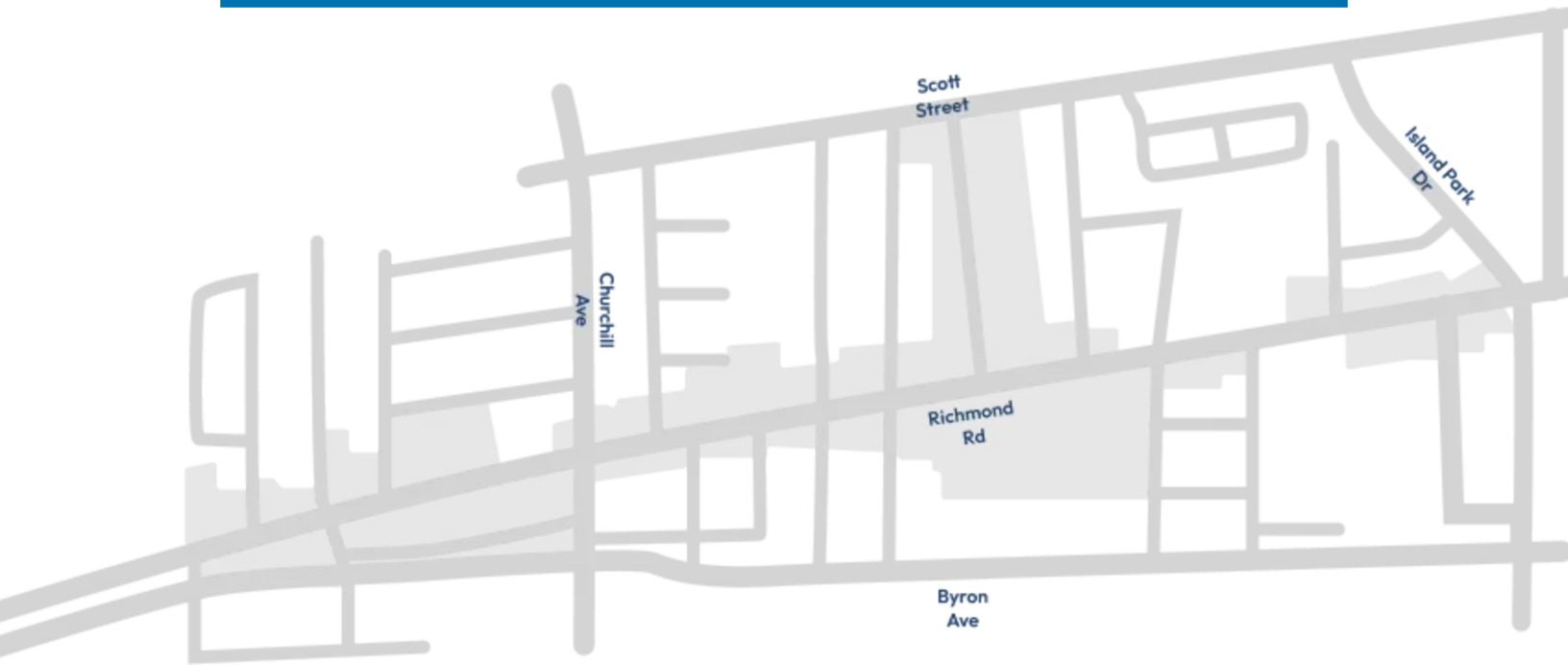


Jeff Leiper
Councillor



Theresa Kavanagh
Councillor

2024 on a Page



Welcomed
8.64 million
visits



Hosted
over 25
events



Served
over 300
members



Relaunched public-facing
newsletter, sending twice
a month



Increased Instagram &
LinkedIn following by 14%
and 46%, respectively



FINANCE

The Westboro Village BIA's guiding principles is fiscal responsibility, balancing prudence and taking calculated risks.

2024 BUDGET

REVENUES

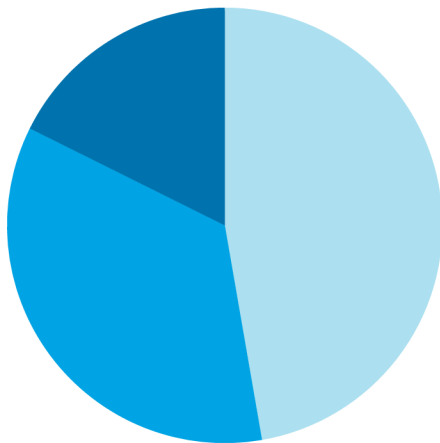
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|--|--------------------|
| Revenues (incl. levies, grants, remissions) | (\$488,205) |
| Advertising, promotion & events (incl. sponsorships) | (\$16,331) |
| Maintenance (incl. cost sharing, contributions) | (\$1,726) |
| TOTAL REVENUE | (\$506,262) |

EXPENSES

| | |
|---------------------------------|------------------|
| Administration | \$218,714 |
| Advertising, promotion & events | \$162,328 |
| Maintenance | \$81,682 |
| TOTAL EXPENDITURES | \$462,725 |

VARIANCE

\$82,478



2024 EXPENSES

- Administration (47%)
- Advertising, promotion & events (35%)
- Maintenance (18%)

In 2024, the Westboro Village BIA spent 85% of its budget.

BEAUTIFICATION

- Updated Nature Walk
- Expanded Veterans' banners
- New murals on Bell boxes

Updated Nature Walk

In November 2024, the Nature Walk in Westboro Village was refreshed and expanded with new imagery from Michelle Valberg. The walkable art gallery expanded from eight to eleven installations across the Village. Funding for the expansion was provided in part by the City of Ottawa and Westboro Community Association.

Expanded Veterans' banners

In partnership with the Royal Canadian Legion Branch 480, the Veteran banner program was expanded from five banners to 21, hung along Richmond Road for the month of November.



Beautifying the area is one of the Westboro Village BIA's pillars, to make the Village a pleasant place to visit and spend time with friends and family.





EVENTS

- Enhance & evolve the village vibe
 - Increase visits
 - Drive economic development
-

Shop the Village

The “Shop the Village” campaign highlights the wide array of unique retailers in Westboro Village. In 2024, this campaign took place the entire month of May, with special shopping nights on each Thursday of the month.

To enhance the Village vibe, musicians, various entertainers artists and a photo booth was brought in by the BIA to get people walking the street!

The 2024 iteration of “Shop the Village” was built on feedback from BIA members on the approach the previous year.

Retailers across industries came together to create a unique experience for their valued clients. Even non-retailers came out to show their support, such as Tubman Funeral Homes providing fresh popcorn on the street.



Wellness in Westboro

2024 was the first year of the “Wellness in Westboro” campaign, an idea that sprouted from member feedback and a 3-year strategic plan. These outdoor classes took place every Saturday from June to August. Instead of a class fee, attendees were asked for a \$10 donation to Churchill Alternative School for their playground renewal.

These classes raised over \$1,200 and gave attendees the chance to try a variety of wellness classes in Westboro Village.



Summer Movie Nights

For the third year in a row, Westboro Village has hired Capital Pop-Up Cinema to host outdoor movies in the Churchill Seniors Centre parking lot. These family-friendly movies encourage visitors to explore the area while waiting for the film to begin.

This year, movies included The Truman Show (Jul. 12th), Flight of the Navigator (Aug. 16th) and Matilda (Sept. 20th).

Popcorn was sponsored by Urbacity Design Build Ltd.







Wickedly Westboro

One of the keystone events for Westboro Village, Wickedly Westboro had another successful year. As in previous years, the campaign consisted of a two-week scavenger hunt and one-day in-person event.

Over 700 kids and their families came to trick-or-treat in the neighbourhood on October 26th and were met with balloon artists, an acrobat, a photo booth, and the smiling faces of BIA members handing out candy.



Light Up the Village

This annual event began with a canopy lighting ceremony on November 23rd at All Saints Anglican Church, followed by three charity drives:

- Cornerstone Housing for Women (November 30th)
- Carlington Community Health Centre (December 7th)
- Westboro Region Food Bank (December 14th)

New this year was a holiday shopping kick-off (November 27th) with special offerings for patrons.

The campaign encourages giving back and walking the streets for holiday shopping.

MEMBER ENGAGEMENT

- ▶ Connect members with one another
 - ▶ Encourage spending local
 - ▶ Promote the work of the BIA
-

I Work in Westboro

The I Work in Westboro program continues to flourish, with members from all industries creating offerings for their neighbours. In 2024, the program had over 40 offers.

New this year was the summer edition of I Work in Westboro: weekly cornhole tournaments where members could meet others, network and have a light lunch, courtesy of the BIA.

Women in Westboro

The Women in Westboro campaign continues, highlighting the women who make the Village the place so many love. In 2024, 37% of businesses were women-owned or women-led.

As in the past, this public-facing, digital campaign concluded with a panel discussion and networking night for members of the BIA.





Westboro Village BIA Team



Judy Lincoln
Executive Director



Tara Beechy
Operations Manager



Sophie Chouinard
Marketing & Communications
Coordinator



CITY LIFE,
VILLAGE FEEL.




WESTBORO
VILLAGE





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 Westboro Village

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 Westboro Village BIA

