

Glebe

BUSINESS
IMPROVEMENT
AREA



Annual Report

2025



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A Letter to Our Members



As we reflect on the past year, I want to thank our members, board, staff and partners for their continued commitment to the Glebe Business Improvement Area (BIA).

Your engagement and collaboration enable us to support a strong, vibrant main street and I am pleased to share the progress highlighted in our 2025 Annual Report.

This year was marked by resilience and adaptation. While businesses continued to navigate economic uncertainty and evolving operating conditions, the Glebe remained one of Ottawa's most successful and dynamic business districts. Although some businesses closed, we also welcomed many new and diverse retail, restaurant and professional services, reinforcing the area's long-term strength and appeal.

Throughout the year, the BIA expanded programs, strengthened partnerships and advanced advocacy efforts to support the economic health of our members. With your support, we delivered practical services, promoted local businesses and worked to ensure member concerns were effectively represented at City Hall.

Highlights included another highly successful Great Glebe Garage and Sidewalk Sale, the continued success of the Glebe Spree campaign, the launch of City Sounds Live and ten new public realm projects, all of which bring energy and animation to the street and help to increase foot traffic to the Glebe.

Looking ahead to 2026, the Glebe BIA will continue to promote our members, invest in placemaking initiatives that enhance the public realm and advocate for policies and decisions that support a healthy main street.

Thank you for your trust and continued engagement. Together, we are strengthening the Glebe and building a vibrant future for our business community.

Darrell Cox
Executive Director, Glebe BIA

Our Board of Directors



Stephane Sauvé
Owner, Glebe Meat Market
Board Chair



Dan Rogers
Owner, Glebe Central Pub
Vice Chair



Mamadou Kane
Store Team Leader,
Whole Foods Market
Treasurer



Janice Barresi
Vice-President, Brand and
Social Impact, Ottawa Sports
and Entertainment Group
Director



Ian Boyd
Owner, Compact Music
Director



Santana Campanale
Director of Sales, Marketing and
Commercial Leasing, Campanale
Director



Brock Murray
Co-Founder and COO,
seoplus+
Director



Erin Crotty
Chief Business and
Relationship Officer,
CURAVITA
Director



Shawn Menard
City Councillor, Ward 17



2025 By The Numbers

427

Member businesses

21

New businesses opened

\$22K

Re-invested into the
BIA through prizes and
in-store purchases

68%

Locally owned
businesses

\$8.5B

Consumer spending
within a 20-minute
drive

852K
sq. ft.

Retail inventory
space

16.3M

Number of visitors
to The Glebe
(Q3 2024 - Q3 2025)

288

BIA Members
mentioned on
social media





PLACEMAKING

A collaborative, people-focused approach to designing, planning and managing public spaces.

The goal of placemaking is to foster vibrant, healthy and meaningful places that facilitate community connection and transform underused areas into active destinations. This is achieved by leveraging local assets, history and community values.

In 2025, the BIA managed 20 Placemaking projects – ten of them new – which contribute to the overall health and well-being of the Glebe as a neighbourhood and community. The goal of the Glebe BIA's placemaking work is to strengthen public and local perceptions of care and stewardship by enhancing the physical environment of the neighbourhood and restoring a shared sense of pride that reflects the vibrancy of the community.

2025 Highlights

Bank Street Chairs

Working with Montreal-based design studio, OutThere Studio, the BIA installed eight stylish, locally made, seasonal chairs in “Glebe yellow” to provide seating up and down Bank Street. These colourful chairs will return for years to come and were immediately welcomed by the community.

Fourth Avenue Courtyard

The BIA is working in partnership with the Fourth Avenue Baptist Church to re-design the courtyard on the north side of the church. The BIA is investing in improved electrical access and security for public events, and a garden redesign to include more native species and perennial plants to create a more welcoming gathering space in the heart of the neighbourhood.

Security Cameras

The Glebe BIA provided two security cameras to 15 businesses to equip owners and staff with additional resources to better equip their businesses against theft and damage. This program enabled the BIA to offer tangible tools to busy shop-owners, alongside the in-store visits with Ottawa Police Services (OPS).

Athletic Alley Banners

For the first time, the Glebe BIA installed team branded street pole banners from Fifth Avenue to Lansdowne Park, showcasing Ottawa's vibrant sports culture. By partnering with each team, the BIA installed forty banners to mark the presence and passion of the Ottawa REDBLACKS, Ottawa BlackJacks, Ottawa Rapid FC and Atlético Ottawa.

Winter Greenery Program

The BIA introduced 15 new winter planters from Isabella Street to Marché Way. The beautiful seasonal planters—adorned with ornaments in the weeks leading up to Christmas—conveyed the message that although the winter season is long, the Glebe continues to be a lively and welcoming destination throughout the winter months.

City of Ottawa Public Realm Improvements

With the momentum of the 2024 review of City-owned assets in the Glebe, the BIA worked closely with the City of Ottawa Public Realm and Street Operations teams throughout the year.

The City introduced a Specialty Spaces and Streets Cleanliness Team, who visited the Glebe three mornings a week from May to November, to ensure sidewalk cleanliness and upkeep were well looked after.

The BIA also secured the installation of 24 new street light collars, replacing worn and damaged materials that reflected poorly on the neighbourhood. New waste receptacles were installed throughout the neighbourhood to replace or improve old assets, bike racks and seating were strategically relocated. Arborist teams were requested by the BIA to evaluate the tree health in the Glebe and to provide timelines of care for overgrowth.



Placemaking Projects

311 Reporting and City Maintenance

Twenty-four submissions throughout the year, with increased requests for graffiti removal on city assets and better garbage maintenance and response.

Bank Street Lighting Program

Illumination of small trees and six large neighbourhood trees throughout the year.

The Oasis

The BIA continued our collaboration with the Glebe Community Association (GCA) to bring a shaded community Third Space to the heart of the Glebe on the south-east corner of Bank and Third.

Spring-Summer Banners

Vibrant, floral banners were designed by the BIA and installed to convey a sense of vitality throughout the Glebe.

Summer Hanging Baskets

One hundred baskets were maintained along Bank Street and through Lansdowne to enliven the streetscape from May to October.

City of Ottawa Public Asset Maintenance Walk Through

The BIA conducted an inspection with staff from the City of Ottawa Public Realm, Roads, Public Works, Snow Removal Departments and Councillor Menard to collectively inspect and report on the state of City owned public realm assets that required maintenance or repairs in the Glebe BIA.

"Chinese Aces Skate the Canal" Mural

Local artist Tia Wong painted the newest Glebe BIA Mural on the north side of Fairy Dreams Bridal at 724 Bank Street, showcasing a vital piece of Glebe history through visual art.

In-Store Safety Visits

Six in-store safety audits were conducted with OPS Special Constable and Community Liaison, James Kennedy, to provide recommendations and insight for increased security to local stores.

Membership Sticker Program

Introduced vibrant "Glebe BIA" stickers to identify the business community, along with "Pet Friendly" stickers and iconic designs by Aerographics.



2025 Outcomes

BIA Enhancements

- Bank Street Chairs
- Extended Hanging Basket Program
- Membership Sticker Branding Project
- Athletic Alley Banners
- Winter Planters

Media Mentions

- Glebe Report: "Glebe art recalls history" (August 2025)
- Glebe Report: "Glamming up The Glebe" (September 2025")

Upgraded Protocols

The Glebe BIA implemented new protocols for a more sustainable take on maintenance projects and community care taking including anti-graffiti coating on three existing murals and incorporating the CamSafe connection to the Security Camera program.

Glebe Off Bank

Introduced plans for 2026 to better serve and represent the businesses who operate on the streets running East/West to Bank Street.

Plans include:

- "Welcome to The Glebe" large scale mural at 14 Chamberlain Avenue.
- Fifteen new banners along Isabella Street to create better visibility and access to the local business community.
- Community garden design and planter art installation at the intersection of Isabella and Metcalfe Street.

Student Discount Program

The BIA initiated a formalized student discount program to provide greater business visibility to the large student communities of uOttawa and Carleton University, which abut the Glebe.

Winter Banners

Lively seasonal banners were installed using more durable materials to carry the BIA through winter months.

Graffiti Maintenance

Over \$25,000 worth of graffiti was removed throughout the Glebe in 2025 through ongoing monitoring. High-level tags and art vandalism were more present than previous years.

Waste Receptacle Upgrades

Installation of five new receptacles to replace worn or damaged waste bins along Bank Street with new and improved locations to allow for a better streetscape.

Winter Window Painting Program

The Glebe BIA subsidized eight holiday windows painted by local artist Sunny Street Creative Studio.



EVENTS

A new Events Strategy was implemented by the Glebe BIA in January 2025. The existing events and programs portfolio was re-evaluated, and new events and programming were introduced or evaluated to ensure the needs of members were being met and the potential of the Glebe neighbourhood was being maximized. Membership, visibility and community impact were prioritized in the creation of the 2025 Event Strategy.

Objectives

Enhance BIA Presence in the Neighbourhood

Make events, presentations and gatherings a more interesting and fulsome reflection of our neighbourhood offerings by involving businesses and their products at events.

Improve Business Engagement to Support Events

Showcase spaces and businesses, using and featuring products, services or offerings and supporting through BIA investment and use of services. Be the creative problem-solvers to help businesses achieve success through events.

Invest in our Community

Spearhead projects and events that lead to furthered elevation of the Glebe to ultimately improve foot traffic for stores and visibility for services. Invest and spend where possible to increase BIA visibility, and enhance our impact on our members.

Create Value

Act as a hub for interested businesses, as a resource and problem solving body. Implement a proactive engagement style by understanding business needs and positioning our role as a partner to each member.

2025 Highlights

2024 Annual General Meeting

With increased efforts in inviting members and improving the overall event experience of the Annual General Meeting (AGM), the Glebe BIA increased attendance at the first event of the year by 188% and raffled off over \$1000 in prizes to the guests who attended.

Great Glebe Garage Sale

After years of operating below City event requirements, the Great Glebe Garage and Sidewalk Sale required enhanced logistics due to the scale of this annual event. The BIA achieved improved communications with the City Special Events teams and enhanced the overall operational capacity of this event.

Our team improved programming, garnered media visibility for the organization and its members, welcomed our local MP, recruited volunteers and first responders for the event and created external partnerships for the elevated version of the Great Glebe Garage and Sidewalk Sale. Once again, the Sidewalk Sale helped many Glebe BIA businesses achieve record sales, driven by a significant increase in foot traffic along Bank Street.

City Sounds Live

Live music makes every experience better, and the Glebe BIA saw such success with the initial City Sounds Live series in June, in partnership with the Ottawa Music Industry Coalition, that the team brought it back in September. This joyful event infused the neighbourhood with energy, visibility and creative energy that enhanced the experience of visiting and shopping in the Glebe.

The BIA welcomed over 20 performers through this series and utilized the Fourth Avenue Baptist Church courtyard as a community event space.



A new partnership with CityFolk brought the festival into the neighbourhood with one coordinated day of CityFolk extended programming. Audience members returned for multiple weeks, and on-the-ground staff heard from out-of-area visitors and saw only smiles as people passed by.

This One is On Us Coffee Giveaways

This simple but effective campaign was a neighbourhood hit! As part of our October coffee giveaway, the BIA worked with five of our local coffee shops who offered 50 free coffees to the customers through BIA created branding, and the BIA paid the café directly.

The support of our five cafés – Ten Toes Coffee House, Little Victories, Beandigen, Bridgehead and Drip House – provided amazing visibility, positive storytelling and garnered two key media features in the first week of the promotion.

This type of “surprise-and-delight” experience is a meaningful way for the BIA to support its local stores, to facilitate new customer experiences and to create goodwill amongst loyal customers.



Glebe Glimmer Holiday Shopping Night

The Glebe BIA introduced our first Glebe Glimmer Holiday Shopping Night on December 11. Forty BIA businesses participated with unique holiday offerings, marking 160% of our registration goal, alongside neighbourhood programming designed to draw holiday shoppers during the busiest retail time of the year.

Positioned to complement the Lansdowne Christmas Market, specials were introduced by stores from North to South in the Glebe, and the BIA's addition of live music, prizing, free giveaways and photo ops came together for a magical feeling on a blustery night.

This event saw great initial uptake by stores and fostered business-to-business creativity. The BIA may examine alternate dates in 2026 to make this a holiday tradition.

Glebe Spree 2025

Glebe Spree arrived in mid-November and the Glebe BIA was pleased to work alongside three key prize sponsors to support the fifteenth year of this program. New business, The Effect Healing Collective, sponsored an Early Bird \$1000 prize, and two Grand Prizes of \$2,500 were sponsored by Amica the Glebe and new business Poulet Rouge.

These sponsorships are invaluable and enable the Glebe BIA to maximize the impact of Glebe Spree and create better visibility for members through the promotion of this well-known contest.

This year's Glebe Spree saw a small uptick in participation, with a total of 19.2K ballots submitted (2024 = 18.3K), totaling \$2.88M in local spending from November 15–December 31.

To combat the typical effects of contest fatigue in a long-standing program like Glebe Spree, the Glebe BIA will introduce a new incentive in 2026 that better rewards participants for their loyal efforts in shopping local. The Glebe BIA will also redesign the ballot in 2026 to more clearly communicate the parameters of the contest and to answer the most frequently asked question by participants.

Winterlude 2025

- Beandidgen Beading Workshop: 100% registration for two workshops.
- Winter Heat Fred Astaire Valentine's Day dance class: 100% registration at new event, designed to provide business visibility and foot traffic in the Glebe for Valentine's Day.
- Snowphy Trophy: low uptake of longstanding program despite reimaging due to climate change.



Cleaning the Capital

Key stakeholder partnership with Ottawa REDBLACKS and a new partnership with Glebe commercial property owner, Campanale. This community clean up was a great event to demonstrate the care that the BIA and partners offer the neighbourhood.

Spring Clean the Glebe

The Glebe BIA celebrated the arrival of spring by providing resources and services to eleven businesses (90% registration capacity).

The BIA provided window-cleaning services to registered businesses at no cost and engaged Sunny Street Creative Studio to commission custom signs.

Spring Member Social

The BIA hosted an evening gathering at Milestones Lansdowne, coupled with the opportunity for members to enjoy the Ottawa BlackJacks game through a new BIA partnership. Twenty-five businesses mingled at Milestones before heading to the BIA sponsored game.

Wine and Dine the Glebe

The Glebe BIA achieved 100% registration with 10 partner restaurants and implemented a robust advertising campaign to engage diners. This event will be redesigned in 2026 to encourage increased engagement.

Imagine The Glebe Contest

This colouring contest involved 22 BIA business members and fostered positive online engagement and visibility through a social media campaign that was not reliant on shopping but instead capitalized on local pride-of-place sentiments.

Autumn Member Social

We welcomed 30 members to the CAA North and East Ontario headquarters during Ottawa's Small Business Week. 25% attendance was by new businesses and the Glebe BIA facilitated introductions and B2B connections at this member social.

2025 Outcomes

27

Individual event dates in 2025

17

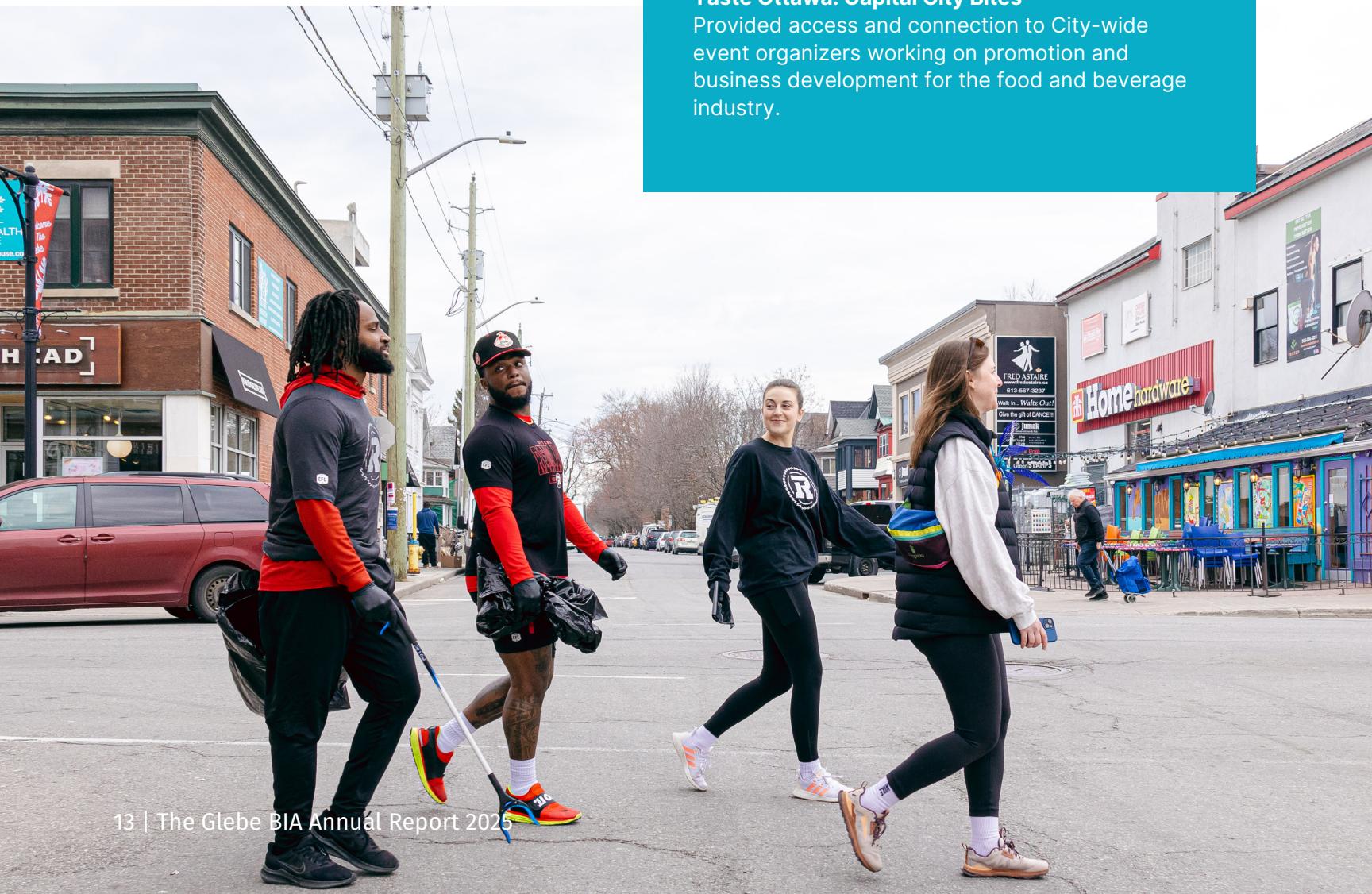
Events produced by the Glebe BIA

399

Registrations to BIA-led events

6

New events or programs created by the Glebe BIA



Community Event Support and Resources

Mutchmor Rink Party

Provided cash and in-kind prize sponsorship to GNAG (Glebe Neighbourhood Activity Group) and member visibility of four stores through prizing gift cards.

Irene's 40th Birthday Block Party

Provided connection to eight businesses and subsidized rental equipment costs.

Pumpkin Derby at Lansdowne Park

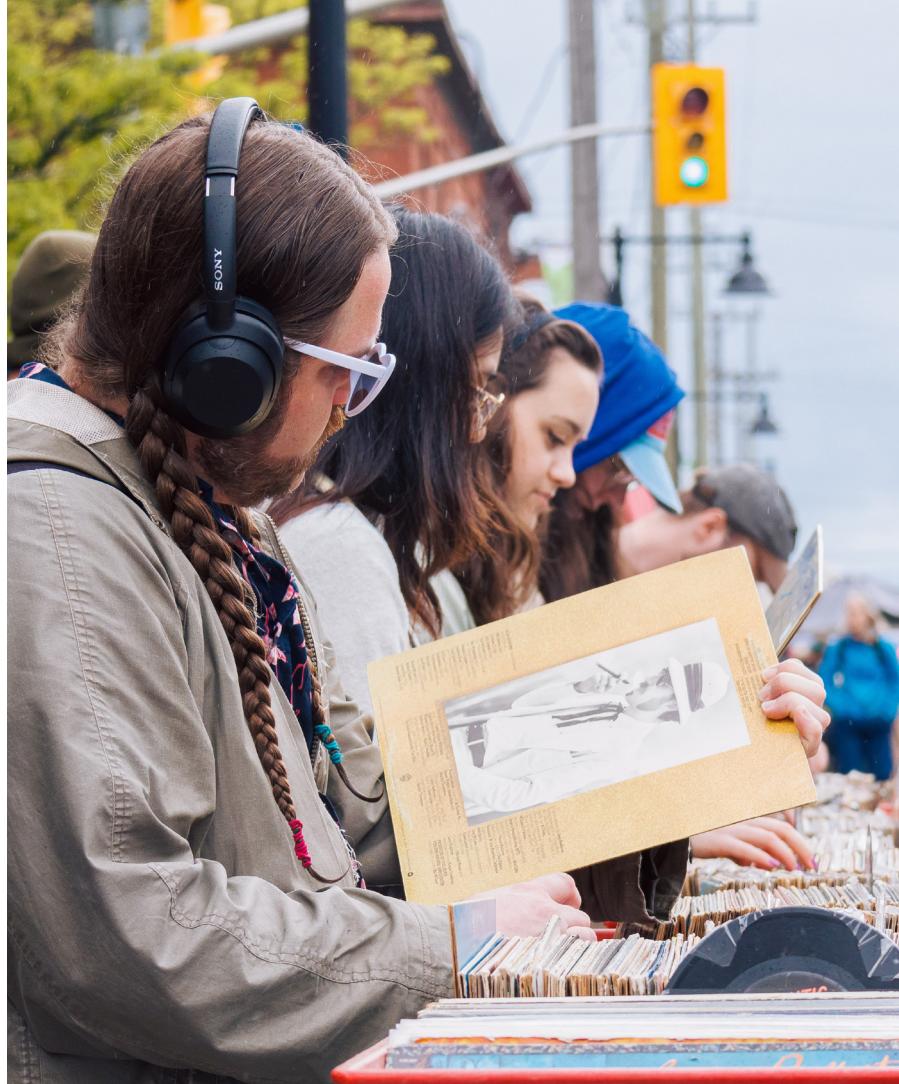
Provided sponsor items to the annual, family-friendly contest that takes place during the Harvest/Halloween season.

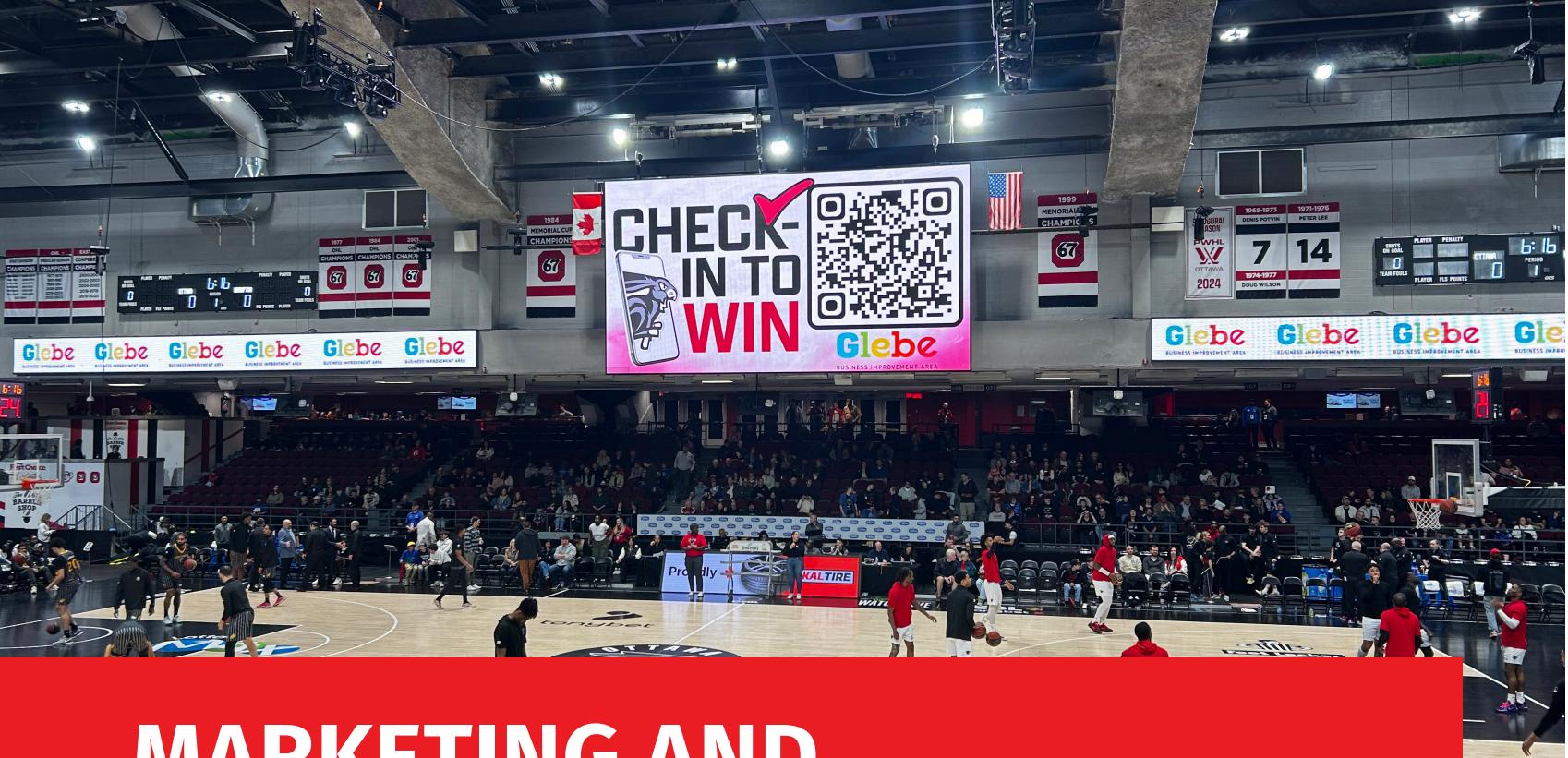
Sartorial Sunday by Third Son Tailoring

Provided logistical support for street closure along Bank Street and provided two hour free parking at the Second Avenue Parking Garage.

Taste Ottawa: Capital City Bites

Provided access and connection to City-wide event organizers working on promotion and business development for the food and beverage industry.





MARKETING AND COMMUNICATIONS

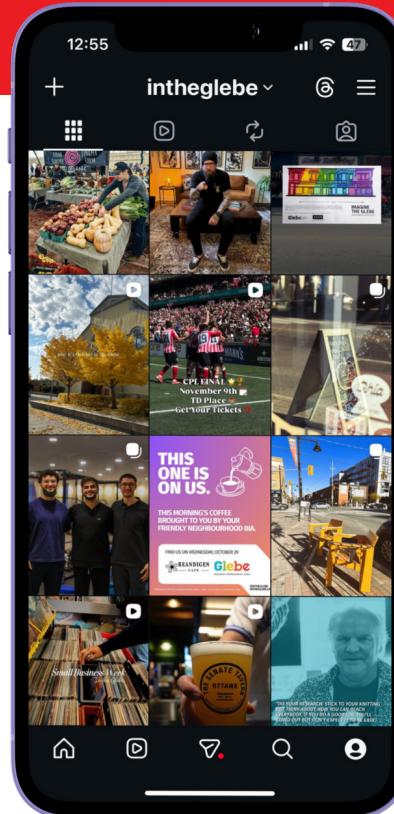
In 2025, the Glebe BIA delivered a dynamic and community-focused marketing strategy that strengthened our brand, supported our members and increased foot traffic across all seasons. Through innovative campaigns, vibrant events and strategic partnerships, we amplified our presence both online and in the neighbourhood. We continued to grow our audience and deepen engagement across digital platforms, while celebrating what makes The Glebe a unique destination for businesses and visitors alike. Our efforts this year reflect a strong commitment to economic vitality, local pride and meaningful community connection.

Objectives

Increase Awareness of the Glebe's unique offerings, including its independent shops, events, neighbourhood feel, beautiful public spaces and amazing restaurants.

Improve Engagement and presence through social media posting frequency, content themes and consistency in our communication efforts.

Build Brand Loyalty through our member engagement efforts using email, events and creative problem solving to help businesses achieve success.



2025 Highlights

Shop Canada Saturday

In response to changing tariff conditions and a growing call to support Canadian businesses, the Glebe BIA partnered with the Wellington West BIA to promote a Shop Canada Saturday campaign. This collaborative media initiative reached all Ottawa BIAs and encouraged residents to shop local and prioritize Canadian-made goods and services.

With 11 Glebe businesses participating, the campaign used engaging social content to amplify the voices of local retailers. The campaign drove awareness of tariff-related issues and reinforced our commitment to economic resilience through local support.

Rapid FC Inaugural Home Opener Giveaway

To introduce the newest sports team to The Glebe, the BIA partnered with the professional women's soccer club to include a social media contest with a prize pack including Market Dollars from Ottawa Farmers' Market, \$100 gift card to Yolks Breakfast and \$100 gift card to Kunstadt Sports.

Total Contest Entries: 850

Total Impressions: 9.6K

Ottawa BlackJacks BIA Game Day

Through a brand partnership with the Ottawa BlackJacks, the Glebe BIA hosted a BIA Night which included in-game Glebe trivia, local business giveaways and prizes, shout-outs and branded signage throughout The Arena at TD Place.

Dog Friendly Glebe

This campaign promoted The Glebe as a welcoming destination for dog owners, featuring four social media posts, newsletter mentions and a blog post. By highlighting pet-friendly businesses, we encouraged foot traffic and positioned the neighbourhood as a vibrant, dog-friendly hub for locals and visitors alike.

Total Impressions: 24.2K

Back to School

This campaign positioned the Glebe BIA as a top destination for student life and seasonal shopping. Highlights included a social media contest with \$900 in gift cards and prizes from 10 local businesses, collaborations with two influencers, a student discount program and a blog post featuring the best study spots. This multi-channel approach showcased The Glebe's student-friendly amenities and diverse shopping options, attracting learners of all ages to explore and engage with the neighbourhood.

Total Contest Entries: 393

Total Impressions: 52.2K

CityFolk Partnership

In partnership with CityFolk, we launched a paid "You're Already Here" video campaign encouraging festival goers to eat, shop, and explore The Glebe while attending the event.

The campaign ran throughout the festival weekend, with additional promotion on our social media channels through targeted ads and an organic contest in collaboration with the Ottawa Farmers' Market. The giveaway featured two CityFolk tickets and \$200 in Market Dollars, driving engagement and foot traffic while reinforcing The Glebe as an integral part of the festival experience.

Total Contest Entries: 534

Total Impressions: 13.7K



Branding and Design

We fully embraced our refreshed brand identity from 2024 to bring a cohesive and recognizable look and feel to all our signature events and neighbourhood initiatives. Each project reflects a unified visual language and tone that strengthened our presence in the community.

This consistent branding not only elevated the professional polish of our events but also reinforced The Glebe's distinct character as a vibrant, welcoming destination.

Email Newsletter

In 2025, we rebranded and streamlined our email communications to deliver clearer, more engaging content to our audiences. Our general newsletter, sent to over 7,000 contacts, adopted a fresh new look and identity, being rebranded as "*The Glebe Insider*" and scheduled bi-weekly on Tuesdays, making it a reliable source of events, promotions and neighbourhood news.

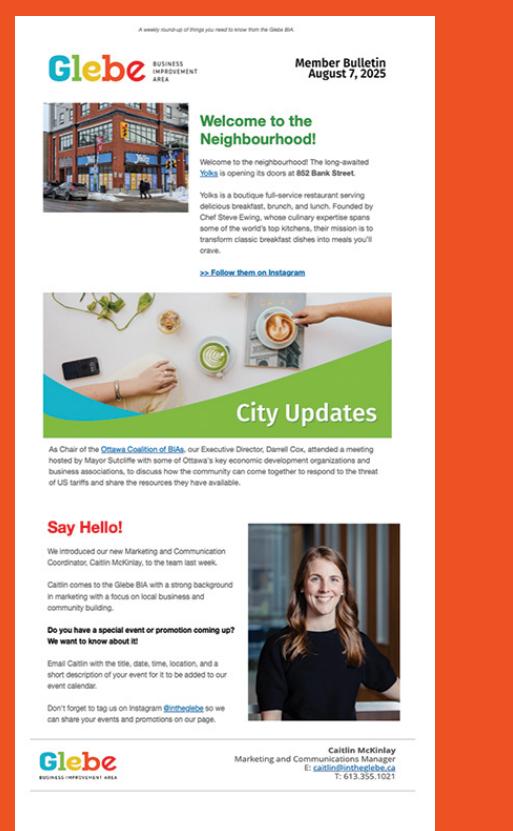
Meanwhile, the Glebe BIA "*Member's Bulletin*", shared weekly with over 400 members, was also redesigned with an easy to navigate format that prioritizes important updates, resources and opportunities. These enhancements improved responsiveness, readability, brand consistency and overall engagement across both newsletters.

Email Newsletter Subscribers: 7.7k

Number of New Subscribers in 2025: 913

Number of Sent Member Bulletins: 57

Number of Sent Newsletters "*The Glebe Insider*: 27



2025 Outcomes

3.6M

Impressions across all platforms

2.3K

Total posts including reels and stories

4.8K

New Social Media followers

12

Total giveaways

10K

Average monthly website visitors

100K

Influencer marketing reach

27.5K

Followers across all platforms

24K

Post video views across all platforms

36

Businesses and partners participated in giveaways

17

Blog posts on intheglebe.ca



ADVOCACY

A core role of the Glebe BIA is to advocate on behalf of its members by identifying shared challenges, coordinating responses and representing the collective business voice to municipal partners, service providers and decision-makers.

In 2025, advocacy efforts focused on safety and security, by-law enforcement, major area redevelopment, transportation planning, boundary expansion and strengthening access to data to support evidence-based decision-making.

Safety and Security

Over the summer, the Glebe BIA saw an increase in reports from members related to theft and break-ins. In response, the BIA coordinated six in-store safety visits with Community Police Officer Constable James Kennedy. These visits provided individualized, on-site support and practical recommendations to improve operational safety and staff preparedness.

Based on strong interest from members, the Glebe BIA will continue to coordinate monthly safety visits for businesses seeking additional support. Constable Kennedy also worked with Centre 507 to expand its outreach area beyond Centretown to include several locations in the Glebe experiencing aggressive panhandling and overnight encampments, helping connect vulnerable individuals with appropriate services while supporting a safer business environment.

Bank Street Active Transportation and Transit Priority Feasibility Study

In June 2024, the City of Ottawa initiated the Bank Street Active Transportation and Transit Priority Feasibility Study to examine options to improve transit efficiency and reliability along the corridor and enhance the travel environment for active transportation. Several options presented during the study would have significantly impacted parking supply and accessibility in the Glebe, including one scenario that proposed removing all parking on the west side of Bank Street.

The BIA actively participated in the stakeholder and community consultation process, advocating on behalf of members to ensure business needs were clearly understood. The BIA worked to influence the final staff recommendations, which will be presented to Council in 2026, toward solutions that improve mobility while minimizing negative impacts on local businesses, customers, and accessibility.

By-law Enforcement

The Glebe BIA raised member concerns regarding aggressive by-law enforcement directly with the Mayor's Office and the City's By-law Department. In his role as Chair of the OCOBIA, the BIA Executive Director requested that OCOBIA's Chief Advocate meet with City staff and other affected organizations, including Ottawa Festival Network and Ottawa Tourism, to collectively communicate concerns and seek a more balanced, coordinated enforcement approach.

Lansdowne Park 2.0

The Glebe BIA has been actively engaged in the Lansdowne Park 2.0 redevelopment project since its inception. On October 29, the Executive Director presented to the Finance and Corporate Services Committee to express the BIA's position and share the results of a member survey on the proposed redevelopment.

Survey findings indicated generally favourable sentiment: 37% of responding business owners support or strongly support the project, 35% were neutral, and 27.5% opposed or strongly opposed the redevelopment. The Glebe BIA continues to work closely with the City's Community Liaison to receive regular updates on construction schedules and anticipated impacts on the business district.

Glebe BIA Boundary Expansion

In 2025, the Glebe BIA Executive Director held several meetings with business owners in Old Ottawa South to explore the feasibility of expanding the BIA boundary to include that area. Many businesses expressed concerns about feeling under-represented at City Hall, particularly following the implementation of the northbound peak-period reserved bus lane, which proceeded with limited consultation with affected businesses.

The Glebe BIA has applied for the City of Ottawa's 2026 BIA Expansion Grant and, if successful, will retain a consultant to assess interest within the Old Ottawa South business community in forming a joint Glebe/Old Ottawa South BIA. This work will ensure any potential expansion is community-led, transparent, and aligned with the needs of local businesses.

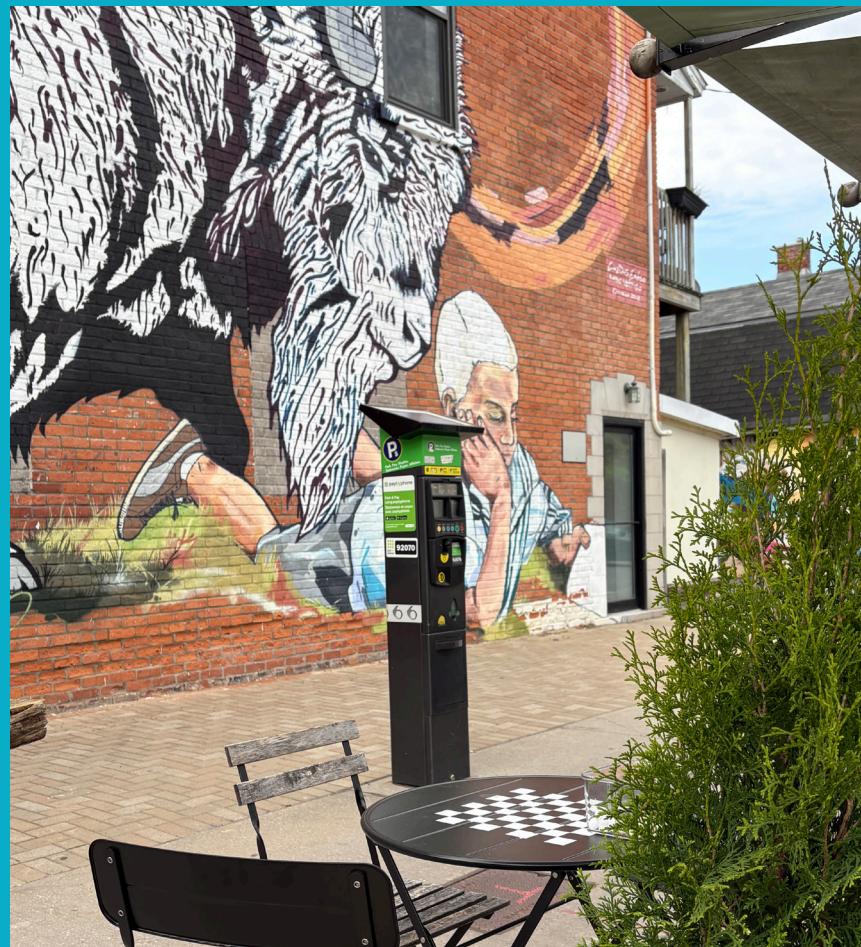
Main Street Metrics Dashboard

Through a partnership between the Canadian Urban Institute, OCOBIA and the City of Ottawa's Economic Development Department, the Glebe BIA implemented a Main Street Metric Dashboard. This standardized, evidence-based dashboard will strengthen the Glebe BIA's advocacy efforts by providing localized data and strategic insights to inform investment, programming, policy development and communications.

Main Street Metrics will provide data on:

- Visitor foot traffic
- Local neighbourhood demographics (within 1 km)
- Business and civic profile
- Housing and urban form

This tool will enhance the BIA's ability to represent member interests using timely, objective data and to engage more effectively with City partners and stakeholders.



RESEARCH

FBM Architecture Ltd ("FBM") was commissioned by the Glebe BIA to conduct a retail market and gap analysis for the BIA. The purpose of this study was to identify the existing gaps and opportunities for retail to support the Glebe BIA as it seeks to maintain its role as a vibrant shopping district in the Ottawa region. This study involved thoroughly documenting the current retail business inventory, defining the realistic Trade Area for which we serve and analyzing the business inventory and consumers' spending patterns.

The study confirms that the Glebe BIA possesses a strong retail ecosystem, supported by an affluent and highly educated local population. Key findings highlight the area's excellent reputation, the unique challenge of balancing local and branded businesses and opportunities for strategic growth within its three distinct retail nodes.

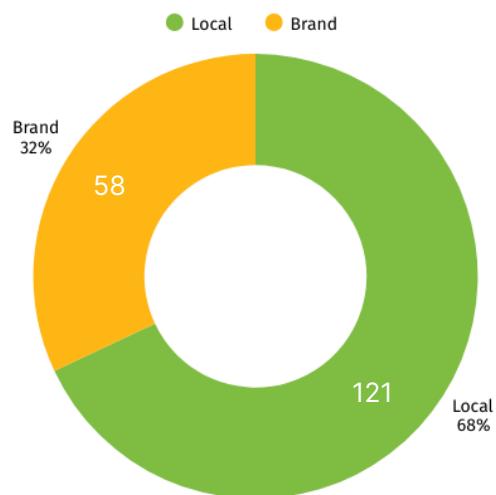
Key Highlights

- The Glebe's consumer base is exceptionally strong, characterized by affluence, high education levels and a commitment to support local business.
- Trade Area Segments: The core customer base is reflected in the 10-minute Driving Trade Area, which consists of 176,771 people and accounts for \$2.9B in consumer spending. The 10-minute Walking Trade Area consists of 13,578 people and accounts for \$278M in consumer spending.
- Market Strength: Over half of customer respondents (53%) spend more than 20% of their annual retail budget in the Glebe BIA, suggesting a very strong, stable and resilient local market capture.
- Local Support: A striking 88% of customers confirmed they are willing to pay slightly more for a locally-made product or service.

The strategy for the Glebe BIA will now focus on enhancing the customer experience, fostering local business growth, targeted recruitment to fill key gaps identified by both the analysis and customer sentiment and making calculated decisions regarding brand presence in the unique Lansdowne node.

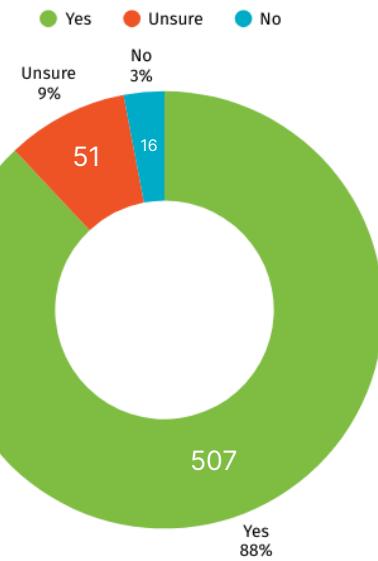
Facts and Figures

Local vs Brand Retail Mix



179 total business count

Customers Willing to Pay More for a Local Product or Service



574 total survey participants

Trade Area Spending



Source: 2025 Retail Gap and Market Analysis, FBM

#InTheGlebe

@intheglebe



FINANCE

The Glebe BIA Board of Directors has approved a 2026 budget of \$961,799. With the addition of \$12,000 to the general taxes resulting from the removal of the levy cap at 460 O'Connor Street, this results in an increase of \$25,339, or 3.5%. This marks only the third budget increase since 2016.

Prior to 2024, the Glebe BIA levy had not increased above \$690,000 since 2016. Adjusted for inflation, 2016 spending would have been approximately \$869,000 in 2024, whereas the approved budget was \$709,500. In 2024 there was a 5% increase and in 2025 a 2% increase.

A budget increase was necessary for 2026 to accommodate the salary for a new part-time Project Coordinator. The Executive Director and the Board determined this new position was necessary to address increased workload demands, ensure operational continuity and supports the Glebe BIA's ability to deliver on its strategic priorities and member expectations.

These minimal budget increases have been achieved through strategic management by the BIA team, finding efficiencies in long-standing programs, reducing programs or events that demonstrated low return on investment and by increasing revenue generation through sponsorships and grant-funding programs.

The resulting cost savings and increased revenue will allow the BIA to implement new initiatives to better support our advocacy, public realm and events in 2026.

Administration

The Glebe BIA's mandate is to serve the needs of the area as a whole. Our resources are invested in complementing and bolstering the work of 427 member businesses and property owners. We endeavour to deliver benefit, value, and a tangible return for all members. 2026 administrative costs have remained unchanged from 2025 at 46% of expenditures. Our administrative costs are in-line with other Ottawa BIAs of similar size and budget.

Surplus

The accumulated surplus in 2024 was \$602,653. At the time of print of this report, the 2025 Accumulated Surplus was estimated to be \$777,000.

In 2025 the Board of Directors approved an Accumulated Surplus Expenditure Plan valued at \$107,500 to use funds from the surplus to strategically invest in select capital projects in 2025 and 2026 that will significantly enhance the public realm and streetscape of the Glebe, as well as creating new events that will attract more visitors to the BIA.

Projects included:

2025

- New tree lighting, electrical upgrades, and garden restoration at the Fourth Avenue Baptist Church Courtyard to create a new and inviting community space.
- Eight new metal and wood chairs placed in strategic location to encourage consumer dwell time.
- Free security camera program.
- Winter greenery program.

2026

- New community parkette at the southeast corner of Third and Bank.
- Glebe Off Bank program, which will introduce new banners, murals, on street beautification projects on Pretoria, Chamberlain and Isabella.



2026 Budget

Revenues	2026	2025
Reserve Fund Contributions	\$107,500	\$0
General Taxes	\$761,299	\$723,960
Payment in Lieu	\$15,000	\$15,000
Other Revenue	\$78,000	\$68,150
Remissions	\$0	\$10,000-
Total Revenues	\$961,799	\$796,840
Expenses		
Administration	\$444,160	\$368,585
Marketing	\$46,325	\$68,000
Events	\$128,800	\$111,500
Public Realm	\$316,600	\$219,500
Membership	\$25,914	\$29,255
Total Expenses	\$961,799	\$796,840

The Member AGM package includes the 2024 Audited Financial Statement undertaken by an independent auditor. The auditor states that:

"In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Entity as at December 31, 2024, and its results of operations, its changes in net financial assets and its cash flows for the year then ended in accordance with Canadian public sector accounting standards."

Statement of Financial Position

Financial Assets	2024	2023
Cash	–	–
Cash on deposit with the corporation of the City of Ottawa	\$556,314	\$424,487
Accounts receivable	\$3,897	\$5,220
Total Financial Assets	\$560,211	\$429,707
Liabilities		
Accounts payable and accrued liabilities	\$57,990	\$62,319
Total Liabilities	\$57,990	\$62,319
Net Financial Assets	\$502,221	\$367,388
Non-Financial Assets		
Prepaid expenses	\$2,463	\$5,856
Tangible capital assets	\$101,125	\$104,368
Total Financial Assets	\$103,588	\$110,224
Accumulated Surplus	\$605,809	\$477,612

TESTIMONIALS

“We see every day how the Glebe BIA helps our neighbourhood thrive. From their inclusive events to the way they bring businesses and the residents together, they make the Glebe feel alive and connected.”

**Daniel Moses, Head Personal Trainer
Free Form Fitness Glebe**



“Being asked to speak about my business on CTV ahead of The Great Glebe Garage Sale was a particularly meaningful opportunity, and one that I'll always be grateful for. These moments have not only helped raise awareness about Witch Chest, but have also made me feel like a valued member of the Glebe's vibrant business landscape.”

**Julie Saunders, Owner
Witch Chest**



“As a new business, we receive so much support from The Glebe BIA! We just feel involved instantly. They are absolutely amazing, approachable, supportive, nice and helpful!”

**Chi Nguyen and Thao Tran, Owners
Cô Oi Kitchen**



Thank You to Our Sponsors & Community Partners!



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Your Glebe BIA Team



Julia Rocchi
Events and Placemaking
Manager

Yash Thapa
Project Coordinator

Darrell Cox
Executive Director

Caitlin McKinlay
Marketing and
Communications Manager



**We look forward to working
with you in 2026!**

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