

# Bay Ward Information Session for Small Businesses

December 15, 2021



# Opening Remarks: Councillor Kavanagh

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- City of Ottawa; Special Liaison on Women & Gender Equity



# Agenda

- Opening remarks: Councillor Theresa Kavanagh
- Presentation from Economic Development (City of Ottawa): Mike Bureau & Dan Oliver
- Case study: Elgin Area Business Association
- Q&A

# Economic Development Services

- Mike Bureau & Dan Oliver: Economic Development Officers, City of Ottawa
- Economic Development areas of focus:
  - Knowledge-Based Business: Invest Ottawa, post secondary institutions, talent attraction
  - Tourism & Creative Industries: Ottawa Tourism, Ottawa Film Office, Ottawa Music Industry Coalition
  - Urban Services: small & medium enterprises, retail, main streets, Business Improvement Areas (BIAs), Ottawa Board of Trade
  - Rural Economic Development: connecting rural Ottawa to suburban and urban areas

# Small Business Property Tax Subclass

- <https://ottawa.ca/en/living-ottawa/taxes/small-business-tax-subclass>
- [sbts\\_sipe@ottawa.ca](mailto:sbts_sipe@ottawa.ca)
- November 2020; Province of Ontario announced creation of optional small business tax class
- City Council approved on October 13, 2021; led by Finance Services City staff
- Qualifying properties would be eligible for permanent property tax discount of 15%, phased in over two years starting in 2022
- Approximately 5,800 commercial and industrial properties in Ottawa would qualify; represents more than 10,000 small businesses
- Goal is to create tax parity between small businesses in small stand-alone properties and small businesses operating in larger shopping malls that already benefit from the lower Shopping Property Tax rate.
- No impact on residential property taxes; long-term tax policy tool

# Small Business Property Tax Subclass

- Eligibility:
  - City staff use data from Municipal Property Assessment Corporation (MPAC) to determine which properties qualify as a small business
  - Small businesses will be determined using the property tax class, property size, & property code
  - Full details on City of Ottawa by-law # 2021-343 (sections 5 & 6)
- Notification:
  - Qualifying property owners will receive a Property Assessment Notice (PAN) from MPAC near the end of 2021
  - Mailed letter from the City of Ottawa confirming eligibility
- Request for Reconsideration (RfR) & Appeals:
  - If you believe your property should be eligible for the new subclass but is not on the list posted on [ottawa.ca](http://ottawa.ca) by January 31st, file an RfR before May 1st of each year.
  - An Appeal may be filed by the property owner after a determination has been made for a Request for Reconsideration by the Program Administrator with respect to whether the property is included in the Small Business Subclass. \$318 fee to file an appeal.



# Small Business Property Tax Subclass

## Timeline



Small Business Tax Subclass approved by City Council	October 13, 2021
List of eligible properties sent to MPAC	October 2021
MPAC provides all property information updates to the City of Ottawa	December 2021
List of eligible properties posted to Ottawa.ca	January 31, 2022
Targeted mailout to qualifying properties and communication campaign with stakeholder assistance	Early 2022
Deadline to submit a Request for Reconsideration (RfR)	April 2022
Discounted rate applied on Final Tax Bill	June 2022

# What you can do as small business owners

- <https://ottawa.ca/en/business/economic-support-and-recovery>
  - Resources for businesses and workers
  - Lists Provincial & Federal grants and funding assistance
- Website presence and social media
  - Invest Ottawa & Digital Main Street; assistance with growing your business
  - #MyOttawa, #BuyLocalOttawa
- Connect with other City of Ottawa partners
  - Ottawa Board of Trade, Ottawa Tourism, Ottawa Coalition of BIAs, RGA (Regroupement des gen d'affaires de la Capitale)



# What you can do as small business owners

- Ottawa Film Office (OFO)
  - Submit your property as a filming location
  - <https://ottawa.film/>
- Ottawa Music Industry Coalition (OMIC)
  - Connect with OMIC about the possibility of an indoor / outdoor music event at your property
  - <https://ottawamic.com/>
- Overall goal would be to attract foot traffic to your respective business areas

# What you can do as small business owners

- Start and operate a not-for-profit
  - Business Association
  - Physical boundary of business locations
  - Membership based
  - Board members
- Explore the benefits of a Business Improvement Area (BIA)
  - Association of commercial property owners and tenants within a defined area
  - Go above and beyond the basic City services to create vibrant business and shopping area
  - Work directly with the municipal government
  - BIAs run on levies from all properties within the defined area; calculation of levy is based on the proportionate value of each properties commercial and/or industrial assessment.
  - Once the City collects the levy, it returns the funds to the BIA to manage
  - Connect with your City Councillor to explore the BIA option

# Elgin Area Business Association (EABA)



# Elgin Area Business Association (EABA)

- Hala Boushey / [hboushey@hotmail.com](mailto:hboushey@hotmail.com)
- Fees are optional; businesses can contribute if they wish
- Communications to members on an as needed basis
- Examples of what EABA has done to make Elgin Street attractive:
  - Elgin Street revitalization; fundraised approximately \$30,000 to establish social media marketing campaign - @IDigElgin
  - Street pole banners and traffic box vinyl wraps
  - Fundraising events to assist fellow business owners through difficult events and hardship



# Questions?

- Mike Bureau
- Economic Development Officer
- [Mike.Bureau5@ottawa.ca](mailto:Mike.Bureau5@ottawa.ca)

- Dan Oliver
- Economic Development Officer
- [Daniel.Oliver@ottawa.ca](mailto:Daniel.Oliver@ottawa.ca)