



YOUR SUCCESS GUIDE

Retail Businesses

Helping More Customers Find Your Store

Retail succeeds when people choose Barrhaven as their shopping destination. Everything we do—from marketing and advocacy to events and beautification—is designed to increase visitation, customer spending, and business success.

What We Heard from Retailers

Our recent member survey confirmed that retailers are looking for practical support that helps drive customers through the door. The highest priorities included promotional opportunities, community events, improved safety and security, rapid issue response, and access to local consumer and foot traffic data to help make informed business decisions.

How the BBIA Helps You

- Free promotion through BBIA social media (our most requested member service)
- Business directory listing
- Grand opening and ribbon-cutting support
- Shop Local campaigns
- Community pop-up events and festivals that increase foot traffic
- Consumer spending and foot traffic insights
- Safety initiatives, including security camera advocacy
- Rapid issue coordination and incident reporting support
- Networking opportunities

Current Priorities

- Destination Marketing
- Seasonal Promotions
- Shop Local campaigns
- Streetscape improvements
- Community events
- Improving pedestrian and cycling access to shopping areas

Maximize Your Membership

- Tag us on social media
- Send us your promotions
- Participate in markets and events
- Display BBIA materials
- Tell us about new products and services