



BARRHAVEN BIA

Barrhaven BIA 2022 Annual Report

Canada's economic recovery is progressing more slowly than expected and the risks that inflation brings are ever-present. A growing number of financial analysts predict a continued slow-down in the economy, in the year ahead. More than ever we will need governments to partner with the business sector to address labour shortages and supply chain disruptions. Despite the challenges, we are still moving diligently in the right direction. The Barrhaven BIA is committed to working hard with you, and for you, as you continue to recover in 2023.

Message From Our Chair

Dear BBIA Members and Guests,

Welcome to the 2022 Barrhaven BIA Annual General Meeting. It is a great honour for our Board and staff to serve the Barrhaven business community. Despite the great adversity that our businesses face, with debt repayment, inflation and staffing challenges, to name a few, the BBIA continues to experience a record increase in its member communication and participation, year over year. The investment of your time and expertise continues to empower us to support all Barrhaven businesses more effectively than ever before.

We want to thank our local elected representatives for the support given to our business community, through the Barrhaven BIA, throughout the COVID 19 pandemic as well as efforts given to champion issues that positively impact Barrhaven and foster economic growth in our region. Councillor Harder has literally built Barrhaven from the ground up over the past 24 years. We will surely miss her incredible knowledge, work ethic and expertise but wish her the best on her well-deserved retirement. We look forward to continuing to work together with our newly elected Councillors and Mayor to advocate for important projects including area business park growth and development, the Barnsdale/Highway 416 Interchange, critical infrastructure investments in local roads and transit, and a much-needed secure, remote work hub for federal employees in our community.

We are excited to collaborate on the above and plan to get started early in the new year. As always, we will continue to nurture our partnerships with local stakeholders including the Ottawa Coalition of BIAs, the Ontario BIA Association, Invest Ottawa, the Ottawa Board of Trade, the City of Ottawa and Ottawa Public Health. Last month, our Executive Director was re-elected to the Ottawa Coalition of BIAs Board and appointed Chair for a second term. She continues to serve on the Ontario BIA Association's Advocacy Committee.

The Barrhaven BIA looks forward to connecting with you all, in ways that contribute to the success of your business, in 2023. Wishing you all a wonderful holiday season and great things to come in the new year. Thank you.

Jason MacDonald
BBIA Chair

About the Barrhaven BIA

The Barrhaven BIA was created on January 1st, 2006 and was Ottawa's first suburban BIA. We currently have over 550 member businesses within our boundaries; Highway 416, the south side of Fallowfield Road, the west side of Prince of Wales, and the south urban boundary. All commercial properties within the BIA boundary are automatically members of the Barrhaven BIA.

Mandate

The Barrhaven BIA is the local leader for business resources, services, and advocacy. We are committed to helping local business members make and save money and to bringing high-value employment to the Barrhaven region.

Vision

To support, promote, develop and advocate for the businesses of Barrhaven to help stimulate prosperity and employment growth.

Priorities for the Barrhaven BIA in 2023

The COVID-19 pandemic continued to shape many of the 2022 priorities for the Barrhaven BIA. In 2023, we will continue to focus on fostering smart and positive economic growth within the community. The ongoing priorities for the Barrhaven BIA can be split into 4 pillars;

1. Advocacy
2. Economic Development and Smart Growth
3. Membership Engagement/Support
4. Marketing

1) Advocacy

The Barrhaven BIA functions as an advocate for Barrhaven businesses and organizations providing an opportunity for members to speak with a united voice on issues of common concern thereby increasing their influence on policies that affect them.

This has always been a part of our role within the community but the COVID-19 Pandemic presented a new set of challenges for our members. Again this year we were able to successfully advocate, along with our partners in the Ottawa Coalition of BIAs (OCOBIA), the Ontario BIA Association, and other organizations, to ultimately affect change with all levels of government, specifically in terms of support being provided to businesses as we continue to recover and endure ongoing challenges. We are all working together to seek small business loan forgiveness and repayment deferrals for both federal and provincial COVID support programs for businesses.

2) Economic Development and Smart Growth

Advocacy, Growth and Stakeholder Outreach in 2023

Despite the global economic downturn brought about by the pandemic, the hyper-local economy in Barrhaven continues to grow. Commercial properties in Barrhaven have increased from 92 in 2019 to 126 in 2022, while the assessed value has risen from \$550 million to \$662 million over the same period.

Economic Development Research

The analysis from our recent economic study has demonstrated the need to improve things while at the same time developing and pursuing employment and export-oriented business opportunities through innovative and targeted cluster building. Specifically, there is a need to enhance business and entrepreneurship, enhance the sense of place, enhance lifestyle, enhance community infrastructure, and leisure attributes. This includes advancements such as providing remote work infrastructure for government workers, 5G infrastructure to connect billions of devices as part of a Smart City, Town Centre infrastructure to develop our lifestyle and

sense of place- providing the basis for a new Barrhaven brand, and transportation infrastructure by way of the Barrhaven Centre Station- a multi modal bus and rail transfer terminal.

Now to Next

Throughout 2023 we will focus our efforts on several opportunities that will have the greatest impact on Barrhaven's long term economic health;

- **Continue to advocate for the Town Centre:** A physical and perceived centre for Barrhaven will be a great addition to our brand. While the town centre can be a focal point for specialty retailers and a new transit paradigm, all proponents must be prepared to ensure that the result is a multi-use public space, and not a revamped retail centre.
- **Focus on transit:** The Town Centre terminus, supporting BRT until the LRT is built, and offering Barrhaven as a trial for new on-demand, multi-modal transit options, by partnering also with non-OC Transpo organizations, will help reinforce the business case for the Town Centre, leverage the anchor infrastructure, and address a key lifestyle complaint of Barrhaven residents.
- **Focus on lifestyle:** Use the BBIA as a data collection portal to be the information source for all stakeholders. Understand intimately what is missing, what can be improved, what can *differentiate Barrhaven from other areas*.

Economic Development and Smart Growth Opportunities in 2023

- **Transportation**
 - Create a local stakeholder group for the next Transportation Master Plan public consultation round, and beyond.
 - Our efforts will focus on the Greenbank realignment and new bridge, improved transit within Barrhaven including considering alternatives to OC Transpo, and the Barnsdale interchange on the 416 highway.
 - BBIA is calling a meeting in January with local Community Associations to engage the residents as we were astonishingly underrepresented during the last round of public consultations. Only 50 people combined from Stittsville/Kanata, Barrhaven and Orleans filled out the survey. As you can imagine, the data is ridiculously skewed as a result.
 - Our goal is to educate and activate the community, identify the roadblocks to success and collaborate with all stakeholders to find ways to affect positive change in a timely fashion.
- **Support local employment-based growth**
 - Logistics Cluster: develop a Panel of local stakeholders who will meet periodically in 2023 to advance the agenda and identify ongoing opportunities for building a Centre of Excellence in the Logistics and Distribution sector.
 - Myers Offices, CanFirst, ABIC, Amazon, Area X.0 and 3 new hotels
 - Facilitate frequent and meaningful developer and government engagement (all levels)

- Create a “Barrhaven Tour” day for elected officials, large businesses and commercial land developers
- **Home and Remote Workers**
 - Launch a public stakeholder engagement exercise, early in 2023 to engage local workers, fine tune certain aspects of the approach, and identify specific supporters for the initiatives. Our plan is to develop a strategy to engage this sector to our mutual benefit.
 - Federal government workers will not be returning to their former office work model, it will be hybrid for most. This offers our local businesses a huge new market that they have never enjoyed.
 - Look into the secure remote work centre pilots and inquire about one for Barrhaven to service the south end of the City.

3) Membership Engagement & Resources

2022 felt like the beginning of the return to normal and we were able to shift our focuses with membership engagement away from the pandemic. While it is certainly still top of mind for many, it has not been the main focus of our weekly email updates and communications as we were able to focus on key programs from the past as well as building new and exciting opportunities for engagement. In 2022, we brought back in-person member events with a B2B Breakfast in April, Networking After Work in October, and AGM in December. We added to our communications suite with a new print newsletter delivered quarterly to all members and we engaged our membership to become more involved with our event grant program.

Key Membership Resources:

Email Updates for Businesses

Our weekly email updates continue to see great engagements with our membership. A great deal of effort has been put into ensuring that the content is curated to reflect what our membership needs and this has resulted in higher than ever open rates in 2022. While the focus of the email updates has changed away from the pandemic, the content remains relevant and of interest to the audience. Special updates are also sent regularly as required.

Weekly Open Calls

Weekly open calls were started in April of 2020 as a means of connecting our businesses through the challenges of the pandemic. Over 2 years, we were able to connect with our members and better understand how we could best support them. In the spring of 2022, as things quickly began to improve, attendance on these calls started to fall. This program was highly successful and could be re-introduced if the need were to arise again.

Print Newsletters

Quarterly print newsletters were started in the spring of 2022 with delivery in May, August, and November. These have been a very effective tool to engage with more of our members. We have heard from at least a dozen businesses who we had not previously had significant engagements with.

Return to In-Person Events

In 2022 we were able to hold a couple of in-person member events. In April, we held a B2B Breakfast and in October, a Networking After Work. It was great to connect with our members in person again and we are looking at new and creative ways to continue doing so in 2023.

Ongoing Support

Throughout the year, we have provided ongoing member support. Whether it's guidance on government programs, marketing strategies, or just someone to talk to, we are always available to support our members.

In 2022, approximately 70% of our membership was actively engaged with the BBIA.

4) Marketing

2022 was a very busy year for the Barrhaven BIA in terms of marketing. New initiatives were developed and our reach within the community continued to grow exponentially.

I Heart Barrhaven Marketing Campaigns and Branding

Coming out of the pandemic, we knew that we needed a refresh to our branding and messaging that was both exciting and effective in engaging the community. The I Heart Barrhaven is designed to draw on the fierce pride that residents have for this community. This branding has been used on signage, social media posts, and swag with great success and the community have responded in such a positive way. This is just the beginning and these campaigns will grow in 2023.

New Marketing Video

Barrhaven is quickly becoming a destination and we wanted a marketing piece that would reflect that. Building on the I Heart Barrhaven branding, a new video was created that highlights restaurants, retail, activities, and accommodations in the community with the goal of encouraging residents to stay local but also entice those in neighbouring communities to consider Barrhaven as a place to have a great meal, shop, and have fun. The video was released in July of 2022 and continues to bring a lot of attention to the community.

BBIA Swag

In planning the I Heart Barrhaven campaigns, it was obvious that it created a great opportunity for swag. BBIA and community members would want to wear something that featured this new branding. With plans to expand in 2023, the swag roll out has been highly successful. Approximately 8000 bracelets and buttons were distributed at Canada Day in Barrhaven and at our member grant events. Additionally, caps, toques, and sweatshirts are being given away and are available for purchase at a member business.

Banners

In 2021, the Barrhaven BIA decided to move away from our sponsored banner program and design a new set of banners that would support all local businesses by encouraging the community to visit our social media channels and website directory. The new banners were designed to bring colour and vibrancy to our main commercial thoroughfares including Strandherd, Greenbank and Woodroffe. 2022 was all about maintenance but there are plans to expand this program in 2023.

Business Profiles

Our popular Business Profile series continued through 2022. This year, we were able to highlight the restaurant sector with our successful “What’s for Dinner?” campaign in January as well as through the fall. Regular business profiles continued - showcasing primarily new businesses as our membership continued to grow!

Signage

In 2021, the Barrhaven BIA expanded the use of our local signs. We have created seasonal signs to encourage residents to support local businesses while also beautifying the space. With the use of 5 permanent curbex style signs and our 6 gateway signs, our messaging can be seen throughout the entire Barrhaven community.

Barrhaven BIA Event Grant

Through discussion with members, it became clear that there was a real excitement around events coming into 2022. With this in mind, our Event Grant Program was created to cover the costs and encourage the community to gather in our business districts. In the end, 6 successful events were held between May and October.

- Barrhaven Wellness Fair
- Barrhaven Family Fun Fair
- Highbury Park Block Party
- Barrhaven Bike Rodeo
- Barrhaven Mental Health Awareness Day
- The Nukk Grand Opening

We thank all the businesses that took the lead to make these events happen! The community responded so well and attendance was outstanding. We look forward to having even more events sponsored through our grant next year!

Holiday Lights

For the third year, the Barrhaven BIA had holiday lights installed on the corners of Strandherd Drive and Greenbank Road. All four corners are lit up with over 60,000 lights! The lights were officially lit on November 18th and will stay lit throughout the holiday season.

Barrhaven’s Great Holiday Giveaway

Our holiday giveaway is by far our largest marketing campaign of the year. In 2022, we featured 24 local businesses in our daily giveaways during the holiday season! This year, the BBIA purchased prizes from the businesses and paired them with an I Heart Barrhaven sweatshirt and toque!

Thank You to Our 2018-2022 Board and Staff

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Volunteers

We would also like to take this opportunity to thank our committee members for their support over the past year.

Marketing Committee

- Charmion Barrette - Cedargrove Massage Therapy
- Joe Baker - b-sharp Ottawa
- Janet McCausland - Meridian Credit Union
- Chris Torti - Clubhouse