



6. Annual Report



Message from THE CHAIR – Joanne Mutter





Economic Development, Marketing & Outreach

- Highlights from 2022:
- Economic Development:
- Outreach:
- Marketing:



OTTAWA *Artisans*

ARTS & CRAFTS MARKET

JUNE 12, 2022 | 9AM - 4PM

OVER 40 VENDORS!

WHERE:
8231 CAMPEAU DRIVE
KANATA COMMONS

FREE ADMISSION:
WITH A NON-PERISHABLE
FOOD ITEM IN SUPPORT OF

#LoveKanata

Your first name: Elliott
Your age: 12
Which one is your favourite restaurant or store in Kanata Central?
Montani

Happy colouring! Please send us your entry at: ED@KanataCentral.com



POP-UP EVENT

JOJO COCO

FOR THE LOVE OF CHOCOLATE

THURSDAY, APRIL 7
NOON TO 1 PM
WHILE QUANTITIES LAST

JOIN US

MIATA CAR SHOW

Ice Cream Run at Baskin Robbins

at the Gazebo in front of Chapters
Kanata Centrum
August 17 from 6 pm to 8 pm
(rain date: August 24, 6 pm to 8 pm)

RBC & the Kanata Central BIA present

Fraud Prevention Seminar

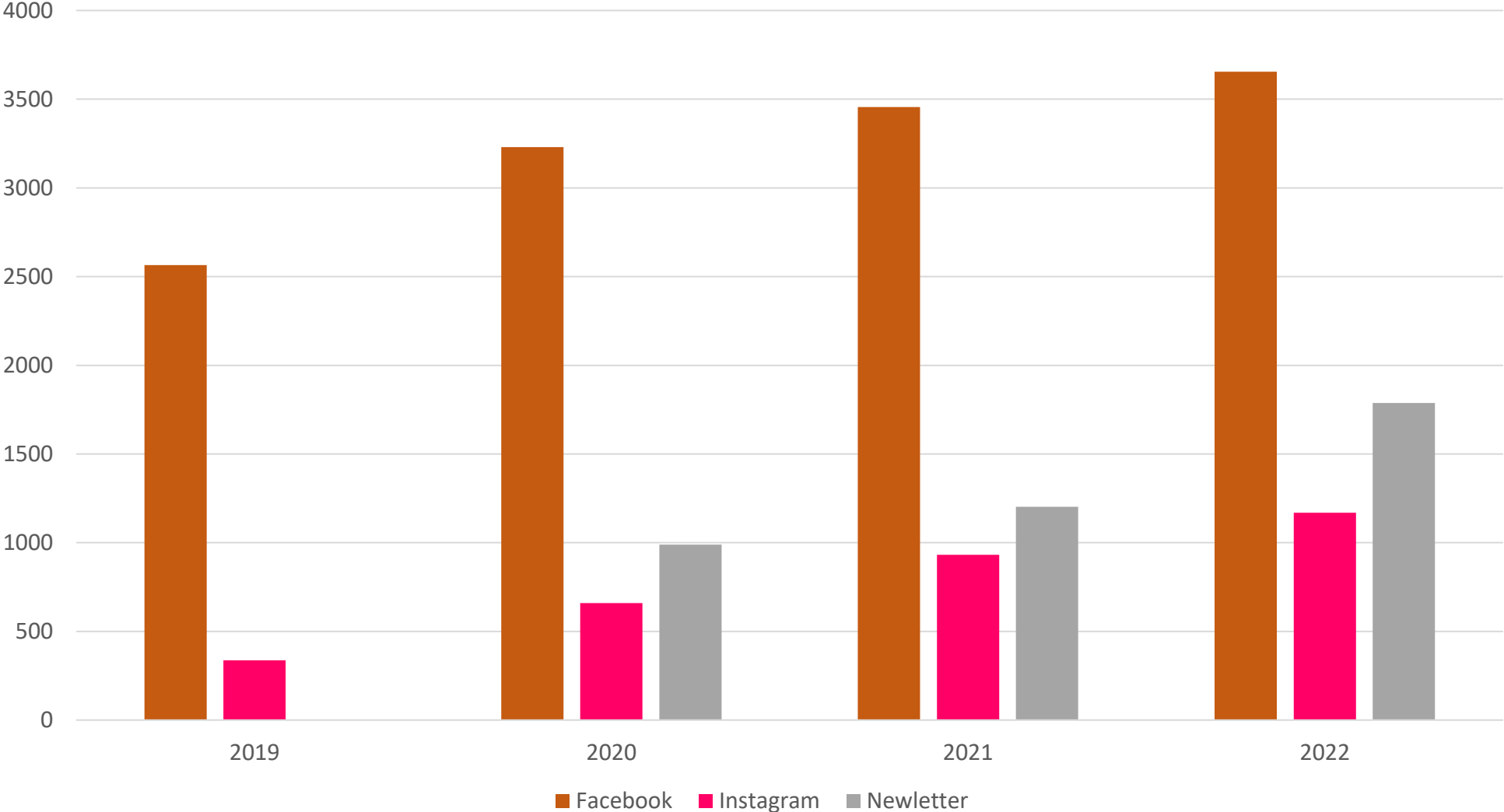
Thursday, September 22, 2022
1:30 PM to 3:30 PM
at the Kanata Seniors' Centre

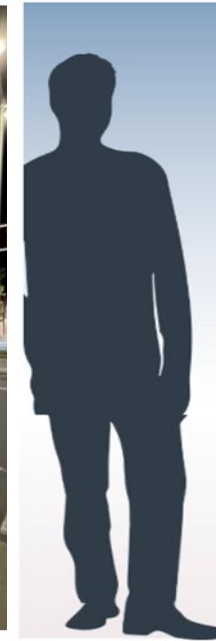
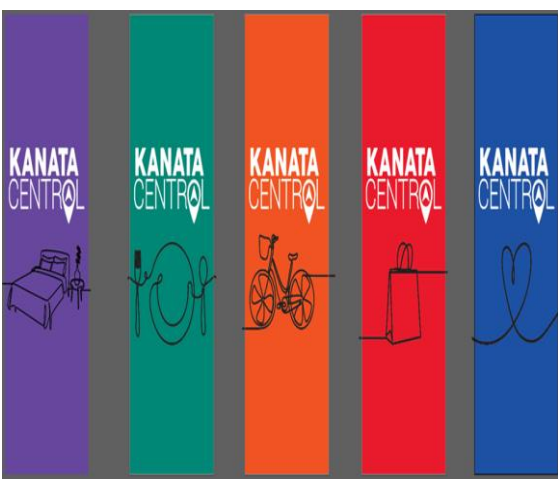
Please join us for a Fraud Prevention Seminar presented by RBC followed by a Q&A session and complimentary refreshments, snacks, and social gathering.

Space is limited. Please RSVP at 613.580.2980.

Top 3 Traffic Drivers to The KCBIA Website
Member business exposure, events, and information

Social Media Stats





2022

Beautification / Economic Development

- Pedestrian 6 Directional Signs
- Banners (Update & Seasonal) Dine, Love, Play, Shop, Stay Local
- Traffic Box Anti-Stick Wraps
- Xmas Holiday Lighting
- Graffiti Removal & Litter Clean up
- Local Campaign / OCOBIA & OBIAA Memberships / Tourism Ottawa Membership
- Support Business Campaigns & Grand Openings



Primary Research

\$15,000.00 \$7,5000.00 BIA \$7,500.00 Grant

STRATEGIC PLAN 2023



Initiatives for 2023

- BIA Beautification and Murals
- Maintenance of BIA Signage
- Boundary Expansion for the Kanata Central BIA
- BIA Displays & Print
- Directional and Branding
- Member Engagement: member to member
- Website Enhancements
- Welcome Package Photo or Video
- Events

- Social Media
- Pop Ups
- Sponsorships