



BARRHAVEN BIA

2021 Annual Report

Earlier this year, we were optimistic that the challenges of the pandemic would be well behind us by now. Canada's economic recovery is progressing more slowly than expected and the risks that inflation brings are ever-present. 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 the new year.

The video accompaniment to this report will be available after the Annual General Meeting.

Message From Our Chair

Dear BBIA Members and Guests,

Welcome to the 2021 Barrhaven BIA Annual General Meeting. It is a great honour for our Board and staff to serve the Barrhaven business community. When the pandemic hit, the BBIA quickly adapted and worked effectively to advocate for local businesses. It was again a challenging year, and the battle is still ongoing. Despite the great adversity that our businesses face, the BBIA continues to experience a record increase in its member communication and participation. The investment of your time and expertise continues to empower us to support all Barrhaven businesses more effectively than ever before. In 2021, we hosted 48 weekly Wednesday morning open calls for members over Zoom and delivered 180 update emails to your inboxes.

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. We look forward to continuing to work together 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, to name a few.

The development of the civic space in our downtown is the critically needed catalyst to several economic growth opportunities for Barrhaven. We recently received the official 2021 Barrhaven Smart Growth Strategy from Doyletech. I must point out that the very first strategic objective for long term economic health and prosperity for Barrhaven is the need for the Town Centre: a physical and perceived centre to Barrhaven to serve as a great addition to its 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. A civic building and gathering space are key to all other objectives outlined in our new strategy.

As a local business owner in Barrhaven, you can also appreciate how critical the improvement of north-south arterial travel is to accommodate the growth of our area. The realignment of Greenbank Road, through the heart of our community, is no longer optional. Those living south of the Jock River are cut off from our retail and service districts, not to mention other local amenities. The City of Ottawa Transportation Master Plan budget does not include funding for this project until 2031, not for another DECADE! We need to assist our local elected representatives in securing funding for this urgent priority.

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, 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. She continues to serve on the Ontario BIA Association's Advocacy Committee.

As we come to the close of another year, let us not only reflect on the lessons that 2021 has taught us, but also identify the opportunities it presented. Wishing you all a wonderful holiday season and great success 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 2021/2022

The COVID-19 pandemic continued to shape many of the 2021 priorities for the Barrhaven BIA. In 2022, we will strive to focus on fostering smart and positive economic growth within the community. The 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 during this crisis.

Key Advocacy Issues:

- The continuation and administration of **federal support programs for businesses**.
- The eligibility and administration of the **provincial small business support grants**.
- Ongoing support for the **hardest hit sectors**.
- The creation of the **Small Business Property Tax Class**
- **Equity** between different sectors in lockdowns and imposed restrictions
- **Clarity** on Public Health Regulations for all sectors.

2) Economic Development and Smart Growth

Advocacy, Growth and Stakeholder Outreach in 2022

The start of our year here in Barrhaven will see much activity focused on activating the tactical plans and leveraging opportunities recommended in our *2021 Barrhaven Smart Growth Strategy*

economic study. Despite the global economic downturn brought about by the pandemic, the hyper-local economy in Barrhaven continues to grow.

Economic Development Research

In 2021, Doyletech completed the Barrhaven Smart Growth Strategy for the BBIA. Our report has been widely shared with key stakeholders and elected representatives. We are excited by the significant economic development opportunities identified for Barrhaven.

The analysis 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.

Transitioning from Now to Next

Throughout the 2021 Strategy, Doyletech has posited many ideas and suggestions and we have chosen a select few 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*.

3) Membership Engagement & Resources

In 2021, our membership engagement continued to grow and we worked hard to ensure that our businesses had all the information, resources, and services they needed as we continued to navigate the pandemic. Successful programs from 2020 were continued and new initiatives were

created. Our constant communication with our members has ensured that we have been able to develop the tools they truly need during this challenging time.

Key Membership Resources:

COVID-19 Email Updates for Businesses

Started as a daily email update in March of 2020, our COVID related emails have now become a weekly newsletter with special updates as timely and important information becomes available. In 2021, the Barrhaven BIA sent 180 email updates. Our open rates remain strong and we continue to receive thanks for the information that we provide.

Weekly Open Calls

Our Weekly Open Calls continued all through 2021 as a means of connecting personally with our members. These calls have been as invaluable for us as we hope they have been for our members. From information on current regulations & best practices to sharing stories, it has been a great way to bring our Barrhaven business community together. Weekly open calls are held every Wednesday at 9 AM via Zoom. The Barrhaven BIA held 48 Open Calls in 2021.

Barrhaven Business Reopening Toolkits

Early on in the pandemic, it became clear that businesses would need a variety of signage to be able to reopen safely - everything from physical distancing floor decals to hand sanitizing signs. The Barrhaven BIA designed our very own "Made in Barrhaven" toolkit featuring a variety of signage branded with our colours and logo. We were able to provide kits free of charge to our member businesses. The need for toolkit items remained strong in 2021, so we produced and delivered another round in the spring. Toolkit items remain available upon request. We are currently in the planning stages for 2022 when we will unveil a new set of toolkits focused on recovery.

Access to Information and Resources

Since the beginning of the COVID-19 Pandemic, the Barrhaven BIA staff have worked hard to ensure that we are aware of all the current changes and regulations. We have also built solid connections with Ottawa Public Health and Ottawa Bylaw Services. If members have questions, we are able to get quick and reliable information every time.

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 2021, approximately 70% of our membership was actively engaged with the BBIA.

4) Marketing

2021 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.

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. The new banners were installed in November 2021.

Business Profiles

Our popular Business Profile series continued through 2021. This year, we were able to receive a grant that funded professional video production for some of these profiles. This concept was also expanded for our Barrhaven “World Tour” in March where we featured local ethnic restaurants and with our “Businesses are People” series in the fall.

Giveaways

Giveaways have been a great tool for supporting our local businesses throughout the pandemic. Many of the prizes in 2021 were purchased by the BBIA and they provide a great opportunity to showcase the offerings of local businesses at different points in the year. This year’s giveaways included:

- Valentine’s Day week long daily giveaways
- Easter Basket Giveaway
- Mother’s Day week long daily giveaways
- Barrhaven Patio Passport Giveaway
- Barrhaven’s Great Holiday Giveaway - month long daily giveaways
- Barrhaven’s Holiday Passport Giveaway

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’s Holiday Guide

To support our businesses and encourage the community to shop local during the 2021 holiday season, we once again compiled our Holiday Guide. We created the Holiday Guide as a way to showcase local businesses for gifts, entertaining ideas, and any holiday needs. We had almost 50 businesses participate and were able to showcase them successfully on social media as well.

Holiday Lights and Virtual Event

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 63,000 lights! To officially light the lights and mark the beginning of the holiday season, a virtual lighting event was held on November 20th via Facebook and YouTube Live. This year's event featured Santa along with performances from local businesses.

Launch of newly refreshed Barrhaven Business Directory

Our new business directory was launched in early 2021 and is the premiere resource for locating businesses within the area. With over 550 businesses, this new site is easy to navigate and demonstrates that you really don't need to leave the community for much. Work has been done throughout the year to ensure that all the details are up to date, new businesses are added, and all businesses have great photos on their listing.

2021 Year in Review

Highlights of our activities, month by month;

January

- As the post holiday lockdowns took effect, we focused heavily on supporting the hardest hit sectors.
- Our "Delivery & Curbside Guide" was launched.

February

- Valentine's Day Gift Guide and Giveaways were a big success.
- We officially launched our new website directory.

March

- Ontario began to reopen and we focused our efforts on ensuring our businesses and community understood what that meant.
- Our Easter Basket Giveaway was a huge success and was the largest single prize we had done to date.
- Barrhaven's World Tour was launched as a means of experiencing other cultures right here in our community instead of traveling over March Break.

April

- As the third wave approached, the focus again became about small businesses and supporting local businesses.
- Vaccines became available in local pharmacies which we helped to promote.
- Business Reopening Toolkits refresher delivered to almost 100 businesses.

May

- We held our annual Mother's Day Giveaway.
- Barrhaven businesses rallied together at the peak of the third wave to bring joy through the local "sign wars"
- We started weekly job posts on our *Barrhaven is Hiring* Facebook page, to help businesses promote their current openings.

June

- Our Patio Passport giveaway launched in conjunction with patios being allowed to reopen.

July/August

- Continued focus on job postings with targeted posts like "Barrhaven Restaurants are Hiring"
- The Patio Passport continued as we showcased many of the beautiful local patios.

September

- Campaigns focused on kindness as the proof of vaccination requirements came into effect.
- Back to School

October

- Small business week
- Our first "Businesses Are People" profile was released. This series is designed to introduce our local business owners as our neighbours.

November

- Corners of Strandherd and Greenbank were lit up with over 63,000 lights to bring holiday spirit to the community and encourage people to shop local.
- Lights were lit during a virtual Facebook Live event for the community featuring Santa and performances from local businesses.
- Barrhaven's Great Holiday Giveaway and Holiday Passport Giveaway started.
- New banners were unveiled along Strandherd, Greenbank, and Woodroffe.

December

- Wrap up of the highly successful Barrhaven's Great Holiday Giveaway.
- Holiday Shop Local Campaign
- Barrhaven BIA 2021 AGM

Looking Forward to 2022

1) Continued Response to COVID-19 - Looking Forward to Recovery

As we move into 2022, we hope that the uncertainty that came in 2021 is now behind us. While there will certainly be ups and downs, with vaccines and a better understanding of COVID-19, we look forward to a year of recovery and hopefully a return to normal. As always, we remain committed to providing members with the exceptional programming that we have introduced over the past 2 years:

- Ensuring that all the information you need arrives in your inbox as soon as it becomes available.
- Advocating on your behalf to ensure that your voice is heard by all levels of government.
- Continuing our weekly open calls.
- Promoting the importance of supporting our local businesses through this crisis.
- Leveraging our voice to market our businesses.
- Finding new ways to support our businesses and to keep our community whole.

2) New Marketing Initiatives

- An exciting new Event Grant program will be launched in early 2022.
- A focus on expanding our social media reach through additional channels.
- Creation of new and exciting video content to showcase our amazing businesses and community. Hello, Reels!
- New Business Toolkits that will focus on recovery and bring brightness to our storefronts.

3) Economic Development and Smart Growth

- Activate a new tactical plan based on the strategic opportunities identified in the 2021 Barrhaven Smart Growth Strategy.
- Develop a new advisory committee to service our non-retail members and leverage employment-based growth to benefit our retail commercial sector.
- Continued work with all levels of government to ensure growth for Barrhaven in areas such as critical infrastructure and the new Barrhaven Downtown.

Our Board and Staff

Executive Director	Andrea Steenbakkers	613-825-8242	execdirector@barrhavenbia.ca
Chair	Jason MacDonald	613-297-5712	jason@mpgrealty.ca
Vice-Chair	Simon Beaulieu	613-825-1064	timsbarrhaven@gmail.com
Treasurer	Marlene L. Grant	613-823-6878	mgrant@mlgpc.ca
Marketing Chair	Mark Dickie	613-692-0345	mark@20eight.ca
Councillor	Jan Harder	613-580-2473	jan.harder@ottawa.ca
Councillor	Carol Anne Moffatt	613-580-2751	carolanne.meehan@ottawa.ca
Councillor	Scott Moffatt	613-580-2491	scott.moffatt@ottawa.ca
Member at Large	Jagdeep Perhar	613-720-4518	jagdeep@perhar.ca
Member at Large	JP McAvoy	613-440-4888	jpmcavoy@conductlaw.ca
Member at Large	Kyle Cuthbert	613-823-4747	kcuthbert@arbormemorial.ca
Member at Large	Cynthia Ladouceur	613-889-2125	cynthia.ladouceur@hilton.com
Member at Large	Hollie Butcher	613-440-3906	hollie@heartandcrown.ca
Reserve Member	Muna Mohammed	613-699-2001	hello@eight50coffee.com
Marketing and Social Media Assistant	Crystal Logan	613-818-1901	marketing@barrhavenbia.ca

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
- Emily Mirsky - COBS Bread Barrhaven
- Janet McCausland - Meridian Credit Union
- Chris Torti - Clubhouse