

6. Annual Report

Economic Development, Marketing & Outreach 2023

Marketing & Outreach

- Assisting with social media and marketing strategy.
- Staff portraits or photos for your website.
- Google My Business optimization.
- Website and social media review and recommendations
- Offer Google 360 view services onsite:

Economic Development:

- Boundary Expansion
- Maintenance of BIA Signage
- Traffic Boxes
- Bell Boxes
- Xmas Holiday Lighting
- Graffiti Removal & Litter Clean up



KANATA CENTRAL
LOVELOCAL

You're invited to a special screening of:

THE SUPER MARIO BROS. MOVIE

KANATA CENTRAL Easter Monday, April 10th at 10 am
Landmark Cinemas Kanata

KANATA CENTRAL

Craft Market
Saturday, June 3rd, 10 am - 4 pm
(rain date: Sunday, June 4th)
OC Transpo parking lot
(by Ren's Pets)

OTTAWA Artisans **kanata food cupboard**

Free entry with a donation to the Kanata Food Cupboard



KANATA CENTRAL CAR SHOW

When: Saturday, July 22, 2023, 10 am - 3 pm
(rain date: July 23, 2023)

Where: OC Transpo Terry Fox Park & Ride

Free with a non-perishable donation for the Kanata Food Cupboard



KANATA CENTRAL Join us for MARCH BREAK ...

STORY TIME!

Monday, March 13th, Kanata Seniors' Centre

12:45 pm - Doors Open
1 pm - 1:30 pm - Storytime with Councillor Cathy Curry
1:30 pm - 2:30 pm - Snacks & Surprise Entertainment
2:30 pm - 3 pm - Storytime with Councillor Allan Hubley
3:00 pm - 3:30 pm - Surprise Entertainment
3:30 pm - Event Close

RSVP required

Please email us at ED@KanataCentral.com indicating the number of adults and kids.

Limited tickets available. Max. 4 tickets per family.

Taste OTTAWA

GRAFFITI'S

Eat at Zuko's

aperitivo

May 14th-20th

Taste OTTAWA

FRATELLI
- KANATA -

Taste OTTAWA

PERA BAR & BISTRO

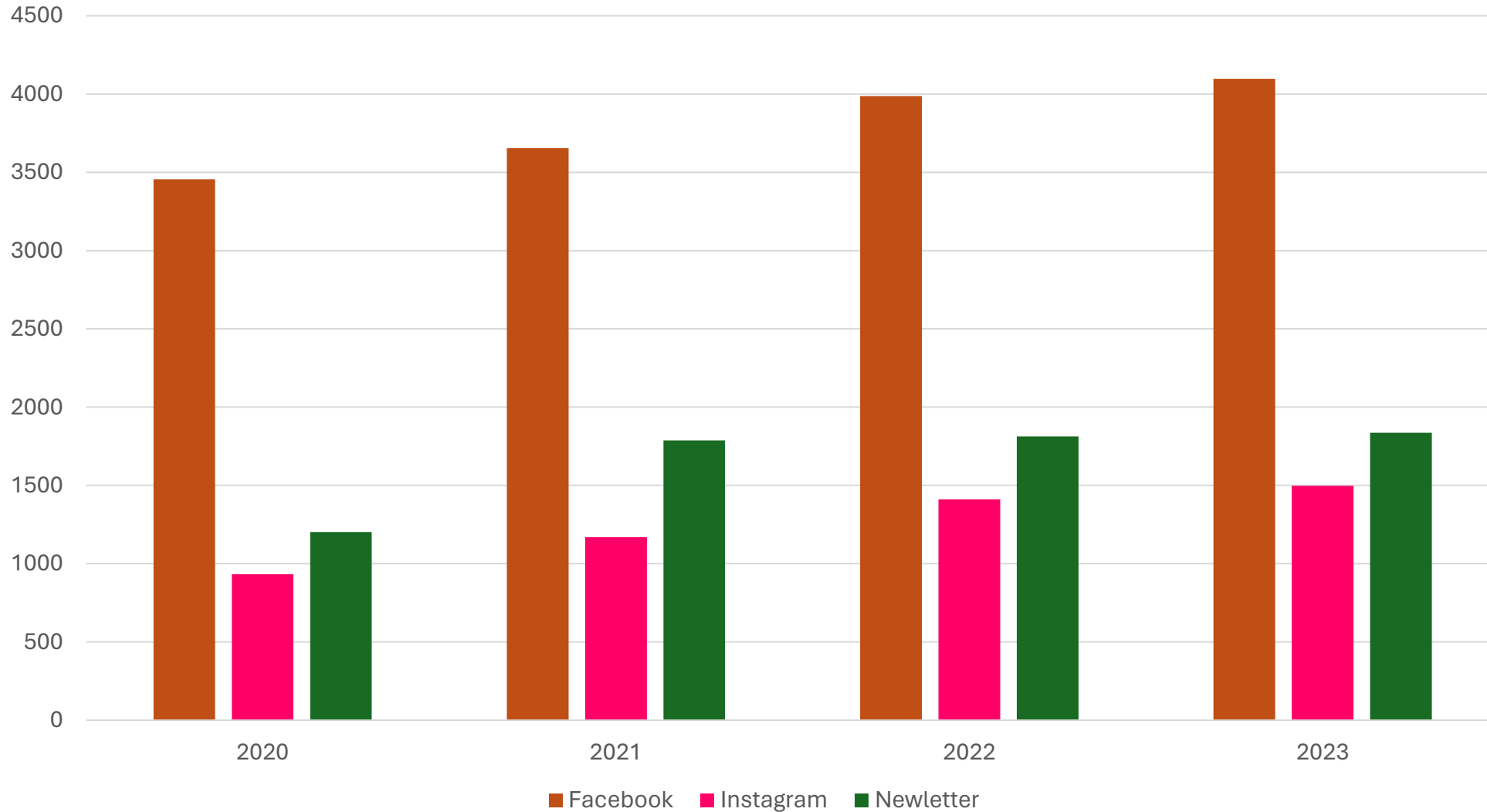
Primary Research 2024

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

Development of a Strategic Plan in 2023 for 2024-2027

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

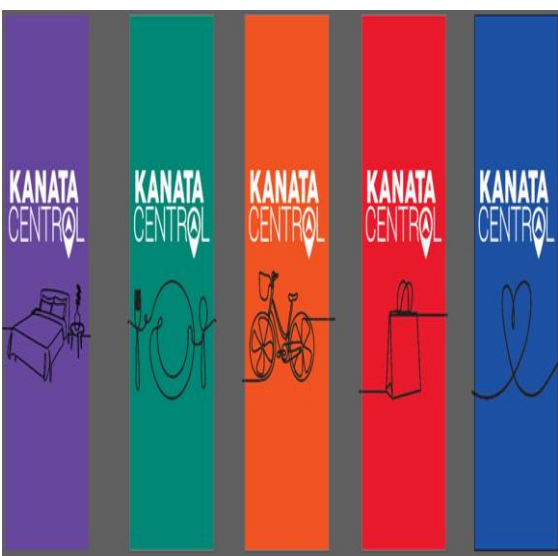
Social Media Stats



2024 Marketing & B2B Plan

We have now merged 2 sub-committees (Marketing & Economic Development) into one sub-committee “Marketing & B2B” focusing on:

- Primary Research Grant
- Marketing Initiatives



Initiatives 2024

- BIA Beautification and Murals
- Business integration (New businesses to review their details on our website)
- Maintenance of BIA Signage
- Boundary Expansion for the Kanata Central BIA
- BIA Displays & Print
- Directional and Branding
- Local Campaign / OCOBIA, OBIAA, and Tourism Ottawa Membership
- Support Business Campaigns & Grand Openings
- Member Engagement: member to member
- Website Enhancements
- Welcome Package
- Member Photo, Story, and Video
- Events
- Social Media
- Pop Ups
- Sponsorships



Primary Research

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INCORPORATING NEW BOUNDARY 2024