








VANNIER BIA
ZAC

Annual report / Rapport annuel

LET'S START HERE ...

WE BELIEVE

-  In doing whatever it takes to make Vanier a better place for all.
-  The magic and strength of our community lies in our diversity.
-  Together we rise.
-  In owning and embracing our edginess. Vanier is Vanier.
-  In our community partners. We can't do this alone.
-  In the safety for all our businesses and community members.
-  In Vanier now, not just its tomorrow.



PURPOSE

Rooted in culture.

The most vibrant, diverse & welcoming neighbourhood in Ottawa.

VISION

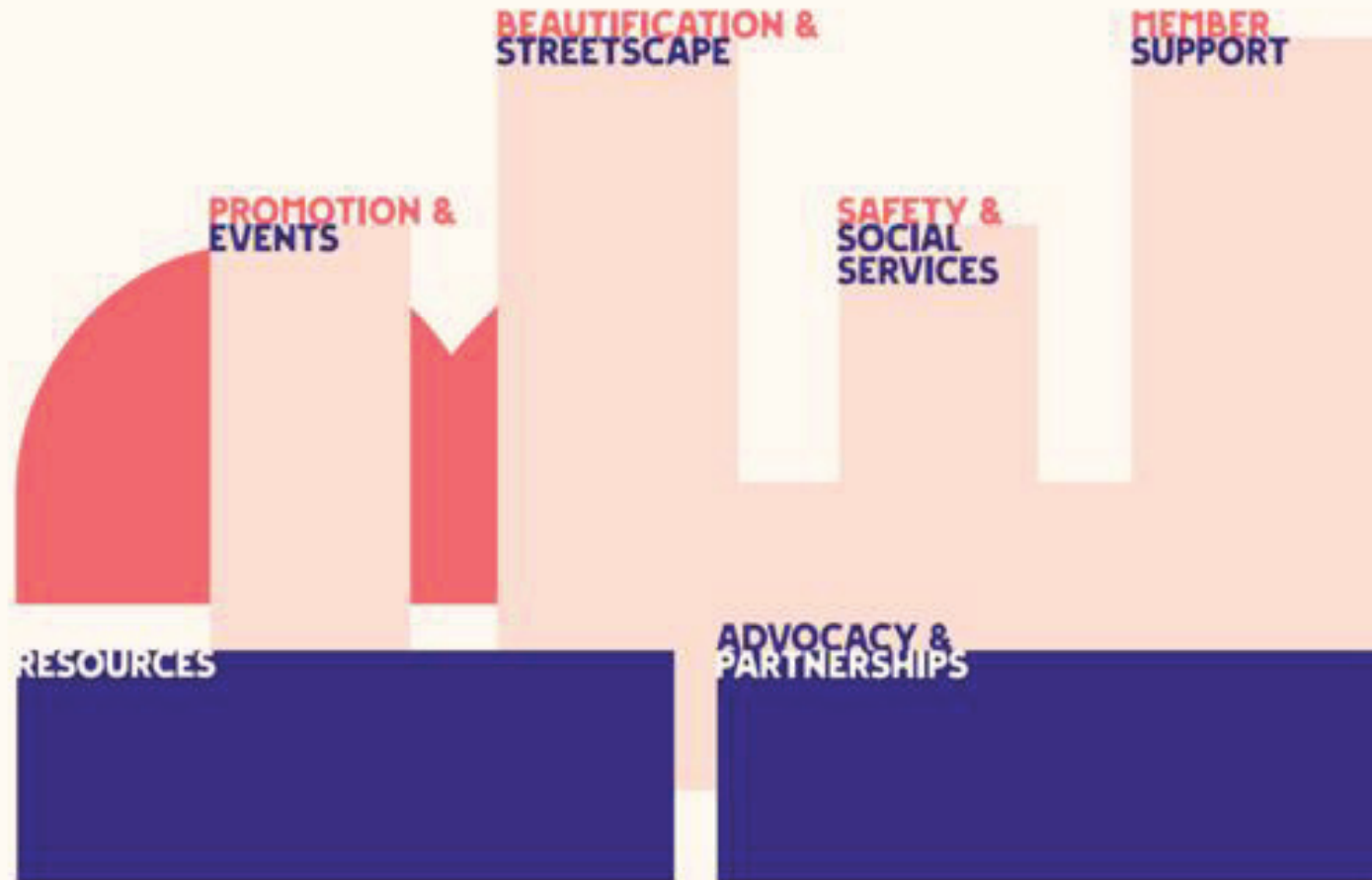
Champion Vanier.

Organize, finance, improve and promote the area as a business and cultural district.

BHAG

Put the yeah back into Vanier.

Make Vanier a sought after destination by 2030.



WHAT IS A BIA?

AND WHY DO THEY MATTER?

BIA'S ARE THE VOICE, EYES, AND EARS OF BUSINESSES AND MUNICIPALITIES.

We're here to support you, your business, and our mainstreet community. Whether you have questions about patios or parking, need advice on snow removal or security, or want tips to boost your social media presence—we're here to help.

Think of us as curators of the mainstreet experience: we focus on making the neighbourhood walkable, beautiful, and welcoming for everyone.

Beyond the day-to-day, we're working hard to bring shoppers to your door, develop our community, and boost the local economy through events, promotions, and advocacy.

NOTICE CITY MEMO

Upcoming Enhancements to the Business Improvement Area (BIA)

We are pleased to announce a series of upcoming enhancements within our Business Improvement Area (BIA) as part of our ongoing commitment to fostering a vibrant commercial district. These initiatives aim to improve the aesthetics, safety, and functionality of our BIA, ensuring it remains a competitive and attractive locale for both business owners and customers.

Starting next month, we will begin the phased installation of new street furniture including benches, and informational kiosks. These additions are designed not only to enhance the visual appeal of our BIA but also to provide practical benefits that improve the daily experiences of those who shop, dine, and do business here.

We encourage all business owners to participate in the upcoming town hall meeting on May 10th, where we will discuss these changes and gather your input. Let's work together to create a more inviting and prosperous environment for everyone in our community.

Best regards,

**PARKING
PERMIT**

128

ENJOY AN EVENING OF
LIVE MUSIC

WHEN
JUNE 1ST

WHERE
**ROYAL OAK
BEECHWOOD**

HOW WE SUPPORT YOU



DAY TO DAY :

- **Marketing Assistance:** We provide resources to help you promote your business, including social media support and promotional materials.
- **Networking Opportunities:** Join our regular events to connect with other local business owners and community leaders.
- **Business Support:** We're here to help you navigate the everyday challenges of running a business, from connecting you with resources for building permits, parking, and patios, to guiding you through graffiti removal or city services.

LONG TERM :

- **Advocacy:** We represent your interests at the local government level, ensuring your voice is heard.
- **Community Events:** Participate in BIA-led events designed to attract visitors and customers to Vanier.

WHAT WE DO

AND WHY WE DO IT

WHAT WE DO

The Vanier BIA is dedicated to promoting and supporting local businesses, enhancing the neighbourhood's charm, and fostering a vibrant community atmosphere. We work on initiatives to improve safety, beautify public spaces, and advocate for the specific needs of our Mainstreet businesses.

Whatever you need—whether it's navigating permits, boosting your visibility, or finding ways to grow—we're here to help you on the path to success. Let's work together to make Vanier a thriving place for businesses and the community alike.

WHY WE DO IT

Our mission is to create a strong, inclusive community where local businesses can truly thrive. We believe that when businesses support each other, we all succeed—and together, we can shape a brighter, more vibrant future for Vanier.

Every initiative we take, from community events to beautification projects, is driven by our commitment to seeing your business and our neighbourhood flourish.

2024 YEAR IN REVIEW

WANIER BIA ZAC



**1. Promo & Events /
Promo et Événement**

- BRAND / MARQUE
- PROMOTE / PROMOTION
- EVENTS / ÉVÉNEMENTS



**2. Mainstreets /
Rue Principales**

- BEAUTIFICATION /
EMBELLISSEMENTS
- BRANDING
- CULTURE



**3. Safety & Social /
Sécurité & Sociaux**

- REDUCE CRIME /
RÉDUCTION CRIME
- EDUCATION
- COLLABORATION



**4. Member Services /
Services au membres**

- RES(S)OURCES
- CONNECTIONS
- ENGAGEMENT



**RESOURCES, ADVOCACY & PARTNERSHIPS
RESOURCES, PLAIDOYANCES & PARTENARIATS**



1. Promo & Events / Promo et Événement



VANIER BIA
ZAC

**BRAND AWARENESS /
RECONNAISSANCE DE LA
MARQUE**

- **PROMOTE / PROMOTION**
- **EVENTS / ÉVÉNEMENTS**



GROW BRAND AWARENESS

- Event attendance:
 - **Partage** up from 180 to 200 (capped at 200) up 10%
 - **BeechFest** down 20% due to weather
 - **HUB** events streamlined and better attended
 - **Akoustik** events HUGE success 100ppl at least per night




GROW BRAND AWARENESS

- Press Coverage of Events: 
 - Partage made “**Social Pages**” of Ottawa Citizen again
 - BeechFest made Ottawa Tourism “**What’s On**”
- Newsletter: Profile 1 business per month 
 - + added Merchant Mondays

MEMBER SPOTLIGHT: BEECHWOOD POTTERY

STUDIO TECNOCINA MORA



“MY FAVOURITE PART OF MY JOB IS THAT I GET TO BE CLOSE TO THESE MATERIALS THAT I LOVE, AND THIS ARTFORM THAT I LOVE”

[READ MORE](#)

1439 B BEECHWOOD AVE.

[f](#) [@](#) [d](#) [v](#)

2024 NOVEMBRE

VANIER BIA ZAC

1 VANIER BIA SURVEY

As we wrap up the year and start planning 2025, we need your input! Please take a few minutes to share your thoughts on the list of activities and goals. Share your feedback by clicking below.

[GO TO SURVEY](#)

2 VANIER CSC'S SNOWFLAKE BREAKFAST

On Dec 6th, our friends at the VCSC will be hosting their annual fundraiser for the Vanier/Vanier Facebook! Click the link to buy tickets or donate.

[BUY TICKETS / DONATE](#)

3 CELEBRATE NOVEMBERBURGER

Novemberburger is on at participating restaurants in Ottawa, including one of our members, Edelburger! \$2 from every Novemberburger ordered at participating restaurants will be donated to the United Way of East Ottawa.

[READ MORE](#)

4 VBIA MICRO GRANTS

Do you have an idea for an event near or in your business to attract new customers? We're here to help! You can receive up to \$200 to help an artist, host an event, or try something new!

VANIER BIA ZAC

'THE LATEST'

NEWS AND EVENTS FROM THE VANIER BIA



VANIER & RIDEAU BIA SMALL BIZ MONTH EVENT

Last month, we partnered with Rideau BIA to host a Networking Breakfast in honour of Small Business Month! Guests had the opportunity to socialize as well as listen and contribute to a panel discussion.

[READ MORE](#)

DECEMBER

6 SNOWFLAKE BREAKFAST

7 AM - 10 AM
Friday Dec. 6th marks the 19th edition of the Snowflake Breakfast, an annual fundraiser for the Vanier CSC's Partage Vanier Food Bank which will be held at the Centre Pauline-Charron (184, Jeanne-Mance St.).

14 HOLIDAY GIVEAWAY

11 AM - 2 PM
Come out to the Vanier HUB at 271 Major Ave. to share the holiday cheer, with free food, greetings and photos with Santa and so much more. Mark your calendars to come volunteer.

15 CAROLING ON BEECHWOOD

1 PM - 3 PM
Beechwood Avenue will feel the holiday cheer when caroler's visit stores in the area, if you want.

NOVEMBER IN VANIER!

DON'T MISS THESE UPCOMING EVENTS

NOVEMBER

REMEMBRANCE DAY MARCH

11

1:00 PM - 3:00 PM
To mark Remembrance Day, the Excalibur Legion is hosting their annual parade from the legion hall at 244 Cyr Avenue to the cenotaph at Harshb and Ogden for a wreath-laying ceremony. This is by far the most touching ceremony by in Ottawa.

HALLOWEEN AT THE VANIER HUB

The Vanier HUB hosted its annual Halloween Party on October 26. We were joined by elected officials and other Vanier friends for pumpkin carving, marshmallow roasting, face painting, spooky music and Halloween treats. Special thanks to FreshCo for providing the pumpkins!



ABOUT VANIER



VANIER IS A VIBRANT AND DIVERSE NEIGHBOURHOOD WITH MANY "HIDDEN" GEMS, FROM COLOURFUL MURALS TO CHARMING BUSINESSES.

MOST UNIQUE NEIGHBOURHOOD IN OTTAWA

OVER 400 BUSINESSES

IN VANIER



ENJOY
Experience the vibrant, thriving community of this diverse and rich heritage.



WORK
Discover a dynamic business environment with ample opportunities for growth and collaboration in Vanier.



PLAY
Enjoy a variety of great activities, parks, diverse restaurants, and unique shops that make Vanier a lively and engaged place.



INVEST
Capitalize on this Vanier, a prime investment with supportive business community.

EVERY MEMBER OF THE COMMUNITY ADDS TO THE SOCIAL FABRIC OF VANIER. A BLEND OF CONTRASTS COMING TOGETHER TO CREATE A TIGHT KNOT COMMUNITY TAPESTRY OF LOCAL SHOPS, BUSINESSES, AND PROJECTS.

PROUDLY COLLABORATING WITH OUR AMAZING COMMUNITY PARTNERS AND ELECTED OFFICIALS



TONA FORTIER

MP OTTAWA - VANIER

LUCILLE COLLARD

PP OTTAWA - VANIER

RAWLSON KING

COUNCILLOR - WARD 13 MIDLAU - ROCKCLIFFE

STÉPHANIE PLANTE

COUNCILLOR - WARD 12 MIDLAU - VANIER



DISCOVER THE VANIER BIA

Learn more about the Vanier Business Improvement Area, see members, and how you can support the local community and businesses.

ABOUT THE BIA



EXPLORE OUR MERCHANT HUB

Explore the tools and resources available to help your business thrive. Connect with our Member Services Manager today!

MENTHANT HUB



STAY UPDATED ON VANIER

Get the latest news, events, and updates about everything happening in Vanier. Don't miss out on what's new!

GET THE LATEST

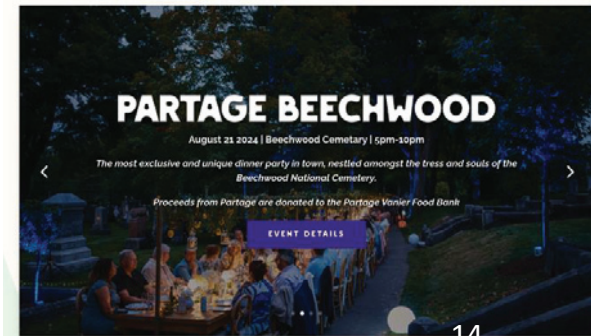
STAY INFORMED.

Subscribe to our mailing list and receive updates on the BIA to learn about opportunities, events, resources, grant opportunities, and more. We'll be sure to keep you up-to-date and inspired. (unsubscribe at any time)

Form fields for FIRST NAME, LAST NAME, EMAIL, and a SUBSCRIBE button.

BIA SIGNATURE EVENTS

DISCOVER THE VIBRANT EVENTS THAT BRING OUR COMMUNITY TOGETHER AND CELEBRATE THE UNIQUE SPIRIT OF VANIER



PARTAGE BEECHWOOD

August 21 2024 | Beechwood Cemetery | 5pm-10pm

The most exclusive and unique dinner party in town, nestled amongst the trees and souls of the Beechwood National Cemetery.

Proceeds from Partage are donated to the Partage Vanier Food Bank

EVENT DETAILS

GROW BRAND AWARENESS

- Digital content growth on ALL PLATFORMS
- Website completely redone
 - Now in Phase 2 – member directory, FAQ's etc
- Traffic increased

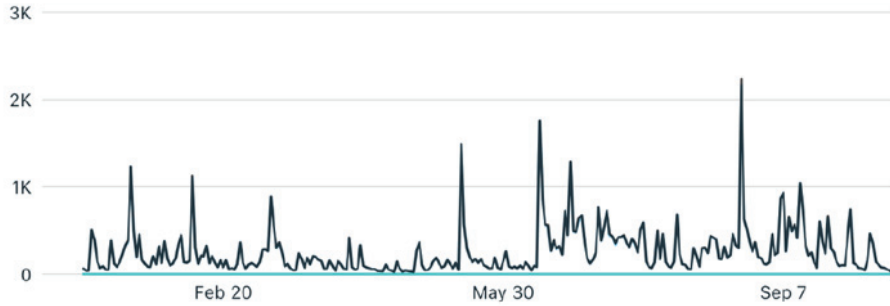




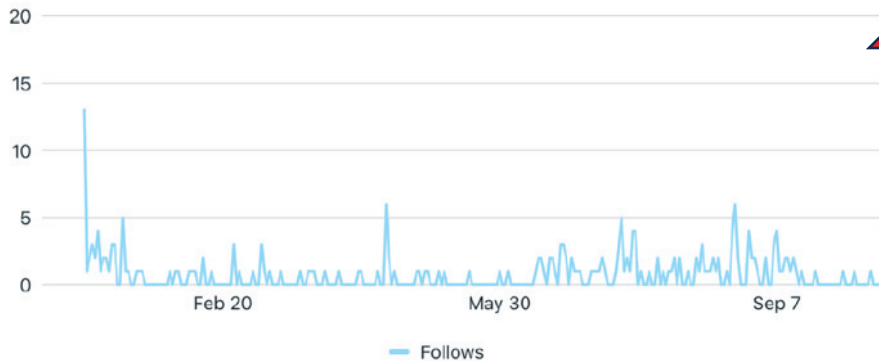
01/01/2024 - 10/15/2024

SOCIAL MEDIA ANALYTICS REPORT 2024

ACCOUNTS REACHED: 30.2K
@ZACVANIERBIA



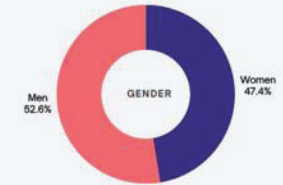
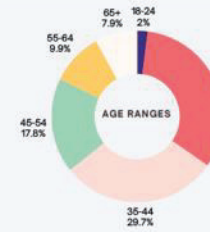
FOLLOWS: 160



Up 736% from 4.1k in 2023



FOLLOWERS: 4151
@ZACVANIERBIA



TOP CONTENT
BASED ON REACH



3.3K



3K



3K



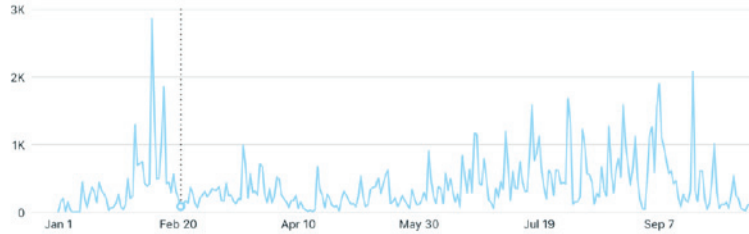
2.3K

Up 106% from 3.9k in 2023

ACCOUNTS REACHED: 38K 138.9%
@ZACVANIERBIA



Instagram reach
38K ↑ 138.9%

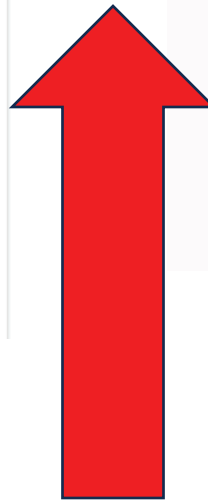


FOLLOWS: 635

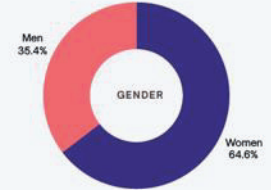
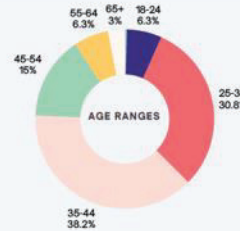
Instagram follows
635



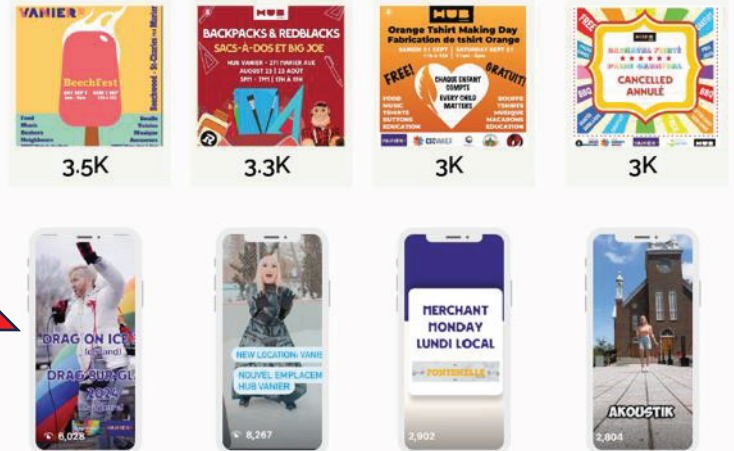
Up 431% from 8.8k in 2023



FOLLOWERS: 3027
@ZACVANIERBIA



TOP CONTENT
BASED ON VIEWS

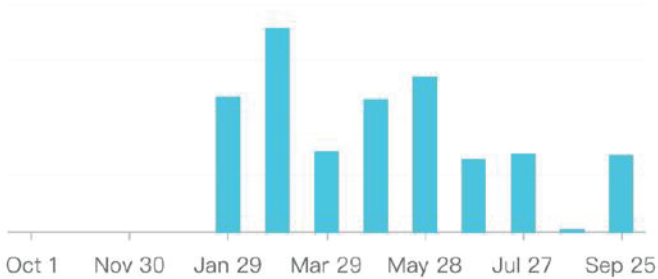


Up 119% from 2523 in 2023

ACCOUNTS REACHED: 27.4K
@ZACVANIERBIA



+27,472 (>999.99%) ↑



FOLLOWS: 118

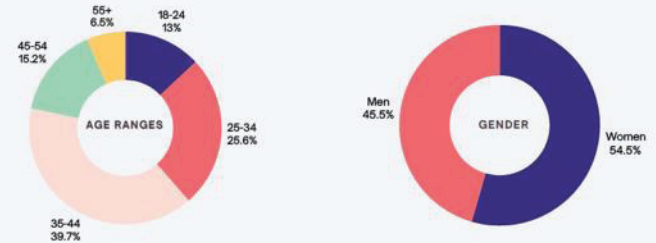


ENGAGED AUDIENCE: 670



Up 365% from 7.5k in 2023

FOLLOWERS: 612
@ZACVANIERBIA



TOP CONTENT BASED ON VIEWS



1678 views

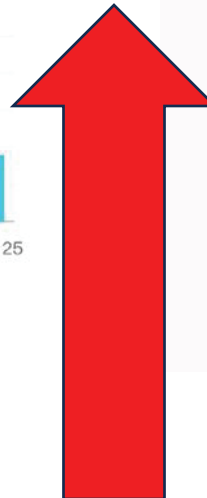


1553 views



1524 views

Up 119% from 513 in 2023



NEWSLETTER ACTIVITY MAILCHIMP



Monitor performance

Compared to last 365 days

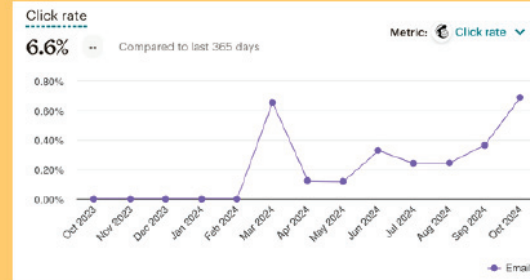
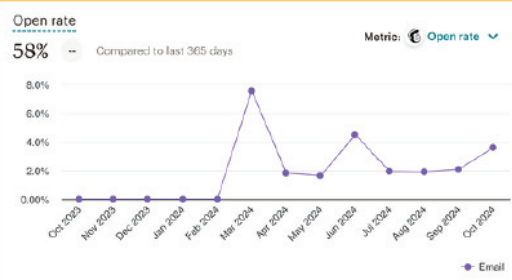
Includes Apple MPP

Total sends
1,737

Open rate
58%

Click rate
6.6%

Unsubscribe rate
0.06%



Summary

Contact counts are cumulative to date - Compared to last year

Total contacts
189

↑ 46%

Subscribed
188

↑ 47%



Non-Subscribed
0

--

Unsubscribed
1

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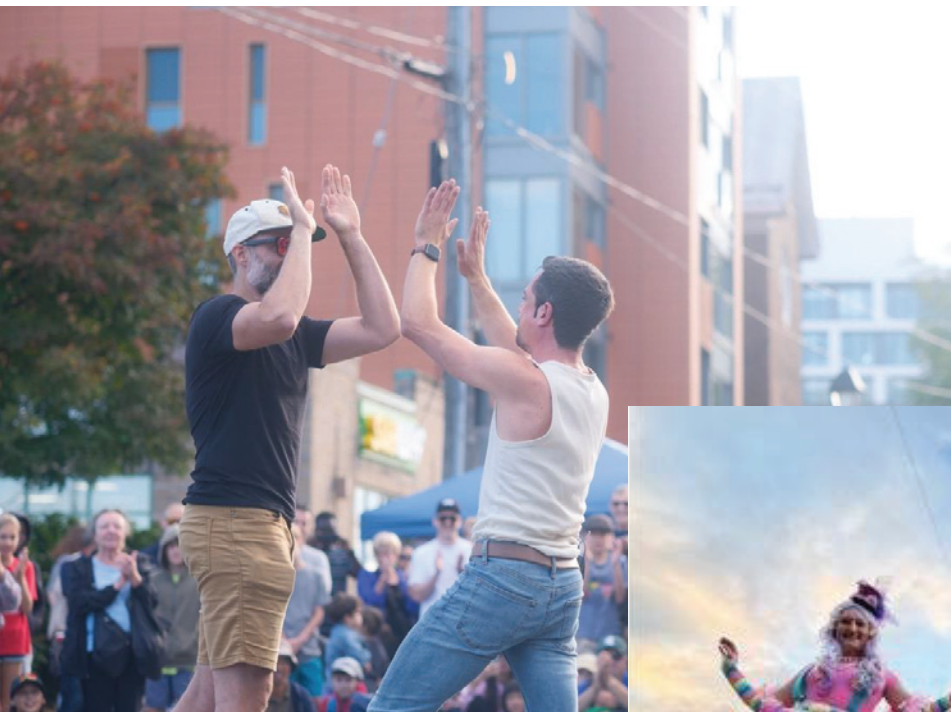
GROW BRAND AWARENESS

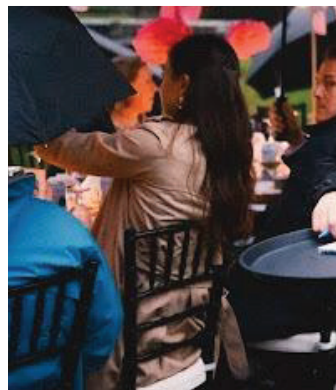
- 3 internal processes complete – website, newsletter, marketing plan 
- 3 internal processes complete:
 - Event statistics recorded
 - Member surveys

Promote and attract biz

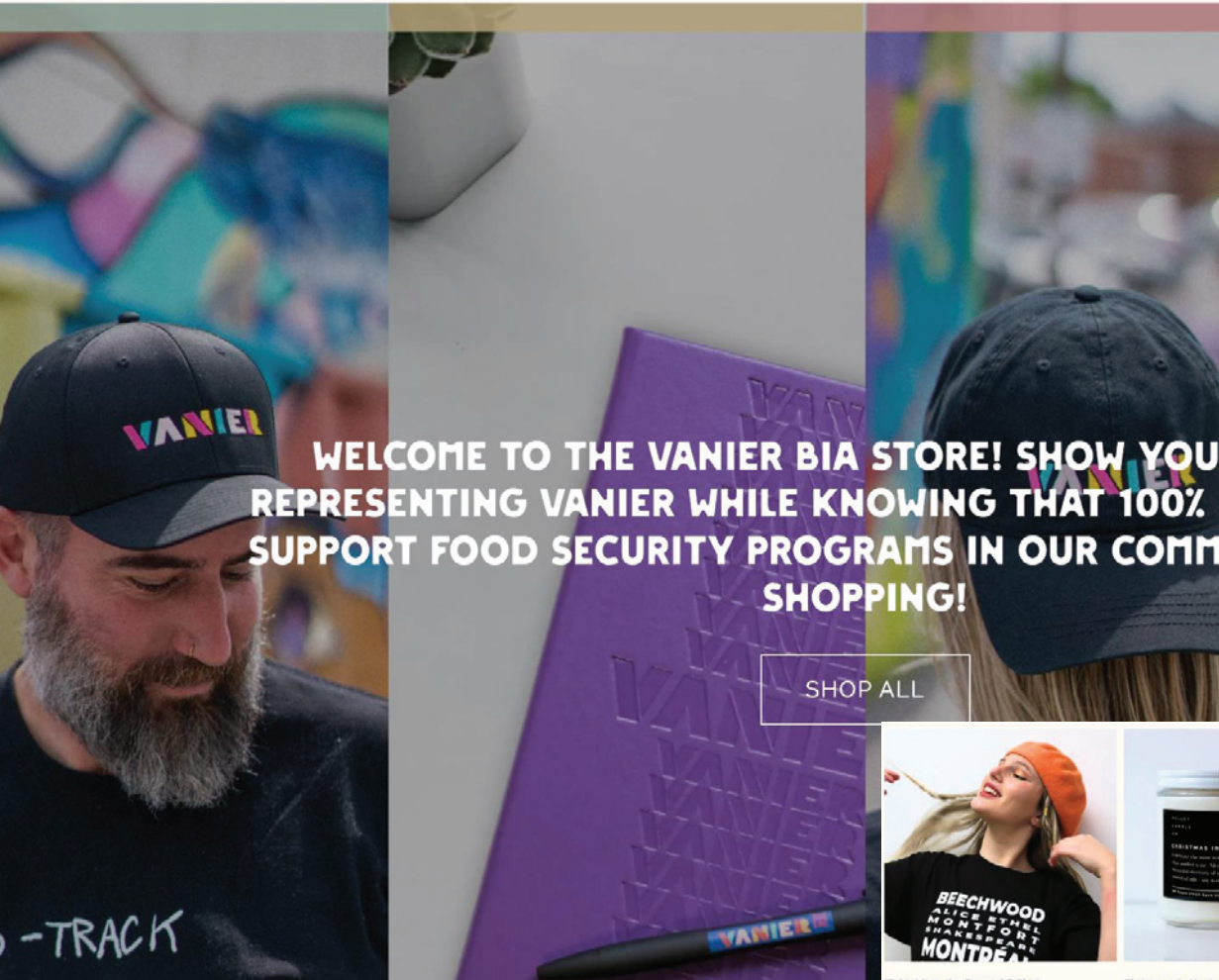
- Slight vacancy drop
- 6 new businesses
 - 3 in 2023
 - 5 in 2024 (So Good, Treasure Bins, Starbite, Dante, School House, Linden opening in the spring)
- Meetings with major developers
 - Main+Main opening 1st building in 2025
 - New development at Springfield
- Completed pitch deck for real estate and new members











WELCOME TO THE VANIER BIA STORE! SHOW YOUR REPRESENTING VANIER WHILE KNOWING THAT 100% OF YOUR PURCHASES SUPPORT FOOD SECURITY PROGRAMS IN OUR COMMUNITY. SHOPPING!

SHOP ALL

NEW STORE



Takin' it to the Streets' T-Shirt
\$30.00 CAD



Christmas in Vanier by Valley Candle Co.
\$28.00 CAD



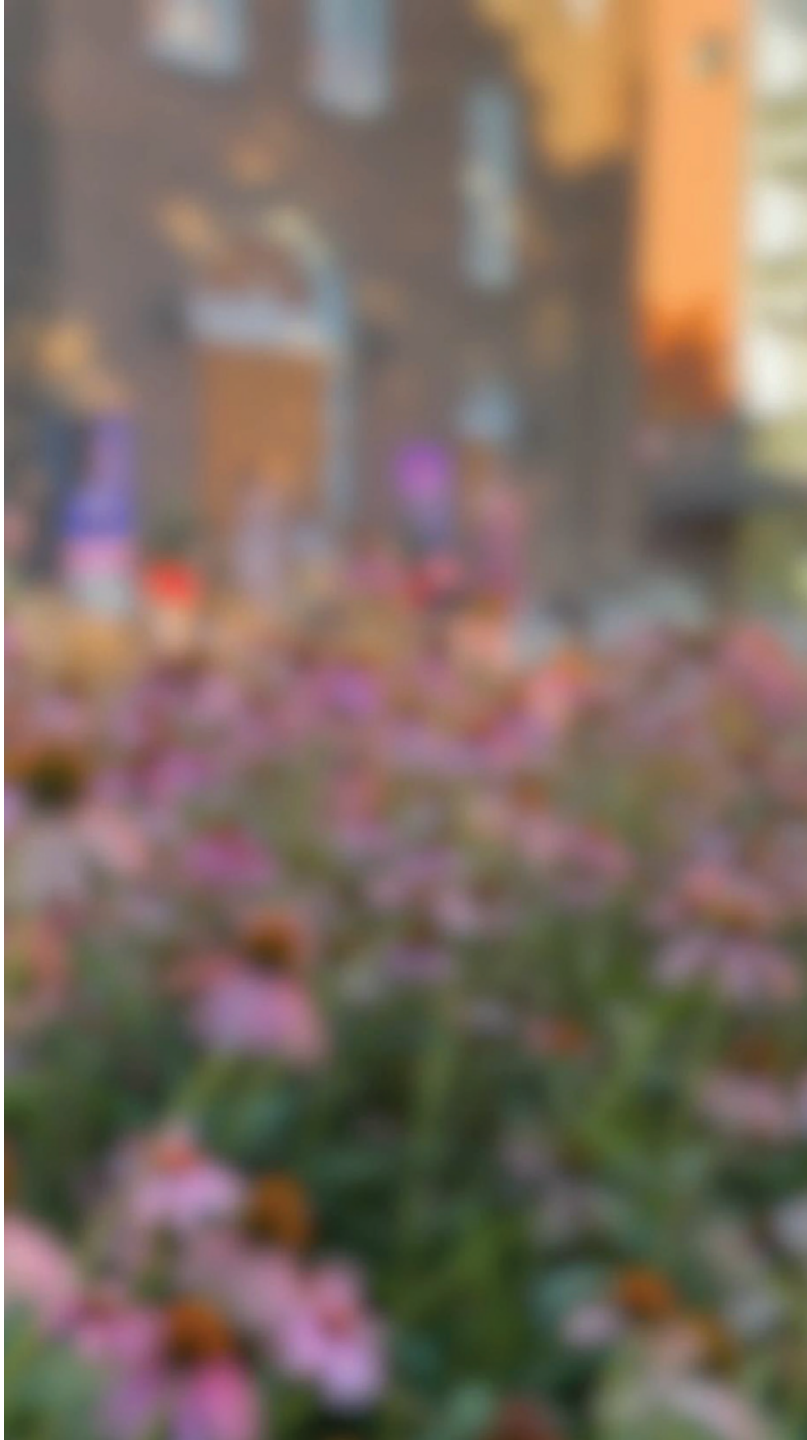
Falldown Gallery Shirt
\$30.00 CAD



Great Canadian Poutine Poutine Holiday Ornament
\$15.00 CAD



2024
RECAP
VIDEO



VIDÉO
RÉCAP
2024

The logo for VANIER BIA ZAC is displayed within a dark blue circle. The word 'VANIER' is written in large, bold, multi-colored letters (V: red, A: white, N: yellow, I: green, E: blue, R: red). To its right, 'BIA ZAC' is written in smaller, red, uppercase letters.

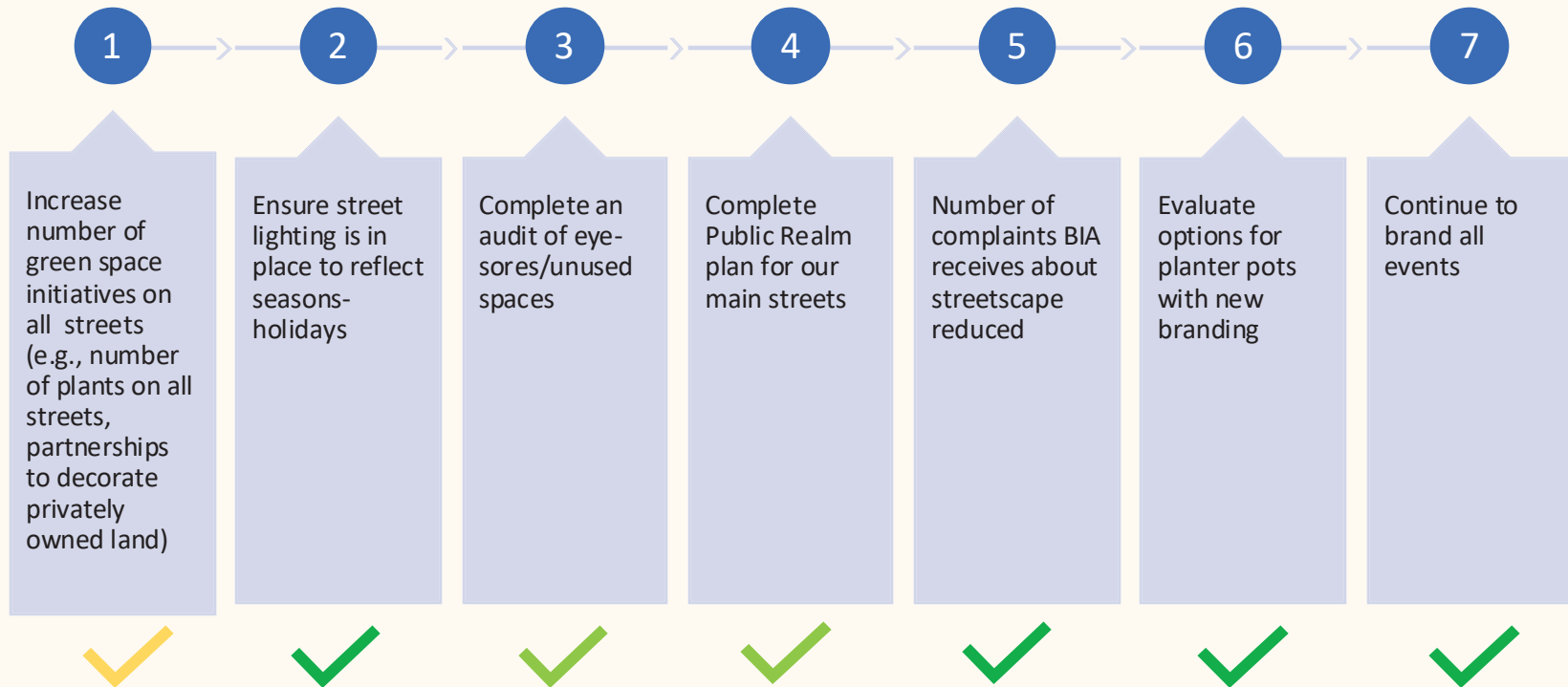
VANIER BIA ZAC






2. Mainstreets / Rue Principales

- BEAUTIFICATION /
EMBELLISSEMENTS
- BRANDING THE
NEIGHBOURHOOD /
MARQUE DU QUARTIER
- CULTURAL DESTINATION
/ DESTINATION
CULTURELLE




Improve physical attractiveness of BIA



Brand the neighbourhood

- Finalized branding of our main streets. 
- Ensure New gateway signage and banners are in place 
- Ensure new branding appears with all events and on online collateral (e.g., social, website) 

Make vanier a cultural destination

- Create 5 new go-to places (placemaking) 
- Support 3 new murals in the neighbourhood 
- Promote events, businesses, beautification & streetscape projects 



ZAC Vanier BIA

Vanier HUB – Placemaking for
Community & Economic
Development

Streetscaping & Public Realm
Improvements



ZAC Vanier BIA

Partage Vanier: The Most Exclusive
Dinner Party

Communications
Award of Merit










3. Safety & Services Sécurité & Services



- **REDUCE CRIME /
RÉDUCTION CRIME**
- **EDUCATION FOR
MEMBERS / ÉDUCATION
POUR NOS MEMBRES**
- **COLLABORATION & BEST
PRACTICES /
COLLABORATION ET
PARTAGE DE PRATIQUES**



Reduce crime increase safety

- Crime rates are down 
- Improve walkability score by 5 points 
- Increased level of security on our streets as perceived by store owners and residents compared to 2022. 
- Internal policy in place for our role in crime reduction through safe practices for all - understanding crime is a symptom and not the disease 
- All members have CPTED audits completed 
- Create internal policies about the use of safe spaces as part of governance work 
- Securing the governance of public spaces along the mainstreets through MoUs with city services (e.g., Court Curry's team) 

Member outreach

- All members are equipped with safety toolkit. 
- Members are aware of who to reach out to for what as established through a member survey 

Increase collaboration amongst stakeholders

- Monthly meetings with Together for Vanier, OCOBIA Safety Committee, NRT, VCSC, VCA, and key partners. ✓
 - Presented to VCA AGM, working directly with OPS and NRTs, Pride and other orgs, etc
- Are invited to and attend key conversations/events/forums with community partners. ✓
 - VBIA is recognized as an important player

The logo for VANIER BIA ZAC is displayed within a large blue circle. The word 'VANIER' is written in a bold, sans-serif font with each letter in a different color: V (red), A (green), N (yellow), I (blue), E (purple), and R (orange). To the right of 'VANIER', the words 'BIA' and 'ZAC' are stacked vertically in a smaller, red, sans-serif font.





VANIER BIA
ZAC






4. Member Services / Services aux membres

- **GO-TO RESOURCES FOR MEMBERS / RESSOURCES POUR MEMBRES**
- **MEMBER CONNECTIONS / CONNECTIONS**
- **ENGAGEMENT**

Be the go-to resource

- A monthly newsletter is consistently distributed to all members 
- Member database is kept up to date and complete 
- All members receive a welcome package 
- Ensure website acts as a centralized repository of current and up-to-date information and resources 
 - Directory
 - Calendar of events
 - Business to business support through Google reviews

Increase opportunities for Members to connect





- 2-4 subject-based town halls are held each year 
- Quarterly 5 à 7 gatherings are held 
- Participation rate at member events increases by 30% 



Small Biz Month
Member Meet-Up

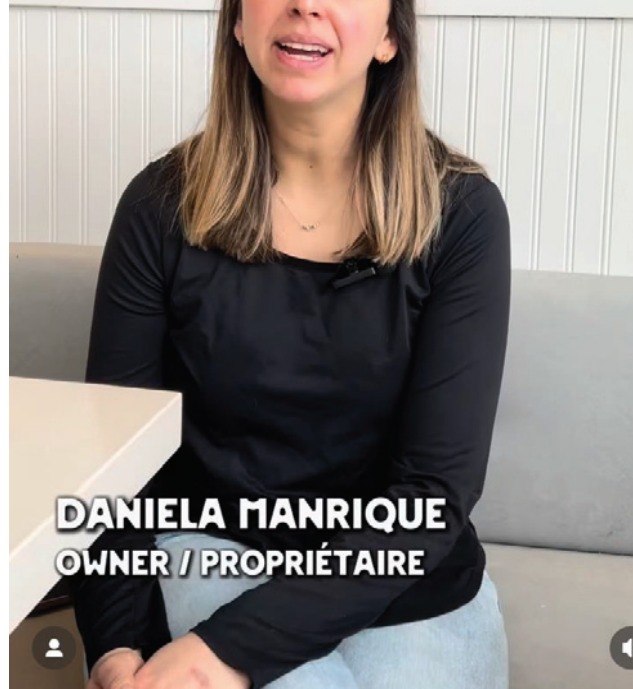
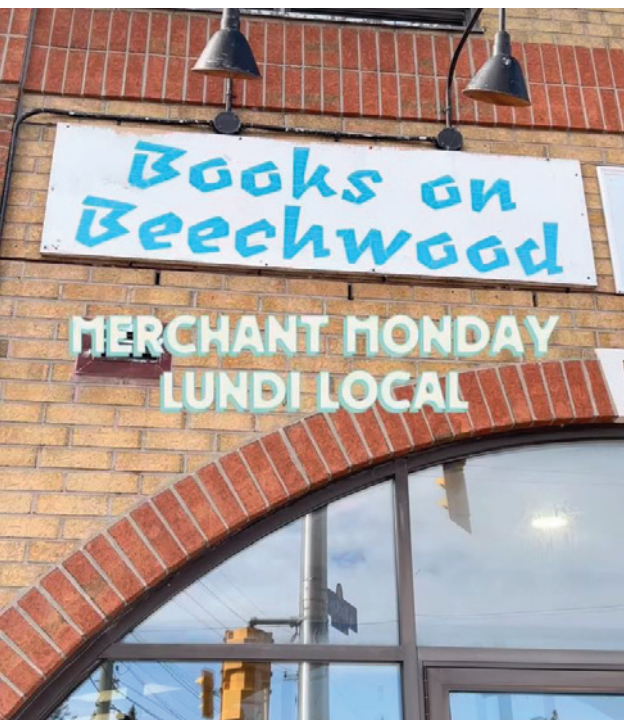
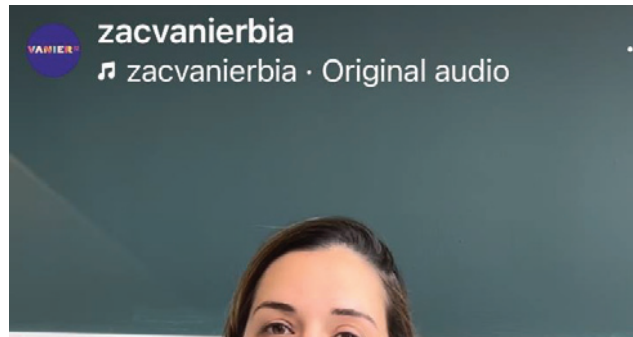
Mois des PME
Rencontre de membres

Engagement with and from members

- Increase click rate by 15% on newsletter 
- 25 members attend at AGM each year 
- More diverse representation on the board and in attendance at meetings compared to 2023 
- Member Awards at AGM 



MERCHANT MONDAYS



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Gouvernement relations

- Vanier is actively contributing to task forces, consultations, and policy development at all levels of government ✓
- Plan to secure 100M\$ for Vanier version of Daniels Spectrum Project is established ✓
- Work with our local, provincial and federal groups and organizations (OBIAA, IDA, OCOBIA, OFN) ✓
 - VBIA Vice-Chair of OCOBIA, Chair of OFN
 - Continue quarterly meetings with counsellors
 - Nathalie will be involved in downtown revitalization

Industry relations

- 2 award-winning community projects.
 - HUB = 3 awards! 
 - Partage Beechwood = 1 award
- 2 speaking engagements to share our successes/stories. (IDA, OBIAA, OCOBIA) 
- Vanier BIA is a board member of OCOBIA.
 - Nathalie sought 2nd term and is Vice-Chair 
- Nathalie has increased involvement in IDA 
- Continue applying for prizes and awards 

Community relations

- Collaboration and partnerships with CSCV and VCA well established. ✓
- Clear role definition of the role of each member within the community as the Custodians of the Public Realm. ✓
- 2 new policies developed as a result of the partnerships ✓

people

- Board members attend 6-7 meetings, arrive prepared, and are brand ambassadors in the community ✓
- A minimum of one board member attending each event ✓
- Develop and/or update governance policies (financial, employment, bi-laws) ✓
- 3 - 4 FTE + 3 - 5 FTE in the summer months ✓
- Defined org chart and role definition for each team member ✓
- Professional development plan for each team member in place ✓



YOU MAKE VANIER BETTER.

Questions? Email info@vanierbia.com

261 Montréal Rd. Suite 102
Vanier, ON K1L 6C2
info@vanierhub.com
613-745-0040



BOARD



DREW DOBSON

Chair



ANNA BELANGER

Treasurer



ROB IRELAND

Director



MATHIEU MAULT

Director



KELLY WEISS

Director



JOYCE TANNIS

Director



CATHIE ORFALI

Director



NATHALIE CARRIER

Executive Director
ncarrier@vanierbia.com



MEL MAILLOUX

Office Administrator
info@vanierbia.com



JEAN-MICHEL ROUSSEAU

Merchant Services Manager
mms@vanierbia.com



JUSTIN GUNDERSON

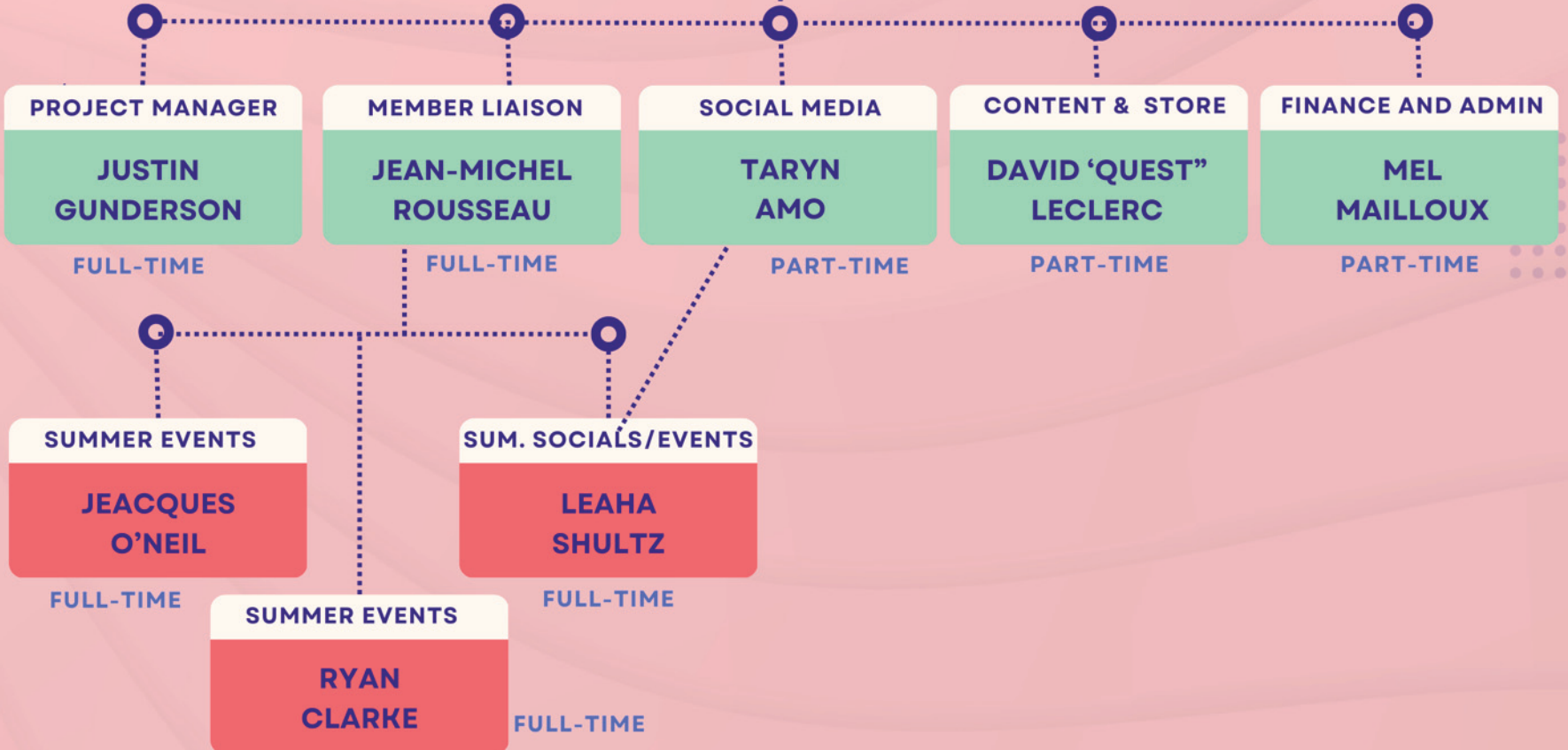
Project Coordinator
projects@vanierbia.com



TARYN AMO

Social Media Content Coordinator
socials@vanierbia.com

EXECUTIVE DIRECTOR
NATHALIE CARRIER



money

- 512k levy revenues
- 2.5% overall budget increase every year
- 60k/year in grants. (110k achieved in 2024)
- 30k/y in sponsorship revenue (partage hit 65k)
- 10k/year in Vanier Merch Sales
- Financial policies and infrastructure in place



tools

- Contact Management tool in place
- Email system in place
- Functional website
 - Website phase 3 - integration of store & member portal
- Dashboard in place with with key metrics being tracked and monitored
- Organizational governance in place



Financial highlights 2024

- **Complete overhaul of our financial policies and procedures**
- **129k+ in grants:**
 - **My Main Street 2.0 = 75K for Beechwood**
 - **Grafitti Grant – 19k**
 - **Banner Grant – 15k**
 - **Great Outdoor Comedy Festival – 20k**
- **Balanced budget**



Vanier BIA Continues to invest in:

- Public Art – over 400k since 2017
- Beautification – 150K annually
- Safety and Security – 50k annually
- Merchant Needs – 50k annually
- Neighbourhood rebrand - 100K
- Community events over 120k annually

BIG IDEAS FOR 2025



2025

BUILDING FOR BUSINESSES

- IMPROVE STREETS CAPES AND BEAUTIFICATION
- BUILD ON AKOUSTIK NIGHTS (WEEKLY)
- MORE MEMBER EVENTS and MEMBER RELATIONS
- GOVERNANCE AND POLICIES (HR, SOCIAL MEDIA, ETC)