



# BARRHAVEN

BRIDGING URBAN & RURAL

## AGENDA

5:30 pm	Registration of Members and Guests
6:00 pm	Welcome- VIPs, Board Members: Andrea Steenbakkers, Executive Director, Barrhaven BIA
6:05 pm	Call to Order and Opening Remarks: BBIA Chair- Jason MacDonald  Motion to call to order 2019 AGM Moved By: Seconded By:
6:10 pm	Remarks from our Mayor: Mayor Jim Watson
6:25 pm	BBIA 2019 Achievements and 2020 Plans: BBIA Chair- Jason MacDonald
6:35 pm	Budget Presentation Marlene L. Grant, CPA, CGA, BBIA Treasurer
6:45 pm	Volunteer recognition: Jason MacDonald
6:50 pm	Ambassador: Lori Pratt
6:55 pm	Questions to the BBIA Board of Managers: Andrea Steenbakkers
7:00 pm	Motion to Close Meeting: Jason MacDonald Moved By: Seconded by:



### Local Food & Beverage Showcase

Immediately following the close of the meeting, in the atrium. Join us to sample food and drink provided by local businesses. Cash donations are being collected for the new annual student bursary. Donations collected for alcoholic beverage samples will also be donated to the bursary.



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## Addendums: Budget



### THE BARRHAVEN BUSINESS IMPROVEMENT AREA

Barrhaven Business Improvement Area (BBIA) — Ottawa's first suburban BIA created on January 1, 2006. There are 130 properties in the BBIA and 500 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 properties within the BIA boundary are automatically members of the BIA.

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## MESSAGE FROM THE CHAIR

December 3rd, 2019

Dear Members,

Barrhaven has seen a lot of growth over the past few years. The commercial assessment growth alone has surpassed 40% since 2017!

Development continues to progress at an unprecedented rate, creating new retail areas like the Citigate Costco Mall on Strandherd Road, the Highbury Park Mall on Greenbank Road, and the start of intensification in existing malls like the Marketplace Mall at Loblaws and a new office tower at the Mulligan Centre on Woodroffe Avenue.

As one of our core priorities from our 2018 Strategic Plan, bringing employment to Barrhaven continues to be a key focus for the BBIA, both in our business parks and our Barrhaven Downtown core. All the while, we focus daily on helping local businesses save and make more money through a great variety of member programs and services.

While we do see a lot of growth and excitement, both now and in the near future, this comes with its own set of challenges and opportunities. Continued commercial and residential growth continues to add pressure to our already overcapacity roads and transit services. The BBIA is committed to working hard on your behalf with key stakeholders to ensure

that our community's infrastructure needs are addressed in a timely manner.

The BBIA is dedicated to ensuring that our Downtown is built with careful planning and consideration, for both now and the future, and that we create a truly welcoming, vibrant, and inviting core in which businesses can flourish and residents can gather and enjoy some long-awaited culture and character in the heart of our community. We are excited to develop a cohesive identity for Barrhaven, together!

**Jason MacDonald**  
**Barrhaven BIA Chair**  
**Owner, MacDonald Property Group**  
**Remax Hallmark Realty Group**

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*"Barrhaven's BIA is by far the most pro-active one I have witnessed - they are committed to providing value, advice and business building opportunities for the entire community! I thoroughly enjoy my role as Ambassador as it gives me an opportunity in this fast paced world of technology to talk face to face with my neighbours!" - Lori Pratt, CIBC*

*"Working with the BBIA has been vital for connecting both my business as a whole and me personally to like-minded businesses in the Barrhaven Community." - JP McAvoy, Conduct Law*



# MANDATE, VISION AND DIRECTION

## 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.

## STRATEGIC PLANS SUPPORTING OUR VISION

Under the new Barrhaven Downtown Community Design Plan, we will finally see the start of a true central core for Barrhaven, anchored by a civic block with active street fronts (hello patios!) and urban style parks for community events and gatherings.

Major Infrastructure plans dealing with transportation; continued road improvements, extensions and widenings: LRT from Baseline to Marketplace to Cambrian, Jockvale Road, Greenbank Road, Strandherd Drive and Chapman Mills corridor development.

Commitment from City's Economic Development department to assist in profiling our area and the promotion of our employment land make this area more attractive to new employment based-businesses thus generating additional revenue opportunities for supporting retail and service businesses. Pilot Development: Citigate Prestige Business Park is now a priority area of focus for the City of Ottawa.

## STRATEGIC DIRECTIONS

**Perception Priority** – Develop and nurture partnerships for BBIA and its members with our community groups, residents and City to create a safe and vibrant environment in which we can all work, live and play.

**Political Priority** – Advocacy to strengthen local political and bureaucratic contacts at all levels of government to keep them working on our behalf.

**Vision Priority** – Strive to develop a clear and concise, current and future vision for Barrhaven.

## ORGANIZATIONAL VALUES

1. **Ethics:** wisdom/visionary/transparency
2. **Integrity:** integrator/inspirer
3. **Leadership:** partner/mentor
4. **Accountability:** facilitator/influencer
5. **Caring:** relationship management priority



# KEY STRATEGIC DIRECTIONS

## 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 and a variety of interests thereby increasing their influence on policies that affect them. These issues include but are not limited to;

- business recruitment, retention, revitalization and redevelopment
- government, membership, community and media relations
- transportation and transit issues
- public consultation, public policy development and review, bylaw enforcement and social issues

## MARKETING

Marketing Barrhaven as a welcoming and comfortable yet exciting place to live, work, shop and visit and positioning it as the City's premiere suburban community are fundamental objectives of our BIA. We achieve this through a variety of advertising and promotional initiatives:

- Website, Facebook, Instagram, promotional pamphlets, and community signage.
- Community Events Calendar - free tool to post local events.
- Barrhaven Business Banners and Online Business Directory to display our brand.
- Sponsorship - Barrhaven Canada Day, Barrhaven Santa Claus Parade, and Top Shelf Ball Hockey 4-on-4.
- Networking, learning opportunities, and information sharing through our B2B Workshop Series and Networking After Work Events.
- Large scale social media campaigns to grow awareness of Barrhaven businesses

## SAFETY

The Barrhaven BIA is committed to creating a welcoming experience in our business districts through various programs that assist in providing a superior experience to people visiting, living, working and shopping in Barrhaven. BBIA projects have included a comprehensive professional graffiti removal program and working groups with local property managers to raise common issues and identify effective solutions. The Barrhaven BIA pursues, in consultation with police and area stakeholders such as our Community Associations, the delivery of safety programs in Barrhaven. We have addressed security concerns by providing local businesses with access to tools and information such as private security monitoring, safety audits, lighting and business watch security networks.





# BARRHAVEN BIA PROGRAMS

## MARKETING COMMITTEE

### CONTINUING AND ENHANCED PROGRAMS AND EVENTS

- **Ambassadors Program:** We have worked closely this year with volunteer businesses who have assisted us in developing a communications strategy that serves our strategic plan. They help us communicate with our membership by reaching out to other businesses, on our behalf, in their mall or area. They share ideas and bring us valuable feedback. If you are interested in becoming an Ambassador please contact us!
- **Signage at local arenas on the ice rink boards:** Walter Baker and Minto Recreation Complex
- **Weekly business profiles on our website's home page** which are promoted through our social media pages - #MyBarrhaven Video component to be added in January 2020!
- **Fabulous website with a Community Calendar, improved Business Directory, Economic Development, and our brand new Drone Video!**
- **Social media sharing of members news and posts!** Find us on Facebook.com/BarrhavenBIA and Instagram.com/BarrhavenBIA. Use the #MyBarrhaven hashtag for all of your posts!
- **Annual Christmas Advertising Campaign - gateways road signs**
- **Introduction of Barrhaven's Great Holiday Giveaway on social media!**

- **Branded community banner program** on Strandherd, Woodroffe, and Greenbank corridors to enhance neighbourhood and show our business' support of the community. Includes sponsorship opportunity for local businesses to promote their brand.
- **Continued use of our gateway signs** to promote Barrhaven
- **Continued support of major local events** such as Top Shelf 4-on-4, Canada Day in Barrhaven, and The Barrhaven Santa Claus Parade.
- **Barrhaven Insiders Profiles - Quarterly profile of a Barrhaven resident and their favourite "hidden gems".** First Insider launched November 2019.
- **Small Business Week social media campaign** featuring video content.
- **Creation of our YouTube Channel** to share video content.
- **Ongoing social media campaigns** to bring awareness to local Barrhaven businesses
- **New Holiday light display** at our commercial core: Greenbank and Strandherd.
- **New Member Window Decals - circulating December 2019 with launch campaign in January 2020.**
- **Social media ads spend budget** to promote the Barrhaven business community.
- **Having a grand opening, special anniversary or event?** We would love to be a part of your special day and to help promote it!
- **Our Marketing Committee, led by Co-Chairs Chris Kimball and Mark Dickie, meet monthly** to plan new initiatives.

## SMART GROWTH DEVELOPMENT COMMITTEE

In 2020, the BBIA will continue to invest in our major initiative to promote our economic strategy and highlight the great opportunities for employment development in the Barrhaven area. The ongoing focus of the BBIA is on long-term employment-based job growth and protecting the core commercial area of Barrhaven. Ottawa's suburban communities play a vital role within the larger context of our city and offer the ability to be sustainable communities that are complete with work, live and play opportunities. Continued growth and new development within Ottawa's suburbs are able to serve as test sites for advancing economic growth and implementing smart technology solutions to support economic growth.

Through the Barrhaven Pilot Project, the City will continue to explore ways to position a suburban community within the City's economic development ecosystem and promote suburban economic development that embraces future technologies. As the global economy evolves, Ottawa and all its communities must be positioned as competitive and desirable places to live. Barrhaven is well-positioned to be a driver for Ottawa's economy, as it offers a balance of residential, institutional, and recreational uses. As a first step for considering the larger Ottawa context, Barrhaven will serve as a pilot community to develop strategies that will help define and support the community's positioning in the City's economic development ecosystem, including testing smart city

solutions, to ensure that new communities are complete and implement both economic development and strategic planning initiatives.

### **Our Smart Growth Strategy**

Our smart growth team, lead by Committee Chair Christian Campanale, fine-tuned the BBIA's economic development goals for Barrhaven at a strategic planning session earlier this year: Employment growth (non-retail) and infrastructure improvements. Both are needed to foster an ideal environment for employment and continued retail growth. Here are the areas that we will continue to focus on as a committee in 2020 and beyond;

1. *Rapid Transit:* Complete the existing corridors (N-S Marketplace to Baseline, E-W Vimy Bridge to Borisokane) and extend them to Barnsdale (S) and to Citigate (W)
2. *Downtown Barrhaven:* Start the civic square (inside and outside) within 1-2 years
3. *GigCiti:* Activate fibre at Citigate business park within 1 year (1st location of its kind in Ottawa)
4. *Roads:* Fast-track Greenbank realignment and completion of Strandherd widening
5. *Transit:* Improve transit efficiency and options in Barrhaven (for travel within Barrhaven and to access rapid transit lines during peak hours)

### **A New Official Plan for the City of Ottawa**

The City has started the process of drafting a brand-new Official Plan (OP). The 25 Year Plan will have a 10-year shelf life where after it will be reviewed every 5 years. The City is also looking for approval, through this

process, of their growth strategy which forecasts a population of 1.4 million by 2046. Alain Miguelez from the City of Ottawa gave area BIA representatives a presentation about their proposed 5 Big Moves over the summer. They are also developing a concept called 15-minute Neighbourhoods. This would create a policy framework to remove zoning red tape to make it easier for small businesses to open in residential neighbourhoods (making the City more walkable), with the goal that daily needs should be accessible within a 15-minute (bike/walk) from every home. The City is currently still working at the strategic level and has been collecting feedback through various consultations. This December, they plan to finalize; the 5 Big Moves policy direction, draft land maps, the budget, the City's intensification rate under the new growth strategy and citywide Community & Secondary Design Plans (readopt/remove/revise). They will then start drafting the OP for tabling in June 2020. In March 2021, the final version will be submitted to Council to adopt the new OP. Once adopted, it cannot be appealed. It will then be sent to the Provincial Minister for approval which is expected to happen by Fall 2021. Given the significance of this project and the 25-year impact of its results, the Barrhaven BIA has been actively involved in the process and will be providing input, supporting our smart growth strategy, at a variety of City committee meetings.

### **Barrhaven's Downtown Community Design Plan**

The careful consideration of the development of Barrhaven's Downtown is very important. In case you aren't aware, the area including and south of the Cineplex, Loblaw's, Ross' Independent and Home Depot is

our future downtown. The well-planned integration of the core with our employment areas is key as we can ensure that Barrhaven is built differently than other suburban areas, offering a hipper and more social vibe to millennial workers. We need the LRT to service our Marketplace Station, and further south to a future Cambrian Station, with an off-road dedicated corridor from Baseline Station, through Fallowfield Station. We need our future BRT to come into the heart of Citigate through the downtown and passing our future Barrhaven Main Streets (Riocan and Marketplace Avenues). We also need to incorporate arts and culture to make Barrhaven a complete community that attracts today's employers. Millennials will represent 75% of the workforce by 2025 and 89% of them will pledge loyalty to companies that support good causes. They are social and purpose driven. Given that we have a greenfield slate, we can proceed accordingly. There is a Provincial grant competition underway (in partnership with the Federal government) that, if the City is successful, will provide upwards to \$50M in funding for the previously identified Civic Space in heart of Barrhaven's Downtown.

On this note, we are pleased to share some exciting news with you! The Barrhaven BIA has retained the GBA Group to assist with advancing the Barrhaven Downtown vision by fine tuning its elements and preparing a business plan. The objective of this new partnership is to establish a great civic centre that will anchor Barrhaven's Barrhaven's Downtown. A number of scenarios have been proposed that contain elements that take advantage of the site being located at the confluence of existing and future rapid transit service. The need now is to proof the vision: are the ingredients correct, how



do we take advantage of the transit connection, who would play a role in implementing the project and how do we make it financially viable and sustainable over the long-term? In order to move forward from idea to opening day, the Barrhaven BIA has retained GBA as a development manager with current local knowledge of large scale, complex projects in the Ottawa area to assist. The outcome of our work will be to create a Business and Development Plan for the implementation of the project – a vibrant meeting place for the residents of Barrhaven and beyond. You will recognize them as a leader in Place-Making Advisory services and major contributors to local successes such as; Lansdowne Live, The Shaw Convention Centre, Algonquin College Expansion and the Royal Ottawa Mental Health Care facility. Their team has been working with our Executive Director and meeting with key City and development industry stakeholders on planning, economic development, departmental plans and interests, transit, roads, and more and to collect thoughts and ideas on bringing this project to fruition.

### **The Ottawa Coalition of Business Improvement Areas (OCOBIA)**

Our Executive Director (ED), Andrea Steenbakkers, serves on the inaugural Board for the Ottawa Council of BIAs (OCOBIA). This Board meets bi-monthly, and also quarterly with the Mayor, senior City staff and other BIA representatives, to work on business-related issues in the City. The economic development department has greatly improved efforts to collaborate more effectively with economic development stakeholders across the City, and to improve the collaboration capacity of all stakeholders, including the BIAs. In 2019, OCOBIA officially became a not-for-profit and hired a dedicated Executive Director to help lead the association to become a well-recognized and respected business voice and resource in Ottawa.

Collectively, BIAs represent over 8000 businesses across the City!

We are excited by the progress made on creating an organization that will properly represent the needs of the BIAs. Many inroads have been made within the City and its economic development partners to increase our profile and credibility. There are two areas of collaboration from which OCOBIA and its members, including Barrhaven BIA businesses, stand to gain. The first is with Invest Ottawa. As they seek to support new and innovative businesses, they are building a program to support non-traditional retail. They have asked OCOBIA to provide expertise and guidance in this area. The second is an advisory role with IDA Canada. We are helping shape the public policy advocacy on a national federal scale. As the new term of government begins, the importance of cities and their issues, with five main pillars (community well-being, community vitality, urban mobility, infrastructure, and entrepreneurship), will be appropriately placed before our elected officials. We have also built a relationship with the Ottawa Board of Trade. We seek to find areas of common interest (mainly economic development) upon which we can work together to further our advocacy to the City's senior management and policymakers. OCOBIA looks forward to continued success in building valuable partnerships. The Barrhaven BIA is a proud contributor to this association and its leadership role, in part, under the direction of our Executive Director Andrea Steenbakkers.

## **MEMBERSHIP ENGAGEMENT**

### **2019 MEMBERS SURVEY UPDATE**

Here is what members told **us** were **their greatest challenges**;

- #1 cost of doing business**
- #2 cost of marketing and advertising**

### **How the BBIA responded to your feedback;**

- We hired a Social Media and Marketing Assistant to assist businesses with their marketing needs.
- Networking opportunities for our businesses through our Networking After Work events, B2B workshops and at our AGM social.
- Continuing dissemination of important business information; we are members of many professional associations (OBIAA, OCOBIA, OCC, OBoT). We pass along pertinent legislative information from them.

## **REVIEW OF OUR CONTINUING SERVICES AND PROGRAMS FOR MEMBERS**

- Continue to reach out to the business community for input, questions and direction through our website, email, social media and MailChimp electronic updates
- AGM with annual Barrhaven Food and Beverage Showcase
- B2B Workshop series featuring small group learning opportunities for local businesses over lunch or breakfast-free to all members!
- New monthly Networking After Work events to allow for "just networking" in a casual setting.
- Professional packages for members outlining the benefits of the BBIA, its programs and services are available for all businesses
- It is our goal to continue to actively engage the business community and encourage local owners and operators to contribute constructively to the association in ways that are meaningful to them and important for their business development. Together we are stronger!
- **Ambassadors Program**  
We invited business owners from each mall to be a part of our program to assist with enhanced engagement with and communication between the BBIA and its members.
- Hosted an Ambassadors breakfast this fall: interactive feedback session to share information.

## GRAFFITI REMOVAL AND ABATEMENT

Comprehensive Graffiti Removal Program to continue. In 2013 and 2014 we saw a huge decline in the number of tags to 36 per year. Since 2015 we have consistently averaged fewer than 40 tags annually. We recently added several new malls to our weekly graffiti patrol and removal program.

### STATISTICS FOR 2019 GRAFFITI REMOVAL AND ABATEMENT PROGRAM

MONTH	CALL UPS	TAGS REMOVED
January	4	0
February	4	1
March	4	2
April	5	2
May	4	7
June	4	4
July	5	5
August	4	4
September	5	2
October	4	2
November	4	0
<b>Total</b>	<b>48</b>	<b>29</b>



## AMBASSADORS

Our Board would like to say a special thank you to the Ambassadors who have dedicated their time, energy and ideas over the past year...

Emily Mirsky  
Cob's Bread

JP McAvoy  
Conduct Law

Lori Pratt  
CIBC Barrhaven

David De Almeida  
Anabia Cupcakery Cafe

Ahmed Maree  
Domino's Fallowfield

Kyle Cuthbert  
Kelly Funeral Home

Mudi Syed  
Meridian Credit Union

Janet McCausland  
Meridian Credit Union

John Tan  
The UPS Store

Joe Baker  
B-Sharp

Tanya Farlinger  
Exhalo Spa

Billie-Jean Benisty  
Copper Branch

Adam McGregor  
Domino's Strandherd

## VOLUNTEERS

Our Board would like to say a special thank you to the committee members who have dedicated their time, energy and ideas over the past year...

Tom Moss  
BBIA Smart Growth

Susan Brownrigg-Smith  
BBIA Smart Growth

Harpreet Singh  
BBIA Smart Growth

Charmion Renwick-Barrette  
BBIA Marketing Committee

Janet McCausland  
BBIA Marketing Committee

Joe Baker  
BBIA Marketing Committee

Emily Mirsky  
BBIA Marketing Committee

Erik Muckle  
BBIA Marketing Committee

Cst. Sherry Jordan  
OPS

Darrell Bartraw  
WBCA

Meredith Demora  
BBIA AGM

Miranda Georgakopolis  
BBIA AGM

Rosa Ramos  
BBIA AGM

Stonebridge, Half Moon Bay, West Barrhaven,  
Barrhaven East, Cedarhill, Orchard Estates  
and Havenlea-Orchard Estates Community  
Associations

## THE 2018-22 BOARD OF MANAGEMENT

<b>Executive Director</b>	Andrea Steenbakkers	613-825-8242	execdirector@barrhavenbia.ca
<b>Chair</b>	Jason MacDonald	613-297-5712	jason@mmteam.ca
<b>Vice-Chair</b>	Jennifer Grundy	613-825-3931	jgrundy@barrhavenoptometric.ca
<b>Treasurer</b>	Marlene L. Grant, CPA, CGA	613-823-6878	mgrant@mlgpc.ca
<b>Councillor</b>	Jan Harder	613-580-2473	Jan.Harder@ottawa.ca
<b>Councillor</b>	Carol Anne Meehan	613-580-2751	CarolAnne.Meehan@ottawa.ca
<b>Councillor</b>	Scott Moffatt	613-580-2491	Scott.Moffatt@Ottawa.ca
<b>Member at Large</b>	Simon Beaulieu	613-825-1064	timsbarrhaven@gmail.com
<b>Member at Large</b>	Christian Campanale	613-730-7000	christian@campanale.com
<b>Member at Large</b>	Chris Kimball	613-825-5495	Chris.kimball@sobeys.com
<b>Member at Large</b>	Jagdeep Perhar	613-720-4518	jgrundy@barrhavenoptometric.com
<b>Member at Large</b>	Mark Dickie	613-692-0345	mark@20eight.ca
<b>Member at Large</b>	JP McAvoy	613-440-4888	jpmcavoy@conductlaw.ca
<b>Member at Large</b>	Kyle Cuthbert	613-823-4747	kcuthbert@arbormemorial.ca
<b>Reserve Member</b>	Peter Murphy	613-322-6225	pmurphy@heartandcrown.ca
<b>Reserve Member</b>	Muna Mohammed	613-699-2001	info@wishphotobooth.com
<b>Executive Assistant</b>	Dawn Lilly	613-299-1618	info@barrhavenbia.ca
<b>Marketing and Social Media Assistant</b>	Crystal Logan	613-818-1901	marketing@barrhavebia.ca

Thank you to our outgoing Board members for their commitment, dedication, and invaluable input over the past several years. Their contribution has helped shape the BBIA into the progressive and effective association that it is today.

Vijay Shukla, Guardian IDA Pharmacies  
Glenn Van Gulik, Salvation Army Barrhaven



# ABOUT THE BARRHAVEN BIA

## WHO

Barrhaven Business Improvement Area (BBIA) — Ottawa's first suburban BIA created on January 1, 2006. There are 130 properties in the BBIA and 500 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 properties within the BIA boundary are automatically members of the BIA.

## WHAT

The BIA is permitted under Section 204 of the Ontario Municipal Act and a Municipal bylaw, which allows the city to designate an area as a BIA and create a Board of Management. The BIA has the authority to undertake initiatives on municipally owned land within the BIA – beyond those provided by the city. Its mandate is to promote the defined boundary as a distinct business district.



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## CONTACT

Andrea Steenbakkens, Executive Director  
execdirector@barrhavenbia.ca

barrhavenbia.ca

## WHY

The Barrhaven BIA spearheads a number of initiatives that promote Barrhaven to the advantage of all the properties located within its boundary. Through the BIA, members become more involved and informed about the plans and developments that affect them. These include issues such as property development, policies, policing, by-laws, traffic and transportation. The BIA provides an advocacy role to its members by allowing the area to speak with a united voice on issues of common concern and interest, thereby increasing their influence at City Hall on policies that affect them.

## HOW

The BIA also offers its members assistance through information and cooperation on marketing and promotional partnerships. Our award nominated website, [discoverbarrhaven.com](http://discoverbarrhaven.com) informs members of events and happenings of interest in the area and is a vehicle through which businesses can obtain current planning and other relevant municipal information.

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