



A Business Improvement Area (BIA) is a group of commercial businesses located within a set geographic location in a municipality. It is run by a membership-elected Board of Management. BIA's allow business owners to organize, finance and carry out area improvements and promote economic development.

The Barrhaven BIA promotes the Barrhaven area as a business and shopping destination. We have developed strong partnerships with City Council, residents and business organizations. We bring our business community's concerns to Council and collaborate with other BIAs, both in Ottawa and province-wide. In addition, we provide you with current information about new commercial growth and local planning details.

Barrhaven is a well-established, popular and highly successful regional retailing node, with 1.5 million square feet of commercial space, and a market vacancy of only 3.8%. The Barrhaven trade area represents a very large and growing retail market, with a spending potential of \$1.4B (2011), which is forecast to reach \$2B (by 2021). A full 7 out of every 10 available retail dollars are spent locally, and spending capture rates have increased dramatically in the last decade.

Our commitment to regularly investing in current market research like the data above gives Barrhaven's business and property owners a competitive edge in a number of ways;

- **Marketing** – helps you to know your customer and create effective promotions to retain and expand your customer base
- **Business Recruitment** – we work with property owners to ensure available space is filled and an optimum business service mix, as defined by the studies, is achieved and maintained

The Barrhaven BIA organizes and supports local special events such as the annual Santa Claus Parade, Canada Day in Barrhaven and the Barrhaven Run for Rogers House. These events highlight the attributes of our area and increase customer visits from both our primary and secondary market areas. Business operators benefit from improved atmosphere and ambience. They also have the opportunity to participate and showcase their branding at these events. Non-retailers, such as professional service providers, benefit from a BIA as well as it creates a more vibrant community and prosperous local economy.

We produce a comprehensive website, a great resource for consumers and business owners alike. Each year the BBIA delivers tens of thousands of Business Directories to homes in all of our market areas.

We encourage you to learn more about the Barrhaven BIA. You are a paying member and our goal is to best serve your business. We need your feedback in order to plan our programs effectively so that they work for you. Please contact our office for more information or to set up a meeting at your place of business.

#### CONTACT:

Andrea Steenbakkers  
Executive Director  
[execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca)  
613-825-8242  
[www.DiscoverBarrhaven.com](http://www.DiscoverBarrhaven.com)