

## ISSUE #8 Spring 2010

### IN THIS ISSUE:

New Members.....	pg 2
Meetings .....	pg 3
Upcoming Events.....	pg 4

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## \$5000 Spring Shopping Spree- *Let's get more customers through your door!*

Once again, the BBIA will be giving away \$5000. Your customers are eligible to win one of the three shopping spree prizes: \$2500, \$1500 and \$1000. All three prizes will be drawn and winners notified on Monday, May 10th. Shopping spree winners will meet BIA representatives for a three-hour shopping spree at one or any of the 300 Barrhaven BIA member businesses. This can include retailers or professional service providers. Last year, all three winners were people who did not live in Barrhaven, but came here to shop, have dinner and buy insurance. "This is a great way for our businesses to say thank you to their customers for their business" says Patrick Creppin, BBIA Marketing Chair.

"The response of our first year was tremendous with over 20,000 ballots entered at 100 business locations. The winners were absolutely excited and enjoyed the shopping spree experience. Businesses liked this program as there was no additional cost to them. This is a great program for Barrhaven and we plan to make it better each year!"

The contest starts Friday, April 16 and ends Sunday, May 9. Promotion of the event will be extensive in both our primary and secondary market areas. We are marketing the Spree starting April 1<sup>st</sup> by way of billboards, local newspapers, direct mail campaigns and our gateway signs. Advertising will reach not only every home in Barrhaven but also those in our key market communities of; Manotick, Kemptville, North Gower, Richmond, Osgoode, Greeley and Riverside South. Details will be available as of April 1<sup>st</sup> on our website [www.DiscoverBarrhaven.com](http://www.DiscoverBarrhaven.com).

This year, we will be asking customers for their postal code on each ballot. A summer student will be creating a database from this information and we will provide each participating location with a snapshot of where their customers are coming from- valuable information for your future marketing endeavors! Also new this year, winners must spend a portion of their prize at the location where the ballot was filled.

The BBIA will be delivering box, poster and ballot kits to local businesses during the first two weeks of April, so please contact our office to order yours!

## NEW BUSINESSES TO OUR BIA

- **Fingerpaints & Twinkletoes Esthetics**  
[www.fingerpaintsandtwinkletoes.com](http://www.fingerpaintsandtwinkletoes.com)
- **State Farm Insurance**  
1 Tartan Drive
- **Senators Physiotherapy and Massage**  
3171 Strandherd Drive
- **Marlene L. Grant Professional Corp, CGA**  
[www.mlgpc.ca](http://www.mlgpc.ca)
- **The Cash Store**  
1581 Greenbank Road
- **Appletree Medical Clinic**  
900 Greenbank Road
- **Taing Jewellers**  
810 Greenbank Road
- **Children's Montessori School Barrhaven**  
3013 Jockvale Road

Visit [www.barrhavenbia.ca](http://www.barrhavenbia.ca) regularly for updates

### FEEDBACK NEEDED ON ECONOMIC DEVELOPMENT-

The city is refreshing its economic development strategy and needs your feedback. We have posted all seven whitepapers on our website for your review. Ottawa BIAs are meeting with stakeholders and focus groups and must submit their comments by March 19. A draft strategy will be developed and brought before the Corporate Services and Economic Development Committee and City Council in June 2010. We hope that you will assist in organizing a collaborative voice for business in this process.

**Ottawa's Talent Challenge**  
**Locally Oriented Businesses**  
**Quality of Place**  
**Knowledge Based Industries**

**Physical Infrastructure**  
**Tourism**  
**Rural**

### COMMERCIAL VACANCIES IN BARRHAVEN-

We have posted a list of the most recent commercial vacancies in Barrhaven.

### LATEST CENSUS STATS-

We have uploaded population and labour stats for South Nepean, from the City of Ottawa, for your business planning requirements.

### BI-WEEKLY FREE ADVERTORIALS FOR MEMBERS IN THE BARRHAVEN INDEPENDENT-

See our site for a copy of the application form and some samples of previous ads. Please return your completed form should you wish to participate.

## Professional Office Space Development

Barrhaven's town centre, the Chapman Mills Main Street development, will be ideal for entrepreneurs since this type of knowledge-based working community favours the urban style and convenience of our future main street. It will be built around dense housing, cafes, bistros, street-front retail and proximity to a rapid Transitway. For now, public input and involvement can go a long way towards assisting the BBIA to identify and address existing needs and plan for the future. To that end, a group called Barrhaven High-Tech Community has been established at [www.linkedin.com](http://www.linkedin.com). The group is designed to foster networking and encourage entrepreneurship in the Barrhaven area. Here, we can share information for developing the business community infrastructure in Barrhaven, both from the perspective of the developers and land owners and the needs of the businesses that would want to locate here. We need to identify and explore real opportunities for employment, plan for it and confirm the next steps required to move forward. We would like to see growth and diversity – a true live, work, play community. We want to bring something unique to Barrhaven.

## MEETING DATES

Board Meeting	Mar 2 <sup>nd</sup> 7:30 am
Economic Development Mtg	Mar 22 <sup>nd</sup> 4:30 pm
Marketing Meeting	Mar 25 <sup>th</sup> 2:00 pm
6 <sup>th</sup> Annual Networking Breakfast	Mar 31 <sup>st</sup> 7:00 am
Board Meeting	Apr 6 <sup>th</sup> 7:30 am
Marketing Meeting	Apr 15 <sup>th</sup> 2:00 pm
2 <sup>nd</sup> Annual \$5000 Shopping Spree	Apr 16 <sup>th</sup> to May 9 <sup>th</sup>
Economic Development Mtg	Apr 19 <sup>th</sup> 4:30 pm
Annual Spring Clean Up of Business Area	Mid to late April-date TBA

## Of Interest to Barrhaven Businesses

### Southwest Transitway extension construction underway in Marketplace Mall

Taggart Construction has installed security/construction fencing and traffic control barriers in the mall. Signs have been installed at the north & south aisle crossings within the mall. Excavation work has to begun between Loblaws and Jockvale (Minto area), behind the Loblaws.

### Members Feedback Survey for 2010

The 2010 feedback surveys for Barrhaven property owners, business owners and operators will be distributed via email in March. If we do not have your email address and you would like to participate, please contact our office at [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca).

### Barrhaven Business Directory Reprint

The BBIA has published a Barrhaven Business Directory. Call or email our office for an electronic copy and *please verify* your listing. We will be printing a new edition in March so, it is important to **ensure that your contact information is correct**. Copies from this print run will be provided to all RCMP employees.

## UPCOMING EVENTS

### Annual Networking Breakfast for Charity | Wednesday, March 31<sup>st</sup>, 2010 7:00 am to 9:00 am

- Hosted by Barrhaven BIA, Nepean Chamber of Commerce, South Nepean Rotary Club and the Barrhaven Lions at Cedarhill Golf Course, 56 Cedarhill Drive
- \$22 continental breakfast
- All proceeds to Canadian Red Cross for Haiti
- Keynote speech by Canadian Armed Forces Lieutenant-Colonel Girard, who was recently detailed to the Haiti relief and rebuild effort.
- Network and promote your business to 120 other community and business leaders!
- Purchase a ticket online at [www.BarrhavenLive.ca](http://www.BarrhavenLive.ca) .

### Due West Magazine Feature | Spring Edition, March 2010

Once again, we have sponsored a large Barrhaven feature in Due West Magazine. Last year in our members' survey, you told us that you valued the opportunity for subsidized advertising through the BBIA. Please watch for your copy of the Spring edition, in late March. It is great profile of our association, the business community and it is filled with advertisements from many local businesses. We will be looking for your feedback on whether you think that this feature is valuable.

In general, we would like to hear from you about what is or is not working, how we can improve and new ideas about value added services for our members. Email us at [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca) .

### We were listening!

Early last year you submitted your ideas and feedback through our surveys and roundtable breakfasts. Many of you said we should target *our secondary market areas* when advertising, as most Barrhaven residents already know what is here. We have done just that for this year's Shopping Spree! We are hitting every house in our southern village market areas.

*Let us know how we can help your business succeed! Contact us at [execdirector@barrhavenbia.ca](mailto:execdirector@barrhavenbia.ca).*