

ISSUE #5 Spring 2009

IN THIS ISSUE:

New Members	pg 2
Meetings	pg 3
Upcoming Events	pg 4

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Economic Challenges

In the failing world economy we are somewhat protected by the strong Federal government presence in Ottawa. Even so, now more than ever, we need to ensure that our residents are spending their dollars in Barrhaven. Despite all of the bad news, consumers will need to keep spending in order to pull us out of this recession. The BBIA is working with a local newspaper to develop an incentive promotion to get people spending in Barrhaven! Watch for more details.

Statistics - Jobs in South Nepean

The recently released Census information is now available in the members section of our website. Please contact execdirector@barrhavenbia.ca if you do not have a current user name and password. The report estimates that our population was at 63,000 at the end of 2008. Total employment in South Nepean is 7000 jobs, as compared to the 521,639 City-wide. At 2100 jobs, Retail is by far the largest sector of employment in this area. Education and Health Care Services make up about 1750 jobs followed by Accommodation and Food Services at 710 jobs. What was clearly lacking is employment in the Public Administration sector; 138 City jobs, 2 Provincial jobs and no Federal positions. The BBIA is working hard to change this. Our main focus for 2009 is getting employment-based business to Barrhaven, and this includes targeting the Public Service.

NEW BUSINESSES IN OUR NEIGHBOURHOOD

New

- **Fratelli Restaurant**
130 Riocan
- **K2 Martial Arts**
3500 Fallowfield
- **Dominos Pizza**
3500 Fallowfield

Coming Soon

- **3 New Mid-box Stores**
3777 Strandherd
- **The PlayHouse Learning Centre-**
expansion
3350 Fallowfield

New Commercial Vacancies

- 3050 Woodroffe
- 3500 Fallowfield
- 810 Greenbank
- 900 Greenbank
- 10 Green
- 2900 Woodroffe

Economic Development Highlights

Below is a list of some of the issues that the BBIA is pursuing on behalf of Barrhaven businesses.

- As part of the recently announced Federal Budget, they are setting up a Regional Development Agency for Ontario, however they are limiting it to Southern Ontario. Our office is drafting a letter to local Conservative MP's requesting an answer as to why we are being excluded.
- In terms of developing our business parks, we are competing with areas such as Kanata that have existing buildings. Existing real estate is more attractive than Greenfield development, especially during difficult times, as companies can negotiate good lease terms. In order to promote our area to employment-based business, we are creating a marketing brochure to highlight our business park lands; amenities, transit, Bridge, airport, HR- skilled and educated labour pool, land zoned and serviced, anchors- RCMP and JDS.
- We do not have the commercial/industrial base to increase the commercial tax base to the level it needs to be at to subsidize such rapid suburban residential development. The Province and City should be encouraging employment-based industry to locate in our suburbs as a measure to subsidize the costs for infrastructure and services to these areas. We will be meeting with local officials at both levels of government to push this agenda.

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Statistics

The Barrhaven Retail-Commercial Market Study bi-annual update is underway and the report will be available to members in April 2009. This information changes greatly in an area with such rapid growth and in order to be accurate and useful, the data must remain current.

As always, we appreciate receiving your ideas and valuable input. Let us know how we can help your business succeed! Contact us Andrea Steenbakkers at execdirector@barrhavenbia.ca or 613-825-8242. Check for regular additions to our website at www.barrhavenbia.ca.

MEETING DATES

Board Meeting	March 3 rd
Economic Development Meeting	March 9 th
Marketing Meeting	April 1st
Board Meeting	April 7th
Economic Development Meeting	April 13 th
Annual Business Clean Up- Earth Day	April 22 nd
Marketing Meeting	April 29 th
Board Meeting	May 5 th

Of Interest to Barrhaven Businesses

City of Ottawa Official Plan changes

The Official Plan is currently under review. Proposed changes can be found on our website. www.barrhavenbia.ca Comments must be submitted to the City by March 16th or you can make a presentation at the Planning and Environment Committee Meeting on March 26th. Please feel free to send your comments to the BBIA office as well, at execdirector@barrhavenbia.ca.

Minimum wage increases

Minimum wage was increased last year. This March 31st it will increase from \$8.75/hr to \$9.50/hr. It is also scheduled to increase AGAIN next March 31st, 2010 to \$10.25/hr. Please send us your thoughts on this as we will be collaborating with local BIAs and Chambers to lobby the Province against these changes.

UPCOMING EVENTS

Spring Clean Up: Businesses | Wednesday, April 22nd, 2009

Meet at Ross' Independent to kick off the 4th Annual Clean up, on Earth Day. 10 am to Noon. Coffee and kits provided. Join us and bring your staff or colleagues out to pitch in!

Free BBQ lunch sponsored by Ross' Independent Grocer. Please register with Andrea Steenbakkers at execdirector@barrhavenbia.ca or 613-825-8242.

Second Annual Barrhaven Run for Rogers House | Saturday, June 6th, 2009

SPONSORS REQUIRED!

Events include a 10k Race (timed), 5k Race (timed), Reebok 2.5k Family Run/Walk and a Tot Trot.

This annual Barrhaven community event is sponsored and organized by four Barrhaven businesses: *Baizana Insurance Brokers, Barrhaven Source for Sports, Mattamy Homes* and *Scotiabank*. All proceeds are donated to Roger's House. The 2008 inaugural event saw 1200 participants and raised \$15,000 for Roger's House. Sponsorship packages are available at www.BarrhavenRun.ca or contact the BIA office.

Mattamy Homes *presents* | Wednesday, July 1st, 2009 Barrhaven Multicultural Festival & Canada Day Fireworks

SPONSORS REQUIRED!

On July 1, 2009 from 4 p.m. to dusk, Barrhaven's residents will celebrate Canada Day in their own backyard, at Clarke Fields. The festivities this year include our 3rd Annual Multicultural Festival, a huge Kid Fun Zone, with entertainment by Disco Inferno and fireworks at dusk. Join *Mattamy Homes*, and our Entertainment Sponsor, *Minto Homes*, as we bring Canada Day to 30,000 people in our own backyard! Sponsorship packages are available at www.barrhavenbia.ca, or contact the BIA office for your copy at execdirector@barrhavenbia.ca or 613-825-8242.