

ISSUE #2
MAY 2008

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Welcome to busy season!

Spring is finally here and summer is around the corner. This is a busy time for all Barrhaven businesses. The Barrhaven Business Improvement Area has released its Strategy for the area's Business Park Lands. A full copy is available in the members section on our website. For your Log in name and Password please contact our office. This strategy will be integral in bringing together the land owners and the City's economic development team to bring high-value employment to Barrhaven. This means more customers for our businesses. We look forward to hearing from you!

Contact execdirector@barrhavenbia.ca or 613-825-8242.

BBIA promotes the first annual Barrhaven-wide weekend Sale

Participating Barrhaven Merchants will be offering fantastic savings in celebration of our first ever Annual Barrhaven Run for Rogers House. The Barrhaven Marathon Weekend sale is Saturday, June 7th and Sunday, June 8th. Consumers will be prompted during an intensive advertising campaign starting May 16th, to obtain a copy of our Sale Passport and Barrhaven mall map at any participating Barrhaven store or by downloading them from our website at www.DiscoverBarrhaven.com. Ads will run in the greater Ottawa area from Cumberland, west to Arnprior and south as far as Kingston. The cost is free for all Barrhaven businesses to advertise in the Passport.

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www.barrhavenbia.ca

NEW BUSINESSES IN OUR NEIGHBOURHOOD

Welcome

- **Good Life Fitness**
3181 Strandherd Road
- **The Play House Learning Centre**
3350 Fallowfield Road
- **Learna Centre**
3777 Strandherd Road

...and coming soon

- **Sunoco Gas**
3777 Strandherd Road
- **Johnny Canucks Bar and Grill**
3050 Woodroffe Ave.
- **Royal Oak Pub**
4100 Strandherd Road

Local Area News Update

- **Allottawatta-**
100-acre water park off the 416 just south of Barrhaven has started clearing and surveying their land at the south end of Moodie Drive. The park is expected to open for the 2009 season.

BBIA Board Creates local development policy

Barrhaven BIA Board members and their executive director gathered for a 4-hour strategic planning follow-up session. Our Barrhaven Business Park Lands Strategy and Retail-Commercial Marketing Study confirm that our business park lands are at risk for many re-zoning and land use changes in the coming years. These lands have been reserved for bringing high-value, employment-based business to Barrhaven. Their development as planned will bring many daytime consumers to our area and provide Barrhaven residents with opportunities to work where they live. This will greatly reduce the consumer leakage problem identified in the Market Study, keeping people in the community, shopping in our stores and using our services. Moving forward, the BBIA will determine its support of all land use and rezoning applications based on the findings of our 2007 Barrhaven Retail-Commercial Market Study, our 2008 Business Park Lands Strategy and our resultant support of the Official Plan and Secondary Plans for Barrhaven.

On another note, the Southwest Transit-way extension is being fast-tracked at the City, as a result of losing our LRT plan for Barrhaven. It could start as early as Fall 2008, bringing transit-users from the Fallowfield station into our central commercial district.

A Barrhaven business feedback survey is posted in the members-only section at www.barrhavenbia.ca. Contact us at execdirector@barrhavenbia.ca or 613-825-8242 with your feedback or for access to the members-only section.

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Barrhaven Run for Rogers House

The BBIA is proud to be the Presenting Sponsor of the first annual Run on June 7th. Our executive director is on the organizing committee with representatives from the four major sponsors; Baizana Insurance, Barrhaven Source for Sports, Mattamy Homes and Scotiabank. The Run is expected to draw in over 400 participants and will bring thousands of people into the community. Rogers House is a facility for children offering palliative care, respite and counseling to area families. Contact the office at execdirector@barrhavenbia.ca for more information or visit www.BarrhavenRun.ca.

MEETING DATES

Marketing Meeting	May 28 th
Board Meeting	June 3 rd
1 st Annual Barrhaven Run for Rogers House	June 7 th
1 st Annual Barrhaven Marathon Weekend Sale	June 7/8 th
2 nd Annual Home-based business Forum	July
Board Meeting	September 9 th
Roundtable Breakfast Meeting	September 12 th
Marketing Meeting	September 24 th

Of Interest to Barrhaven Businesses

Canada Day in Barrhaven

After 8 years, Canada Day fireworks are coming back to Barrhaven. Barrhaven Canada Day director, Councillor Jan Harder is excited citing that “more than 20,000 people will attend this event at Clarke Fields on Strandherd Road”. Organizers are looking for sponsors. If you are interested in joining the many other Barrhaven business sponsors, please contact Stephanie.iafelice@ottawa.ca. This event will be a great opportunity for local businesses to gain recognition.

Commercial vacancies

If you have a commercial vacancy, please contact our office to have it added to the vacancy list on our website. Our office receives many calls from prospective businesses looking to locate in Barrhaven.

Directory Listings

Free updated listings on our website including your logo and web link are available by contacting us at execdirector@barrhavenbia.ca. This is one of our most popularly hit pages. Stand out!

UPCOMING EVENTS

2nd Annual A Taste of Barrhaven | Tuesday, May 27th, 2008

A fun-filled evening featuring food from many Barrhaven-based food service industry businesses! This is a South Nepean Rotary Club event. Proceeds are going to help area children; Ottawa Children's Treatment Centre, Renaissance Program at Cedarview Middle School and the Rotary Centennial Playground for Children of All Abilities.

Stonebridge Golf Course Club House, 6 to 8 pm. Tickets are \$40 at www.BarrhavenLive.ca.

1st Annual Barrhaven Run for Rogers House | Saturday, June 7th, 2008

For the 1st year the Barrhaven BIA is presenting the Barrhaven Run for Rogers House. The Run includes a 10K, 5K and 2.5K Family Run plus a Tot Trot. Runs begin at 1581 Greenbank Road at 3:30 pm and features our business districts; Strandherd, Woodroffe, Fallowfield and Greenbank. Sponsors are area businesses Baizana Insurance, Barrhaven Source for Sports, Mattamy Homes and Scotiabank with all proceeds going to Rogers House. To register or volunteer visit www.BarrhavenRun.ca, email info@BarrhavenRun.ca or call 613-825-8242.

1st Annual Barrhaven Marathon | Saturday, June 7th and Sunday, June 8th, 2008

Participating Barrhaven Merchants will be offering fantastic savings in celebration of our first ever Annual Barrhaven Run for Rogers House. Customers can get a copy of our Sale Passport and Barrhaven mall map at any participating Barrhaven store or by downloading them from our website at www.DiscoverBarrhaven.com. Many more sales are being offered in-stores. Contact the BBIA at execdirector@barrhavenbia.ca or 613-825-8242 for more information.