

ISSUE #8 Winter 2009

IN THIS ISSUE:

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

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Economic Development- Bringing employment to Barrhaven

Barrhaven Economic Sustainability Team:

Recently, a newly formed team, Barrhaven Economic Sustainability Team (BEST), was created with the purpose of bringing sustainable development and employment to Barrhaven. On November 14th, eleven participants – BBIA representatives, area developers, OCRI and all four elected officials from Barrhaven– came together in a one-day meeting with the goal of refreshing Barrhaven’s economic development plan for the next year.

The meeting objectives included:

- o To educate participants on what is going on in each sector of Barrhaven
- o To develop a collective vision of sustainable economic development for Barrhaven
- o To refresh the economic development plan for Barrhaven for the next 6 – 12 months, based on the collective vision.

Please contact our office to receive a full report of the strategy. BEST will continue to meet quarterly and has immediate plans to hire professional consulting firms to move the agenda forward.

Barrhaven Home-based Business Study Update:

Barrhaven is home to some 630 businesses, of which, 268 are home based. As of December 2008, almost 100 knowledge-based businesses were operating from area homes. We are awaiting the January 2009 update which we anticipate will show a dramatic increase in these types of businesses based on the economic state and businesses downsizing. Our report will be released in December 2009. It will identify; the types of home-based businesses operating in Barrhaven, the services they use and where they obtain them, their need for additional services and their need for facilities. This will allow us to assist developers in building to suit for growth and to create possible opportunities for 3P building projects. Retaining knowledge-based businesses in Barrhaven will serve to support our retail-commercial sector.

NEW BUSINESSES TO OUR BIA

Did you know that there are now 17 BIAs in Ottawa? Barrhaven was the thirteenth Ottawa BIA, the first to allow home-based members and the only suburban BIA. Business owners are quickly coming to understand the power of collective resourcing and advocacy for a business area!

- **Precious Bloom**
www.preciousbloom.com
- **1000 Sushi Islands**
129 Riocan
- **Karara- The Indian Takeout**
4100 Strandherd
- **Red Wagon Studio**
www.redwagonstudio.com
- **DeanRyans**
www.DeanRyans.com

Visit www.barrhavenbia.ca regularly for updates

- **HST: yes or no?**
 - Find comprehensive summaries on our website of the Harmonized Sales Tax for Ontario by the Liberal Government and the Conservative critics.
- **Xmas Advertising Campaign**
 - The BBIA has started a six week advertising campaign for Christmas shopping in the EMC newspapers including; Barrhaven, Riverside South, Osgoode, Manotick, Ottawa West and Kemptville. Barrhaven area ads encourage residents to support local businesses while the outlying area ones welcome shoppers to the area and note the number and variety of shops and services along with free parking. Ads can also be seen on www.DiscoverBarrhaven.com.
- **Map of Local Business Areas**
 - The new Mall Map is now available on our website Business Directory. Check it out on either of our websites.
- **Bi-Weekly Free Advertorials for Members in the Barrhaven Independent**
 - Enclosed, is a copy of the application form and some samples of previous ads. Please return your completed form should you wish to participate.
- **2009 Barrhaven Santa Claus Parade**
 - With more than 70 floats and 20,000 spectators, this year's parade was the biggest and brightest yet! Cash donations for the local food cupboard were doubled from last year, at \$3600 and non-perishables collected weighed in at just under 10,000 lbs. Thank you to all of our sponsors; Monarch Homes, Patrick Creppin Realty, Scotiabank, Baizana Insurance Brokers, Ottawa South United Soccer, Jack May Chevrolet GMC Buick and Ross' Independent Grocer.

Labour Force shortage expected to continue and increase

According to the Canadian Federation of Independent Business, the shortage of qualified labour has become one of the top issues affecting small- and medium-sized businesses in Canada.

In less than two years, immigration will account for *100 percent* of the net growth in the Canadian labour force.

Hire Immigrants Ottawa (HIO) is a community-based initiative that works with local employers to enhance their organization's capacity to effectively hire and integrate skilled immigrants into their workplace. There are also many workshops and events that you may wish to attend. If this complementary service is of interest to you, please contact HIO at 613-683-3370.

Let us know how we can help your business succeed! Contact Andrea Steenbakkers at 613-825-8242 or execdirector@barrhavenbia.ca. Check for regular additions to our website at www.barrhavenbia.ca.

MEETING DATES

Board Meeting	Dec 1 st 7:30 am
Economic Development Mtg	Dec 21 st 4:30 pm
Marketing Meeting	Dec 21 st 6 pm
Board Meeting	Jan 5 th 7:30 am
Economic Development Mtg	Jan 18 th 4:30 pm
Marketing Meeting	Jan 18 th 6 pm
Roundtable Breakfast & Crime Forum	Jan 22 nd 7:00 am
Board Meeting	Feb 2 nd 7:30 am
Economic Development Mtg	Feb 15 th 4:30 pm
Marketing Meeting	Feb 15 th 6 pm

Of Interest to Barrhaven Businesses

Longfields Road extension is now open!

The eastern extension of the road is now open from Woodroffe through to Bill Leathem/Leikin in the South Merivale Business Park. This will be great for traffic flow in Barrhaven as well as for the new RCMP employees who wish to come into the business districts from their HQ in the SMBP.

New Committee Members Required for 2010

We need a few new volunteers. It is imperative that we have new and fresh voices to guide our programs and events for Barrhaven businesses!

Barrhaven Business Directory

The BBIA has published a Barrhaven Business Directory. Call or email our office for an electronic copy and *please check* your listing. We will be printing a new edition in January so ensure that your contact information is correct.

UPCOMING EVENTS

Roundtable Business Breakfast | Friday, January 22nd, 2009
with Ottawa Police and RCMP 7:00 am to 8:45 am

- **Room 202, Walter Baker Centre, 100 Malvern Drive**
- Free continental breakfast
- Free Coffee service
- Business related crime is on the rise! Barrhaven has seen an increase in robberies. Make your business a less inviting target for criminal activity.
RSVP to execdirector@barrhavenbia.ca to reserve a seat.

Online Survey for 2010 | January 2009 - February 2009
BBIA Directives

Please watch for an email in January to invite you to provide feedback about our current programs and projects. We will be looking for your feedback on what you think is valuable, what is or is not working, how we can improve and for new ideas about value added services for our members. The survey link will also be posted to the website in January so you will be able to visit and complete it at your convenience, over the course of the month. Results will be included in the Spring newsletter and feedback brought back to the Board of Managers and its standing committees.

Barrhaven BIA Boundary | January 2009 - March 2009
Amendment Initiative

A letter will be sent to you in January to ask for your support in amending our current geographic boundary. As the BBIA enters its fifth year, we need to ensure that all of Barrhaven is participating in the BBIA as all of Barrhaven benefits from the many programs the we run and projects that we undertake: Bi-Annual Market Study, Bi-Weekly Advertorials, new Business District signage, economic development initiatives to bring employment to Barrhaven, numerous research studies, Christmas shopping advertising as far as Kemptville, our free commercial graffiti removal program for all properties and so on. We are proposing to extend our western boundary from Cedarview Road, to the 416 and our eastern boundary from Woodroffe to Prince of Wales.