

ISSUE #9 Summer 2010

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YOUR BIA BOARD

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www.barrhavenbia.ca

\$5000 Spring Shopping Spree-

More than 30,000 ballots entered at over 100 local businesses

Three local women were the lucky winners of this year's shopping spree prizes: \$2500, \$1500 and \$1000. The contest ended on Sunday, May 9th and the winners were treated to a 3-hour Barrhaven shopping spree the following Saturday.

This year, our winning ballots were entered at Barrhaven Veterinary Hospital- 2900 Woodroffe, Barrhaven Family Chiropractic and Wellness Centre- 900 Greenbank and Lovely Nails Spa- 4100 Strandherd.

Congratulations to (L to R): Elaine Jette, Susan DiCola and Gail Logan.



“Building on the success of our first year, we collected over 30,000 ballots entered at more than 100 business locations. The marketing campaign was great and we hope that local businesses have profited from new clientele and more local shoppers. We promote the Spring Spree every year to encourage people to shop Barrhaven. Its growing success tells us that consumers agree that this is a great way for our members to say thank you for their business” says Patrick Creppin, BBIA Marketing Chair.

Promotion of the event was extensive in both our primary and secondary market areas and included a local billboard, direct mail post cards and advertisements in local papers. Advertising went to every home in Barrhaven, Manotick, Kemptville, North Gower, Richmond, Osgoode, Greeley and Riverside South.

A summer student will be creating a database from the postal code information collected on each ballot. The BBIA will provide each participating location with a snapshot of where their customers are coming from. We will post an overall report of findings on our website- valuable information for your future marketing endeavors!

We welcome your ideas for how to make next years Spring Shopping Spree bigger and better!

NEW BUSINESSES TO OUR BIA

- **Pinelopi's Greek Kitchen**
4100 Strandherd Road
- **Claudia Coburn- Coldwell Banker**
www.claudiacoburn.com
- **MY Home**
Opening in June at 120 Riocan Avenue
- **Denis Rule Photography**
www.rulephoto.com
- **The Beer Store**
Moving in June to 3500 Fallowfield Road
- **Barrhaven Medical Centre**
900 Greenbank Road

Visit www.barrhavenbia.ca regularly for updates

NEW WEBSITE IS LIVE-

We have merged our business website, barrhavenbia.ca, with our consumer website, DiscoverBarrhaven.com. We are quite pleased with the result. We are featuring our annual events, the Spring Shopping Spree and Santa Claus Parade, as well as BBIA sponsored events, Barrhaven Canada Day and the Barrhaven Run for Rogers House. We also have included a new mall map, a new directory, more photos, some video clips and a lot more business information. Be sure to *send us your logo* to make your listing stand out in the directory.

Please take a moment to browse through it and let us know what you think!

COMMERCIAL VACANCIES IN BARRHAVEN-

We have posted a list of the most recent commercial vacancies in Barrhaven, as of May 2010.

BARRHAVEN BUSINESS DIRECTORY: NEW VERSION NOW IN CIRCULATION-

Please find enclosed in this newsletter a copy of the revised version of the Barrhaven Business Directory. We now have a bilingual introduction and category headings as well as some great graphics of our website and annual events!

Copies will be provided to; all RCMP employees, all Barrhaven Run for Rogers House participants and the Mattamy Canada Day in Barrhaven Information Booth. The City has included a live link to our online Directory in its new e-letter to RCMP employees that are moving to the Barrhaven Headquarters. The RCMP has also placed a link to our online Directory on their Intranet page dedicated to employee move resources. Make sure your listing stands out!

New Residential Plans Section on website

Many of you have told us that you would like information about the upcoming residential plans for our area. Starting in June, we will have a new section on our website with all upcoming residential development applications, including site plans. We will also be increasing our attention to commercial, transportation and transit development and you will find site plans and maps for these as well.

Please continue to let us know how we may assist you in your day to day and long term planning for success! Please email our office to ensure that your contact information is current as we will be sending out brief e-notices when new applications and other pertinent information are added to our website.

MEETING DATES

Board Meeting	June 1 st 7:30 am
Marketing Meeting	June 17 th 2:00 pm
Economic Development Mtg	June 21 st 4:30 pm
Semi-annual Business Roundtable Breakfast	September 2010 TBA
Board Meeting	Sept 14 th 7:30 am

Of Interest to Barrhaven Businesses

Members Feedback Survey for 2010- Results Highlights

The 2010 feedback surveys for Barrhaven property owners, business owners and operators were distributed via email in April. If we do not have your email address and you would like to participate, please contact our office at execdirector@barrhavenbia.ca.

Not all of you are aware of the variety of services that the Barrhaven BIA provides to all local businesses;

- Our business website for pertinent information
- Shop Barrhaven ad campaigns in local papers
- Subsidized advertising opportunities such as our Due West feature
- Semi-annual free breakfast roundtable meetings
- Various economic development studies for business planning
- Annual \$5000 Shopping spree promotion
- Annual Christmas Parade of Lights sponsorship
- Free bi-weekly advertorials in Barrhaven Independent newspaper
- Online and Print Business Directory
- Free commercial graffiti removal program

Please contact us for more information on any of the above programs and services.

NEW- Some businesses have suggested that we move to online newsletters. Unfortunately, we do not yet have email contact information for all of our 300 + businesses. If you would like to receive an email copy for future versions of this newsletter, *instead of* a printed copy, please contact our office and we will be happy to add you to our e-newsletter list! Contact: execdirector@barrhavenbia.ca.

UPCOMING EVENTS

OPL Business Seminars | Thursdays, June 10 & 17, 2010

Series presented by Ottawa Public Library Service to Business in partnership with the OCRI Entrepreneurship Centre, in Barrhaven at the Ruth E. Dickinson Branch, 100 Malvern Drive.

- Thursday, June 10, 6:30 - 8:00 p.m. Rules and Regulations to Consider (zoning, registration, taxes...)
- Thursday, June 17, 6:30 - 8:00 p.m. Business Planning and Resources (business plans, marketing, planning for success)

Online Registration Begins June 2, 2010 at www.biblioottawalibrary.ca/en/main/program or call 613-580-2424 x32140.

Choosing Our Future Business Summit | Friday, June 11, 2010

9:00 am - 4:00 pm at Ottawa City Hall

How do we move towards sustainability in Canada's Capital Region?

Choosing our Future is an initiative of the City of Ottawa, the City of Gatineau and the National Capital Commission that will integrate the concepts of sustainability, resiliency and livability into all aspects of regional planning, design and governance.

For Choosing our Future to succeed, it needs to reflect the ideas and imagination of those who live, work and play in the Region, so we invite you, Ottawa's business owners, to help us create a plan that puts forward our best possible ideas for the future and serves as an inspiration, for everyone to work towards a better National Capital Region. Please contact Linda for more information or to RSVP for the Summit at linda.cristina@ottawa.ca.

Barrhaven Run June 12th and Canada Day July 1st

We are proud to support these not-for-profit community-building events. Events that bring vibrancy and spirit to a community serve to make it a more desirable place to live, visit and work. This means more customers for our local businesses!

Event sponsors are still looking for volunteers. Please visit www.CanadaDayBarrhaven.ca and www.BarrhavenRun.ca for more information. Get involved in your community and give thanks to your customers!