



# Ten Reasons to Choose the Heart of Orléans

Thinking of opening a business in Orléans? Here are ten reasons you can benefit by locating in the Heart of Orléans BIA

## 1. Your advocate

Your business is automatically part of an organization whose mission is to promote the area as a district and advocate on your behalf to all levels of government. Both City of Ottawa Councillors in our district sit on our Board of Management.

As a business owner, you can influence what happens in our district by providing feedback, getting involved in our BIA Board or committees, and planning special events.

## 2. Built-in marketing

Tap into overall branding, marketing and promotion of the Heart of Orléans district. Members also receive free marketing of their business in our online **Business Directory**.

## 3. Get the word out

In addition, the built-in marketing and promotion

above, you can tap into more opportunities. Advertise in our monthly e-magazine, **The Beat**, which features the stories behind the businesses in the district, or sponsor one of the many festivals and events on St-Joseph.

## 4. Business tools you can use

As a member, you have access to tools to strengthen your business, including our "members only" area on our website with tools and resources our business members can use.

## 5. Business networking

Meet about 100 of your business neighbours each month at Orléans' biggest networking event. As a member, you can attend the Orléans Chamber of Commerce's **Business for Breakfast** series, which is held in partnership with the BIA, at the special rate of \$25 + tax (the non-member fee is \$40).



**HEART OF ORLÉANS BIA | LA ZAC LE COEUR D'ORLÉANS**

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**ST-JOSEPH**

## 6. Boost your business with events

The district is now host to three major annual events - the **Orléans Craft Beer Festival**, **Orléans Ribfest**, and **Santa's Parade of Lights** - with many more events throughout the year. These are making the district a place where community happens, and encourage people to explore what we have to offer. Take advantage of these events, make an impression, and build customer loyalty.

## 7. Streetscape and beautification

Take part in our Communities in Bloom planter initiative this spring, to bring colour and beauty to the district. This is just one step toward our long-term **streetscape strategic plan** is a more attractive, more walkable complete street for your business.

## 8. Be locally-minded

When asked, people who frequent our district come here because they value locally owned shops, services and restaurants, as well as owners and staff

they know and trust. They also like the convenience to getting here from Highway 174 and the transitway. The BIA also runs a summer market, which you may be able to take advantage of with your business.

## 9. St-Joseph specific grants

Properties within the district may be able to access a specific Community Improvement Plan - a financial incentive for property owners for façade improvement, additions, new building construction, and site work. This is offered through the City of Ottawa. To find out more details and eligibility [here](#).

## 10. No membership fee

There is no membership fee if your business is within the district. The BIA is funded through a levy as part of commercial property owners' property taxes, which provides steady, secure funding for our many activities and initiatives. If you are outside the district, businesses can apply for an Associate Membership.

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### A Trusted Team

The BIA has assembled a team of trusted supports that your business can tap into. Our Executive Director works closely with City of Ottawa staff, local Councillors and other government representatives, business professionals and community groups.

### What is a BIA, anyway?

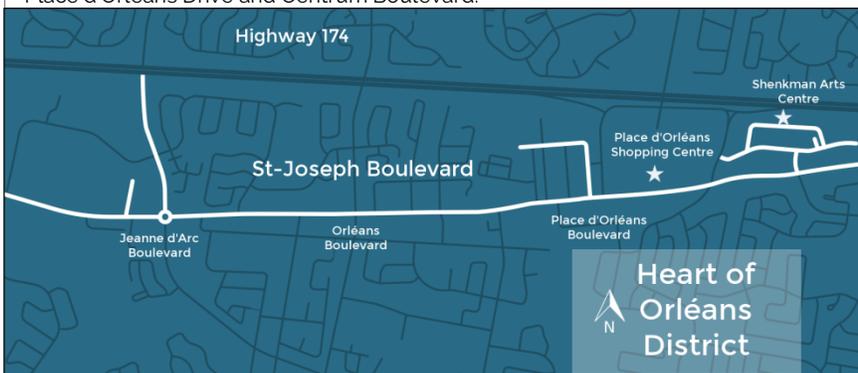
The Heart of Orléans BIA represents almost 400 businesses in the St-Joseph district (see map, below).

BIA stands for Business Improvement Area, and we exist for three main reasons: to advocate on behalf of our members, to promote the area as a district, and to help make improvements to the streetscape. Our work is to help improve the economic strength of the district and our members.

If you'd like to read more about what the BIA is and what we do, please take a look at our [Backgrounder](#).

### The Heart of Orléans District

The Heart of Orléans BIA is a 4 km commercial section of St-Joseph Boulevard, between Youville Drive and Prestone Drive, with pockets at Jeanne d'Arc Boulevard, Place d'Orléans Drive and Centrum Boulevard.



## Say hello.

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