



BIA Backgrounder

Not sure what the BIA is all about? Then this Backgrounder is for you. Here's a series of frequently asked questions, and what we do for you.

Q: What is the BIA?

BIA stands for Business Improvement Area. BIAs are a "made in Ontario" innovation, now employed internationally, with thousands of BIAs around the world. There are 19 BIAs in Ottawa alone.

The Heart of Orléans BIA is a not-for-profit Board of Management, started by our business community in 2008. BIAs are a way for commercial districts to pool resources to promote and improve their area, and speak with one common voice. We represent over 350 businesses in Orléans.

Q: Why does Orléans need a BIA?

Our BIA was created because local business people and property owners felt the need for a common voice along St-Joseph, the original "main street" of Orléans.

Since that time, the BIA has become more relevant to small and locally-owned businesses, to be part of joint efforts to promote the district.

Q: What are the benefits of the BIA?

First and foremost, the BIA is the voice of the business community and advocates on your behalf. Our long-term goal is to bring greater economic prosperity to the district.

Q: Am I a BIA member?

If your commercial property or business falls within the BIA boundaries, you are automatically a member.

We also have Associate Memberships, if you are outside the BIA district – please see our Associate Membership info, or contact us for more information.

Q: What does the BIA do?

Simply put, the BIA is a local Board that allows you – business and commercial property owners – to join together to promote the economic development of and improve the district. What we do includes:

- Advocating on behalf of our members to all levels of government
- Building relationships with city council, community groups and others
- Strategic planning to address longer-term issues
- Streetscaping and other beautification projects
- Helping revitalize the area
- Recruiting and retaining businesses
- Marketing and promoting the BIA district, and
- Hosting or participating in special events throughout the year.



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

245 Centrum Boulevard Orléans, ON K1E 0A1 | 613.580.2424 x 23900 | info@heartoforleans.ca

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Q: Who runs the BIA?

Leaders from the Heart of Orléans BIA are elected to the Board of Management to represent our wide range of member businesses, including health and wellness, real estate, and finance professionals. These Board members volunteer their time to further the goals of the BIA.

Two City of Ottawa Councillors sit as non-voting Board members, which is an essential link to your local representatives.

We have a full-time Executive Director and a part-time Assistant.

Want to learn more about Board members and staff? Please visit Leadership page:

heartoforleans.ca/about/leadership.

Q: What the long-term vision for the BIA?

The BIA takes a leadership role in attracting the kind of businesses that make the Heart of Orléans distinct.

The BIA represents the heart of Orléans as the place of choice for specialty goods, professional services, high quality service, unique dining and entertainment, and shops that are local and family-run.

We're committed to nurturing an engaged and enthusiastic membership.

The BIA helps create a beautiful, trendy destination. We strive to reflect the unique heritage of the areas are the original "main street" of Orléans, but also work to develop a modern St-Joseph district as a vibrant, walkable and mixed use space.

Q: How much does the BIA cost?

Members do not pay an annual membership fee. Instead, BIAs are funded through a levy as part of property owners' municipal property taxes. This provides steady, secure funding for long-term improvement of the district.

Q: Can a BIA representative visit my business?

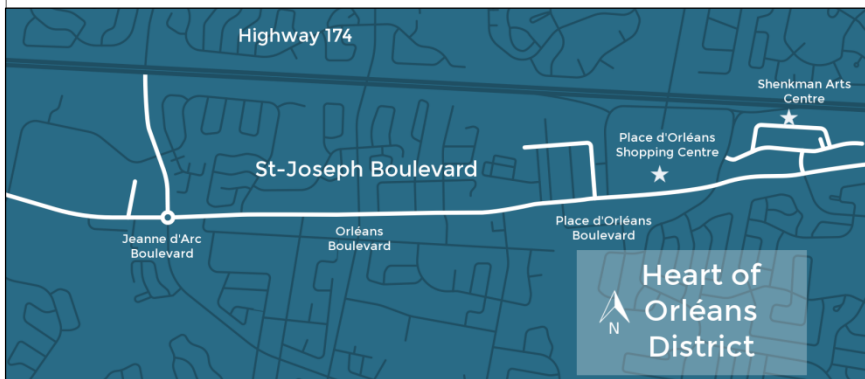
Absolutely. We want to talk with you if you are a BIA business, a new business or property owner, or if you are thinking about moving your business to the BIA.

Our **Business Ambassadors** plan business visits in May and October.

If you are outside the BIA district, please take a look at our **Associate Membership** webpage.

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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