



**WELCOME  
TO VANIER!**

**VANIER** BIA  
ZAC



# **WE'RE EXCITED TO BE A PART OF YOUR JOURNEY**

**THIS TOOLKIT CONTAINS ESSENTIAL INFORMATION  
AND RESOURCES TO SUPPORT YOU & YOUR BUSINESS.**

# WELCOME!



**Welcome to the Vanier Business Improvement Area (BIA)! We are thrilled to have you join our vibrant community of local businesses. Your unique presence adds to the rich tapestry of Vanier, and we are excited to support you as you embark on this new journey.**

**As a member you have a say in our initiatives, decisions, and events as we advocate for you at all levels of government. Get ready for networking possibilities, elevated marketing outreach, educational opportunities, and the advantage of accessing communal resources.**








**We encourage you to explore the resources available in this Welcome Kit and on our website, and reach out to us anytime. Your success is our priority!**

**Warm regards,**

**Nathalie Carrier  
Executive Director  
Vanier Business Improvement Area**

LET'S START HERE ...

# WE BELIEVE

-  In doing whatever it takes to make Vanier a better place for all.
-  The magic and strength of our community lies in our diversity.
-  Together we rise.
-  In owning and embracing our edginess. Vanier is Vanier.
-  In our community partners. We can't do this alone.
-  In the safety for all our businesses and community members.
-  In Vanier now, not just its tomorrow.



# WHAT IS A BIA?

## AND WHY DO THEY MATTER?

**BIA'S ARE THE VOICE, EYES, AND EARS OF BUSINESSES AND MUNICIPALITIES.**

We're here to support you, your business, and our mainstreet community. Whether you have questions about patios or parking, need advice on snow removal or security, or want tips to boost your social media presence—we're here to help.

Think of us as curators of the mainstreet experience: we focus on making the neighbourhood walkable, beautiful, and welcoming for everyone.

Beyond the day-to-day, we're working hard to bring shoppers to your door, develop our community, and boost the local economy through events, promotions, and advocacy.



# WHAT WE DO

## AND WHY WE DO IT



### WHAT WE DO

The Vanier BIA is dedicated to promoting and supporting local businesses, enhancing the neighbourhood's charm, and fostering a vibrant community atmosphere. We work on initiatives to improve safety, beautify public spaces, and advocate for the specific needs of our Mainstreet businesses.

Whatever you need—whether it's navigating permits, boosting your visibility, or finding ways to grow—we're here to help you on the path to success. Let's work together to make Vanier a thriving place for businesses and the community alike.



### WHY WE DO IT

Our mission is to create a strong, inclusive community where local businesses can truly thrive. We believe that when businesses support each other, we all succeed—and together, we can shape a brighter, more vibrant future for Vanier.

Every initiative we take, from community events to beautification projects, is driven by our commitment to seeing your business and our neighbourhood flourish.



# HOW WE SUPPORT YOU



## DAY TO DAY :

- **Marketing Assistance:** We provide resources to help you promote your business, including social media support and promotional materials.
- **Networking Opportunities:** Join our regular events to connect with other local business owners and community leaders.
- **Business Support:** We're here to help you navigate the everyday challenges of running a business, from connecting you with resources for building permits, parking, and patios, to guiding you through graffiti removal or city services.

## LONG TERM :

- **Advocacy:** We represent your interests at the local government level, ensuring your voice is heard.
- **Community Events:** Participate in BIA-led events designed to attract visitors and customers to Vanier.

# KEY CONTACTS

## BIA STAFF DIRECTORY



**JEAN-MICHEL ROUSSEAU**  
MERCHANT SERVICES  
MANAGER

Your primary point of contact for all membership-related inquiries, providing dedicated support and resources to our merchants.

**NATHALIE CARRIER**  
EXECUTIVE DIRECTOR



Oversees all BIA operations, strategic planning, and community engagement initiatives to drive growth and support for local businesses.

**MEL MAILLOUX**  
OFFICE ADMINISTRATOR



Manages day-to-day operations and ensures smooth communication within the BIA.

**JUSTIN GUNDERSON**  
PROJECT COORDINATOR

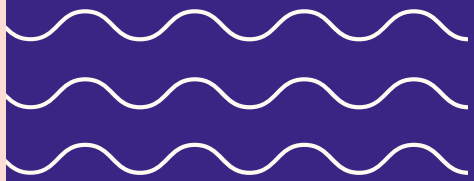


Plans and coordinates community events, overseeing all logistical aspects to ensure successful execution.

**TARYN AMO**  
SOCIAL MEDIA



Develops and executes engaging content strategies to promote the BIA and its members across social media.





# KEY CONTACTS

'WHO TO CALL?'

## EMERGENCY & NON-EMERGENCY SERVICES: POLICE / FIRE / PARAMEDIC

EMERGENCIES: 9-1-1  
NON EMERGENCY SUPPORT: 3-1-1



Call 911 for all emergencies. For non-urgent issues, use non-emergency numbers for fire, police, or paramedics by dialling 3-1-1. Or refer to this [PDF](#) to find the right contact for your situation.

**VANIER** BIA  
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### THE VANIER BIA

Contact us for support, resources, and networking opportunities tailored to help your business thrive in the community, including assistance with graffiti removal, permits, grant applications, and more.

## SOCIAL & COMMUNITY SUPPORT SERVICES

SERVICES LINE: 2-1-1



Dial or Text 2-1-1 and get connected with vital resources to assist individuals in our community facing a mental health crisis, seeking housing support, or dealing with substance use challenges.

## YOUR WARD COUNCILLOR

-  STÉPHANIE PLANTE (WARD 12)
-  RAWLSON KING (WARD 13)



Connect with your Ward Councillors to discuss local issues, advocate for your business interests, and ensure your voice is heard in the community.

## CITY OF OTTAWA SERVICES LINE: 3-1-1



Utilize City of Ottawa Services for inquiries about permits, regulations, and resources available to support your business operations.



# STAY CONNECTED WITH THE BIA



## WEBSITE

Visit our website for the latest news, updates, and resources. Stay informed about events and services designed to support our local businesses!

## SOCIAL MEDIA

Follow us on social media to receive timely updates and engage with fellow members. Join the conversation and help promote our vibrant community!

## LIVE AT OUR EVENTS

Participate in our community events to connect with local businesses and share your voice. Check our events calendar to join us in celebrating Vanier!

# RESOURCES & TOOLS

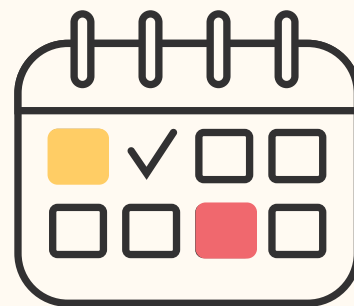
As a valued member of the Vanier BIA, you have access to a range of essential resources and tools designed to support your business success. All of these resources are available on the Merchant Hub of our website.



Grant Opportunities



Frequently Asked Questions



Upcoming Merchant Events



Tips, Tools & Resources



Business Directory\*\*

*\*\*ensure your profile info is up to date by submitting all changes to [info@vanierbia.com](mailto:info@vanierbia.com)*



EXPLORE THESE RESOURCES AND MORE TO HELP NAVIGATE YOUR JOURNEY AS A BUSINESS OWNER IN VANIER.



# COMMUNITY ENGAGEMENT

## WHY GET INVOLVED?

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Getting involved with the Vanier BIA offers numerous benefits for your business and the community. Here's why you should participate:

- **Networking Opportunities:** Connect with fellow business owners, local leaders, and community members. Building relationships can lead to valuable partnerships and collaborations.
- **Increased Visibility:** Participate in BIA events and initiatives to enhance your business's exposure. Being involved helps attract more customers to your door.
- **Advocacy:** The BIA represents your interests at the local government level, ensuring that your voice is heard on issues that matter to your business.
- **Strengthening the Local Economy:** By participating, you contribute to a vibrant local economy, helping to make Vanier a desirable destination for shopping, dining, and community engagement.



# COMMUNITY ENGAGEMENT

## HOW WE HELP

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- **Marketing Support:** Benefit from collective marketing efforts that promote the entire BIA, drawing attention to all local businesses and events.
- **Community Events:** Engage in community events that foster goodwill and attract foot traffic, providing opportunities for sales and customer engagement.
- **Access to Resources:** Gain access to exclusive resources, tools, and information that can help you navigate challenges and grow your business.
- **A Global Network of BIAs:** The Vanier BIA is part of a broader movement that connects us with BIAs across Ottawa, Ontario, Canada, and the world. Through organizations like [OCOBI](#), [OBIAA](#), [IDA Canada](#), and [IDA](#), we share best practices, learn from others, and bring innovative ideas to Vanier. Together, we strengthen our businesses, our communities, and our local economies.

Join us in making a positive impact in our community while growing your business. Your involvement with the Vanier BIA is key to our collective success





# YOU MAKE VANIER BETTER.

Questions? Email [info@vanierbia.com](mailto:info@vanierbia.com)

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