

MODULAR ECONOMIC DEVELOPMENT
2024

WELCOME TO

VANIER

**WHERE CONTRAST IS RICH, DIVERSITY IS UNITED,
EDGE IS EMBRACED, AND COMMUNITY IS TIGHT.**

Are you the right local shop, business, or project to join our
communal collaboration and upward trend?

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ABOUT THE COMMUNITY

Not suburban, not downtown, Vanier sits on the cusp of the downtown core for a small-town feel with a sense of connection and family. Centrally located, minutes from downtown, and surrounded in other bustling neighbourhoods, we're one of the most diverse and eclectic areas in the city.

Built on Indigenous land, based on a rich history of tfranco-phone culture, we now proudly boast the highest population of Indigenous people in Ottawa, the highest population of Inuit people outside of Nunavut, and the highest population of newcomers in the city.

We're really proud of our international placemaking award for the Vanier HUB, a community space that that we built together, where families and people gather and partake in inclusive, diverse and bilingual activities. From sports and music to movies and an urban campfire series, the HUB is where it's at!



ECONOMIC IMPACT

Vanier continues to trend as an up-and-coming area. With impressive amounts of families and newcomers moving here, we've become one of the top five sought-after areas for real estate.

With 12 active large developments at of moment Vanier is truly growing. We'll be welcoming **10,000** new residents in the next 5-10 years and a ton of new commercial spaces.

There's nothing but more space and opportunity coming up in the next five years for investors to play their part in continuing this upward trend.



SOCIAL IMPACT

We don't shy away from the issues we're facing here in Vanier. We're countering them by embracing diversity and creating safe spaces on main streets where everyone can thrive. We're relentlessly working to address housing issues and welcoming developers who are building more affordable housing so everyone, including street-affected people, have opportunities for success.

Tackling issues like safety and security by working hand in hand with your neighbours is how we continue to improve.

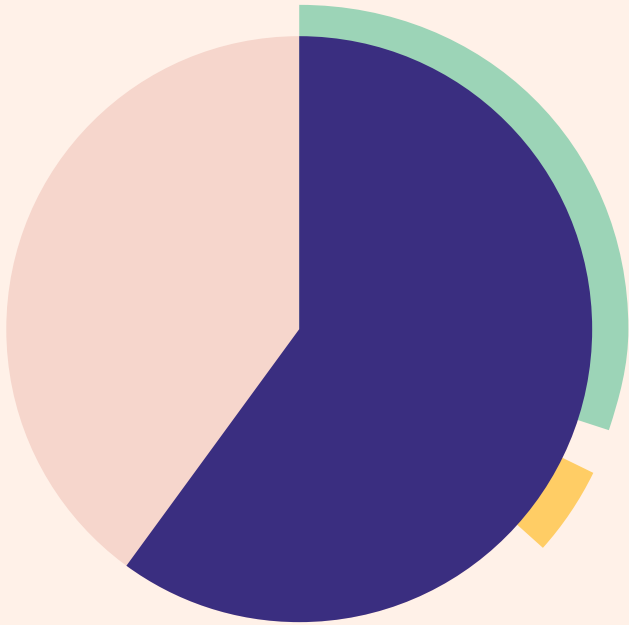


Our business community is open and welcoming. Business owners work together to enhance the community. From fundraisers like the annual Partage Beechwood Dinner in the Beechwood National Cemetery that raised **\$55,000** for the Partage Vanier Food Bank in 2023, or the annual Vanier Business Holiday Giveaway that helps more than **350 LOCAL FAMILIES**, to Akoustik nights, where people come together through music and food on summer evenings on Beechwood, our businesses care!

A SNAPSHOT OF VANIER

64,000+ residents

31,000+ households



60% of individuals participate in the labour force

30.2% belong to a visible minority

4.6% identify as aboriginal

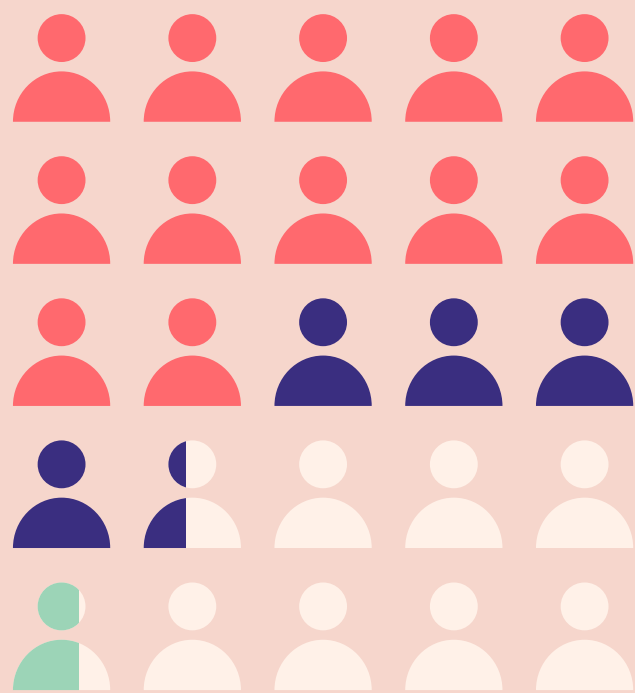
24.7% of Vanier residents were born outside of Canada

The most prominent languages spoken in Vanier homes are:

English 59.6%

French 21.9%

Arabic 2.9%



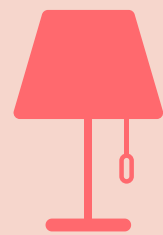
Of their total expenditure, individuals spend on average:



15.8% on food



5.1% on recreation



4.6% on household furnishings



3.8% on clothing

Store loyalty is highly influenced by 3 factors:

convenience of location

66.8%

ease of getting in and get out quickly

44.5%

organized layout for easy shopping

43.6%



WHY IS VANIER THE BEST NEIGHBOURHOOD TO INVEST IN?

With so much investment being brought into Vanier and **5,000 RESIDENTIAL UNITS** being built over the next few years, Vanier is only going to continue to boom.

Now is the time to get in on the action as it continues to trend upwards.

Vanier is also part of the central core of Ottawa, adding to how desirable its real estate is and will continue to be.

ARE YOU THE RIGHT BUSINESS FOR OUR COMMUNITY?

Does this sound like you?

01

I want to feel part of my community where I'm met with the same strength and spirit I put out into the world.

02

I care deeply about everyone around me and want to work alongside my neighbours who feel like family.

03

I'm looking to set up my business in a neighbourhood that's booming, has tons of potential and has a great return on investment.

ARE YOU THE RIGHT INVESTOR FOR OUR COMMUNITY?

Does this sound like you?

01

I'm an investor seeking a vibrant area that's growing rapidly and brimming with boundless potential and growth.

02

I'm drawn to places with distinct diversity and a progressive cultural vibe.

03

I want to build in an inclusive and diverse area with soul, energy, and grit - where everyone is welcome.

04

I want to be part of the solution, creating developments and businesses that think outside of the box, see beauty in diversity, and understand that diverse neighbourhoods breed life, excitement and a loyal sense of belonging.

IDA WINNERS

EXCELLENCE IN PLACEMAKING

We were honoured and thrilled to be nominated, and chosen by our peers worldwide to win the 2023 Excellence in Placemaking award from IDA, the International Downtown Association.

IDA represents countless organizations worldwide who are experts in economic development, community building and placemaking.

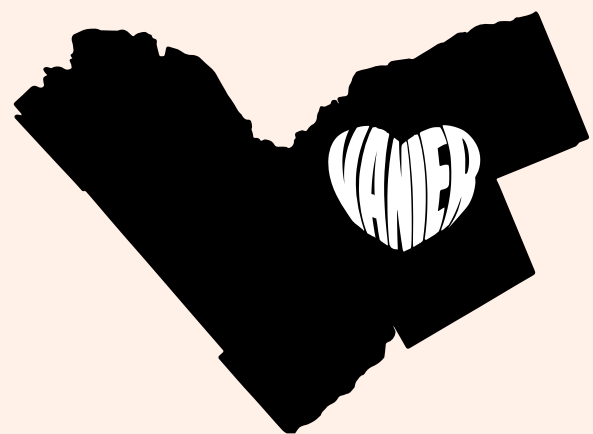


INTRO TO VANIER BIA

Dating back to 1984, Vanier BIA was one of the first BIAs in the Ottawa area back when Vanier was its own city with 16,000 residents and 19 city councillors (that's only four less than the entire city of Ottawa has now!).

Based in franco-culture, Vanier is now diverse, with the highest amount of Indigenous people and the highest Inuit population outside of Nunavut. In the last 5 years its attracted hundreds of families who now make Vanier their home.

Vanier continues to bloom into a cultural hub where various styles and backgrounds unite and collaborate. The City of



Ottawa is shaped like a heart and Vanier BIA is located where the heart would be – that's why we say Vanier is the Heart of the Heart.



ROLE OF BIAs

Mandated by the Municipal Act of Ontario, BIAs are extensions of municipal governments. They help build economic vitality by branding neighbourhoods and increasing their walkability and beautification.

Vanier BIA creates and sustains a safe and thriving business area that attracts shoppers, diners, tourists, and new businesses. We provide local businesses with resources to enhance the quality of life in their neighbourhood.

OCOBIA

Representing 19 BIAs, 6400 property owners, and 128,000 employees **ACROSS OTTAWA.**

Investing \$7.4 million each year into neighbourhoods.

OBIAA

Stupporting BIAs **ACROSS ONTARIO** and representing over 100,000 local businesses in the province.

IDA

A national coalition of the International Downtown Associa-tions, representing organizations **ACROSS THE COUNTRY.**

WHAT IS A BIA AND WHY DO THEY MATTER?

BIAs are the voice, eyes, and ears of businesses and municipalities.

Curators of the Mainstreet experiences they are hyper-focused on walkability, beautification and customer experience.

They represent business interests - from parking to permits for patios, snow removal, and more.

Simultaneously, BIAs develop communities, attract shoppers, and improve economies through events and community outreach.

NOTICE CITY MEMO

Upcoming Enhancements to the Business Improvement Area (BIA)

We are pleased to announce a series of upcoming enhancements within our Business Improvement Area (BIA) as part of our ongoing commitment to fostering a vibrant commercial district. These initiatives aim to improve the aesthetics, safety, and functionality of our BIA, ensuring it remains a competitive and attractive locale for both business owners and customers.

Starting next month, we will begin the phased installation of new street furniture including benches, and informational kiosks. These additions are designed not only to enhance the visual appeal of our BIA but also to provide practical benefits that improve the daily experiences of those who shop, dine, and do business here.

We encourage all business owners to participate in the upcoming town hall meeting on May 20th, where we will discuss these changes and gather your input. Let's work together to create a more inviting and prosperous environment for everyone in our community.

Best regards,



**PARKING
PERMIT**

128

ENJOY AN EVENING OF
LIVE MUSIC

WHEN
JUNE 1ST

WHERE
**ROYAL OAK
BEECHWOOD**

WHAT MAKES VANIER BIA DIFFERENT?

We're not just one district, we have three main streets, each with their own distinct style that reflects our diversity.

We build on our cultural economy by changing how our community looks through our artists' murals, vinyl wraps, and other art forms.

**BIA
ZAC**

BEECHWOOD AVE.

MONTRÉAL RD.

MCARTHUR AVE.

BEECHWOOD

A quaint, traditional village main street, home to timeless trades: the butcher, the baker, and the flower arrangement maker.

MONTRÉAL RD

A rapidly evolving hub with an impressive number of new housing units and commercial spaces to be occupied over the next decade, signalling major densification and transformation.

MCARTHUR

A vibrant mosaic of cultures, welcoming newcomers and featuring an array of cultural grocery offerings.

CURRENT BUSINESSES IN THE NEIGHBOURHOOD

MCARTHUR

Traditionally old school, brimming with culturally rich grocery stores, services, and iconic businesses like Louis' Pizza. McArthur has everything you need.



BEECHWOOD

The heart of old Vanier. Very picturesque, with churches, banks, coffee shops, restaurants, and a small-town feel. The perfect neighbourhood for a boutique.



MONTRÉAL RD

The bustling main street with high traffic shopping. Undergoing a 60M\$ transformation with the emergence of new commercial spaces and housing units. It is the perfect neighbourhood for a new restaurant or coffee shop.



MEMBERSHIP

You automatically become a member of our BIA once you move in and pay rent and/or commercial taxes on one of our 3 main streets – Montreal Rd, McArthur Ave and Beechwood. from St-Laurent to the River.

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.



DRUHVEES

A modern “food studio” that follows the culinary journey of the Spice Routes – with a selection of dishes that change with the seasons and include choices from Indian, Sri Lankan and Indonesian Cuisines.

MONTREAL RD QUELQUE CHOSE

French macarons made with premium ingredients for an exclusive high-end product. Since opening their first location in Vanier they've flourished and opened two new shops.





McARTHUR LOUIS PIZZA

Delicious, healthy, affordable and fresh
food for you and your family. Bon appétit!

VANIER BIA EVENTS

PARTAGE BEECHWOOD

The most exclusive and unique dinner party in town, nestled amongst the trees and souls of the Beechwood National Cemetery.

Proceeds from Partage are donated to the Partage Vanier Food Bank



BEECHFEST

Our street fair that attracts 4000 people to Vanier.



SUMMERSUN

Celebrating the community that shops locally. Free giveaways along the street from local merchants, along with buskers, music and more.





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