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## Kanata North Business Improvement Area (KNBIA) launches online ideas campaign to engage local community to set future course

*KNBIA engages Ideavibes to tap the creativity and innovative thinking of the local business community to help develop its strategic vision on how best to support a more dynamic commercial environment in Kanata North*

**Ottawa ON – March 6, 2013** - KNBIA Board of Management is pleased to announce the launch of an online engagement or crowdsourcing initiative to develop new ideas and stimulate discussion amongst members and local stakeholders on how to build a better future for the Kanata North business area.

The KNBIA was formed to address the global challenges that the local business community faces in creating sustainable and competitive businesses that succeed locally as well as internationally. Communities achieve greater success when they pull together to harness input and ideas from businesses across every sector, together with those of their employees and local stakeholders from every walk of life. "The Kanata North BIA provides an excellent forum for business owners/leaders, employees and residents to have input on the future of this area - the BIA is looking forward to obtaining feedback on ideas and priorities through our online forum" according to Kevin Ford, Founding Chair of the KNBIA Board of Management.

For the online ideas campaign, the KNBIA is working with Ideavibes using their online engagement or crowdsourcing platform to provide a mechanism for the community to drive innovation and strengthen relationships through collective engagement, open innovation, and community participation. Councilor Marianne Wilkinson, Chair of the KNBIA Marketing and Branding Committee, observed that "Ottawa is fortunate to have a technology oriented business park in Kanata North that provides a variety of employment opportunities while serving an international market. Using social media to obtain ideas for its future is an ideal way for everyone to connect with the new Kanata North BIA and help determine the future of their business park."

Visit [www.kanatanorthbia.ca](http://www.kanatanorthbia.ca) or [www.ideavibes.com/kanatanbia\\_ideas](http://www.ideavibes.com/kanatanbia_ideas) to view and participate in the online ideas or crowdsourcing campaign from March 6 to 29, 2013. You can vote or comment on existing ideas or post your own idea to the central question of: "**What ideas do you have to improve the future of the Kanata North business area?**"

### **About the Kanata North Business Improvement Area (KNBIA)**

KNBIA is a not-for-profit local business services organization recently established to support the Kanata North business community as they strive to grow their businesses and meet the needs of their customers, employees, stakeholders, and the Kanata North community.

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