

Success happens in



The Kanata North BIA is committed to representing and advocating for the best interests of the over 500 companies located in the area. As a critical part of Ottawa's economic development future and a renowned hub of technology and innovation, the Kanata North business area is a robust and vital region.

Core Values

- **Advocacy** - We pursue relationship building and ethical, professional influence efforts with government, regulatory and business forces to continually improve the living and working lives of those in Kanata North and the business climate for the companies upon which they all depend.
- **Proactive, ethical leadership** in both thought & action. We strive to understand why and when we must lead - in both the creation of new ideas and their execution.
- **Tangible value** to all member firms on an inclusive basis. We recognize, and accept responsibility that tangible value must be provided to our business community.

Vision Statement

"To be the preeminent business & community advocate, and the respected 'partner-of-choice' in the region"

Mission Pillars

- **Knowledge Acquisition and Sharing:** Connecting people, ideas and opportunities
- **Talent Attraction & Development:** Help to find new talent; strengthen the skills of existing talent
- **Influence the factors that nurture business growth:** Advocate, network, promote and harness resource synergies

To put these elements into place, the Kanata North BIA works specifically to:

- Identify shared local concerns and work with local business, the City and partners to make immediate improvements and develop longer-term solutions.
- Promote Kanata North as an attractive and exciting business environment in order to attract new businesses and new talent.
- Create an eco-system of all local businesses to support business needs and objectives by making it easier for people to connect to each other and to the community.
- Provide strong representation through a more productive and informed relationship with City of Ottawa politicians and development officials.

Leadership

The leadership of the Kanata North BIA consists of a Board that boasts a wide range of business leaders from the area. With representation from the various sectors that make up our membership, as well as a range of large and small businesses, our Board is well-positioned to help lead Kanata North as a business innovation destination.

Jenna Sudds was named the Kanata North BIA first Executive Director in July 2013. Jenna brings a wealth of experience in managing member-driven organizations and delivering value. She holds an M.A. in Economics.

FAQs

What is a BIA?

Business Improvement Association is a “made-in-Ontario” innovation that allows local people and commercial property owners and tenants to join together and, with municipal support, to organize, finance and carry out physical improvements and promote economic development in their district.

It is governed by a board of management. BIAs are designated as Committees of Council and advocate on behalf of members at City Hall.

Who is a member of the BIA?

Property owners and tenants in the designated BIA area are all members of the BIA. Membership is based on a one-business, one-vote premise.

What are the dues and how are they paid?

Dues are based on your annual tax assessment and the floor and ceiling limits imposed by the BIA. These are subject to change at each annual meeting if the board desires.

My business is international – why should I care about a BIA?

You aren't alone. Kanata North has many high tech firms which sell internationally and do little if any business in the Ottawa area. But there are still critical questions that you should ask on behalf of your business. Where do your employees live? How is their commute? Does Kanata North offer the mix of services to make it attractive for top talent to commit to your business over a similar business in another region of the city? Do you feel

disadvantaged competing with companies from known technology or innovation centres?

Do you feel that Kanata North is getting its fair share of economic development attention and dollars?

Kanata North has been an innovation hub for over 25 years and the Kanata North BIA can help make it uniquely attractive for 25 more.

My business is a restaurant or store – how does this focus on technology and innovation help me?

The economic health of an area is directly tied to the businesses in the area. Your customers work at these businesses – technology or otherwise – and many of them live in Kanata North. Without healthy companies employing many people and drawing them to live nearby, you will have fewer customers. We are committed to helping all the businesses in Kanata North thrive, and that includes everyone in the retail and services sector. Your businesses are critical to drawing talent to the area, and your businesses depend on a large and employed workforce. Let's work together!

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