

CARP ROAD CORRIDOR

PROMOTING ECONOMIC DEVELOPMENT IN WEST OTTAWA

2019 Highlights

- **Participate and input to Ottawa's Official Plan process**

The City, reaching a population of 1,000,000 in 2019, initiated the most comprehensive planning for the future of Ottawa since amalgamation. That growth and planning has had and will have a significant impact on the Corridor. The BIA was active on many fronts ensuring the views and interests of members were known to the City and that proposed actions by the City included benefit to the business area. (Work carries over into 2020 as the City finalizes the Official Plan.)

- **Rural Economic Development Strategy**

For the first time ever, the City undertook a structured process to consider economic development in Ottawa's rural areas. The BIA worked with members, the City's consultant and project team and other business groups to bring attention to the importance of the light industry and manufacturing sector in the Corridor and in general in Ottawa's rural community. A highlight was hosting an internationally recognized expert in economic development in small communities who concluded the Corridor and adjacent Village of Carp have all the ingredients needed for continued success. (Work carries over into 2020 as the City finalizes the strategy.)

- **Making it in Manufacturing and Stuff Magazine**

The BIA participated in the Making it in Manufacturing initiative promoting manufacturing as a career and planning to provide services to address member employee issues. Also, in the development of the "Stuff" magazine highlighting Ottawa's manufacturing employers and employment. The BIA will continue to be directly involved in efforts to raise the profile of manufacturing in the Corridor.

- **Helping Members – One by One**

Each year a significant portion of the BIA work program is responding to member requests for assistance. Issues this year included drainage complaints, property insurance needs in a light industry area, zoning and development issues and wastewater servicing issues.

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2020 Draft Work Plan

- **Municipal Services – Water and Transit:** In 2019 the BIA will continue to advocate that improved municipal services will have a net positive impact for the City in new jobs and increased economic activity. First among those is working with the City to better understand the net economic benefit of extension of municipal services and transit into the Corridor. Owners will pay their share of the cost of such services while the City will obtain considerable benefit through increased property values and increased economic activity.
- **Infrastructure and Transportation Master Plans:** The above work plan item is “why”. Once the overall economic benefit is established, the BIA will work with the City on how (and then when). The BIA has already completed studies on technical feasibility of extension of municipal water and is currently completing a study of transportation infrastructure improvements needed to support business growth.
- **Rural Economic Development Strategy:** In 2019 the City will finalize the Strategy. The City has already indicated that business associations in Ottawa’s rural areas can play an increased role in economic development. Once roles are defined and with the support of members, the BIA may take on new roles and partnerships with the City. One example may be a BIA led “RE+D” program – the RE+D program is a well-regarded Provincial business support program.
- **Labour Market Challenges:** Over the past 3 years Corridor businesses have, increasingly, identified this as their main challenge. In 2020 the BIA will investigate a role for the business association – from forming strong relationships with our local colleges and universities to promoting the area so that job seekers are aware to conducting a formal labour market study so that we can have specific data about skills needs in the area.
- **Co-Promote our Business area with the Village:** Nearby Carp Village also has a business association. In 2020 the two will work together to promote the community, residential, business and employment feature of the area. It is anticipated promotion may help members with labour recruitment and land owners with development plans.