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PRESS RELEASE

FOR IMMEDIATE RELEASE

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SPARKS STREET BIA REBRANDS TO DOWNTOWN BIA Expansion into Ottawa's Downtown Core

Ottawa, ON — The Sparks Street Business Improvement Area (BIA) is excited to announce its boundary expansion and rebrand to Downtown BIA. This new name and mandate reflect the BIA's renewed commitment to fostering commercial, community and cultural growth in downtown Ottawa.

Following a comprehensive consultation process with businesses and property owners, partners, and key stakeholders during 2024, the BIA's boundary expansion was approved by the City of Ottawa effective January 1, 2025. The BIA's expanded footprint includes nearly 170 street-level businesses, numerous professional offices across 130 properties located on almost 40 city blocks. This expansion represents a significant opportunity to support the revitalization of downtown Ottawa. As part of the new branding, "Hello Downtown" invites businesses and property owners, employers and employees, residents and visitors to rediscover and reinvest in the downtown core.

"Hello Downtown" is a call-to-action, encouraging everyone to be part of the exciting transformation taking place in downtown Ottawa," said Kevin McHale Executive Director, Downtown BIA. "This rebrand and expansion signals our commitment to supporting the revitalization of the area, collaborating with partners and stakeholders as stewards of growth for commercial, community and cultural interests, while serving as advocates for Downtown BIA members."

As part of this expansion, Downtown BIA will increase its focus and investment in key initiatives to support economic development, destination development, community development and member advocacy efforts.

"We believe in the power of collaboration and community building," said Lindsay Appotive, Board Chair of Downtown BIA. "This is a collective effort, where our members, partners, and stakeholders work together to make downtown Ottawa a place where business and people thrive. Our vision is for everyone to feel a sense of pride, inclusivity, and possibility when you say, 'Hello Downtown.'"

According to City Councillor Ariel Troster, "This expansion is great for downtown Ottawa. I have no doubt that it will bring new energy, resources, and caretaking to a part of the core that is ripe for renewal."

The Downtown BIA is dedicated to serving as a collaborative and inclusive voice for the businesses, property owners, and stakeholders in the downtown area. The organization will continue to be a hands-on steward of downtown revitalization efforts, actively working to bring more opportunities for economic growth, prosperity, and sustainability for the area.

For more information about Downtown BIA, its mandate, and priorities, please visit: www.hellodowntown.ca.

About Downtown BIA

The Downtown BIA is a non-profit organization dedicated to enhancing the prosperity of Ottawa's downtown core. Serving as the collective voice of the downtown business improvement area, the BIA works to support businesses, property owners, and stakeholders in promoting growth, revitalization, and engagement. It plays a key role in shaping the future of Ottawa's downtown as a vibrant and inclusive destination for all.

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