

RIDEAU

FRUSTRATION TO FUNCTION

**PRAGMATIC APPROACHES TO RECLAIMING THE MAIN
STREET NARRATIVE AMIDST SOCIAL CHAOS**

Tuesday April 21, 2026



FRUSTRATION TO FUNCTION

WHAT DOES THIS MEAN?

- How to function as a BIA amidst all the chaos and the challenges that face our community and members
- Maintain a positive mindset
- Champion all the great things your destination have to offer the world
- Articulate the reality of your area in a way that resonates and creates the change you need
- Builds a sense of value and confidence within your membership that they appreciate
- Doesn't feed a doom loop
- Helps offset and counters barriers
- Celebrate the experience that you offer

RIDEAU

**OTTAWA'S
ORIGINAL
DOWNTOWN** **LE CENTRE-VILLE
ORIGINAL
D'OTTAWA**



FRUSTRATION TO FUNCTION

PRAGMATIC APPROACHES TO RECLAIMING THE MAIN STREET NARRATIVE AMIDST SOCIAL CHAOS

HISTORY

- **RADICAL STEWARDSHIP:** The narrative that we share with community that ties us to our history, helps create pride of place and a sense of purpose that will lead to positive change.

MARKETING

- **RADICAL OPTIMISM:** The positive narrative we leverage for marketing that clearly communicates the unique value propositions of our destination to audiences to increase visitation.

RESEARCH

- **RADICAL HONESTY:** The narrative that is based on sound research that illustrates the significant challenges that serve as barriers, that harm reputation and limit our ability to attract audiences.

RIDEAU



FRUSTRATION TO FUNCTION

WHAT WE WILL COVER

- History
- Rideau Today
- Challenges
- The Chaos Gap
- Research and the Ground Truth
- Changing the Narrative Through Strategic Marketing
- The Narrative and the Media
- Toolkit: Economic & Community Well-Being
- Q & A



We are not speaking about specific programs and solutions that address challenges directly.

RIDEAU

OTTAWA'S ORIGINAL DOWNTOWN **LE CENTRE-VILLE ORIGINAL D'OTTAWA**



ADDRESSING CHALLENGES

1. Supportive housing and addiction programs

These interventions are essential because they provide stability and targeted care, addressing root causes rather than symptoms.

2. Coordinated service delivery

Alignment across agencies ensures people receive seamless support instead of falling through gaps created by siloed systems.

3. Harm reduction supported by wrap-around services

This approach recognizes the complexity of addiction and ensures individuals have access to comprehensive, non-judgmental care that improves long-term outcomes.

4. Greater distribution of support services across the entirety of the city

Spreading services more evenly reduces pressure on specific neighbourhoods and ensures equitable access for residents everywhere.

5. Better collection of objective and unbiased data

High-quality data enables evidence-based decisions and helps avoid policies driven by assumptions or incomplete information.

ADDRESSING CHALLENGES

6. Enforce the law, safety and security is paramount

Upholding public safety builds trust, protects vulnerable people, and creates the conditions necessary for community-based solutions to succeed.

7. Proportional resource allocation

Directing resources based on actual need ensures fairness and maximizes the impact of public investments.

8. Measured outcomes that are tracked and assessed

Continuous evaluation allows leaders to understand what works, adjust quickly, and demonstrate accountability to the public.

9. Decisions based on the reality of the environment

Grounding choices in real-world conditions ensures policies are practical, responsive, and aligned with the lived experiences of residents.

MORE OF EVERYTHING

RIDEAU



RIDEAU

**LET'S START WITH
THE POSITIVE**

RIDEAU

**LET'S TELL YOU A LITTLE
STORY ABOUT RIDEAU**

RIDEAU

RADICAL STEWARDSHIP





Two centuries ago, on the banks of the Kichi Zībī, a small, determined community began to take shape – rooted in resilience, guided by ambition, and defined by the people who chose to build a life here.

RIDEAU



**Today, as we gather to commemorate
Ottawa's 200th anniversary, we're not just
marking the passage of time.**

RIDEAU

**We're honouring a story of transformation:
from a rugged canal town to the capital of a
nation, from a government centre to a
thriving, diverse, and creative city with a
global outlook.**

RIDEAU

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This anniversary invites us to pause and reflect on the legacy we've inherited.

RIDEAU

**One shaped by Indigenous stewardship,
visionary builders, public servants,
entrepreneurs, artists, and generations of
residents who believed in Ottawa's potential
long before its skyline took shape.**

RIDEAU



**It also challenges us to look forward with
the same courage and imagination that
defined our past.**

RIDEAU

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As we begin this presentation, we celebrate a city that has always been more than the sum of its institutions.

RIDEAU

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**Ottawa is its neighbourhoods, its festivals,
its green spaces, its innovators, its sense of
place and its people.**

RIDEAU



It is a place where history and modernity meet, where community pride runs deep, and where the next chapter is already being written.

RIDEAU

**Today, we honour 200 years of progress
and set our sights on the next 200 years of
possibility.**

RIDEAU

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FISHLAND & DRAPE CO

MILLVILLE
THE HOUSE

ENTERS



14 CUNNINGHAM & LINDSAY 14
2nd FLOOR
DRY GOODS

NEWS DEPOT
STATIONERY

HOWELL
GROCERIES

FAMILY
DRUG
STORE



LEARNE & RYAN

16

18

STORE.
36
BROS.



DEPARTMENT OF CANADA
INCOME TAX
OFFICES
100 RYAN STREET, OTTAWA
K1P 6K1



NO DENTURE
SINGING

GEORGE RUDOLPH'S

OILS



"A man is
as he
Little Dig





16





RYAN & PHELAN

RYAN & PHELAN















CC-159





Myer's

SMART CLOTHES FOR WOMEN

Myer's
**CRUGHT
WITH THE
GOODS!**
*OVERSTOCKED!
OVERLOADED!
OVERBOUGHT!*
*Fashions Sweeter &
BEYOND COMPARE!*

Myer's
**45,000 STOCK
DISPOSAL
SALE**
*Never
Before*
Such Savings!

QUINCY
TRUDEL
HARDWARE

TRUDEL

122



Shield

Shield
Your breath stays sweet all day.

Shield
Your breath stays sweet all day.

Shield

FINE QUALITY
BAKED GOODS
FRESH DAILY

ALL DAY
Your breath stays sweet all day.

ALL DAY
Your breath stays sweet all day.

E
Shield

Shield

69
Shield

69

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EXTENDED REEL

Freiman's
THE
SHOPPING
CENTRE
of
CANADA'S
CAPITAL

E. W. TONG WORTH CO

old







Rideau Tavern

Majestic Cleaners

PAINTS
CINEMA TV
Adm

LANCIS

HUGO'S

BERG

ure rin





Living and working in Canada's capital gives each of us a rare and meaningful opportunity.

RIDEAU

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**We're not just witnessing the city's evolution,
we're actively shaping it.**

RIDEAU

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Every idea, every collaboration, every small act of civic pride adds to a growing momentum that's entirely within our control.

RIDEAU

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**Nothing is holding us back from imagining
boldly and investing in what matters.**

RIDEAU



Together we're building a future that reflects the full potential of the people who call this place home.

RIDEAU



Ottawa's Original Downtown

RIDEAU

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Ottawa's Original Downtown

RIDEAU



RIDEAU

RADICAL OPTIMISM





Rideau Centre

Sons

STOP LINE
LIGNE D'ARRÊT
↓
ONE WAY
UNIDIRECTIONAL TRAFFIC
ALL VEHICLES

A

EN
F

STREET
RIDEAU



letellier
SHOES

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letellier
SHOES





simons











OTTAWA'S ORIGINAL DOWNTOWN
RIDEAU
RIDEAU
RIDEAU
RIDEAU
RIDEAU
LE CENTRE-VILLE ORIGINAL D'OTTAWA
DowntownRideau.com

ISTANBUL
RIDEAU
Shawarma
1078 RIDEAU STREET, OTTAWA

Simple
TACO

N R M L

PIZZA HUT

PIZZA HUT
The Dessert - Street Food

OPEN

Pizza Hut





THE ATWOOD



Rideau
CENTRE-VILLE

RIDEAU

Days Inn

DAYS INN

RIDEAU

DOWNTOWN
RIDEAU

RIDEAU

Nichols











Rideau Centre

simons

BRIDGEHEAD

GUINNESS

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THIS WEEK
CETTE SEMAINE
SEP 25 - 29

WWW.BYTOWNE.CA

OTTAWA
INTERNATIONAL
ANIMATION
FESTIVAL



S A W

Words within words
are permissible





OAG · GAO

JOHN RUDDY

OTTAWA ART GALLERY
GALERIE D'ART D'OTTAWA

OTTAWA'S
HOME FOR
THE ARTS

50 PONT MACKENZIE KING BRIDGE

OAG
GAO



















ZOE'S





0.0

CIBC



















BYTOWN
MUSEUM
MUSEE
BYTOWN























DRPN SOUL

URR

WOODS









LES SUITES HOTEL OTTAWA

OAG · GAO

Art School Confidential
Celebrating 50 Years of the
Department of Visual Arts,
University of Ottawa
Beaux-arts et non-dits
Célébration des 50 ans
Département d'art
de l'Université

THROUGH
THE GR
GLASS
À T

for
Pizza
562-1800

RIFT
URAL CO.
ARTWORK





JULIA SPRATZ

PURE KITCHEN















AU SERVICE DE LA PAIX

AU SERVICE DE LA PAIX

earnscliffe

CENTRAL CHAMBER

43

44

Little Victories

MISSIONAIRES SECURITY













NOVOTEL

OAG · GAO

JOHN RUDDY











RIDEAU

**OTTAWA'S
ORIGINAL
DOWNTOWN**

**LE CENTRE-VILLE
ORIGINAL
D'OTTAWA**



RIDEAU



RADICAL HONESTY

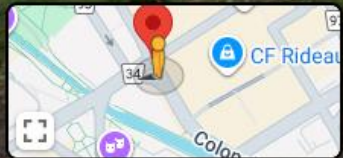


Colonel By Dr
Ottawa, Ontario

Google Street View

IS THIS THE IMAGE WE WANT THE WORLD TO SEE OF OTTAWA'S DOWNTOWN?

GOOGLE STREET VIEW CAPTURED SEPTEMBER 17, 2025



Google Maps





This premises
is under video
surveillance









We deliver with DOORDASH

RESTO IN ZONE
We Deliver You Save

SKIP the DISHES.com
ORDER TAKEOUT & DELIVERY ONLINE

OPEN

Menu items listed on the door:
Appetizers
Chicken Tandoori
Kashmiri Bhat
Biryani
Roast Beef

Student Tasty
Biryani
Restaurant
514-885-1036
@stb



45 RIDEAU





WARNING

WARNING

BAH-HUM
BAG



02

FREIMAN MALL

HUDSON'S BAY

MALL FREIMAN

HUDSON'S BAY
MONTREAL
MONTREAL
MONTREAL

LA BAY D'AUJOURD'HUI
EST MAINTENANT
FERMÉE.
MERCI DE VOTRE
FIDÉLITÉ.

LA BAY D'AUJOURD'HUI
EST MAINTENANT
FERMÉE.
MERCI DE VOTRE
FIDÉLITÉ.

LA BAY D'AUJOURD'HUI
EST MAINTENANT
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MERCI DE VOTRE
FIDÉLITÉ.

LA BAY D'AUJOURD'HUI
EST MAINTENANT
FERMÉE.
MERCI DE VOTRE
FIDÉLITÉ.

Service
Fitting Rooms
Coffee Order
Pick-up and Return

















Orthodontics

Fillings

Laughing Gas

NIRVANA



Dunn's

FAMOUS

Since 1927

BREAKFAST

SMOKED MEAT

CHEESE CAKE

BYWARD MARKET MARCHE BY
RUE DALHOUSIE ST
35 → 42

Person lying on the sidewalk

Three pedestrians walking across the street

Commercial van with text:
Commercial
H.V.A.C.
Quality Service
723-7869
franc



99
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CLOSED

CLOSED





Smart ass!

Smile

BT

WE R DUMBBASSES ♡ ALL IS WELCOME ♡

LOVE + HI ||
GOD

LOVE AS YOU ARE ♡ + ♡ ITS LIFE ♡

JESUS LOVES YOU! ♡ U ALL MATTER

WE R DUMBBASSES

2 +
+ +

I ♡ WIFE

O-TOWN
LOVES
you ♡

WE LIVE
TO LOVE
NO NEGATION

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km/h
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DEBUT

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powered by
MENU.CA

haiGarden.ca



PHARMACIE **RIDEAU** PHARMACY







LIVE LIFE





STOP HERE ON RED SIGNAL
LIGNE D'ARRÊT AU FEU ROUGE

STOP HERE ON RED SIGNAL
LIGNE D'ARRÊT AU FEU ROUGE

STOP HERE ON RED SIGNAL

THE WESTIN

DAILY DAILY

HOPE



4259
9-1-1
PARAMEDIC
AMBULANCE
Ottawa

Colonel By St.





FREE
misalign
consult
direct
insurance
calling





A man in a light blue shirt and dark pants stands with his back to the camera, holding a small dog.

A white car is driving on the street.

HOMELESS
BECAUSE OF
COVID ANYTHING
HELPS THANKS

A person sits on the sidewalk holding a sign, wearing a red plaid shirt and grey pants.

EXCEPTES
SAUF
AUTOMOBILES ET
BICYCLETTE

BICYCLE SIGNAL
PEUR POUR
CYCLISTES

EXCEPTES
SAUF
AUTOMOBILES ET
BICYCLETTE

BICYCLE SIGNAL
PEUR POUR
CYCLISTES

EXCEPTES
SAUF
AUTOMOBILES ET
BICYCLETTE

BICYCLE SIGNAL
PEUR POUR
CYCLISTES

SPANGA

A dark blue car is parked on the right side of the street.



Implants

Crowns

Orthodontics

Wisdom

Fillings

Endodontic T

Laughing Gas

Invisal

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Invisa
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Bill



BYTOWNE
JULY 2022

EVERY
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CLOSED

CLOSED

CLOSED

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Opening Fall
2022

SHOPPERS DRUG MART

BLUE MOON

BLUE MOON

DOWNTOWN
RIDE



Scotiabank

CANNA Cabana

SHMOKE

PURE KITCHEN
VEGETARIAN FOOD & JUICE

Rideau

CC Transit





SHOPPERS
DRUG MART
CUSTOMER PARKING ONLY
WHILE SHOPPING
All other vehicles
will be ticketed
and/or towed

WARNING

4148
PARAMEDIC
OTTAWA PARAMEDIC SERVICE • SERVICES PARAMÉDICS D'OTTAWA
AMBULANCE
9-1-1
Ottawa

PARAMEDIC

LAN

MED

 RespectRx
PHARMA

RX: 9350713

Dr. Breau, Charles

30 TAB Apo-Hydro

Hydromorphone HC

DIN: 02364158

(OCT 25-31) TAB

(DAILY DISPENSE)

RIDEAU

SO WHAT DO WE DO?

RIDEAU

IT STARTS WITH STRATEGY

RIDEAU

1. ACKNOWLEDGE THE CHAOS GAP
2. RESEARCH: THE GROUND TRUTH
3. CHANGE NARRATIVE WITH MARKETING

THING ONE
ACKNOWLEDGE
THE CHAOS GAP

RIDEAU



ACKNOWLEDGE THE CHAOS GAP

The Shared Reality

- We aren't just "managing BIAs" anymore; we are operating on the front lines of a national housing and healthcare crisis that has landed on our sidewalks.

The Chaos Gap

- The distance between the "vibrant destination" we market and the "complex reality" our members and the community face every single day.

The Pivot

- Don't be a complainer in the eyes of City Hall and important decision makers – start being an architect of a functional downtown and destination.



RIDEAU

THING TWO
RESEARCH AND
THE GROUND TRUTH

RIDEAU

RESEARCH: THE GROUND TRUTH

The Data of Disruption

- Standard economic data often fails to capture the crisis.
- We use different kinds of research to illustrate the challenges and move decision makers.

The Triple-Threat Audit – The Business/Property Owner

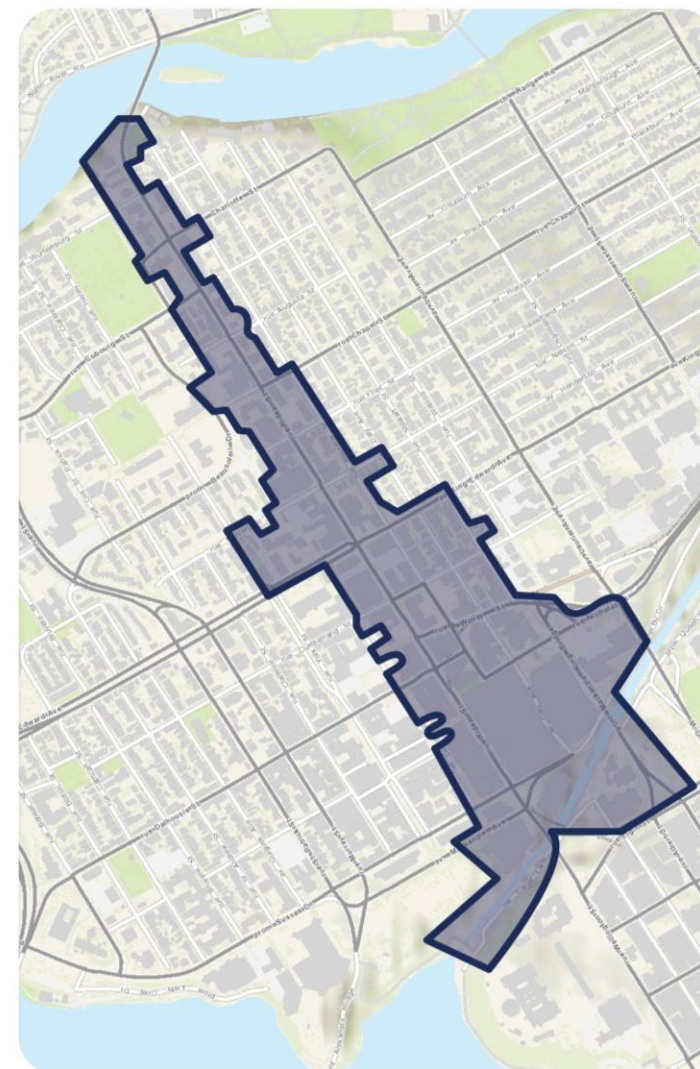
- **Impacts** illustrate the **hidden tax** of social disorder (repair costs, security fees, lost investment).
- **The Staff Perspective** captures the trauma of frontline retail workers. If your staff feels unsafe, your destination is already dying.
- **The Patron Experience** goes beyond "I feel unsafe" to specific "threshold of avoidance" data.

The Method

- Leverage research to turn reality-based testimonials into evidence-based advocacy that helps drive a response.

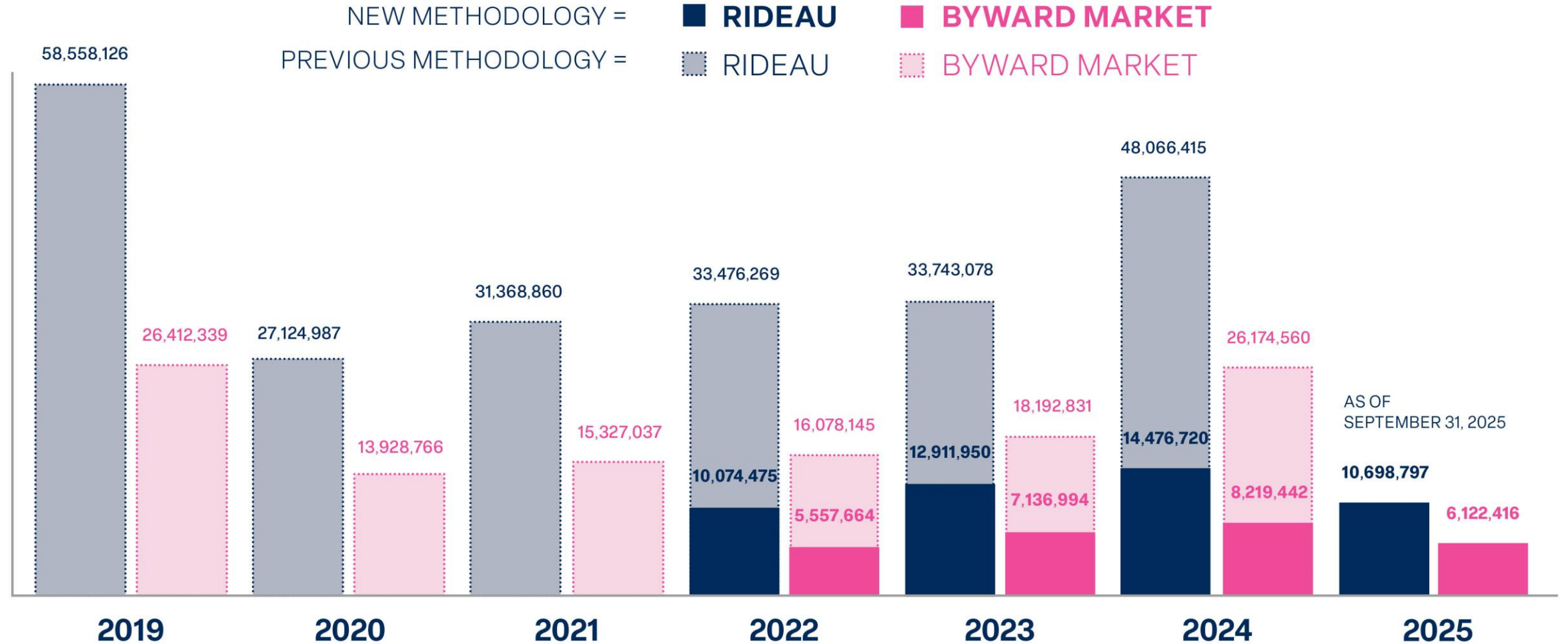
RESEARCH

- 2025** Community Well-Being & Social Issues Survey Report
- 2025** Downtown Ottawa City-Wide Perceptions Survey Report
- 2024** Foot Traffic Report for Rideau & ByWard Market
- 2024** Resident Analysis – Primary Trade Areas
- 2024** Community Well-Being & Social Issues Survey Report
- 2024** Economic Well-Being Survey Report
- 2024** Parking Perceptions Focus Group Report
- 2023** Visitor Analysis
- 2023** Community Well-Being & Social Issues Survey Report
- 2023** Economic Well-Being & Social Issues Survey Report
- 2023** Foot Traffic to Rideau & ByWard Market
- 2022** City-Wide Perceptions Survey Report
- 2022** Economic Well-Being & Social Issues Survey Report
- 2022** Community Well-Being & Social Issues Survey Report
- 2022** Foot Traffic to Rideau & ByWard Market



RIDEAU

ANNUAL TOTAL VISITS



RIDEAU

RIDEAU STREET

SURVEY

A PUBLIC OPINION
SURVEY OF OTTAWA
RESIDENTS

REPORT OF FINDINGS
November 2025

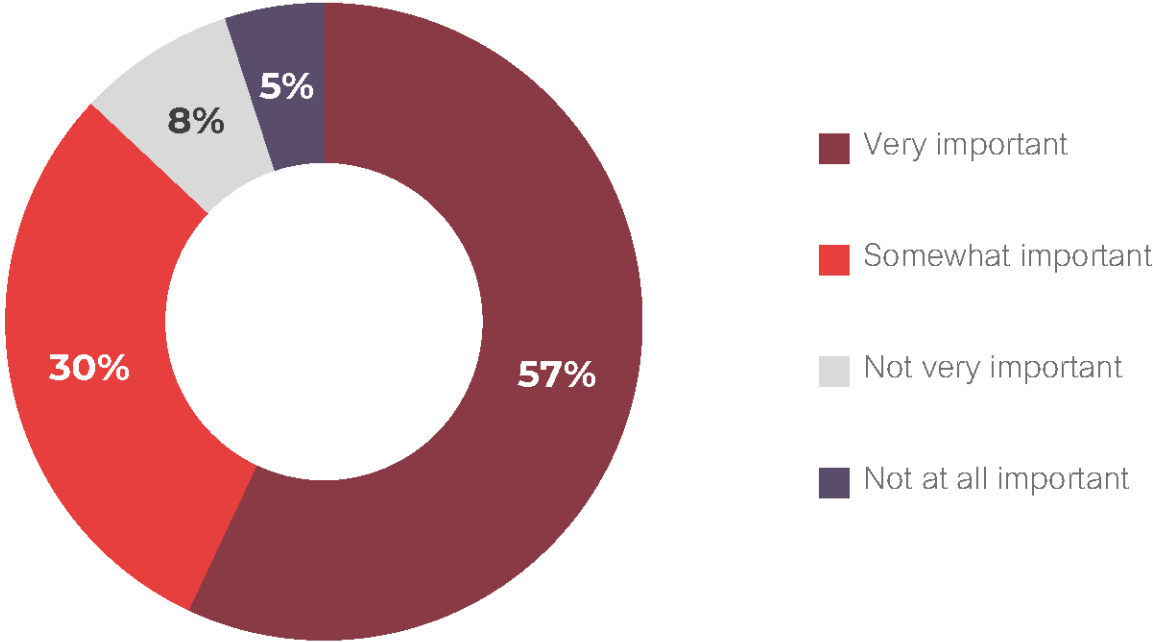
ENVIRONICS
RESEARCH



General Feelings | **Ottawa's Identity**

Close to six in ten Ottawa residents consider the Rideau Street area to be very important to Ottawa's identity. A minority of just over one in ten do not perceive its importance.

Q9. In your opinion, how important is the Rideau Street area to Ottawa's identity? (Base: Ottawa Residents, N=373)



87% of respondents believe Rideau is important to Ottawa's identity.

Crime, safety concerns, and homelessness were reported as the top barriers to visitation, followed by parking.

41% of respondents indicated that their perception of safety has decreased when visiting downtown Ottawa in comparison to this time last year.

42% of respondents indicated that they had observed homelessness, open drug use, addiction, or public intoxication on their last visit to downtown Ottawa.

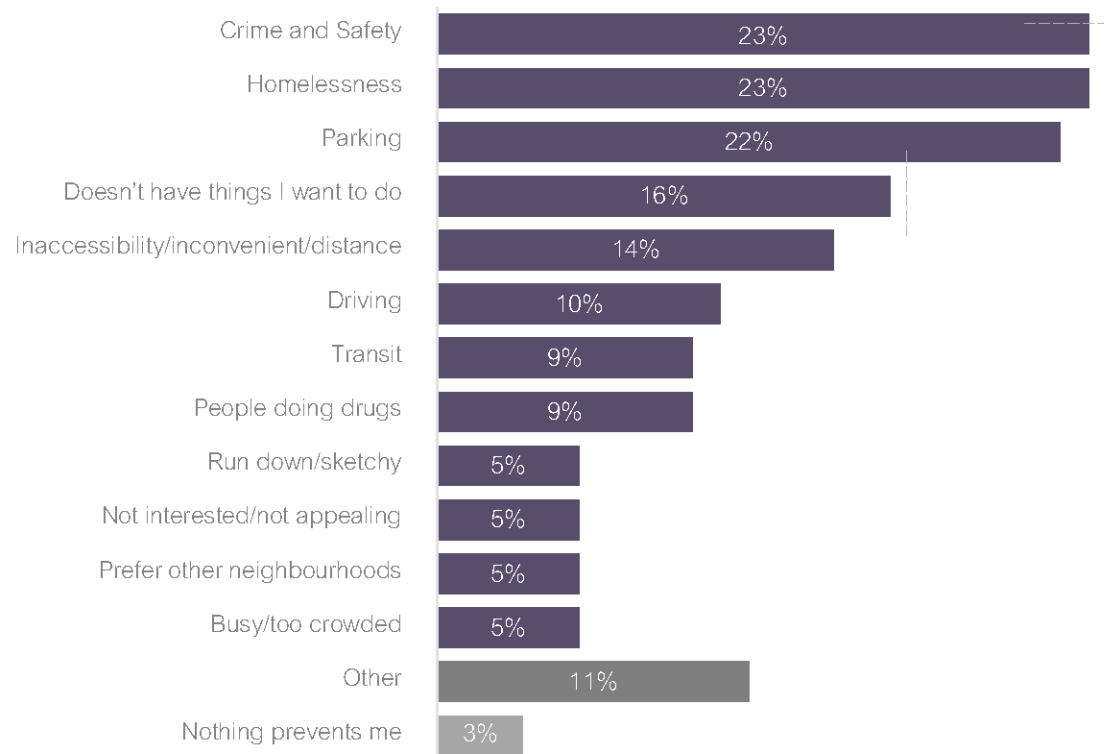
55% of respondents reported having witnessed or experienced an incident that made them feel unsafe in downtown Ottawa.

51% of respondents indicated that the Rideau/ByWard Market area is less appealing to visit in comparison to other parts of the core.

Barriers | Reasons for Not Visiting Downtown Ottawa

Close to one-quarter of Ottawa residents say that 'crime and safety,' 'homelessness' and 'parking' are top reasons preventing visits to Downtown Ottawa. Smaller proportions of less than 2 in ten say the area 'doesn't have things I want to do' or point to inaccessibility/inconvenience. 'Crime and safety,' and 'homelessness' have increased as barriers while 'parking' has remained statistically similar.

Q12. What are the top one or two reasons that prevent you from visiting Downtown Ottawa more often? (Base: Ottawa Residents, N=373)



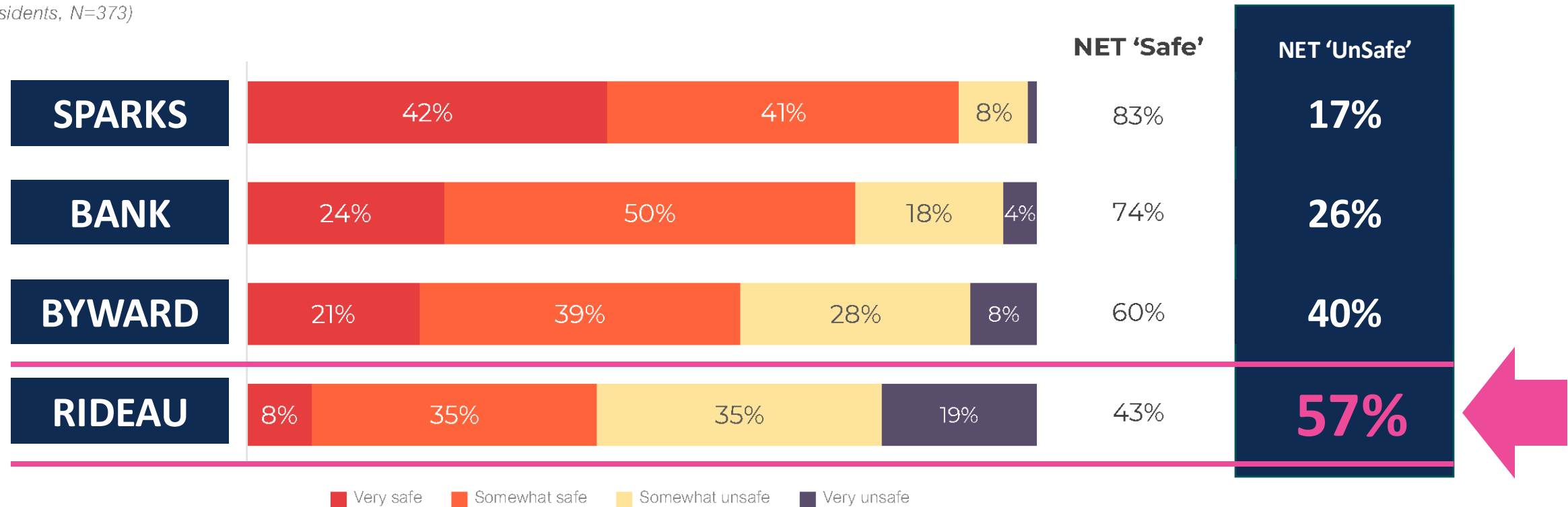
Nearly **25%** of respondents say crime, homelessness and parking are top reasons for not visiting Downtown Ottawa.

*ONLY RESULTS OF 5% OR MORE SHOWN.

Perceptions of Safety | Specific Areas in Central Ottawa

When asked about specific areas, Ottawa residents are most likely to feel safe in Sparks Street, followed by Bank Street. Only 8% say they feel 'very safe' on Rideau Street, and 21% in the ByWard Market.

Q15. I am going to ask you about specific areas considered part of Downtown Ottawa. How safe do you personally feel in each of the following areas in general? (Base: Ottawa Residents, N=373)

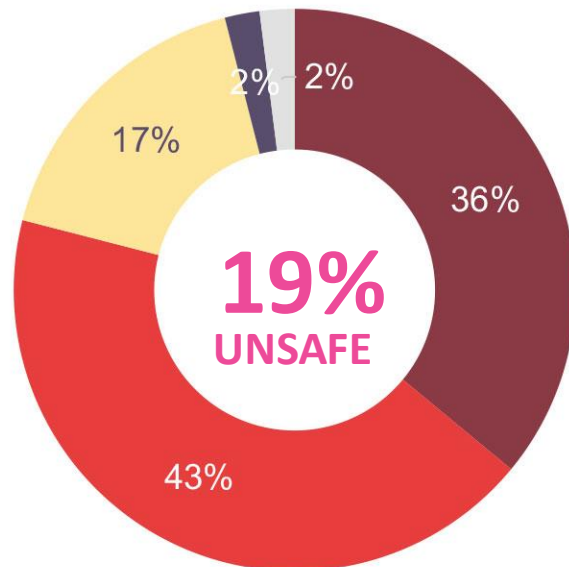


Perceptions of Safety | **Downtown Ottawa**

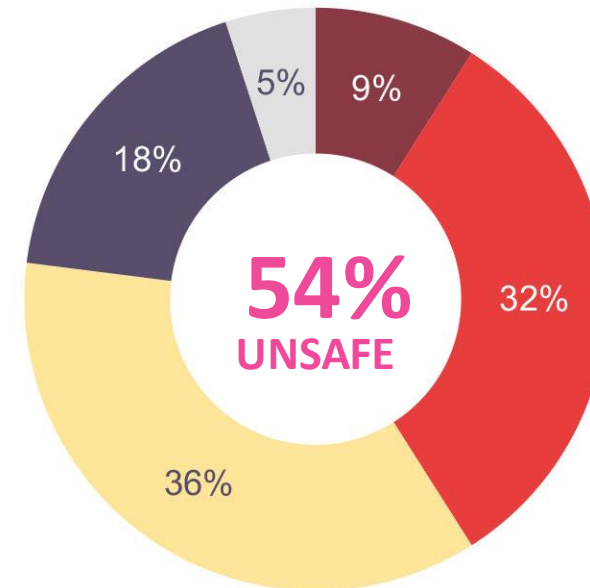
About eight in ten Ottawa residents feel at least somewhat safe in Downtown Ottawa during the day. This proportion drops by half when asked about the evening, where just four in ten say the same. Almost two in ten (18%) say they feel 'very unsafe' in Downtown Ottawa during the evening.

Q13/14. Overall, how safe do you feel when spending time in Downtown Ottawa area during the day (morning to afternoon)? And what about during the evening? How safe do you feel? (Base: Ottawa Residents, N=373)

DURING THE DAY



DURING THE EVENING

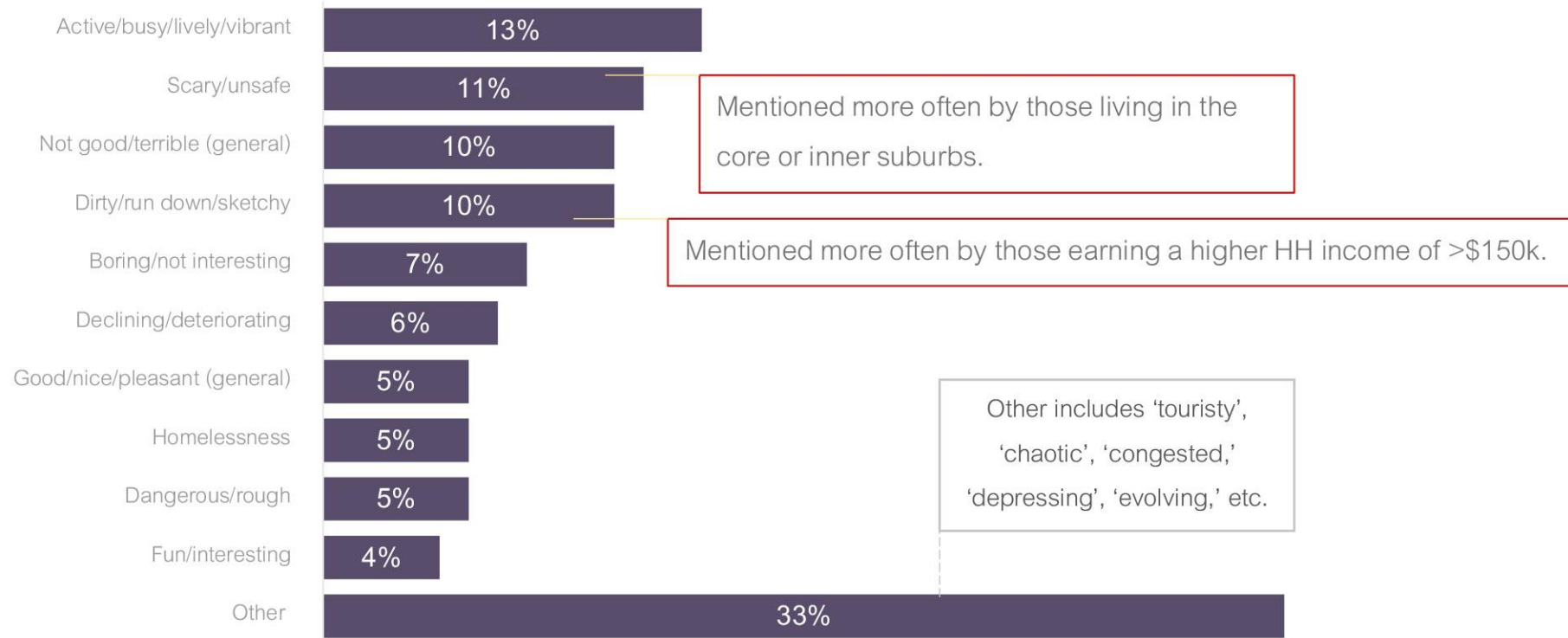


- Very safe
- Somewhat safe
- Somewhat unsafe
- Very unsafe
- Don't know

General Perceptions | Describing Downtown Ottawa

There is a plurality of words Ottawans would use to describe the Downtown Ottawa atmosphere. Some of those include 'active,' 'busy,' and 'vibrant.' Others mentioned 'scary' or 'unsafe.'

Q3. How would you describe the current vibe or atmosphere of Downtown Ottawa in one or two words? (Base: Ottawa Residents, N=373)

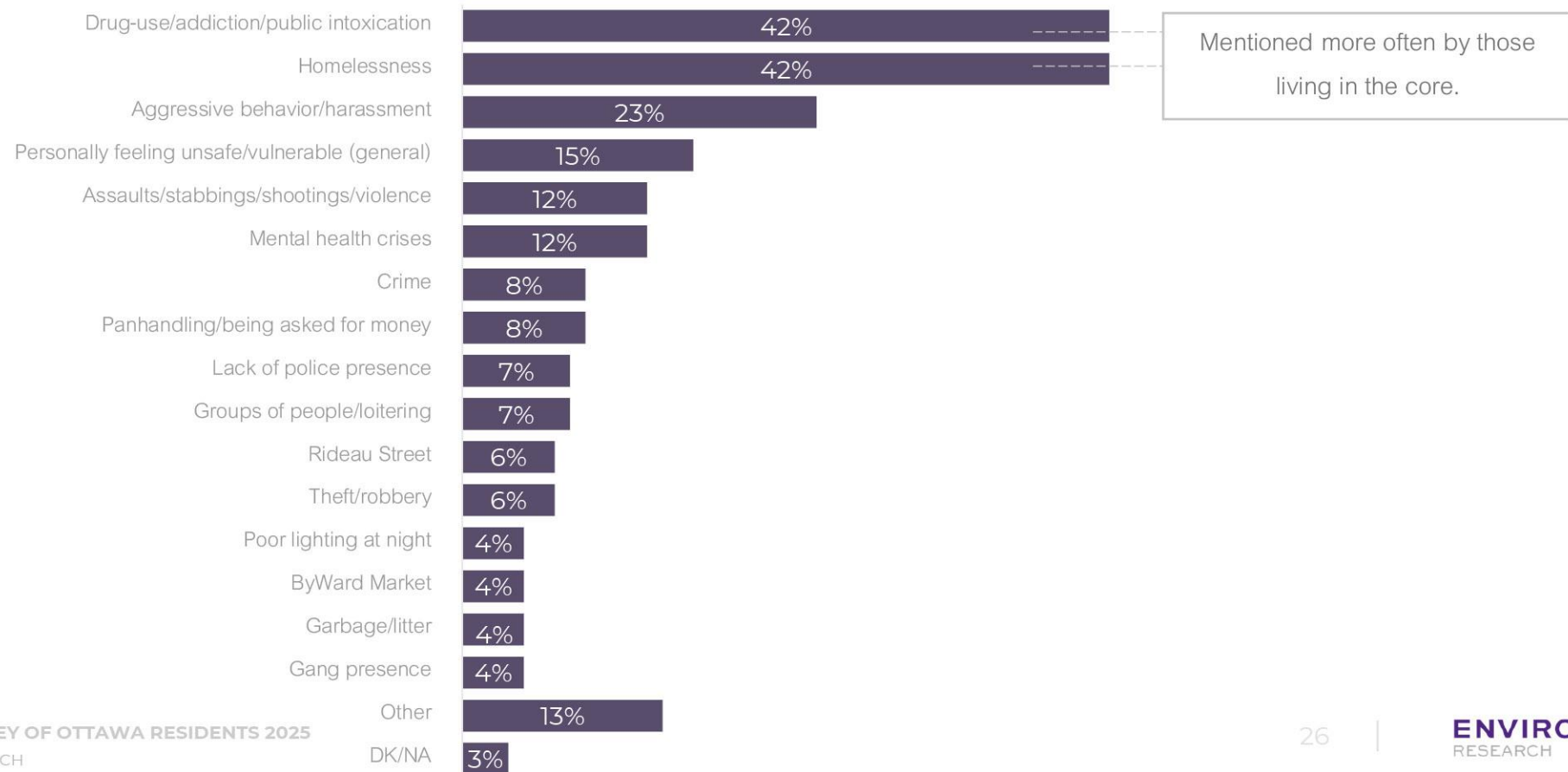


*ONLY RESULTS OF 4% OR MORE SHOWN.

Perceptions of Safety | **Specific Observations**

When asked what specifically feels unsafe about the area, Ottawa residents are most likely to mention drug use/addiction and homelessness, reported by over four in ten. One-quarter mention aggressive behaviour/harassment and a smaller proportion say they generally feel unsafe and vulnerable.

Q15. When you say the area feels unsafe, what specifically are you referring to? (Subsample: Ottawa Residents who feel unsafe in the area, N=212)



An aerial photograph of a city street, likely in Ottawa, Canada, showing a mix of modern and older buildings, a busy road with cars, and a clear blue sky with some clouds. The street runs north-south, with a prominent tall, modern glass building on the right side. The background shows a cityscape with more buildings and distant hills under a bright sky.

2025 | COMMUNITY WELL-BEING & SOCIAL ISSUES SURVEY

BUSINESS IMPACTS REPORT FOR RIDEAU AND THE BYWARD MARKET

PREPARED BY THE **DOWNTOWN RIDEAU BIA**

RIDEAU ANNUAL COMPARISON

DESCRIPTION	2024 RESULTS	2025 RESULTS
<p>PG.16 RESPONDENTS INDICATED THAT STREET ISSUES IMPACT THEIR BUSINESS OPERATIONS FREQUENTLY OR SOMETIMES.</p>	92%	↓ 10.4% 81.6%
<p>PG.17 RESPONDENTS INDICATED THAT THEY FIND DISCARDED DRUG PARAPHERNALIA IMMEDIATELY AROUND THEIR BUSINESS FREQUENTLY OR SOMETIMES.</p>	81%	↓ 14.8% 66.2%
<p>PG.18 RESPONDENTS REPORTED EXPERIENCING FORMS OF PROPERTY DAMAGE OR VANDALISM IN THE PAST YEAR.</p>	68%	↓ 10% 58%
<p>PG.25 RESPONDENTS INDICATED THAT VANDALISM CONDITIONS HAVE STAYED THE SAME OR WORSENERD IN THE PAST YEAR.</p>	89%	↓ 2.9% 86.1%
<p>PG.26 RESPONDENTS INDICATED THAT THE CLEANLINESS CONDITIONS HAVE STAYED THE SAME OR WORSENERD IN THE PAST YEAR.</p>	84%	↓ 2.8% 81.2%
<p>PG.27 RESPONDENTS INDICATED THAT THE CLEANLINESS CONDITIONS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR BUSINESS IS POOR OR VERY POOR.</p>	58%	↑ 2% 60%

RIDEAU ANNUAL COMPARISON

DESCRIPTION	2024 RESULTS	2025 RESULTS
<p>PG.28 RESPONDENTS INDICATED THAT THEIR STAFF OFTEN OR SOMETIMES EXPRESS CONCERNS RELATED TO SAFETY AROUND THEIR PLACE OF WORK.</p>	91%	↓ 13.1% 77.9%
<p>PG.29 RESPONDENTS INDICATED THAT THEIR STAFF OFTEN OR SOMETIMES COMMENT ON ISSUES RELATED TO THE CLEANLINESS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR PLACE OF WORK.</p>	84%	↓ 6.1% 77.9%
<p>PG.30 RESPONDENTS INDICATED THAT THEIR PATRONS' OFTEN OR SOMETIMES EXPRESS CONCERNS RELATED TO SAFETY AROUND THEIR PLACE OF WORK.</p>	82%	↓ 11.1% 70.9%
<p>PG.31 RESPONDENTS INDICATED THAT THEIR PATRONS' OFTEN OR SOMETIMES COMMENT ON ISSUES RELATED TO THE CLEANLINESS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR PLACE OF WORK.</p>	83%	↓ 14.3% 68.7%

BYWARD MARKET ANNUAL COMPARISON

DESCRIPTION	2024 RESULTS		2025 RESULTS
PG.16 RESPONDENTS INDICATED THAT STREET ISSUES IMPACT THEIR BUSINESS OPERATIONS FREQUENTLY OR SOMETIMES.	90%	↓ 1.5%	88.5%
PG.17 RESPONDENTS INDICATED THAT THEY FIND DISCARDED DRUG PARAPHERNALIA IMMEDIATELY AROUND THEIR BUSINESS FREQUENTLY OR SOMETIMES.	82%	↓ 3.4%	78.6%
PG.18 RESPONDENTS REPORTED EXPERIENCING FORMS OF PROPERTY DAMAGE OR VANDALISM IN THE PAST YEAR.	84%	↓ 15.7%	68.3%
PG.25 RESPONDENTS INDICATED THAT VANDALISM CONDITIONS HAVE STAYED THE SAME OR WORSENERD IN THE PAST YEAR.	85%	↓ 7.9%	77.1%
PG.26 RESPONDENTS INDICATED THAT THE CLEANLINESS CONDITIONS HAVE STAYED THE SAME OR WORSENERD IN THE PAST YEAR.	89%	↓ 25%	64%
PG.27 RESPONDENTS INDICATED THAT THE CLEANLINESS CONDITIONS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR BUSINESS IS POOR OR VERY POOR.	53%	↓ 8.7%	44.3%

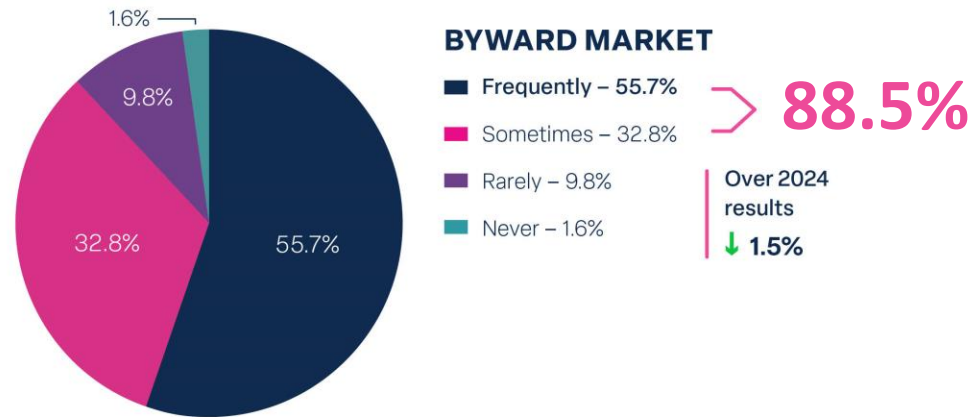
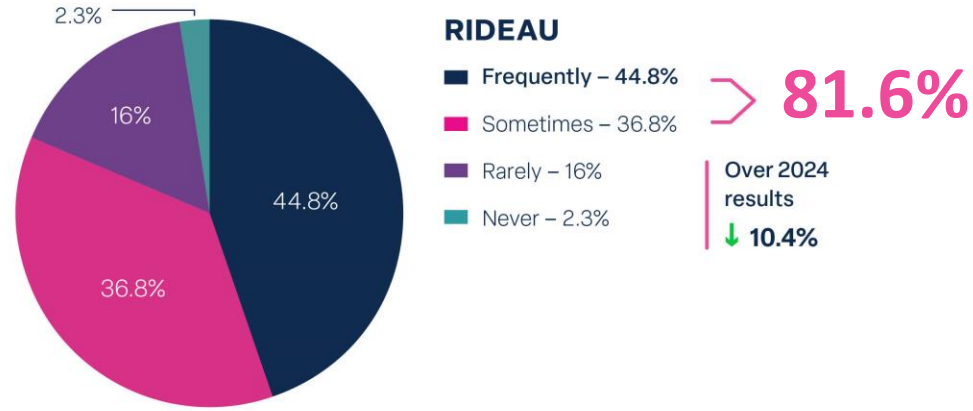
BYWARD MARKET ANNUAL COMPARISON

DESCRIPTION	2024 RESULTS		2025 RESULTS
PG.28 RESPONDENTS INDICATED THAT THEIR STAFF OFTEN OR SOMETIMES EXPRESS CONCERNS RELATED TO SAFETY AROUND THEIR PLACE OF WORK.	83%	↓ 14.1%	68.9%
PG.29 RESPONDENTS INDICATED THAT THEIR STAFF OFTEN OR SOMETIMES COMMENT ON ISSUES RELATED TO THE CLEANLINESS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR PLACE OF WORK.	78%	↓ 9.1%	68.9%
PG.30 RESPONDENTS INDICATED THAT THEIR PATRONS' OFTEN OR SOMETIMES EXPRESS CONCERNS RELATED TO SAFETY AROUND THEIR PLACE OF WORK.	77%	↑ 1.7%	78.7%
PG.31 RESPONDENTS INDICATED THAT THEIR PATRONS' OFTEN OR SOMETIMES COMMENT ON ISSUES RELATED TO THE CLEANLINESS OF SIDEWALKS, ROADS, AND PUBLIC SPACES AROUND THEIR PLACE OF WORK.	80%	↓ 7.9%	72.1%

BUSINESS PERSPECTIVE

WITH WHAT FREQUENCY DO STREET ISSUES IMPACT RESPONDENT OPERATIONS?

81.6% of respondents in Rideau, and 88.5% of respondents in the ByWard Market indicated that street issues impact their business operations frequently or sometimes.

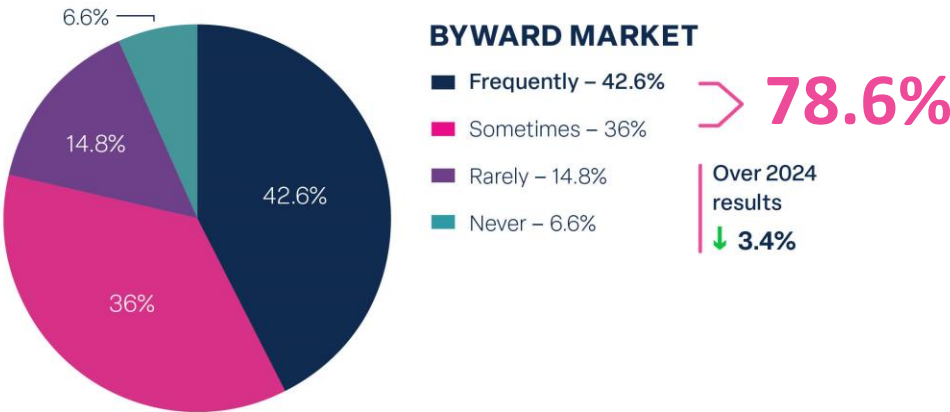
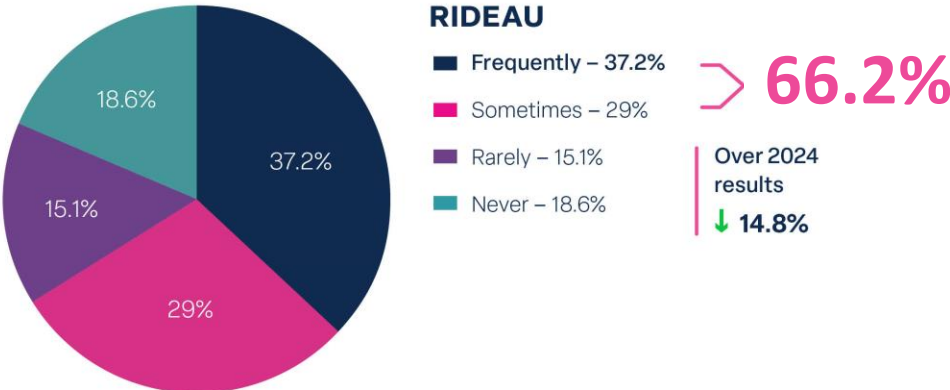


With what frequency do street issues impact your business?

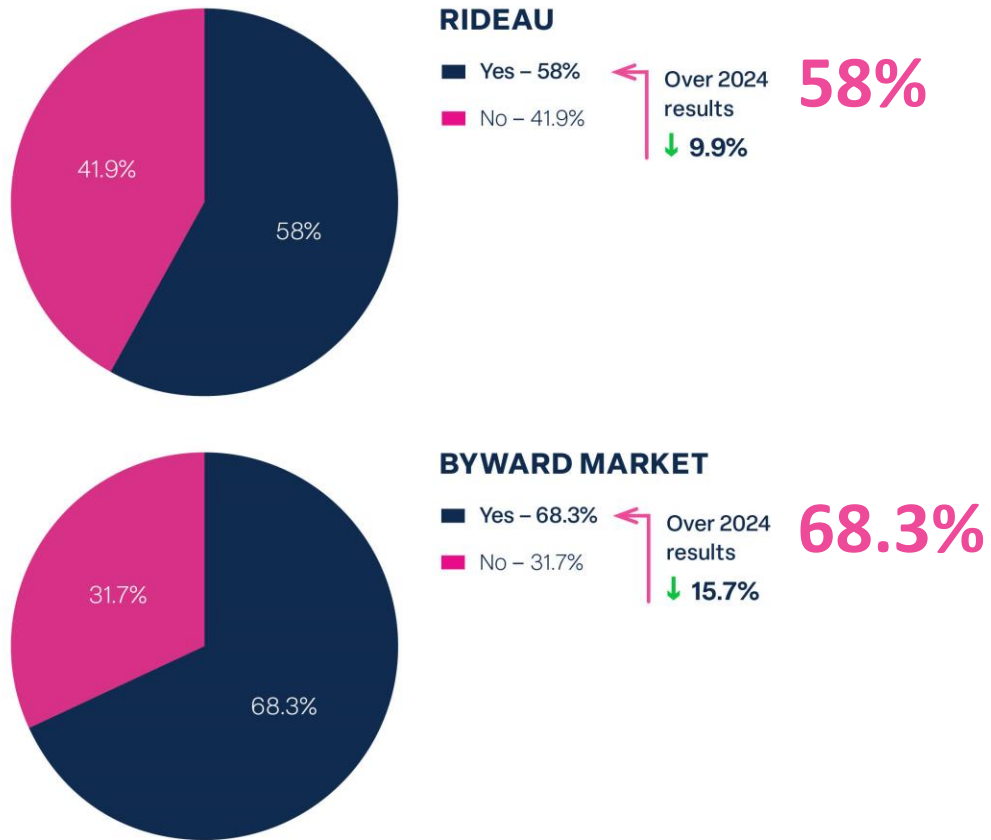
With what frequency do you find drug paraphernalia by your storefront?

WITH WHAT FREQUENCY DO RESPONDENTS FIND DRUG PARAPHERNALIA IMMEDIATELY AROUND THEIR STOREFRONT?

66.2% of respondents in Rideau, and 78.6% of respondents in the ByWard Market indicated they find discarded drug paraphernalia immediately around their business frequently or sometimes.



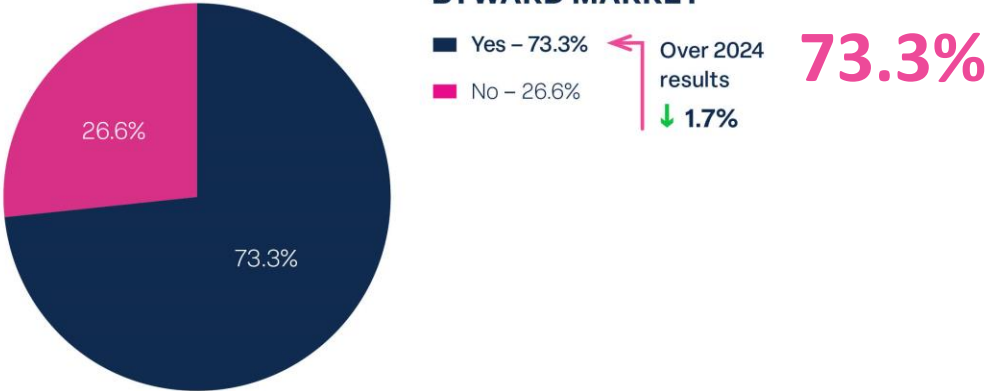
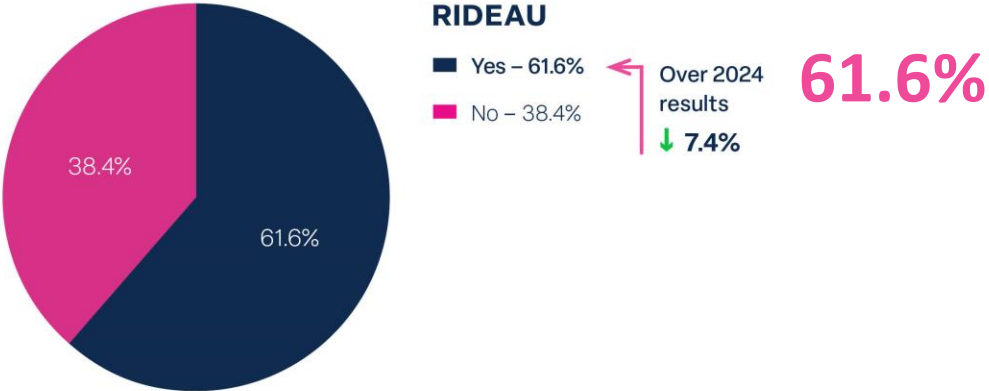
HAVE RESPONDENTS EXPERIENCED ANY FORM OF PROPERTY DAMAGE OR VANDALISM IN THE PAST YEAR?



Have you experienced vandalism in the past year?

Have you incurred costs as a result of street issues?

HAVE RESPONDENTS INCURRED COSTS DIRECTLY RELATED TO STREET ISSUES?
(Example: repairs, security, cleaning, etc.)

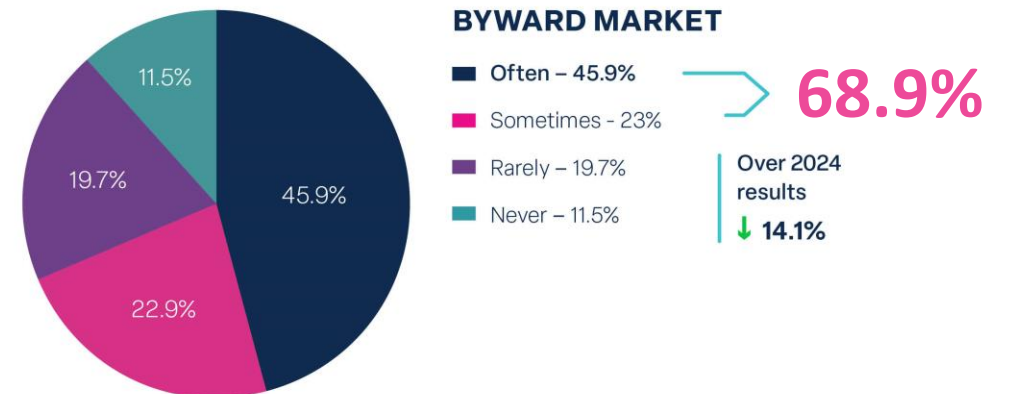
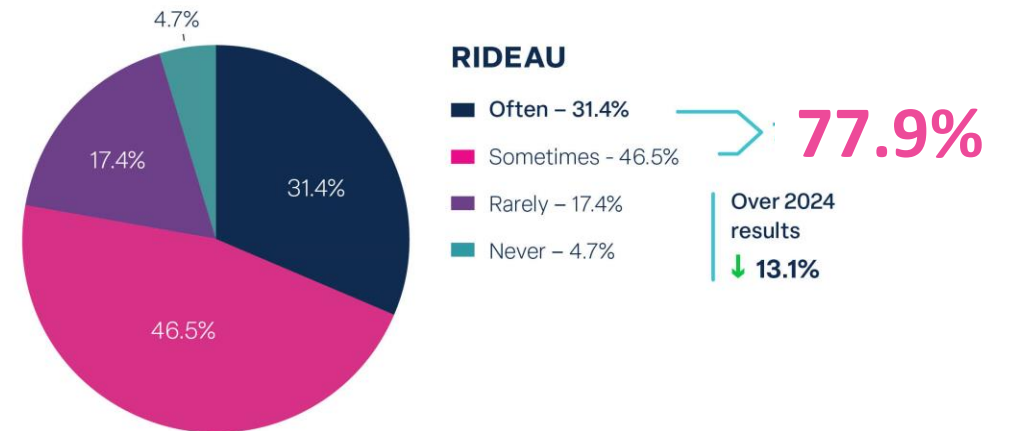


How frequently do staff express safety concerns?

STAFF PERSPECTIVE

HOW FREQUENTLY DO THE STAFF OF RESPONDENTS EXPRESS CONCERNS RELATED TO SAFETY?

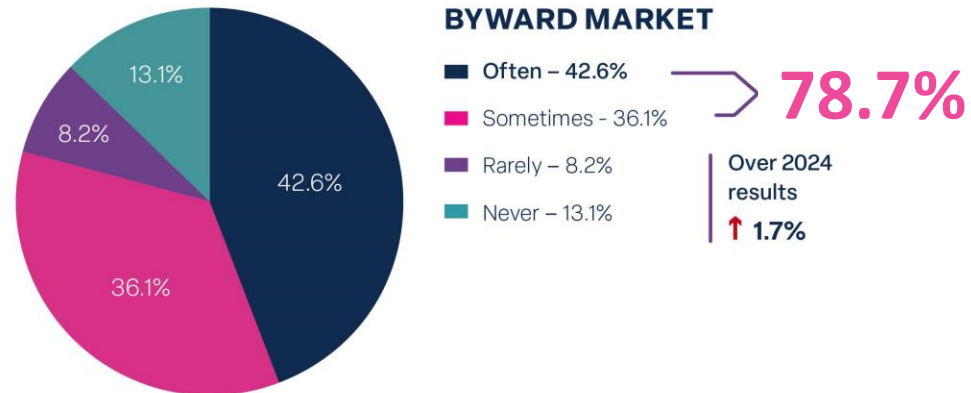
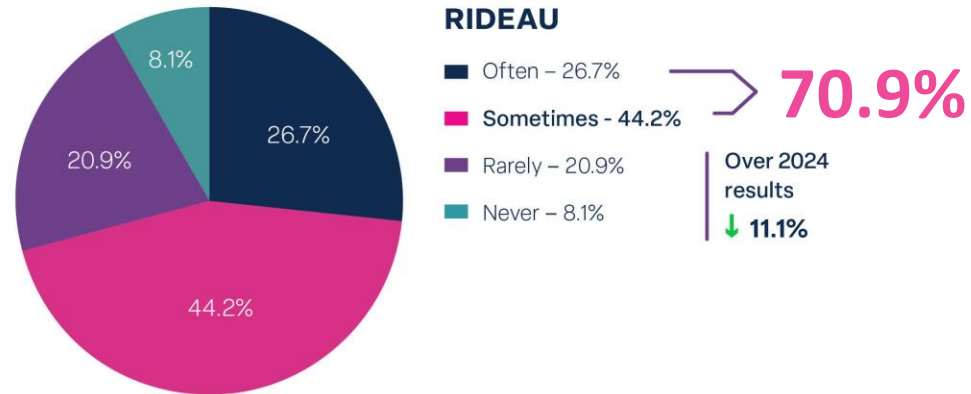
77.9% of businesses in Rideau, and 68.9% of businesses in the ByWard Market indicated that their staff often or sometimes express concerns related to safety round their place of work.



PATRON PERSPECTIVE

HOW FREQUENTLY DO THE PATRONS OF RESPONDENTS EXPRESS CONCERNS RELATED TO SAFETY?

70.9% of respondents in Rideau, and 78.7% of respondents in the ByWard Market indicated that their patrons' often or sometimes express concerns related to safety.



How frequently do patrons express safety concerns?

ADDITIONAL COMMENTS

“The concentration of shelters and services in the area make it very difficult to operate a business or enjoy leisure activities.”

“Security and safety issues have worsened over the past year. We no longer feel safe in our place of work.”

“Unless the City takes these issues seriously and addresses the root causes of homelessness, mental health, and addictions issues, we are going to lose more businesses in the area. As a result, the City will suffer less tax revenue.”

“The area has a reputation because of the unpredictability, especially by the pedestrian walkway into the ByWard Market. Our patrons are choosing not to come here.”

“We witness frequent overdoses and it has been very distressing to our staff who must deal with the aftermath.”

“Our staff are often verbally abused when they need to ask those who are loitering to leave.”

“Needle use has declined but the number of discarded glass pipes around our business has increased.”

“Behaviour has become increasingly aggressive.”

“There has been an increasing number of people hanging out, sleeping, or consuming drugs behind our business.”

“We often have individuals sleeping behind our business and damaging the fence to gain access.”

“In the last year there has been a significant increase in these issues – shoplifting, open drug use, trespassing, violent outbursts, garbage, vandalism, destruction of property, and harassment.”

“We frequently pick up human waste and needles because if a customer sees that, they will not want to visit the area. The response time is not adequate from service providers.”

“We have had to change many aspects of our business to address social issues. We never schedule staff alone for their safety.”

“Our staff often share concerns about their safety while waiting for OC Transpo.”

“Conditions remain deplorable, unacceptable, and inhumane.”

“We need additional security.”

THING THREE

**CHANGE THE NARRATIVE
THROUGH STRATEGIC
MARKETING**

RIDEAU



RIDEAU

**PLACE
DESTINATION
EXPERIENCE**



CHANGE THE NARRATIVE THROUGH STRATEGIC MARKETING

Offsetting Reputational Damage

- You cannot hide social disorder, but you can work to out-market it and speak to the experiences of the destination that help drive visitation.

The Advocacy/Marketing Split

- **Community-Facing:** Radical Stewardship.
- **Public-Facing:** Radical Optimism. Highlighting the value propositions, the experience and the soul of the Original Downtown.
- **Government-Facing:** Radical Honesty. Using research to highlight the reality of the situation and specific failures of the social safety net.

Storytelling as a Driver

- Use business profiles and promotion to humanize the destination because it's harder for the public to write off an entire area when they know the faces of the people fighting for it and delivering the experience. It is about connection and pride of place.

RIDEAU

WORDS + IMAGERY

RIDEAU

**OTTAWA'S
ORIGINAL
DOWNTOWN**

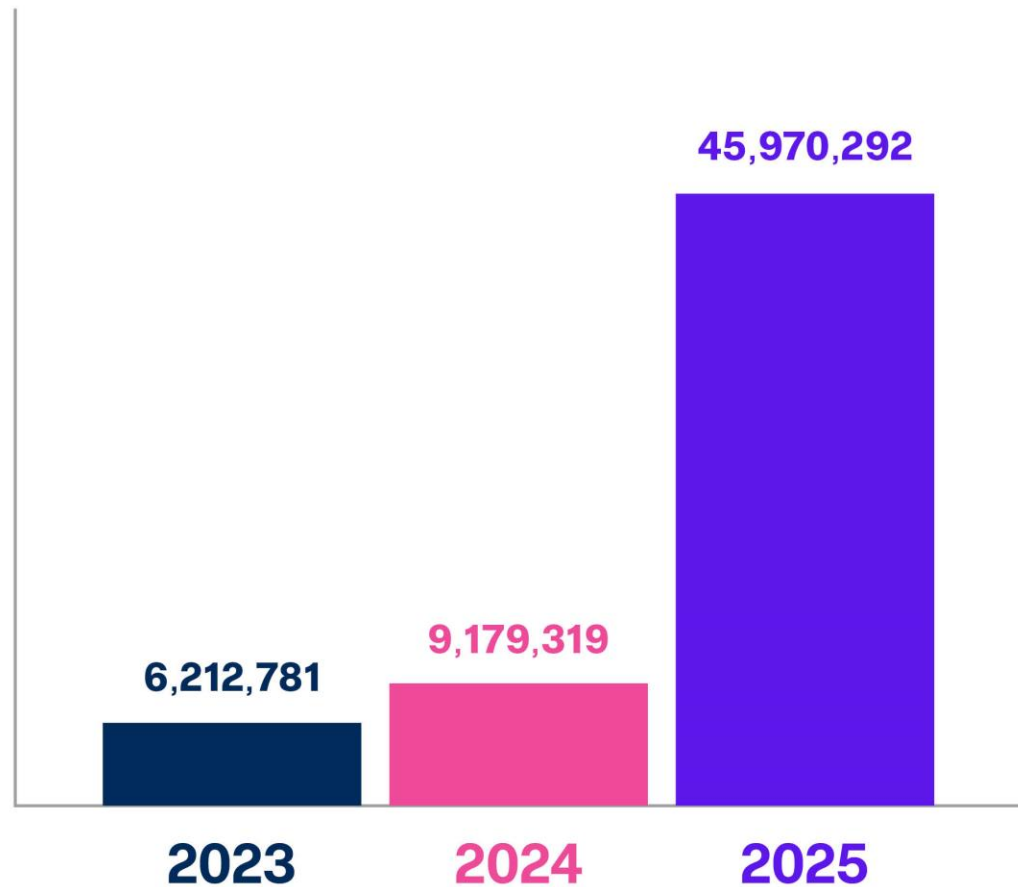
**LE CENTRE-VILLE
ORIGINAL
D'OTTAWA**





2025 TOTAL MARKETING RESULTS

IMPRESSIONS



IMPRESSIONS
45,970,292

CHANGE OVER 2024
↑ 366%

61,362,392

BRAND & REPUTATION

RIDEAU

INCREASING VISITATION

RIDEAU

A decorative border at the bottom of the page consisting of a series of pink-outlined geometric shapes, including squares, triangles, and rounded rectangles, arranged in a repeating pattern.

RIDEAU

A WORD ABOUT THE MEDIA?

THE NEGATIVE DESTINATION TRAP

Destination Image

- This is the single greatest predictor of someone's intent to visit.
- When a BIA speaks to the media about the challenges, it unintentionally creates a **Warning Label** for the district.

The Cognitive Bias

- Visitors do not process nuanced advocacy – if they see a bad headline about the area, their brains categorize the entire area as **Unsafe**.

The Multiplier Effect

- Media coverage of violent or disorderly events has been shown to reduce aggregate spending because of the reporting of the event as opposed to the event itself.

DISPLACING THE CONSUMER STORY

- Every minute spent talking publicly social issues **in conjunction with the destination** we are supposed to champion, is a minute **not spent** talking about the value propositions and experiences:
 - The 20M+ visitors who safely enjoy the **CF Rideau Centre**.
 - The unique experiences of **Rideau** and the **ByWard Market**.
 - The world-class arts and culture experiences found at cherished destinations including the **Ottawa Art Gallery**, the **National Arts Centre**, the **National Art Gallery**.
 - The rich history of the area and its connection to the Canadian experience.
 - The Rideau Canal, a UNESCO World Heritage Site
- The Result...
 - If you provide a negative story, the media isn't going to look for the positive one.
 - **You become the source of your own reputational damage.**

RIDEAU



PUT ANOTHER WAY...

- “Speaking the truth” to the media can often be an act of accidental sabotage.
- As BIA leaders, we must be:
 - **Radically Honest** with our partners to get resources and create change.
 - **Radically Optimistic** with the public to keep our businesses alive.
 - When these two worlds collide in the media, the destination loses.
- Avoid positioning your destination as a **victim** of circumstances – no one wants to visit a victim because it’s depressing, heavy, and stagnant.
- By focusing on the positive experiences, you position your BIA as a steward of a vibrant reality and support your members.

DON'T CHASE HEADLINES
CHASE CUSTOMERS

RIDEAU



ELECTED OFFICIALS

COMMUNITY ASSOCIATIONS

RIDEAU





BUSINESS DISTRICTS OF CANADA
LES QUARTIERS D'AFFAIRES DU CANADA



RIDEAU



RIDEAU

**OTTAWA'S
ORIGINAL
DOWNTOWN**

**LE CENTRE-VILLE
ORIGINAL
D'OTTAWA**



RIDEAU

THE **REALITY** WE'RE FACING

Street Issues Have An Impact on our BIAs



RIDEAU

**THESE ARE COMPLEX
SOCIAL CHALLENGES**

RIDEAU

**BIAS CANNOT
SOLVE THEM ALONE**

RIDEAU

SO WHAT CAN WE DO?

RIDEAU

**REPRESENT
BUSINESS IMPACTS**



RIDEAU

MEASURE IMPACTS
TRACK TRENDS



RIDEAU

**EQUIP DECISION-MAKERS
WITH DATA**



RIDEAU

**ANEDOCYTAL FEEDBACK
IS NOT ENOUGH**

RIDEAU

WE NEED DATA

How Widespread? How Frequent? What are the Impacts?

RIDEAU

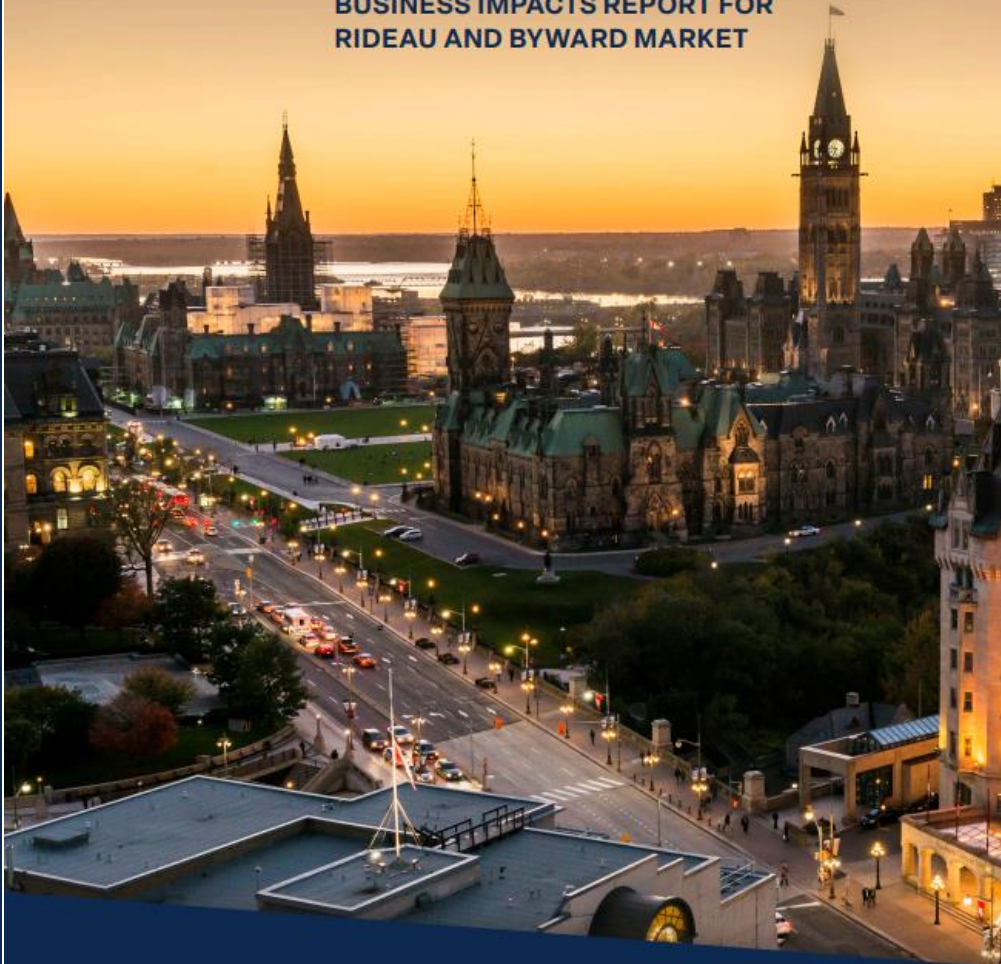
COMMUNITY
WELL-BEING AUDIT

Structured Business Survey, Measures Real Impacts



2024 | COMMUNITY WELL-BEING & SOCIAL ISSUES SURVEY

**BUSINESS IMPACTS REPORT FOR
RIDEAU AND BYWARD MARKET**



**314 RESPONSES
66% OF STOREFRONTS**

2024 | ECONOMIC WELL-BEING SURVEY RESULTS

FOR RIDEAU AND THE BYWARD MARKET



**201 RESPONSES
43% OF STOREFRONTS**

An aerial photograph of a city street, likely in Ottawa, Canada, showing a mix of modern and older buildings, a prominent tall grey skyscraper on the right, and a view of distant mountains under a blue sky with scattered clouds. The text is overlaid on the top left of the image.

2025 | COMMUNITY WELL-BEING & SOCIAL ISSUES SURVEY

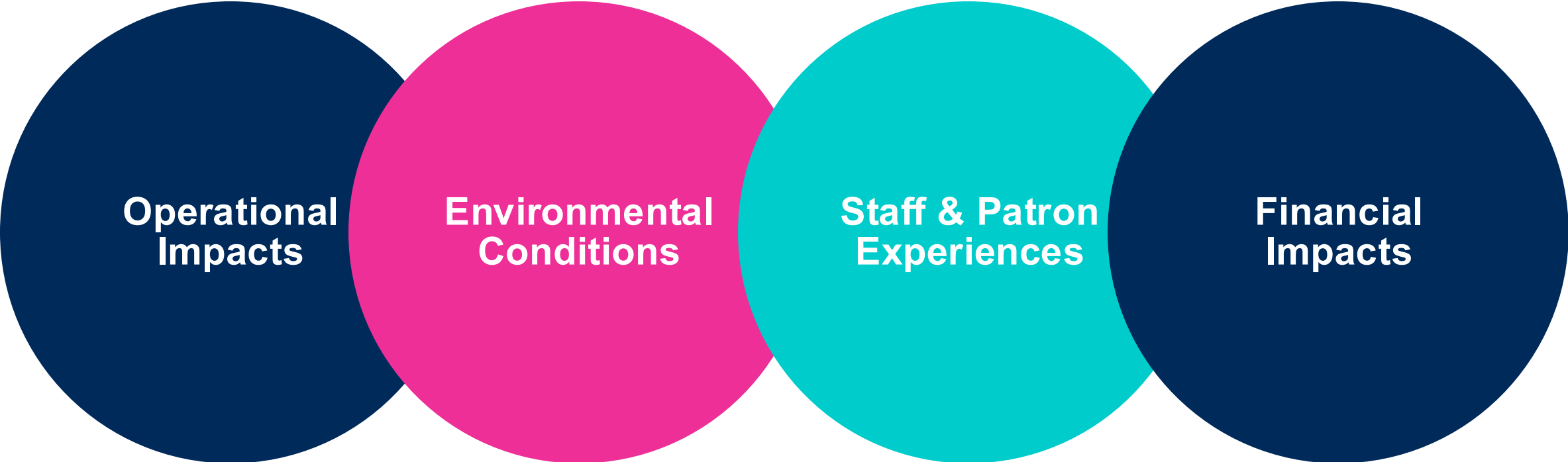
BUSINESS IMPACTS REPORT FOR RIDEAU AND THE BYWARD MARKET

PREPARED BY THE **DOWNTOWN RIDEAU BIA**

RIDEAU

WHAT IT MEASURES

WHAT IT MEASURES

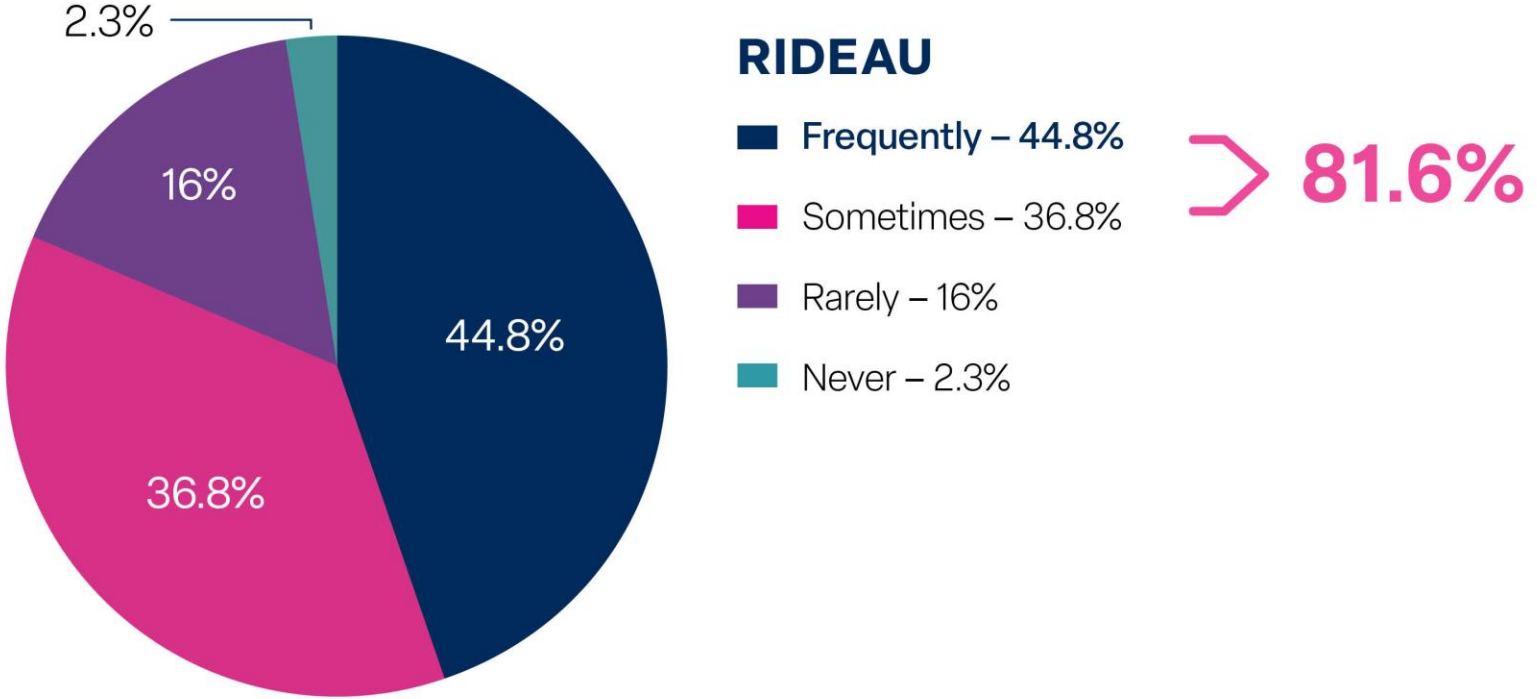


RIDEAU

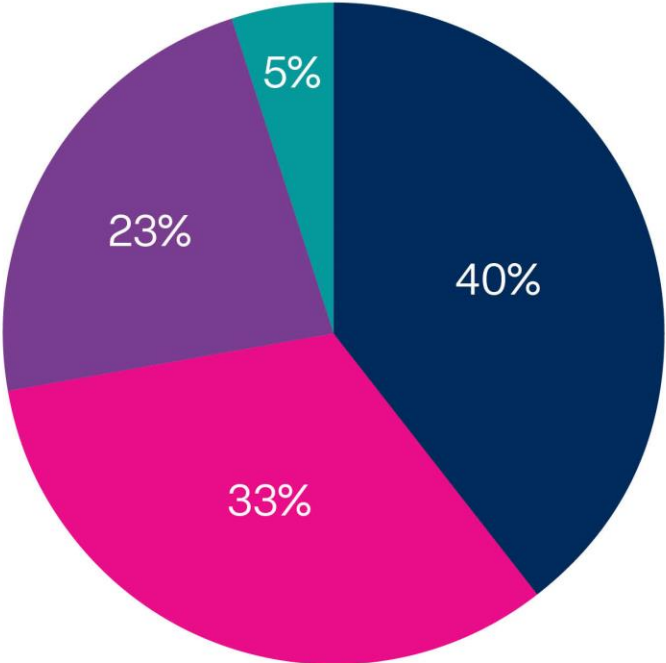
OPERATIONAL IMPACTS



WITH WHAT FREQUENCY DO STREET-ISSUES IMPACT YOUR BUSINESS OPERATIONS?



WITH WHAT FREQUENCY DOES YOUR BUSINESS EXPERIENCE THEFT OR SHOPLIFTING?

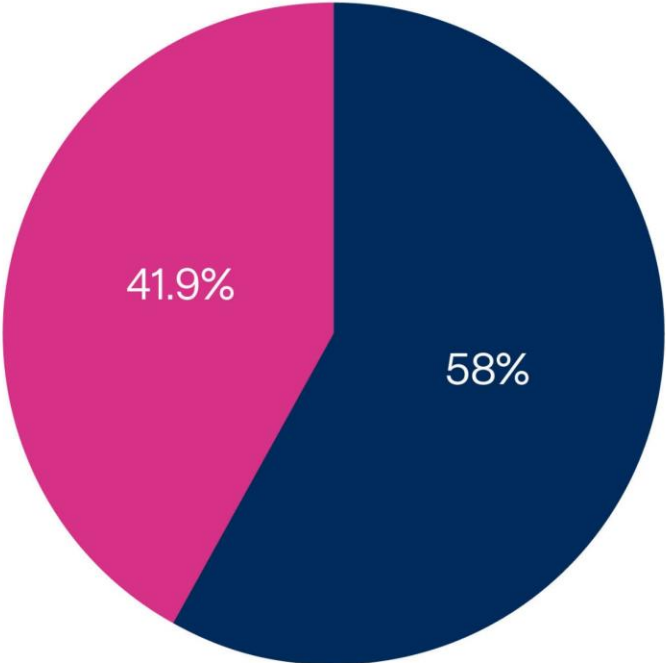


RIDEAU

- Frequently – 40%
- Sometimes – 33%
- Rarely – 23%
- Never – 5%

> 73%

HAVE RESPONDENTS EXPERIENCED ANY FORM OF PROPERTY DAMAGE OR VANDALISM IN THE PAST YEAR?



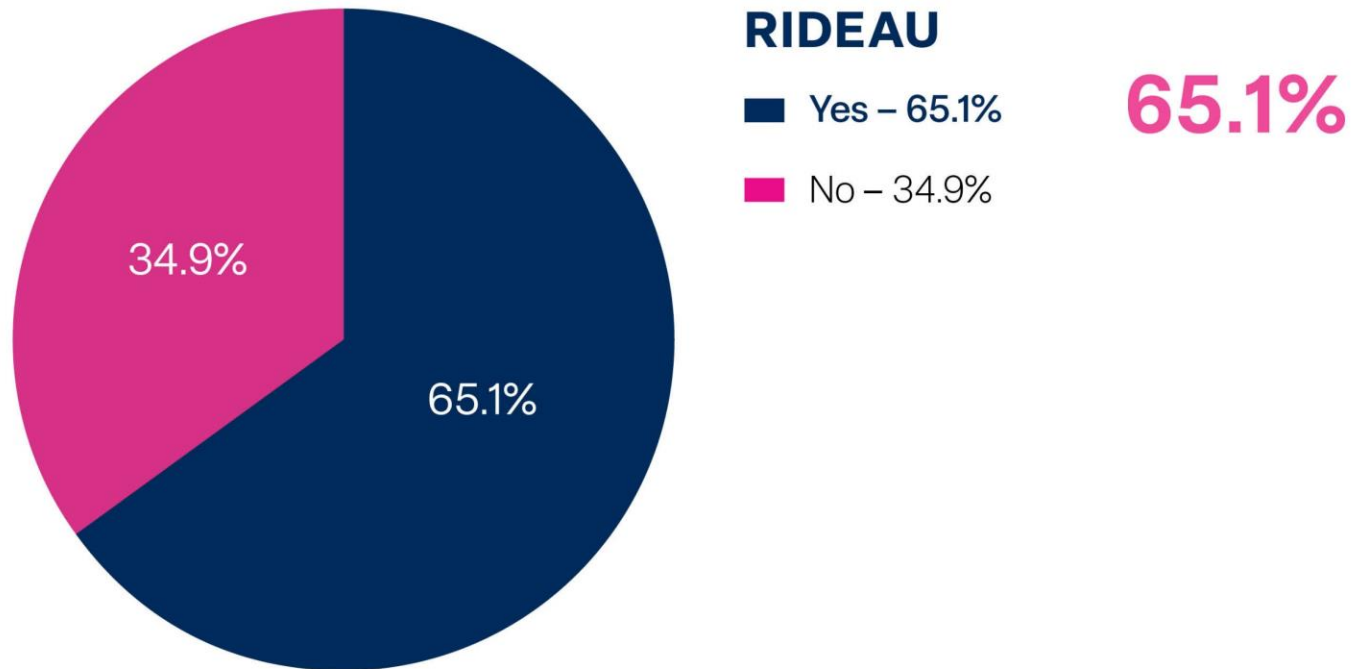
RIDEAU

■ Yes – 58%

■ No – 41.9%

58%

HAVE RESPONDENTS NEEDED TO FILE A **POLICE REPORT** RELATED TO STREET ISSUES IN THE PAST YEAR?



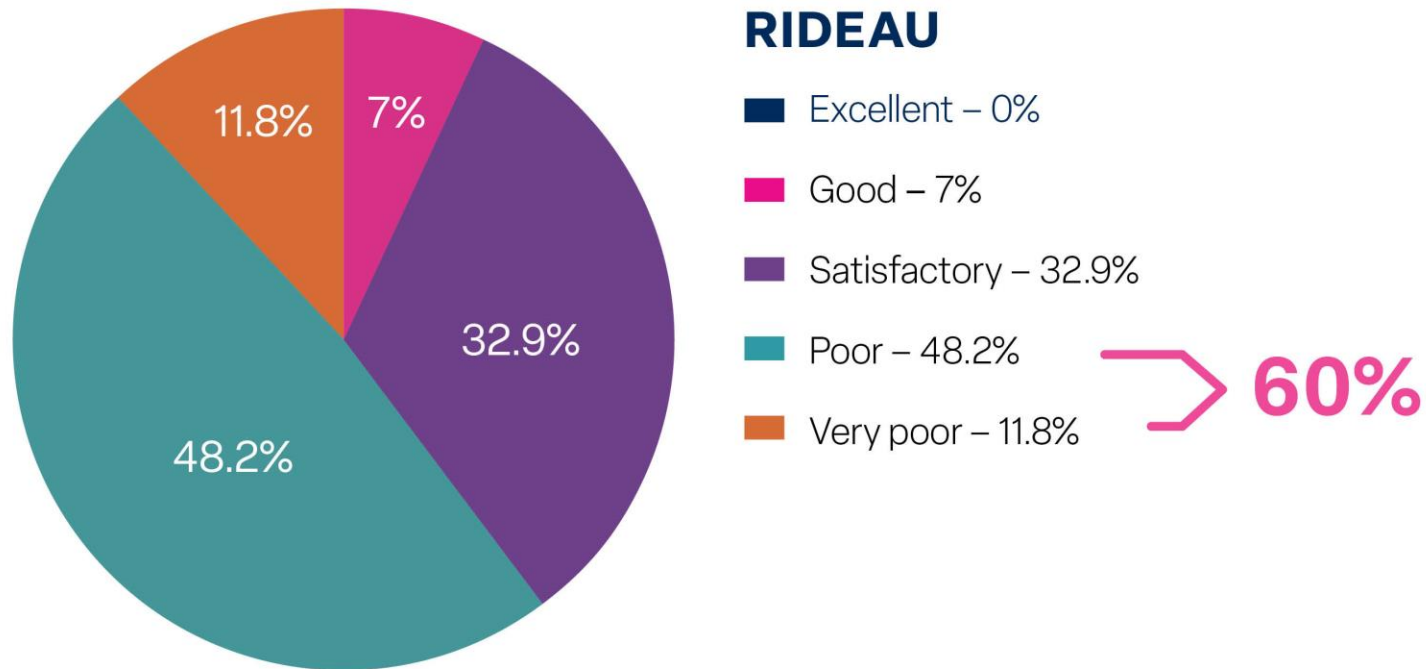
RIDEAU

**ENVIRONMENTAL
CONDITIONS**

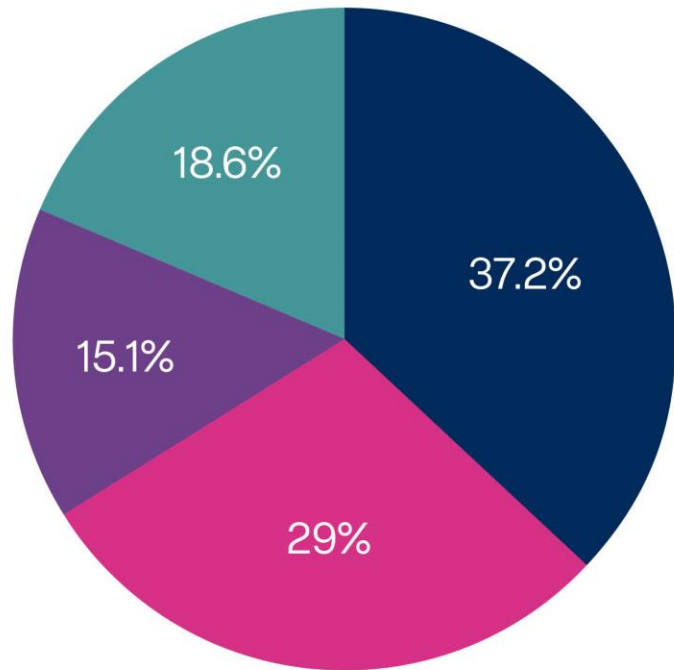




HOW WOULD RESPONDENTS DESCRIBE THE **CLEANLINESS** OF PUBLIC SPACES AROUND THEIR STOREFRONT?



WITH WHAT FREQUENCY DO RESPONDENTS FIND DRUG PARAPHERNALIA IMMEDIATELY AROUND THEIR STOREFRONT?



RIDEAU

Frequently – 37.2%

Sometimes – 29%

Rarely – 15.1%

Never – 18.6%

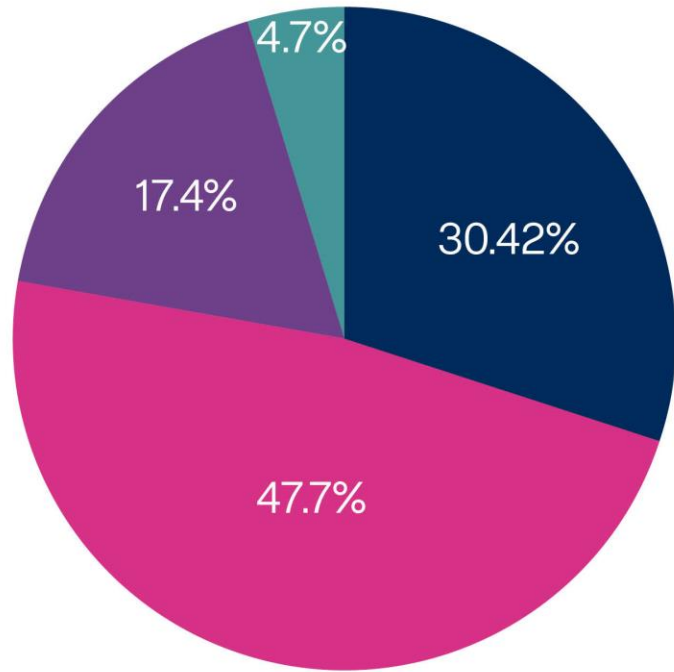
> 66.2%

RIDEAU

**STAFF & PATRON
EXPERIENCES**



HOW FREQUENTLY DO THE **STAFF** OF RESPONDENT BUSINESSES COMMENT ON ISSUES RELATED TO THE **CLEANLINESS** OF PUBLIC SPACES AROUND THEIR PLACE OF EMPLOYMENT?



RIDEAU

Often – 30.42%

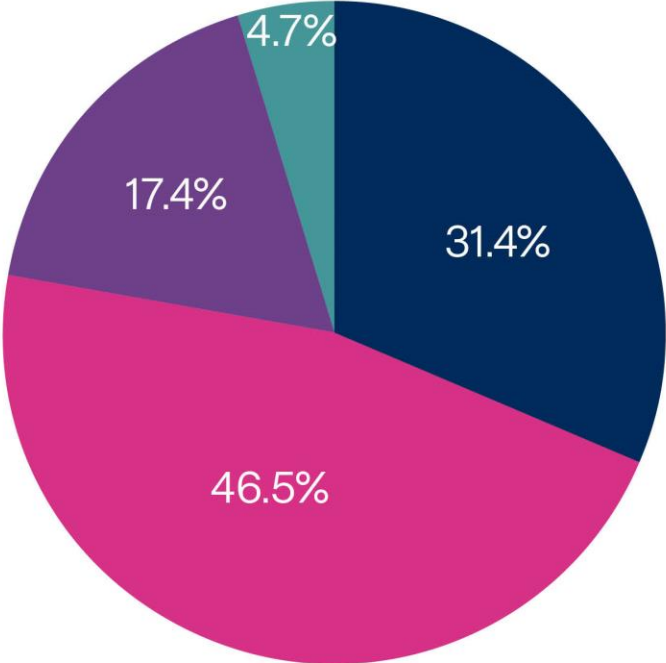
Sometimes – 47.7%

Rarely – 17.4%

Never – 4.7%

> 77.9%

HOW FREQUENTLY DO THE **STAFF** OF RESPONDENT BUSINESSES EXPRESS CONCERNS RELATED TO **SAFETY**?



RIDEAU

Often – 31.4%

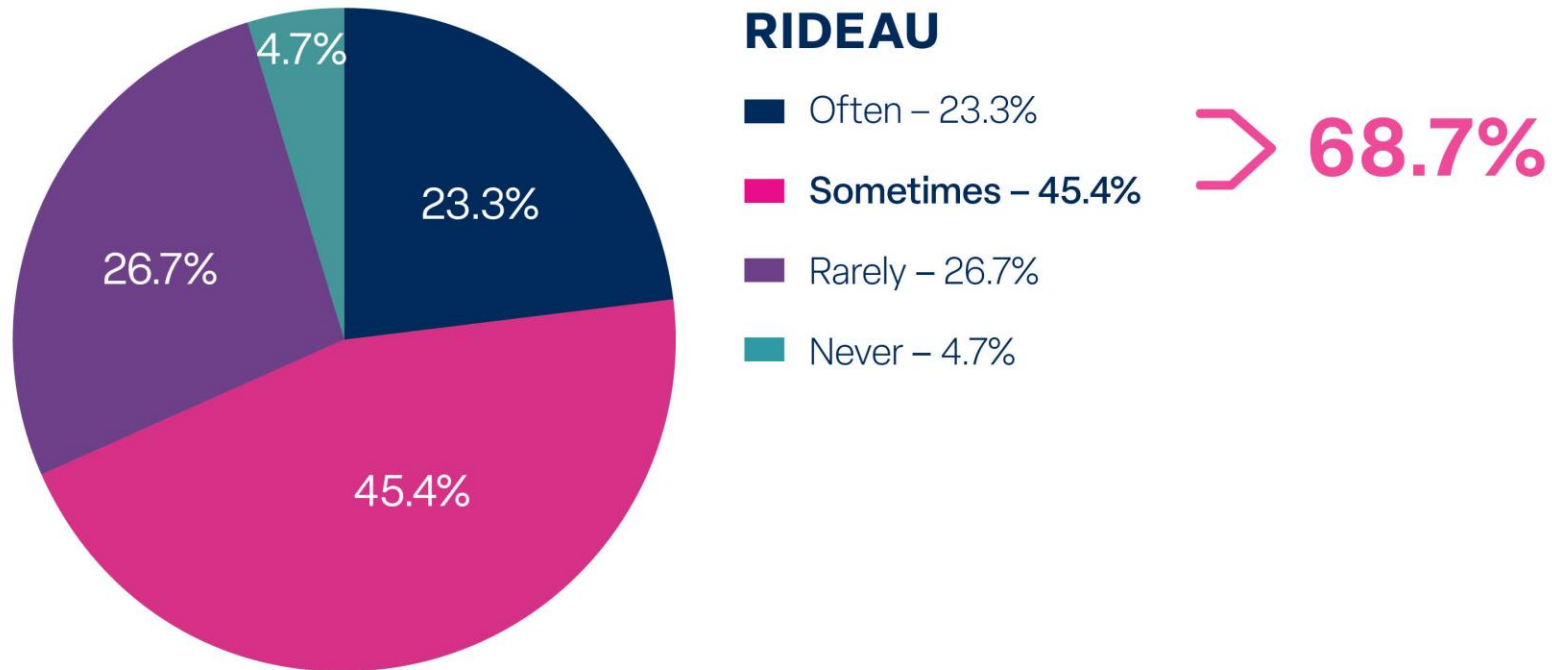
Sometimes – 46.5%

Rarely – 17.4%

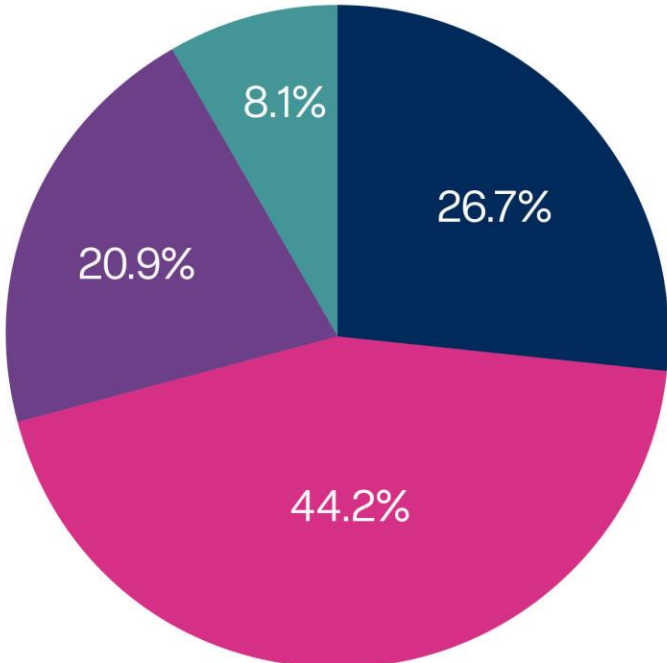
Never – 4.7%

> 77.9%

HOW FREQUENTLY DO THE PATRONS OF RESPONDENT BUSINESSES COMMENT ON ISSUES RELATED TO THE CLEANLINESS OF PUBLIC SPACES?



HOW FREQUENTLY DO THE PATRONS OF RESPONDENT BUSINESSES EXPRESS CONCERNS RELATED TO SAFETY?



RIDEAU

Often – 26.7%

Sometimes – 44.2%

Rarely – 20.9%

Never – 8.1%

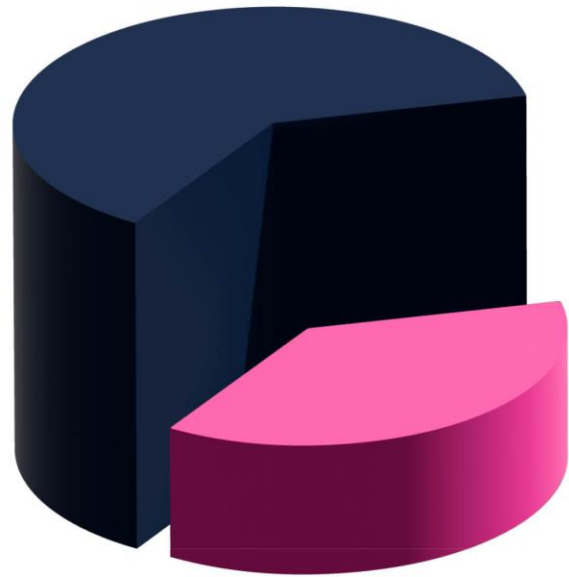
> 70.9%

RIDEAU

FINANCIAL IMPACTS



RESPONDENTS REPORTED NEARLY **\$800,000** IN COSTS ASSOCIATED WITH **STREET ACTIVITY**



RIDEAU
\$493,900

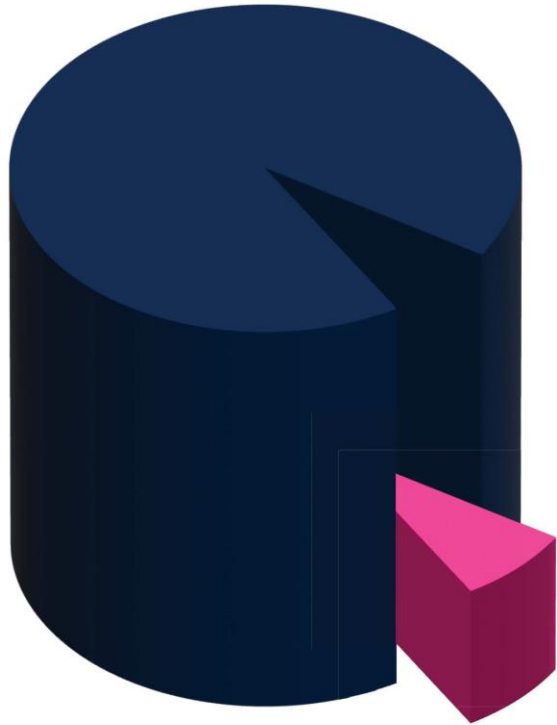
BYWARD MARKET
\$297,600

\$791,500 TOTAL INCURRED
BY RESPONDENTS

EACH RESPONDENT INCURRED AN
AVERAGE OF **\$5,693.25** IN COSTS
OVER THE PAST YEAR.

RIDEAU

OVER THE LAST 12 MONTHS, WHAT IS THE APPROXIMATE **COST** THAT YOUR BUSINESS ATTRIBUTES **TO THEFT**?



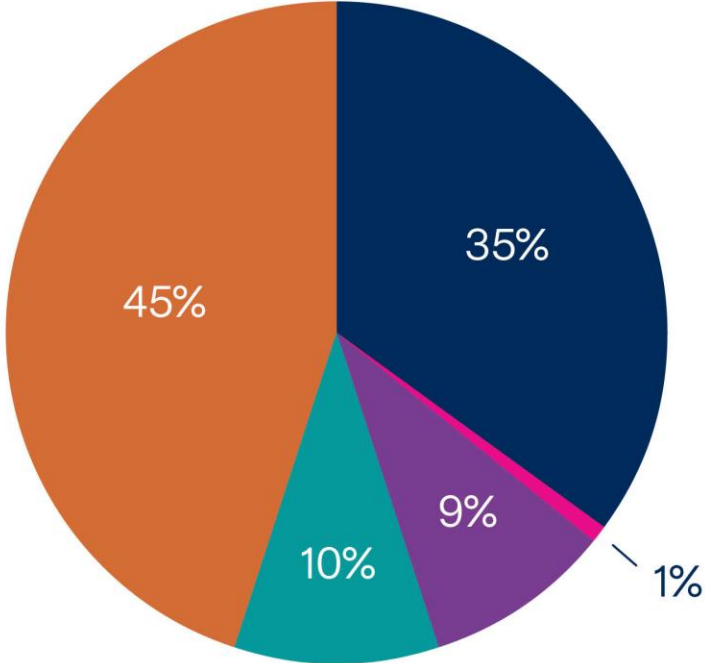
| RIDEAU RESPONDENTS
| \$1,363,021

| ON AVERAGE, EACH RESPONDENT
| ATTRIBUTED **\$7,317** TO THEFT IN 2023.

| **BYWARD MARKET**
| **RESPONDENTS**
| **\$107,800**

| IN TOTAL, **\$1,470,821** WAS ATTRIBUTED
| TO THEFT BY RESPONDENTS IN 2023

LEASE RENEWAL COMMITMENTS



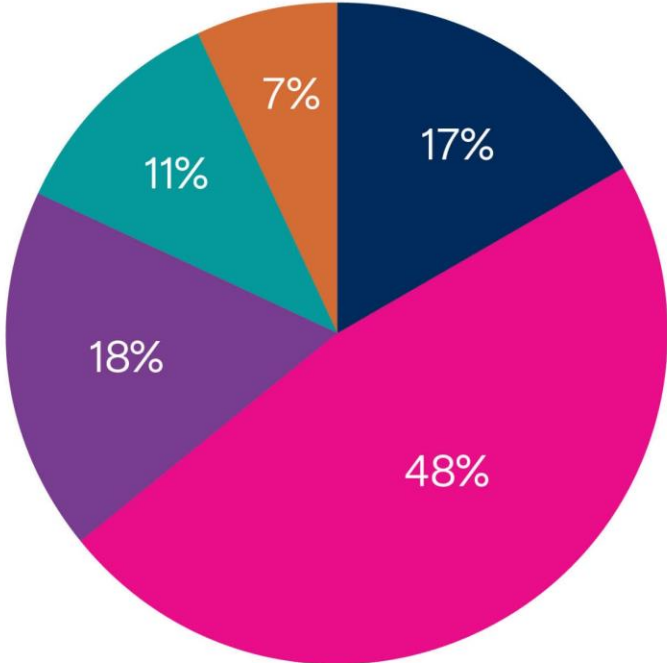
RIDEAU

- I plan to extend my lease – 35%
- I will not be extending my lease but intend to look for a new location in the Rideau or ByWard Market area – 1%
- I will not be extending my lease but intend to look for a new location outside of the Rideau or ByWard Market area – 9%
- I will not be extending my lease – 10%
- I am uncertain – 45%

64%



OUTLOOK FOR BUSINESS PERFORMANCE IN THE NEXT YEAR



RIDEAU

Excellent – 17%

Good – 48%

Satisfactory – 18%

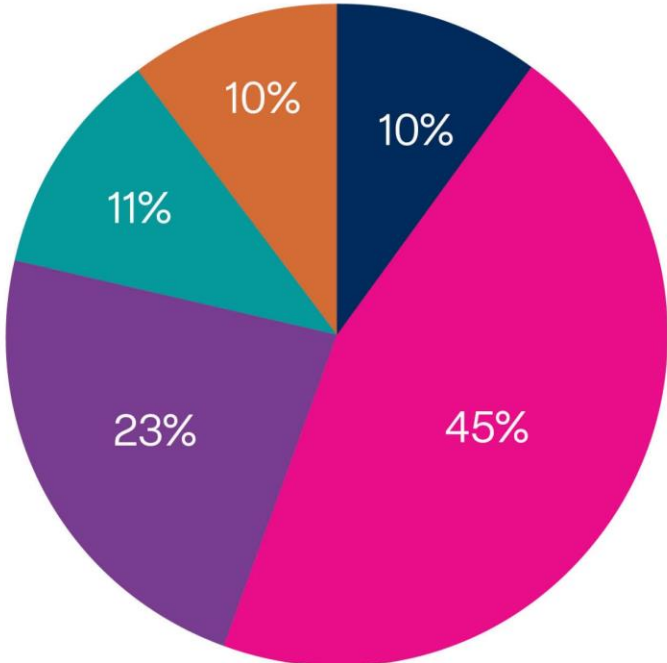
Poor – 11%

Very poor – 7%

83%



OUTLOOK FOR PROFITABILITY IN NEXT YEAR



RIDEAU

- Significantly Increase – 10%
- Moderately Increase – 45%
- Stays the Same – 23%
- Moderately Decrease – 11%
- Significantly Decrease – 10%

78%



RIDEAU

KEEP IT SIMPLE

10 Minutes, Clear Questions, Repeatable

KEEP IT CONSISTENT, SIMPLE & QUICK

9:57 Edit

5. Which of the following age groups best represent the majority of your staff?

- 16-30 years old
- 31-50 years old
- 50+ years old
- All age groups

6. With what frequency do street-issues impact your business operations?

- Frequently
- Sometimes
- Rarely
- Never

7. With what frequency do you find discarded drug paraphernalia immediately around your business?

- Frequently
- Sometimes
- Rarely

8. Has your business experienced any form of

Edit

3. Where is your business located?

- CF Rideau Centre
- Rideau Street between Sussex and Dalhousie
- Rideau Street between Dalhousie and King Edward
- Rideau Street east of King Edward
- Other

4. How many staff does your business employ?

- 10-25
- 25-50
- 50+

5. Which of the following age groups best represent the majority of your staff?

- 16-30 years old
- 31-50 years old
- 50+ years old
- All age groups

Edit

9. Has your business incurred costs directly related to street issues? (E.g. Repairs, security, cleaning, etc.)

- Yes
- No

10. Over the last 12 months, what is the approximate total cost of the expenses you've incurred as a direct result of street related activity?

11. Have you or your staff ever needed to file a police report related to street issues?

- Yes
- No

12. With what frequency has your business had to file a report with emergency services?

- Frequently
- Sometimes

RIDEAU

PARTICIPATION
= CREDIBILITY

MEMBER COMMUNICATION TACTICS



1. Survey Link by Email

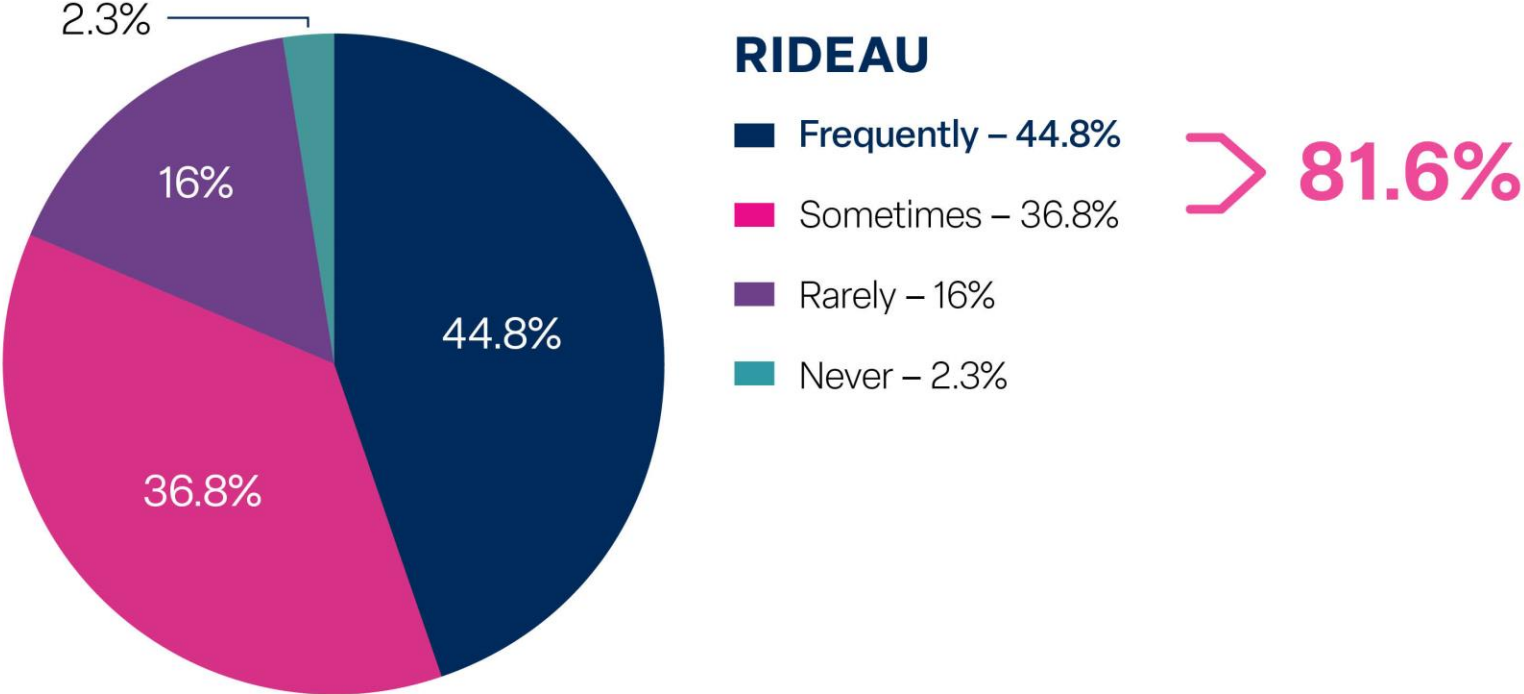
2. Weekly Reminders

3. In-person Follow-up

RIDEAU

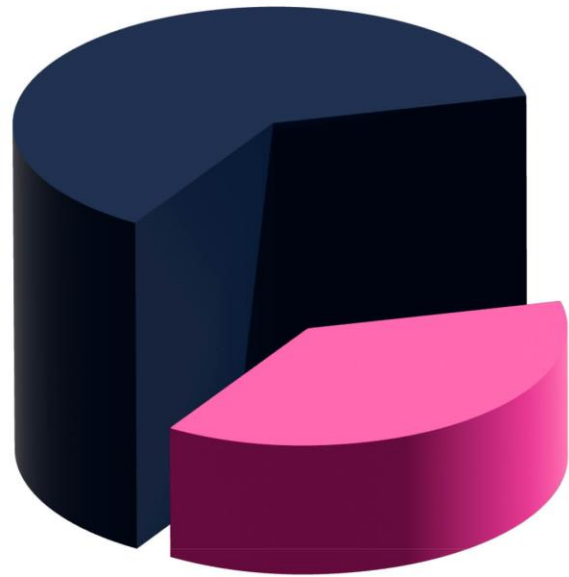
THE DATA TELLS A STORY

MORE THAN 80% OF RIDEAU BUSINESSES REPORTED THAT STREET ISSUES IMPACT THEIR OPERATIONS



RIDEAU

RESPONDENTS REPORTED NEARLY \$800,000 IN COSTS ASSOCIATED WITH STREET ACTIVITY



RIDEAU
\$493,900

BYWARD MARKET
\$297,600

\$791,500 TOTAL INCURRED
BY RESPONDENTS

EACH RESPONDENT INCURRED AN
AVERAGE OF \$5,693.25 IN COSTS
OVER THE PAST YEAR.

RIDEAU

RIDEAU

**FROM
INCIDENTS**



**TO
PATTERNS**

RIDEAU

DATA + VOICES

“Many of our patrons are women and they have indicated that they no longer feel safe visiting.”

“Homelessness, crime, and vandalism are out of control. Things need to change drastically.”

“Cleanliness and safety in public washrooms have become major concerns for our staff.”

“We find a significant number of discarded pipes and needles around our business.”

“Patrons do not want to spend their leisure time where people are consuming drugs.”

“Safety, security, and open drug use are a major concern for our staff.”

“There has been an increase in mischief related to unhoused youth.”

“Open drug use is rampant.”

“We experience frequent window damage.”

“Our windows get broken every year. We were told to stop reporting it.”

“We’ve witnessed individuals jumping into traffic and attacking patrons.”

“Garbage left behind from encampments has been a major concern.”

“We have been experiencing an increase in attempted break-ins.”

“Improved access to public washrooms, especially overnight, would be helpful for the issues our business has been facing.”

“Needle Hunters and Block Leaders have had a positive impact on the area.”

“We fear being targeted when we report incidents with the unhoused.”

“Graffiti is an ongoing problem.”

“Theft is increasingly a problem.”

“The concentration of shelters and services in the area makes it very difficult to operate a business or enjoy leisure activities.”

“Security and safety issues have worsened over the past year. We no longer feel safe in our place of work.”

“Unless the City takes these issues seriously and addresses the root causes of homelessness, mental health, and addictions issues, we are going to lose more businesses in the area. As a result, the City will suffer less tax revenue.”

“The area has a reputation because of the unpredictability, especially by the pedestrian walkway into the ByWard Market. Our patrons are choosing not to come here.”

“We witness frequent overdoses, and it has been very distressing to our staff who must deal with the aftermath.”

“Our staff are often verbally abused when they need to ask those who are loitering to leave.”

“Needle use has declined but glass pipes have increased.”

“Behaviour has become increasingly aggressive.”

“There has been an increasing number of people hanging out, sleeping, or consuming drugs behind our business.”

“We often have individuals sleeping behind our business and damaging the fence to gain access.”

“In the last year there has been a significant increase in these issues – shoplifting, open drug use, trespassing, violent outbursts, garbage, vandalism, destruction of property, and harassment”

“We frequently pick up human waste and needles because if a customer sees that, they will not want to visit the area. The response time is not adequate from service providers.”

“We have had to change many aspects of our business to address social issues. We never schedule staff alone for their safety.”

“Our staff often share concerns about their safety while waiting for OC Transpo.”

“Conditions remain deplorable, unacceptable, and inhumane.”

“We need additional security.”

RIDEAU

**DATA IS ONLY USEFUL IF YOU
USE IT EFFECTIVELY**

RIDEAU

THREE PRONGED STRATEGY



RIDEAU

**RADICAL
STEWARDSHIP**

+

**RADICAL
HONESTY**

**RADICAL
OPTIMISM**



RADICAL STEWARDSHIP



1. Take Ownership
2. We have a Responsibility to Preserve
3. Community-Building



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RADICAL HONESTY

Use Data Privately to Drive Solutions

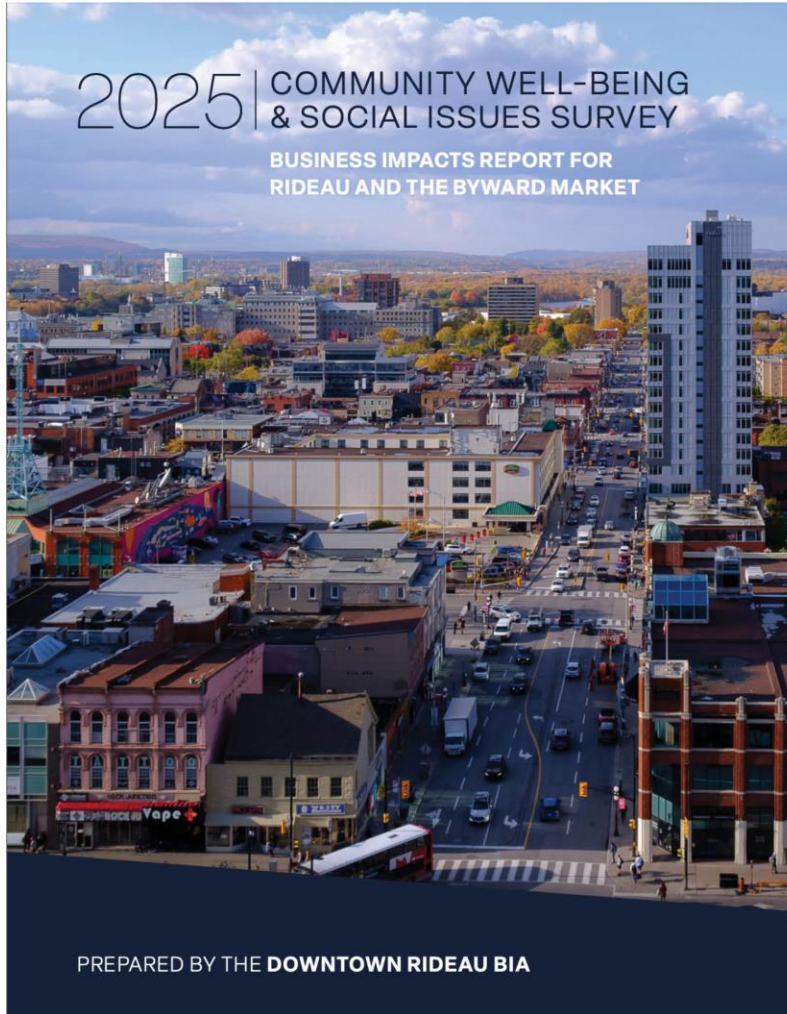


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**USE THE DATA
STRATEGICALLY**



RADICAL HONESTY



1. Not for Public Consumption
2. Used to Support Constructive, Solution-Focused Conversations with Decision-Makers
3. Never used to amplify negative narratives about the destination

RIDEAU

**ADVOCACY ALONE
IS NOT ENOUGH**

RIDEAU

RADICAL OPTIMISM

Balance the Narrative, Promote the Destination



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**BE AN UNWAIVERING
CHAMPION
FOR THE DESTINATION**

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RIDEAU FALL Bucket List

- GET A FALL DRINK AT EQUATOR COFFEE
- EXPERIENCE THE HAUNTED WALK
- DO A FALL PHOTOSHOOT
- EAT APPLE PIE AT PEACE-GARDEN
- TAKE A WALK IN MAJOR'S HILL PARK
- BUY A COZY SWEATER AT MILK
- GO SHOPPING FOR FALL SCENTED PRODUCTS
- INDULGE IN SOUP AT SHANGHAI WONTON NOODLE
- PAINT OR CARVE A PUMPKIN
- GET APPLE CIDER AT BEAVERTAILS
- VISIT THE BYWARD MARKET
- WATCH A SCARY MOVIE AT THE BYTOWNE CINEMA

RIDEAU downtownrideau

WHAT'S HAPPENING IN NIGHTLIFE

SEPT 5TH - SEPT 19TH

Downtown Rideau
Posted by Hootsuite
May 8, 2025

Spoil your mom this Mother's Day! 🥰

While you can't go wrong with some flowers and a card, the person who raised you deserves something extra special. Here are just some of our picks for Mom.

View our full gift guide on our blog:
<https://ow.ly/Hnt350VPe9u>

#Ottawa #MyOttawa #OttawasOriginalDowntown #MothersDay



Downtown Rideau
Posted by Hootsuite
May 12, 2025

Stop and smell the tulips 🌷

The Canadian Tulip Festival - Festival canadien des tulipes is here and we could not be happier. Don't forget to enjoy the blooms scattered throughout Ottawa's Original Downtown!

Click below to read about our perfect Tulip Festival Itinerary:
<https://ow.ly/XKXj50VR0Ve>

#Ottawa #MyOttawa #OttawasOriginalDowntown #TulipFestival



RIDEAU EVENTS SHOPPING DINING CULTURE STAY GETTING HERE BLOG | FR

Shopping Dining Culture Stay

Enter Search CATEGORY Clear All

Looking for the best shopping experience in town? Look no further than Rideau, Ottawa's Original Downtown. With hundreds of stores and services to choose from, there's no better place.

Directory

- CF Rideau Centre**
50 Mackenzie King Bridge
Shopping
Located in the heart of downtown, CF Rideau Centre is Ottawa's leading shopping destination and home to the biggest names in fashion, beauty, dining, electronics and more. Visit today and ...
[Read more](#)
- Ottawa Art Gallery**
700 Sussex Drive
Culture, Arts, Museums
For a quarter-century, the Ottawa Art Gallery (OAG) is where generations of Ottawans, and visitors to our city, have come to gain a unique perspective on our place in the ...
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- Metropolitain Brasserie**
50 Mackenzie King Bridge
Dining, Gourmet & Fine Dining, Pubs & Bars
The best part of a classic brasserie is the conversation. Yes the food is fantastic, the drinks are outstanding, and the oyster bar can't be beat, but it's the conversations ...
[Read more](#)
- Fairmont Château Laurier**
1 Rideau Street
Stay, Hotels
Experience the charm of Canada's capital at Ottawa's Fairmont Château Laurier. Immerse yourself in rich history, vibrant culture, and tantalizing local flavors. Located in the heart of downtown, on ...
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[VIEW MORE](#)

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WEEKLY ART WORKSHOPS

FOR PEOPLE EXPERIENCING HOMELESSNESS

WHAT TO EXPECT:

- Friendly and welcoming environment
- All art supplies provided
- Enjoy free snacks and drinks
- Learn new skills and techniques
- Express yourself through various art forms
- Meet new friends and share your stories

WHY JOIN?

- Boost your confidence and self-esteem
- Discover hidden talents
- Enjoy a creative outlet
- Take a break from daily challenges

free EVERY TUESDAY 130-330pm drop-in

AT ARTS COUNCIL | 2 DALY AVE

OTTAWA'S ORIGINAL DOWNTOWN
LE CENTRE-VILLE ORIGINAL D'OTTAWA

RIDEAU NATIONAL ARTS CENTRE CENTRE NATIONAL DES ARTS

SUE FOLEY

NOV 30 NOV | 8 PM / 20 H
DEC 1 DEC | 2 PM / 14 H

Tickets / Billets 42 \$ | Studio Azrieli Studio

OTTAWA'S ORIGINAL DOWNTOWN
LE CENTRE-VILLE ORIGINAL D'OTTAWA

RIDEAU The Mandela Project OTTAWA ARTS COUNCIL CENTRE DES ARTS D'OTTAWA

Black Legacy Month

Championing and Promoting IBPOC Artists

THE OTTAWA BLACK CREATIVES HUB

February 2025 2024 - 41 APRIL

OTTAWA'S ORIGINAL DOWNTOWN
LE CENTRE-VILLE ORIGINAL D'OTTAWA

RIDEAU OTTAWA'S ORIGINAL DOWNTOWN

EVENTS SHOPPING DINING CULTURE STAY GETTING HERE BLOG ABOUT

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Your Guide to Winterlude 2025
January 30, 2025

Ottawa's premier winter festival, Winterlude, is returning again this year from January 30th to February 7th! And it should come as no surprise that the 47th edition of Winterlude has ...
[Read more](#)

Celebrate the 40th anniversary of the Ottawa Children's Festival de la Jeunesse
July 23, 2025

If you are looking for family friendly activities this month, look no further than the Ottawa Children's Festival de la Jeunesse. The festival is hitting a milestone 40th anniversary this ...
[Read more](#)

FOOD SCENE: ZOE'S
July 23, 2025

Nested inside the iconic Fairmont Château Laurier, ZOE'S is known for being at the intersection of elegance and innovation. Their philosophy is to offer a space for connection, conversation, and ...
[Read more](#)

The Best Gift Sets For Everyone on Your List
December 17, 2025

La Bottega Nicastro La Bottega Nicastro has beautifully curated baskets filled with authentic Italian delights. Perfectly suited for food lovers. They have a good mix of different baskets such as ...
[Read more](#)

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**RADICAL
STEWARDSHIP**

+

**RADICAL
HONESTY**

**RADICAL
OPTIMISM**



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HOW TO **REPLICATE**

HOW TO REPLICATE THIS STRATEGY IN YOUR BIA

- 1. IDENTIFY** Measurable Datapoints.
- 2. DESIGN** an Engaging Survey.
- 3. PRIORITIZE** Member Participation.
- 4. USE** the Data Strategically.
- 5. ADOPT THE 3 PRONG STRATEGY** + Radical Stewardship.
Radical Honesty.
Radical Optimism.

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KEY TAKEAWAY

RIDEAU

**RADICAL
STEWARDSHIP**

+

**RADICAL
HONESTY**

**RADICAL
OPTIMISM**



RIDEAU

DOWNLOAD THE TOOLKIT

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