



**ARTS,
FASHION &
THEATRE
DISTRICT**



↑
**TO
QUEBEC**

↓
**TO THE
417**

DOWNTOWNRIDEAU.COM

/MEMBERS
Member services,
updates, information


/DIRECTORY
Public directory of
all local businesses.

FOLLOW US ONLINE & DOWNLOAD OUR APP:

 @DowntownRideau

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 Downtown Rideau

 @downtownrideau



MEMBER BENEFITS with the Downtown Rideau Business Improvement Area (DRBIA)

Contact and follow the DRBIA for assistance and information on:

WORKING FOR YOUR BUSINESS SINCE 1981

Commercial property owners or tenants in Downtown Rideau are automatically paying and voting members of the Downtown Rideau Business Improvement Area (DRBIA).

Established as a self-help organization, the DRBIA is run by a volunteer Board of Management compiled and selected by DRBIA members and supported by DRBIA staff.

Under the leadership of the Board of Management, the DRBIA is 100% dedicated to helping its members make Downtown Rideau more attractive, dynamic, and prosperous for everyone.

MARKETING & PROMOTION

We brand and promote Downtown Rideau as the destination for shopping, dining, and tourism online, in the community, and in the media:

- Advertising opportunities and branding campaigns
- Promotions featuring member services and offerings
- Sponsorship of destination-driving events and festivals
- Online directory of businesses, services and organizations
- Information, training and networking opportunities
- On-street promotion on FX Poles, Snap Frames and A-Frames signs
- On-line promotion on our Website, App and Social Media Channels
- Populate a calendar of member events

PLACEMAKING | CLEAN & SAFE

We implement programs to attract customers to Downtown Rideau and work with the City to improve the public realm:

- Install banners, seasonal displays, decorative lighting, and way-finding tools
- Implement and manage public art and public programming
- Work with the city to organize and maintain street furniture and lighting
- Remove graffiti from street-level member property quickly and free of charge
- Monitor and report property standards for repair
- Provide a Street Ambassador safety program
- Provide a Street Detail maintenance program

ADVOCACY & MEMBER SERVICES

We are the leading voice guiding the vision and economic prosperity of Downtown Rideau at City Hall and in the community:

- Advocacy for members' interests at city hall and in the community
- Consultation comments on city policies, permits, and issues
- Consultation with members to represent their collective opinions
- Metrics and market research information
- Connecting members with resources
- Notice of construction, traffic, crime, and extreme weather impacts
- Information on seminars, training and networking opportunities
- News and announcements

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VISIT OUR WEBSITE AT:

DOWNTOWNRIDEAU.COM

