



FOR IMMEDIATE RELEASE

OCOBIA Welcomes Michelle Groulx as Chief Advocate Following Strategic Review

Ottawa, ON – June 26, 2025 – Following its fifth anniversary, the Ottawa Coalition of Business Improvement Areas (OCOBIA) undertook a comprehensive organizational review to chart a focused and sustainable path for the next five years. Led by an external consultant, the review involved in-depth interviews with member BIAs, partner organizations, and economic development stakeholders.

The findings highlighted the need for a strategic shift to ensure OCOBIA's long-term viability and continued value to its funding members. A key recommendation from the review was to introduce a part-time lead consultant role dedicated to high-impact priorities—specifically advocacy and partnership development.

In response, OCOBIA is pleased to announce the appointment of **Michelle Groulx** as **Chief Advocate**, in a new part-time consulting capacity. Michelle will lead OCOBIA's advocacy efforts on behalf of Ottawa's 18 BIAs and over 7,000 members, while building and strengthening partnerships with Economic Development and City stakeholders. She will also support BIA staff and Boards of Management in fostering a culture of continuous improvement and shared best practices.

Michelle brings a wealth of experience and a deep understanding of Ottawa's BIA landscape. She previously served on OCOBIA's inaugural transition board in 2019–2020 and held the role of Executive Director from 2021 to 2024.

"At OCOBIA, we're proud to champion this uniquely Canadian model of economic and cultural development. BIAs aren't just about business—they're about community, collaboration, and place-making. Although this is a new consulting role in a part-time capacity, my passion and dedication remain just as strong as before. I look forward to continuing to serve our vibrant BIA community," said Groulx.

OCOBIA looks forward to this new chapter, confident that this focused approach will strengthen its impact and better serve the needs of Ottawa's business districts for years to come.

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