

Kelly Morrison - Manager  
5 Graham Street - Suite 201  
Woodstock, ON N4S 6J5  
519-537-5721  
info@downtownwoodstock.ca

## Associate Membership Program



### What is BIA?

BIA is Business Improvement Area. The Downtown Woodstock Business Improvement Area (BIA) was established in 1976 through a municipal bylaw.

The Downtown Woodstock BIA is a non-for-profit organization, under the direction of a volunteer board of management.

Our mandate is to Promote, Maintain, and Beautify the Downtown area. The Downtown Woodstock BIA enables a large group of independent businesses and property owners to work together for a positive future.

We have approximately 300 member businesses.

As established within our constitution, every business within the BIA area is automatically included in the BIA membership and contributors to the BIA budget through a special levy (tax). The cost of a membership (tax levy) is based on the properties commercial assessment.

Our boundaries are from Bay/Beale Street in the East to Mill Street in the West and from Hunter Street (North) to Main Street (South).

**In 2009, the Board of Management approved a plan to add “Associate Members” to our membership that are currently located outside our boundaries.**

The Downtown Woodstock BIA Associate Memberships are being offered to select businesses for an *annual fee of \$250.00*.

## ASSOCIATE MEMBERSHIP BENEFITS:

### **Listing in the BIA Business Directory and Visitors Guide and on the Downtown Woodstock website as an Associate Member**

- The BIA puts together a business directory and visitors guides which includes a listing of all the businesses, parking information etc. We usually print 5000 directories approximately every 2 years. The directories are distributed to all downtown member businesses, surrounding area hotels, City Hall, Tourism Oxford, VIA station and other high traffic locales. We are also a sponsor/partner of Welcome Wagon, so our books are included the welcome baskets to people who are new to Woodstock.

### **Electronic communication including e-newsletters, special notices and media releases from our community partners.**

### **Downtown Woodstock Employee Incentive Card Program**

#### **“Work Downtown, Shop Downtown”**

-All of our members and their employees are eligible to participate in this incentive program. With the Downtown Woodstock Employee Incentive card, you'll receive special downtown discounts at participating businesses. You may also choose to participate by offering a discount or incentive. We all benefit when we keep business downtown!

### **Participation in Promotions and Advertising Including Subsidized/Co-Op advertising opportunities.** (Most of our marketing initiatives and promotional events are subsidized by the BIA, reducing your cost to participate!)

-As an associate member you may advertise in the Business Directory and Visitors Guides. The directories are in booklet format and is produced every 2 years or so. 5000 full colour copies.

-Participate in our bulk media buys including radio, WOW magazine, and CTVtwo

-Participation in Promotions and Special Events.

### **Notice/access to special offers and discounts under the BIA umbrella.**

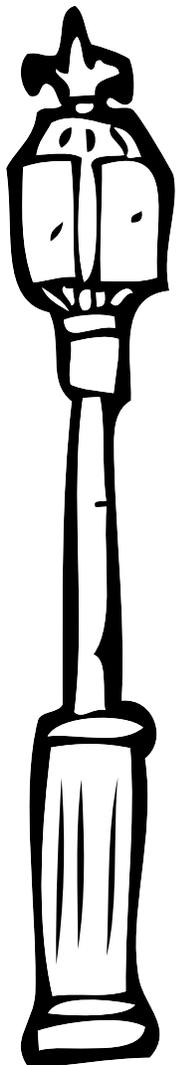
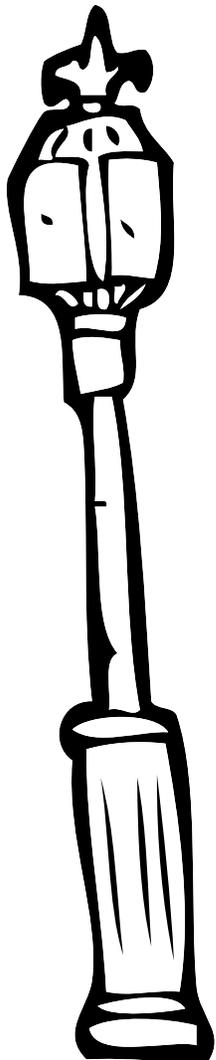
- Many of the organizations of which the BIA holds a membership, extend certain offers and special invitations to the BIA membership.

### **Participation on Committees and be a non-voting member of the Board of Management.**

Input into events, advocacy and a voice in local affairs

Participation in member surveys.

Networking opportunities – BIA member events, including Golf Tournament and AGM; BAF (Chamber of Commerce) etc.



All downtown BIA's have the same goal – to encourage more traffic and ultimately increase traffic and sales in their downtown business district.

NOTES:

We strive to create a vibrant community and a prosperous local economic environment.

The BIA acts as a unifying body for its membership – working to make Downtown Woodstock a “Destination” not only for its retailers and restaurants but for its professional and cultural assets as well.

The BIA helps to improve the lines of communication between you, the business community and the City of Woodstock municipal council and staff.

Our efforts are dedicated to ensuring a healthy economic environment for our community and making Downtown Woodstock a Destination – a place in which to shop, dine, work, play, live or invest.

