



Associate Membership

Downtown Midland BIA
212 King Street, Unit 9
Midland, ON L4R 3L9
705-527-7246
DowntownMidland.ca
DowntownMidlandBIA@Gmail.com

About Us

The Downtown Midland Business Improvement Area (BIA) is a not-for-profit organization established for the main purpose of growing the central business district of the Town of Midland. We are designated as a Business Improvement Area (BIA) through the Ontario Municipal Act and a town of Midland bylaw originally enacted in 1977.

Downtown Midland is governed by a volunteer Board of Directors and managed by one full-time staff. The association is funded by a levy placed on the property taxes of each owner within the designated boundaries. The budget is presented to the town council for approval.

The current boundaries are from the north side of Elizabeth Street to the south side of Bayshore Lane; Bourgeois Lane to Borsa Lane.

Functions of a BIA

- Oversee beautification of the BIA (lights, signs, street furniture, planters, banners, sidewalk treatments and seasonal décor)
- Streetscape and capital assets in the BIA area (front façade improvement program, back entrance façade improvement program, enhanced cleaning (sweeping, weeding and graffiti removal))
- Safety and security of the BIA (financial support set aside for safety)
- Advocate on behalf of the interest of the BIA (attend meetings of town council, love your laneways project, butter tart festival, cruise ships, etc.)
- Organize and partner with special events to promote the BIA
- Business recruitment to fill vacant areas
- Communicate to town council and municipal departments about concerns within the BIA
- Collectively market the BIA (social media presence, email marketing, arena ads, banners, brochures, hotel room ads, ad bins, set up at events, etc.)

Associate Member Benefits

- BIA newsletters and member communications
- The BIA promotes all members as a whole through various forms of marketing (social media, website advertising, e-mail marketing, print ads, radio ads, billboards, printed and electronic brochures, etc.)
- A business listing for your business on the BIA website and promotion of your business on various social media accounts
- Opportunity to participate in BIA co-operative marketing and promotional activities under the BIA

- Inclusion in the printed BIA brochure (printed annually and available at the MCC, Municipal Office, Tourism Midland, Hotels, NSSRC, BIA office, etc.)
- Inclusion in the BIA map (digital version on BIA website & physical version on billboard ad bin outside the Midland Public Library)
- The BIA board acts as an advocate on behalf of all members as a unified voice
- Beautification in the BIA
- Street and sidewalk maintenance with the removal of garbage, cigarette butts, debris, weeds, etc.
- Removal of graffiti and unwanted posters
- Events are hosted by the BIA annually to draw down people into the downtown area (Grand Holiday Event, Midland Movie Nights, Chocolate Giveaway, Tree Lighting Extravaganza, Shop Local Giveaways, Downtown Dollars Giveaway and more)
- The BIA partners with other local successful events to benefit BIA members (ex. Butter Tart Festival – Free booth space provided to BIA members, First Light – Bus Shuttles, Cruise Ship Arrivals – Goodie bags handed to each passenger with a downtown brochure, map and promotional items from BIA members)
- Downtown Dollars can be accepted at your business; the BIA will provide reimbursement. Downtown Dollars can be purchased at 212 King Street Unit #9. Dollars are also given away for promotions
- Participation in member surveys
- Participation on committees and be a voting member of the board of directors if elected and voted in **after 3 years as a member**
- Front Façade Program in place to stimulate improvements to the exterior of downtown buildings for BIA members. The program offers a grant that will cover 50% of the total cost project up to a maximum cost of \$3,000 depending on the project **(Must pay full associate member fees * see option details below *)**
- Back Entrance Façade Program in place to stimulate improvements to the exterior of downtown buildings for BIA members. The program offers a grant that will cover 50% of the total cost project up to a maximum cost of \$2,000 depending on the project **(Must pay full associate member fees * see option details below *)**

Options

- **Option #1:** Associate members have the option to be brought into the Downtown Midland BIA with a three (3) year phase in. During the three (3) year phase in: Year 1 associate members will be charged 1/3 of their tax levy fees, Year 2 associate members will be charged 2/3 of their tax levy fees, Year 3 and continuing forward associate members will be charged in full for their tax levy fees
- In order to apply and receive funding for either Façade Improvement Program (Back & Front), associate members must wait until they're paying their tax levy fees in full (Year 3 – 3rd payment must be received prior) and sign a contract for 3 years
- **Option #2:** If associate members would like to apply for the Façade Program(s) after one (1) year, they must pay their tax levy fees annually in full and sign a contract for 3 years

NOTE:

- No benefits and work will be started until payment is received in full

- Associate membership applications are reviewed by the current Downtown Midland Business Improvement Area board of directors and the board of directors reserves the right to refuse associate membership to any applicant
- Associate members can not receive more funding then they've contributed in fees for the Façade Program(s)
- Should members decide to not renew their contract after 3 years and decide to re-apply in the future, they won't be eligible to do option #1 (a 3 year phase in contract) again, only option #2 (a 3 year full payment contract)

Fees

Associate member fees vary for each business as tax levy fees are based on yearly property assessment values.

Contact

Downtown Midland BIA
212 King Street, Unit 9
Midland, ON L4R 3L9
705-527-7246
www.DowntownMidland.ca
DowntownMidlandBIA@Gmail.com

Associate Member Contract

**** Please checkmark the option you'd like and fill in the required sections below ****

☐

Option 1: Phase In (3 years – Invoiced annually)

* See details above *

☐

Option 2: Pay In Full (3 years – Invoiced annually)

* One (1) Year Façade Program(s) Eligibility – see details above *

Your current **annual** BIA levy fees in _____, _____ are \$ _____

Fees owed must be made by cash or cheque to the Downtown Midland Business Improvement Area:

Downtown Midland Business Improvement Area

212 King Street Unit #9

Midland, ON

L4R 3L9

Members will be invoiced annually by the BIA and are subject to pay within 30 days of invoice billing date.

Contact Name: _____

Phone Number: _____

E-mail: _____

Business Details:

Name of Business: _____

Address of Business: _____

Website Address: _____

Social Media: _____

Description of Business: _____

- I have read the provided membership details and accept the terms
- I understand that payment of fees is due upon acceptance of membership and I will be billed annually
- I understand the rates will change depending on which option I've chosen and the fees will fluctuate based on property assessment values

Application Name (print): _____

Application Signature: _____

**** office use only ****

Date Received: _____ Downtown Midland BIA Approval: _____

Membership Commencement Date: _____ Date of Fees Received: _____