

# Downtown Midland Business Improvement Area Recruitment Information Session



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Recruitment Information Session

# Agenda

## Welcome

- How to get started
- Benefits to opening up a business Downtown Midland
- Space availability



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# How to Get Started

## □ Business Name/Number Registration

- After deciding to open up a business the next step is to register for a Business Name at [www.serviceontario.ca](http://www.serviceontario.ca)
- Here you can then search for available business names and register for approximately \$68 to \$86 (renewal required every 5 years)
- After registering you will receive a Master Business License (MBL), which you can use as proof of business name registration at financial institutions and in business transactions with the Ontario government



# How to Get Started

## □ Business Name/Number Registration (Continued)

- **In person** at Companies and Personal Property Security Branch – Ministry of Government and Consumer Services at 375 University Avenue, 2<sup>nd</sup> Floor, Toronto ON. M5G 2M2
- **By mail** at Companies and Personal Property Security Branch – Ministry of Government and Consumer Services at Suite 200-393 University Avenue, Toronto ON. M5G 2M2



# How to Get Started

## □ Register for a Business HST/GST Number

- In order to register for a GST/HST account, you will need a business structure and the legal name of the business
- **In person** at Canada Revenue Agency – 81 Mulcaster Street, Barrie ON. L4M 6T7
- **By phone** at 1-(800)-959-5525
- **Online** at [www.cra-arc.gc.ca](http://www.cra-arc.gc.ca)



# How to Get Started

## □ Open a Business Bank Account

- Contact a local bank to open a business bank account. You will need a copy of your business registration in order to open the bank account
- **Scotiabank:** 291 King Street – (705) 526-2237
- **TD Canada Trust:** 295 King Street – (705) 526-5475
- **Bank of Montreal:** 243 King Street – (705) 526-5491
- **Royal Bank of Canada:** 271 King Street – (705) 526-4221
- **National Bank of Canada:** 9281 Hwy 93 – (705) 526-2273
- **Desjardins Bank:** 9293 Hwy 93 – (705) 526-49000



# How to Get Started

## □ Gaining Finances

- Business loans can be applied for at the previous banks listed
- In addition the **North Simcoe Community Futures Development Corporation** offers the following services:
  - Business loans (up to \$250,000)
  - Business information & planning services
  - Community-based projects
  - Contact info
    - Website: [www.nscfdc.on.ca](http://www.nscfdc.on.ca)
    - Phone: (705) 526-1371
    - Address: 105 Fourth Street, Midland ON. L4R 3S9



**NORTH SIMCOE / SIMCOE NORD**

Community Futures Development Corporation  
Société d'aide au développement des collectivités

*Supporting Community Economic Development  
À l'appui du développement économique  
communautaire*

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# How to Get Started

## □ Other Registrations

- **Retail Sales Tax:** If you plan to purchase goods for resale, call 1-(800)-668-8297 for the Ontario Ministry of Revenue
- **Workers Compensation (Workers Safety and Insurance Board – WSIB):** In order to enroll employees you are required to contact workers compensation and request enrollment, call 1-(800)-387-0750
- **Ministry of Labour:** Contact the Ministry for an Employment Standards Information Book, call 1-(800)-531-5551
- **Small Business Information Line:** For information on provincial services and the rules & regulations to start your own business, call 1-(800)-567-2345



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# How to Get Started

## □ Website Set-Up

- **ShopMidland.com** is a unique online advertising model and is the #1 website in the area with 30,000 visits per month
- The site contains a directory of more than 3,000 local businesses, thousands of products & services, and a selection of coupons, deals and gift certificate offerings
- ShopMidland.com offers many different packages for businesses and can assist with website design/management while also allowing you to:
  - Send email newsletters to build your email list
  - Collect community reviews
  - Create an online catalog of products and services
  - Sell products & gift certificates online
  - Schedule posts to Facebook & Twitter
  - Get found on Google
  - Promote events, coupons, sales & deals
  - Easily update your website



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# How to Get Started

## □ Advertising Your Business

- **Affordable Advertising**

- Sponsorships
- Publications (Ex. Visitor Guide Books, Directories, Local Maps)
- Newspaper (Snap Midland/Penetang, MidlandToday.ca & Simcoe.com)
- Radio (104.1 The Dock, Pure Country 106, etc.)
- Social media paid ads (Facebook, Twitter, Instagram, etc.)
- Sandwich board (out front of store)
- Billboards

- **FREE Advertising**

- Social media (Facebook, Twitter, Shop Midland, Pinterest, Instagram, Snapchat, Youtube and LinkedIN)
- Sponsorships (upon agreement)



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# Benefits to Opening up a Business Downtown Midland

- The Downtown Midland BIA does the following to benefit its members:
  - Takes care of all street and sidewalk maintenance with the removal of garbage, cigarette butts, debris, weeds, etc.
  - Promotes the BIA and all members in it through various forms of marketing (social media, website advertising, e-mail listing, print ads, radio ads, billboards, printed and electronic brochures, etc.)
  - Host events throughout the year to draw people into the downtown area (Buttertart Festival, Grand Holiday Event, Midland Movie Nights, Chocolate Giveaway, Tree Lighting Extravaganza, Downtown Dollar Giveaways, and more)
  - Removal of graffiti and unwanted posters
  - Security and crime prevention initiatives through the use of our incident report filing system on our website



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# Benefits to Opening up a Business Downtown Midland

## □ Benefits to BIA members (Continued):

- Façade Programs (back & front) in place to stimulate improvements to the exterior of downtown buildings for BIA members. The programs 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 be in business in the BIA for a minimum of 1 year to apply**)
- Offer FREE Wi-Fi in the designated BIA area to shoppers
- Beautify the area with the following: Flowers, lights, garbage cans, benches, bike racks, bike repair station, kiosk with a map of all members, light poles, banners and seasonal décor
- Advocate on behalf of all members as a unified voice



**FREE** **Wi-Fi**

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# Business Opportunity (For Sale)

## □ 258 King Street

- **Realtor:** Re/Max – Nick Dupuis
- **Price:** \$184,000
- **Online Listing**
- **Contact:** 705-790-3573



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# Space Availability (For Sale)

## □ 266 King Street

- **Realtor:** Team Hawke – Jim Hawke
- **Price:** \$850,000
- **Online Listing**
- **Contact:** 705-527-7877



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# Space Availability (For Sale)

## □ 317 King Street

- **Price:** \$649,900
- **Realtor:** Royal LePage - Barb Coxworth
- **Online Listing**
- **Contact:** 705-526-4271



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# Space Availability (For Lease)

## □ 268 King Street

- **Price:** \$2,500 / month
- **Realtor:** Engel & Völkers Collingwood, Brokerage - Max Hahne
- **Online Listing**
- **Contact:** 705-441-5800



Licensed to SGBAR





# Space Availability (For Lease)

## □ 511 Dominion Avenue

- **Price:** \$1,250 / month
- **Realtor:** Shoreline Property Management
- **Online Listing**
- **Contact:** Apply online



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# What We Covered

- How to get started
- Benefits to opening up a business Downtown Midland
- Space availability



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# Connect With Us!

**[www.DowntownMidland.ca](http://www.DowntownMidland.ca)**



**Downtown Midland**



**@MidlandBIA**



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# Questions?



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