

Clarkson Village

ASSOCIATE MEMBERSHIP POLICY 2022 Clarkson Village Business Improvement Area (BIA)

Objective:

To establish associate members of the Clarkson BIA.

Associate Membership

Associate members will be provided the following services from April 1, 2022 – March 31, 2023 for a fee of \$200.

1. Social media: The Clarkson BIA will promote associate member businesses on social media. Content posted to associate member social media accounts will be re-shared by the BIA on a regular basis. On occasion, and as appropriate, the BIA may create original content on behalf of an associate member.
2. Business listing on www.clarksonbia.com
3. BIA email updates
4. Participation in BIA events, including community and networking events
5. Private Facebook group membership: The BIA moderates a Facebook group for BIA members and associate members, and encourages information sharing and community collaboration.
6. Participation in promotions and advertising exclusive to BIA members
7. Participation on committees where possible
8. Input into events, advocacy, heritage/urban design guidelines, promotions and advertising
9. Other items related to the economic development of our business community (strategic planning, parking, etc.)

Associate members will receive all of the services listed above, but will not have voting rights at the BIA's Annual General Meeting, or be able to participate in Clarkson Village streetscape or maintenance programs.

Associate memberships are available to businesses in the following geographical area. Commercial property/storefront is not required.

- North to South Service Road & South to Lake Ontario
- West to Winston Churchill & East to Mississauga Road

Associate memberships, both at the time of joining the BIA and throughout any given year, are at the discretion of the Clarkson BIA Board of Directors.