



Associate Membership Guiding Principles

The Millbrook Business Improvement Area (BIA) was formed in 1987 through Municipal By-law 87-19. The BIA is a not-for-profit organization that operates under the guidance and direction of a volunteer board of management. We have no paid employees. Our mandate is to promote, maintain and beautify the Downtown Area. BIA membership is determined by the business location and commercial or industrial MPAC zoning classification.

In 2020, the Board of the Millbrook BIA approved a strategy to implement an Associate Membership. Associate Membership of the Millbrook Business Improvement Area (BIA) applies to businesses, professional individuals, or non-profit organizations whose office or business resides outside the BIA Boundary as defined in the by-law.

This membership is being offered to select businesses outside the BIA boundaries at the discretion of the BIA Board for an annual fee of \$200. To apply, submit the [online application form](#).

ABOUT:

An Associate Member of the Downtown Millbrook Business Improvement Area is a professional individual, business, property owner or non-profit organization whose office or business is located in: The area surrounding but not included in the existing BIA boundary

BENEFITS OF MEMBERSHIP:

Associate Members of the Millbrook BIA will be provided the following services for an annual fee set by the BIA Board of Management:

- business listing on the Millbrook BIA On-line Business Directory with links to your website and Social Media Platforms;
- promotion on BIA social media (including: Facebook | Twitter | Instagram), although please note that the BIA will not create content;
- opportunity to participate in BIA Signature Events (where appropriate);
- a 50% vendor booth discount at all BIA events;
- Opportunities to sit on the BIA Event organizing committees for any and all BIA events.

PLEASE NOTE:

Associate members will receive all of the services listed, but do not receive board seat privileges and therefore will not have voting rights.

- Like any BIA member, Associate Members may be subject to an additional charge to participate in promotional activities or events.
- Associate Members shall receive no property improvements, grants, street furniture or flowers from this membership.
- More than one business will be permitted within one commercial space. For example, wellness clinics with several practitioners can each receive separate listings.
- The current Millbrook BIA Board of Management reviews Associate Membership applications and they reserve the right to refuse Associate Membership to any applicant.
- Conflicts of Interest will be declared prior to discussions regarding the Associate Member Application.
- Applications for Associate Membership will be reviewed and brought to the BIA Management Board as a whole at the next regular meeting.