



STREETSVILLE BUSINESS IMPROVEMENT ASSOCIATION (BIA)

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Dear Associate Member:

Welcome to our 'Village in the City'! The Streetsville Business Improvement Association (BIA) works with our local business owners to promote, market and enhance the Village of Streetsville.

The BIA falls under the direction of a volunteer Board of Management who meets monthly to oversee a full range of agenda items that impact Streetsville. Standing Committees meet on a regular basis and Ad Hoc Committees are struck as required.

Since its formation in 1979, the BIA has contributed significantly to the Village, such as:

- Decorative streetlights
- Streetsville benches
- Flower planters
- Decorative sidewalks
- Summer hanging baskets
- Streetlight banners
- Christmas lamppost decorations
- 'Welcome to Streetsville' signs at entrances to the village
- Millennium Clock & Time Capsule

The Streetsville BIA has won Mississauga's "*Best BIA Streetscape Award*" for many years, because of our beautiful hanging baskets and planters throughout the village. The beautification and maintenance of our village is very important to the BIA and its members. The village is known throughout the City as a well maintained and beautiful place to live, work and visit.

The BIA functions as a lobby group for the Village and reviews all plans for redevelopment or new development in the surrounding areas that may impact our members.

The BIA has developed and hosts a variety of annual events. We organize Streetsville's Canada Day Celebrations and Fireworks, the Spooktacular Halloween event, and the Christmas in the Village weekend. The BIA also sponsors a series of Historical Walking Tours during the summer months, including the very popular candlelight walk.



As an Associate Member of the BIA, you will be able to take full advantage of participating in all BIA sponsored events (i.e. Canada Day, Christmas in the Village) as well as participate on committees or sub-committees (i.e. Promotions or Marketing).

Your information will be included on the business directory section of our website www.villageofstreetsville.com. With an average of almost 500,000 hits per month, you also have the chance to advertise on our website. Your business will also be listed in the annual Streetsville Directory which is mailed out by Canada Post to over 25,000 area households. Your membership allows you to place an advertisement in the directory each year when it is printed in late January.

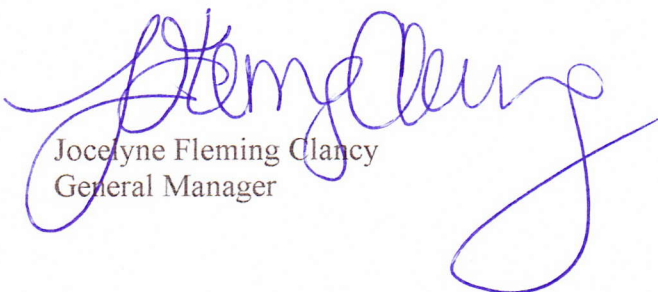
As an Associate Member you will have the opportunity to feature any news about your business to the over 300 BIA members in our Monthly E-Newsletter. You may also share information on your business in our Monthly E-Newsletter that is sent to almost 3,000 local residents at the beginning of each month.

Most marketing initiatives and promotional events are subsidized by the BIA reducing your cost to participate. *The Streetsville Village Times* is our local community newspaper that is published six times per year; including two "double issues" that we share with Port Credit. We welcome you to place an advertisement in this paper to gain maximum exposure to our local community. The paper is mailed out to over 25,000 local households, and free copies are available throughout the Village for visitors. From time to time we are able to procure discounted advertising rates for our members in local publications, so please ensure we have your updated email address so we may share these deals with you.

As an Associate Member you will not have voting rights, nor be able to participate in our beautification (hanging flower baskets) or maintenance programs.

If you have any suggestions, questions or concerns, please do not hesitate to contact the BIA office. Your input is important to us! Watch out for our newsletter and other emails to ensure that you know just what's happening here in the village.

Thank you for choosing Streetsville!



Jocelyne Fleming Clancy
General Manager