



Welcome to the Waterdown Village Business Improvement Area!

On behalf of the Board of Management and members of the Waterdown Village Business Improvement Area (BIA), we would like to take this opportunity to congratulate you on becoming a part of the neighborhood and introduce you to our business community.

This package is intended to give you a brief overview of what it means to be a part of the BIA and the benefits of being a member. The package also includes useful information such as important contacts and materials that you may find helpful for your business.

The Waterdown BIA's district is designated by the City of Hamilton and spans the business corridor along Hamilton Street North between Dundas and Parkside as well as Dundas Street from east of Mill Street to west of Pirelli Street, including the commercial areas that run off the downtown core. This area includes more than 250 unique businesses and services.

The role of the BIA is to promote Waterdown Village as a destination where "you can have it all!". This phrase represents Waterdown's diversified commercial portfolio, which includes businesses such as boutiques, food retailers, law services, healthcare, beauty services, entertainment, and restaurants. We communicate to consumers that collectively, Waterdown's merchants can satisfy all their shopping needs as a method of encouraging local purchases. Secondly, we act as a collective voice on behalf of the members within our community at the City of Hamilton.

We're thrilled that you have chosen to become a part of Waterdown Village and we wish you much success in your business venture.

Help us get you added to our email distribution list and to the business directory on the BIA website by sending the following information as soon as possible to adam@waterdownvillage.ca: To get you added to our E-mail and Directory list, please send the following information to adamneumann@waterdownbia.ca :

- Full business name (as it should be listed in the directory)
- Full address of business location
- Social media platforms that you use
- URL of website (If you have one)
- High res version - PNG or JPG - of your business logo
- Business owner or main contact
- Email and phone number for main contact

Please do not hesitate to reach out if you have any questions, concerns, or ideas for us at the Waterdown BIA. We look forward to working alongside you,

Susan Pennie, Executive Director, Waterdown Village BIA
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