



WATERDOWN BIA FAQ

What is the Waterdown BIA?

The Waterdown Business Improvement Area (WaBIA) is an association of commercial property owners and tenants within the defined downtown area who work together with the City of Hamilton to create a thriving, successful and safe business area. Our goal is to attract visitors, local shoppers, diners and even new businesses.

Who can be a member of the BIA? How can I join?

Membership is determined by location. Property or business owners within the defined BIA district, are automatically members of the BIA. A portion of their tax levies supports BIA initiatives and programs. Businesses outside of the BIA footprint are not eligible to join.

What are the boundaries of the Waterdown BIA?

The Waterdown BIA district spans the business corridor along Dundas Street from east of Mill Street to west of Pirelli Street (by Dairy Queen), as well as along Hamilton Street North between Parkside Drive and Dundas Street. It includes the commercial areas that run off the downtown core (Mill, Franklin, Main St, Flamborough, Griffin and Barton Streets).

How many members are in the Waterdown BIA?

There are more than 250 unique businesses and services that are part of the Waterdown BIA. This includes retailers, restaurants, spas & boutiques, health & wellness providers and other services and professional services.

How is the BIA funded?

Each year, a budget is set and approved by the Board of Management for the Waterdown BIA. Landlords and business owners within the BIA footprint contribute money through a levy that is part of their commercial tax bill. Money is used by WaBIA to make improvements to the local business district with projects ranging from street beautification to the launch of successful events and marketing initiatives that help bring visitors to the area.

How is the BIA managed?

The BIA is a non-profit organization governed by a board of management comprised of volunteer directors (business owners and managers from within the BIA district). The board is elected for a four-year term, aligned with the municipal election calendar. Two BIA staff members – a full-time executive director and part-time social media coordinator – report to the board and execute BIA programming.

How can I get involved in BIA activities?

Make sure you receive and read regular BIA emails to learn what is going on and how you can participate in programs. Consider joining a BIA committee or volunteering for BIA events. Share BIA social media posts and engage with your clients to engage with the business community (Shop Local / Spend It Here).