



Waterdown Business Improvement Area (WaBIA) Associate Membership Program

The Waterdown Village Business Improvement Area (BIA) exists to enhance and beautify the defined geographic BIA district and nurture business opportunities through marketing, co-promotions and seasonal events, as well as community- and capacity-building initiatives. We support and help sustain a vibrant, lively and sustainable commercial area that people want to be a part of and where businesses can thrive.

Our membership is comprised of approximately 250 bricks and mortar businesses including shops, restaurants, salons, spas and service providers, each dedicated to offering a unique visitor experience. The BIA district runs east/west along the Dundas and Hamilton Street corridors (between Mill Street and just west of Perelli Street) and north/south between Parkside Drive and the commercial areas of Barton Street. ([see map here](#)).

For more information about the BIA and how it works, visit the [About page](#).

An **associate membership** is a voluntary paid membership that receives support and services from the BIA, with some limitations. See more details below.

Membership, Responsibilities and Approval

Successful businesses wishing to join the BIA as an associate member require approval from the Board of Directors. The Board reserves the right to deny any applicant who does not meet the membership requirements. Applicants of associate memberships must be legal, permit holding operations, existing within **1.5 km of the Hamilton Street / Dundas Street Intersection** but outside of the delineated [BIA boundary](#) or are a legal, permit holding operation in the City of Hamilton that has received encouragement from the BIA to apply.

Associate members are required to maintain payment of annual membership fees and application renewals. Failure to remit membership fees will result in removal of benefits and a loss of membership. Members who maintain good standing are able to sit on BIA sub committees and may attend the Annual General Meeting but are not eligible to be voting members. Renewal of membership is neither automatic nor guaranteed. Renewal is at the Board's discretion, regardless of length of membership.

Associate members are not eligible to participate in beautification or maintenance programs offered within the physical boundaries of the BIA (e.g. hanging flowerpots, banners, holiday décor etc.)

Benefits

- Inclusion in the BIA's [online business directory](#)
- Receive regular BIA member digital e-blast communications
- Option to submit updates, events or business promotions to be included in BIA communications / events calendar
- Promotion of business and events through social media, including; Facebook, and Instagram as per our digital content policy
- Inclusion in promotions and advertising opportunities exclusive to BIA members
- Opportunities to get involved in BIA events, where appropriate
- Invitation to the AGM

Fees

Associate membership fees are set by the Board of Directors and are reviewed annually. Fees are to be paid in full, annually.

Annual Fee 2025/2026.

\$480 (\$40 per month)

[Associate Membership Inquiry Form Here](#)