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Who is part of the ABIA? All property owners and business operators within the designated ABIA boundaries are Alliston BIA members. There are over 150 members in the ABIA. The defined BIA includes properties along Victoria Street from the Railway Tracks West to King Street and includes King South to Young Street right to the Sobeys plaza. The catchment area also includes all businesses on the extending North and South Streets off Victoria in this area to Wellington and Dominion Streets. As well the area leaps to the East Smart Centre Buildings.

How is the ABIA Funded? The BIA is funded by a mandatory tax levy paid by owners of all properties designated as industrial or commercial within the ABIA boundaries. There is no additional fee for business operators to be Alliston BIA members, however additional Sponsorship opportunities are available through Alliston BIA events.

Who runs the BIA? A Volunteer Board of Directors that is elected by the membership and then appointed by the Town Council every 4 years. The Board oversees the planning, budgeting, implementation and evaluation of BIA activities.

Our Door is Open to all ABIA members: Our Board of Directors are also Alliston BIA members and most are long time business/building owners who can offer you helpful advice based on their experience. If you have any concerns, or are just looking for some ideas to help build your business, please contact our office. We are here to help you grow your business!

Together we work to promote Downtown Alliston as the vibrant, attractive business and shopping area it is!

To successfully meet our directive the Alliston BIA manages: The marketing and promotion of Downtown Alliston and ABIA Events as well as members' events. The design and display of downtown decorations, banners and flowers. Help with building and streetscape improvement. Involvement in strategic planning to address ABIA issues and advocate on behalf of the ABIA.

As a member of the Alliston BIA, What benefits do I get?

Communication: The Alliston BIA has the information you need (and if we don't, we will get it!) to help you grow your business. Everything from where to turn to find employees, to grant donation programs that help you improve the look of your building and signs.

Social Media Promotion: Downtown Alliston BIA is active on Facebook, Twitter and uses these tools to promote our ABIA members and their in store events to the community and outside. We also share this information with local media sites to send the information beyond local.

Website Directory: You will be listed on the Alliston BIA business directory at www.rurban.com and have the opportunity to include a description of your business,

logo with a link to your website. Your ABIA is currently working on updating this website and would appreciate your submission as soon as possible. We also list your business on the Town's "Discover New Tecumseth" site.

Alliston BIA Office Space: Your ABIA is utilized as a Welcome Office to Community and visitors. We will display your business cards and information in our office – Please drop some by!

Our boardroom is available to rent, please contact our office for more details.

Event Organization: Throughout the year, the Alliston BIA hosts a variety of events and promotions to showcase Downtown Alliston's local businesses. Your participation in these events generates awareness for your business. We promote these events beyond our local community through a variety of media sources to draw in tourist traffic to our Downtown Alliston.

Beautification: The ABIA endeavors to create a welcoming environment and cohesive look in our Downtown. We strive to accomplish this by managing the design and display of seasonal flowers, garden beds, pole banners and decorations. The Alliston BIA also invests in other beautification programs such as graffiti removal, garbage removal and debris removal. The ABIA connects with community to encourage involvement in these and other significant programs.

Contact the Alliston BIA office for more information on our programs and services.

Linda Spurr

ABIA General Manager

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