

## **Mitchell Business Improvement Area (BIA)**

Founded in 2009, the Mitchell BIA allows for cooperation and coordination amongst the business community in “Downtown Mitchell”, as well as throughout the Municipality of West Perth. The primary purpose of the BIA is to collectively market Downtown Mitchell and the local area as the shopping destination for members of the community and visitors alike.

Some of the primary activities and programs provided by the BIA include:

- Group Print/Digital Advertising – business marketing throughout Perth County;
- The Mitchell BIA Website – business marketing in Perth County and beyond;
- Annual events including the ‘Community Garage Sale’, ‘Corndaze’ (during the August ‘Cornfest’ event) and support of other community events in West Perth;
- Participating in discussions related to downtown and community beautification;
- The collective ‘voice’ for business in Mitchell, and throughout West Perth.

Businesses/property owners located in the Downtown area are ‘automatically’ members of the BIA by virtue of their geographic location. Please see the attached map, which details the boundaries of the geographic boundaries of the BIA. Currently, there are about 90 members (businesses and property owners) who are automatically members of the BIA. For these members, a special ‘BIA levy’ is collected on their tax bill, which is used solely for the purposes designated and approved by the BIA. The BIA levy for each member/property is based on a calculation of the commercial assessment of the particular property, the entire commercial property assessment within the geographic boundaries of the BIA, and the total BIA budget for a respective year.

The BIA also accepts and encourages participation from “Associate Members”, many of which are currently located outside of the Downtown in the highway commercial areas of Mitchell, as well as in the Villages of Dublin and Brodhagen. Associate members pay an annual membership fee to partake in many of the activities and programs available to regular BIA members.

The success of our Municipality largely rests on the strength and prosperity of the businesses community - this involves all businesses working together toward a common end, which the BIA attempts to accomplish.

If you have any questions at all related to the Mitchell BIA, please do not hesitate to contact us!

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