

Frequently Asked Questions

Who Runs a Business Association?

A Business Association is operated by a Board, elected by the Business Community, which in turn sets a budget and hires staff necessary to achieve the objectives that it sets.

The Board was initially made up of property owners only but has now opened membership to all business owners in the area. All of the other (7) Business Associations have elected to open membership to all businesses in their areas.

What would a Business Association do for my business?

It gives a voice for North End Business at City Hall. Representation on City items such as snow clearing, Parking issues, traffic, lighting, litter cleaning and graffiti. With the probability of growing development in the North End, planning issues are of critical importance. A Business Association also sets the tone for the area by providing supplemental street cleaning, by encouraging businesses to locate in the area and by activity seeking businesses to improve the product mix offered by retail in the area.

How does it represent the area?

A Business Association acts as a spokesperson for the area business community to the press and the broader media, to the extent authorized by the Board.

How does the Association communicate with the business members?

It issues newsletters to the membership informing and updating on issues. It would also bring events, training opportunities and other useful information to the attention of the members. In fact this information flow if properly handled becomes a community building vehicle and an opportunity for cooperation.

Would the Association become involved in publicizing the area?

Yes, but to the extent and within the guidelines set by the Board. Advertising can achieve a great deal but also great things can be achieved through earned media by simply keeping the area in the public's attention and by giving the area positive profile.

Would the Association publish a business directory for the area?

Yes, the Association maintains an updated business register of all businesses and to put this out in a form that can be used for quick reference by businesses in the area but also by the general public as a way to identify services, and to locate possible suppliers, which should bring customers.

What else does the Association do to help my business?

The Association also maintains a register of space available for sale or rent and makes this information available to businesses seeking to locate in the area.