



PRESS RELEASE

Downtown District BIA launches Associate Membership Program

Belleville, Ontario, March 9, 2022 - The Downtown District BIA has launched an Associate Membership Pilot Program for Downtown Businesses that reside just outside the BIA Borders.

The Pilot Program, which kicked off at the beginning of the month, is for a one-year period at which point the BIA will review the program's success.

“As the Downtown District gains popularity we realize consumers and visitors don’t see boundaries,” said Luisa Sorrentino, Executive Director of the Downtown District BIA. “Associate memberships are perfect for businesses or organizations that are not within the physical boundaries of the BIA but would like to be part of the thriving and supportive business community the BIA has to offer.”

The BIA has already welcomed the Local Social House, Salty Dog Pet Parlour and Stay Luxe Spa to the Pilot Program and hopes to welcome more businesses over the coming months.

Interested businesses can contact the BIA at hello@downtownbelleville.ca to learn more about the Associate Membership Pilot Program.

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