



AFFINITY POLICY OF THE ONTARIO BUSINESS IMPROVEMENT AREA ASSOCIATION

DEFINITION: An Affinity Program is any 'group purchasing or agreement' negotiated to benefit BIAs, their members and OBIAA.

The provisions of this **Affinity Policy** will apply to all employees and volunteers working for the **Ontario BIA Association (OBIAA)**.

Nothing contained in this **Affinity Policy** shall relieve the **OBIAA** or its' employees from complying with all applicable municipal by-laws, provincial and federal statutes.

Entering into any Affinity Program must comply with the Purchasing Policy of OBIAA regarding Conflict of Interest.

Affinity Agreements must:

- Not be partisan or political in nature.
- Be a program that benefits BIAs and possibly their members, but not at the expense or detriment to BIAs' members

Affinity Program Process

1. Executive Director has preliminary discussion with potential Affinity Program Provider
2. Affinity Program Provider creates a package for review by the Communications Committee.
3. Communications Committee reviews the Affinity Program package against scoring criteria to determine suitability.
4. Communications Committee presents potential Affinity Program to OBIAA's Board of Directors, through the Executive Committee for approval.
5. Once approved, Communications Committee determines communications plan roll-out to all OBIAA Members.
6. Renewal and review of length of Affinity Program and ongoing commitment for both parties.

Scoring Criteria (scale of 1 to 5, 5 being highest):

1. Amount of work required for OBIAA
2. Ease of Implementation
3. Potential Benefit to BIAs
4. Potential Benefit to BIAs' members
5. Potential Benefit to OBIAA (Value Proposition – Financial or Organizational)
6. Quality of Offer (is this program unique; to OBIAA, is it an original offer from the supplier, can BIAs find similar offers on the own, what are the cost savings for BIAs)

Resource Document for review prior to Affinity Program(s) approvals.

<http://www.csae.com/Resources/Articles-Tools/View/ArticleId/936/Highway-or-Swamp-A-Look-at-Association-Affinity-Programs>