



MVA Associate Membership Program

June 2010

Background

The MVA was formed in 2001 as a Business Improvement District (BID) in the City of Oakland. Geographical boundaries were established for businesses to be included in the BID. Each business within these boundaries is required to pay an extra business tax to the City of Oakland on an annual basis, based on their gross sales for the preceding year. The revenue generated from this extra tax is then returned to the Village Association to help fund activities and events that make the Village a better place to work and shop.

The geographical borders of the MVA BID are:

- Colton Blvd. to the north
- Lucas Ave. to the east
- Village Square to the south
- Moraga Ave. to the west

In 2010 the MVA Board of Directors approved a new category of membership, "Associate Memberships." Businesses and folks with home offices located beyond the MVA BID borders may now enjoy the same benefits of membership as businesses within the MVA BID.

Benefits of a MVA Associate Membership

Associate Memberships have the same benefits as businesses located within the BID::

- Ability to attend monthly MVA Board meetings and present any questions, issues, or information about their business during Open Form time
- Ability to participate in all merchant networking mixers
- A business listing on the MVA website under the appropriate Associate Membership heading, including business name, contact info, business logo, if any, and link to business website, if any
- A business listing in any printed Village directory under the appropriate Associate Membership heading (business name and contact info only)
- Ability to serve on MVA committees and the MVA Board of Directors

Requirements for a MVA Associate Membership

To be considered for an MVA Associate Membership a business must:

- be located in the 94611 zip code, essentially:
 - to the Oakland border (Caldecott Tunnel) to the north
 - to Skyline Drive to the east
 - to Redwood Road to the south
 - to the City of Piedmont border to the west
- not be located in another BID

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- have a current, valid Oakland business license
- provide products or services to the public
- not provide products or services that are illegal, pornographic or of a questionable nature to the greater Montclair Village community.

Approval Process

Any business that meets the Requirements and wishes to be considered for an Associate Membership should complete an Associate Membership Application Form and return to the MVA office. An Associate Membership Committee will review and approve all applications, and notify the applicant once the review process has been completed. An Assessment Form will be sent with the approval for payment of the appropriate Fee.

Assessment

To be an Associate Member of the MVA qualified businesses must pay a yearly assessment based on their prior year gross sales. A minimum of \$60 and a maximum of \$2,000 apply.

Category	<\$30,000	\$30,000 - \$74,999	\$75,000 - \$149,999	\$150,000 - \$299,999	\$300,000 - \$499,999	\$500,000 - \$749,999	\$750,000 - \$999,999	>\$1,000,000	>\$2,000,000
Real Estate	\$60	\$120	\$180	\$250	\$500	\$500	\$750	\$1,000	\$2,000
Retail	\$60	\$120	\$180	\$250	\$500	\$750	\$1,000	\$1,500	\$1,500
Service	\$60	\$120	\$150	\$180	\$250	\$500	\$750	\$1,000	\$1,000
Professional	\$60	\$120	\$150	\$180	\$250	\$250	\$250	\$500	\$500
Manufacturing & Wholesale	\$60	\$120	\$120	\$120	\$120	\$180	\$250	\$500	\$500