

NEW MICA Membership benefit:

Annual Single MICA membership fee is \$ 10.00 and Family membership fee is \$ 20.00.

Please go to **www.manitoulincycling.com** to sign up.

MICA has paid for a group membership for all MICA members at the Maple Ridge trails in Mindemoya. All you need to do is sign in as a MICA member with your name. These trails are for cross-country skiing and snowshoeing in winter; cross-country running and hiking in summer. Sadly no cycling allowed! Keep active in the winter months and enjoy the bush in the summer.

MICA Business Membership benefits:

Annual Mica Business Membership fee is \$75. Please go to **www.manitoulincycling.com** to sign up.

1. A MICA Business Membership gives you the opportunity to be seen on our website's home page, with a live link to your business on the pages of your choice – Accommodations, Eateries, and What To Do.
2. We take your rack-cards to the **Toronto International Bicycle Show** at now extra cost. Just bring your promo material to **Maja's**, 6152 Hwy 542, Mindemoya, **no later than mid-February**.
3. We advertise our region as a cycling-friendly destination at shows and summits and in industry magazines. You can find MICA on the Northeastern Ontario tourism website, Cycling in Ontario magazine and This is Manitoulin brochure. In addition, MICA rack cards are found on the ChiCheemaun and many Tourist Information Centers across Ontario.
4. **NEW---**MICA Business Member ad's will be displayed for **FREE** on three trailhead signs being erected by Spring 2018. Please forward us your high-resolution, vector format, 4" x 7" horizontal ad of your choice, no later than January 15, 2018. **Due to printing deadlines, you will not be included on Trailhead signage if your membership fee and ad are not received by Jan. 15th.**
5. **Website ads** are available to MICA Business Members at a low cost of \$40 annually.
6. **MICA map advertisement** is available to MICA Business Members at a low cost of \$40 annually, **when space becomes available**.
7. MICA is invested as one of Manitoulin's Brokers for **Tourism Excellence North (TEN)**. TEN is a tourism development program for Northern Ontario, inspired in part by the success and impact of a similar program led by the Atlantic Canada Opportunities Agency (ACOA). We encourage you to take advantage of the **FREE** self-evaluation tool found at www.tourismexcellencenorth.ca <http://tourismexcellencenorth.ca/en/operators/> .
If you would like to take advantage even further and become what is called fast-tracked, please contact Maja at 705 377 4471.
8. **Tourism Northern Ontario (TNO)** makes it possible for you to add yourself as a Welcome Cyclist-friendly business on the **Ontario By Bike** website. Please do so, after reading the criteria.
9. **MICA Accommodation Business Members** will be featured on our website, at no extra cost, as **Manitoulin Passage Ride Accommodation Partners**, from January until June.
10. **Other MICA Business Members** may have the chance to be a support location for the Manitoulin Passage Ride IF the cycling route goes past them.
11. **MICA Eatery Business Members** are often chosen to provide food for the Ride participants.
12. **MICA Business Members** are encouraged to have a booth at our events to promote themselves at no cost.

Let the 2018 adventure begin,
Maja Mielonen
MICA President