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London
CANADA

October 30, 2023

Dear Colleagues,

We have reviewed the letter from the London Downtown Business Association (LDBA) as submitted to the October 31 Strategic Priorities and Planning Committee added agenda, and fully concur. The LDBA letter clearly makes the case for the immediate need for bridging supports until the Health and Homelessness Whole of Community response is fully stood up and relief is begun to be felt in our core area BIAs membership footprints.

The grants as proposed will triage in a small way, the out-of-pocket expenses that core area businesses have and are continuing to endure. What it does not address is the future state of our street-level businesses, specifically addressing the street-level vacancy issue we have, not only in our core area BIAs, but across the city.

Therefore, we are asking for your support of the following amendment to the recommendation on the October Progress Report - item 2.2.

Additional \$100,000 in one-time seed funding to be added to the \$1,160,000 grant to the Downtown London Business Association for the specific purpose of establishing an interim city-wide street-level vacancy management strategy, including, but not limited to, business attraction, incubation, and scale-up; to lay groundwork for 2024-27 MYB budget programming.

Sincerely,

Jerry Pribil
Ward 5 City Councillor

Peter Cuddy
Ward 3 City Councillor