



December 10, 2013

London Downtown Business Association,  
123 King St,  
London, ON. N6A 3C7.

Attention: Robert T Usher; Board Chair.

Re: Request for Boundary Expansion to include Richmond Row.

Dear Bob;

The Richmond Row Merchants Association has been operating for \_ years and while we have collectively been very successful at organizing and promoting events and sales in our district, we recognize the benefits of a professionally managed area that we cannot possibly achieve as an association.

We have attempted in the past to form a BIA and this has been a non-starter for us for many reasons.

We are hereby requesting that the Board of the London Downtown Business Association consider examining the financial and economic advantages/ disadvantages of expanding their boundaries to include Richmond Row.

One condition we would like to be considered is that the area maintains it's identity as "Richmond Row." We have a history of successful brand recognition and would like this to continue.

We are available for discussions around this request at your leisure.

Yours truly,

A handwritten signature in black ink, appearing to read "D. Winkler".

Dennis Winkler