



Mayor Matt Brown,
Chair,
Strategic Priorities and Policy Committee,
Municipality of the City of London,
300 Dufferin Avenue,
London,
Ontario,
N6A 4L9
January 20, 2015

Dear Your Worship and Committee Members,

I am writing on behalf of the Old East Village Business Improvement Area to respectfully request that your support of the London Community Players' application for funding to undertake necessary repairs to the Palace Theatre.

As you may be aware, the Old East Village is successfully undergoing renewal, including growth in our neighbourhood economy. The Palace Theatre's contribution to this growth is significant. From research undertaken by the BIA 2013, it was established that the Palace Theatre brought thirty-two thousand visitors to the Old East Village commercial corridor. Together with two other culture sites, London Community Player's contributed over five million dollars to the neighbourhood economy.

Potential for further growth is recognised in London's Cultural Prosperity Plan where the commercial corridor is identified as one of three cultural corridors in London that if strengthened (by attracting new residents, businesses and visitors), would become an important driver of London's culture scene.

In the current phase of the economic renewal of the Old East Village, we are focusing on these recommendations by strengthening the Old East Village Culture and Food District. The importance of the Palace Theatre in this strategy and the area's potential for further contribution to London's cultural prosperity cannot be overstated.

Your support of this request would enable the Players to address a serious problem that has impacted on their ability to grow their business and support further development of the Old East Village.

Kindest Regards,

Sam T. Mevitt

Manager,

Old East Village BIA