

P.O. Box 28054
Oakridge, R.P.O.
London, ON N6H 5E1



www.hydeparkbusiness.net

City of London
300 Dufferin Avenue
London ON N6A 4L9

September 2, 2016

Attn: Cathy Saunders, City Clerk

Re: Funding Request for the Hyde Park Business Association / Business Improvement Area (BIA) Designation

Dear Cathy,

As an advocate for businesses, the Hyde Park Business Association (HPBA) was founded in 2004, and incorporated as a non-profit incorporation in 2008. The HPBA gives businesses a stronger voice on London's City Council and play a key role in northwest London. It is a forum for support, discussion and action for the promotion of businesses and community beautification projects. The HPBA works towards the development and strengthening of community partnerships while enhancing neighbourhoods for the people who own businesses, work, play, commute and shop.

Over the years, the HPBA has worked to create community goodwill by assisting Hyde Park and surrounding areas with community projects and promotions beneficial to community and business alike. The HPBA has facilitated co-operation from different levels of bureaucracy in order to improve roads, mitigate the near completed road widening project, advocate for the heritage designation of the old bridge (Sarnia Road), and continued advocacy for street lights and safety measures along Hyde Park Road. Four years ago, the HPBA created, launched and maintained London's Outdoor Community Piano; and, just this spring, excited for the installation of a Sun Sail resting atop the piano, a beautification project that was three years in the making.

Since the relocation of Wal-Mart to Hyde Park and Fanshawe Roads, area businesses have withstood extensive disruption, and in some cases the dissolution of their businesses due to intense road construction required to keep up with the growth and intensification in the community. Most recently, the area has endured a two year road widening project, with a third season for finishing touches, top coats etc. As such, while the area has seen some significant investment made by the City of London for infrastructure, for a great many years, businesses in the area have been operating in more of a 'preservation' and now 'recovery' mode, rather than in positions for 'growth' and revenue generating modes.

While we collectively, as volunteers, have been successful in achieving positive results for local business and the community, we recognize the far reaching benefits of operating of a formal BIA Designation which will allow us to continue our work, while achieving so much more and with greater impact for the area.

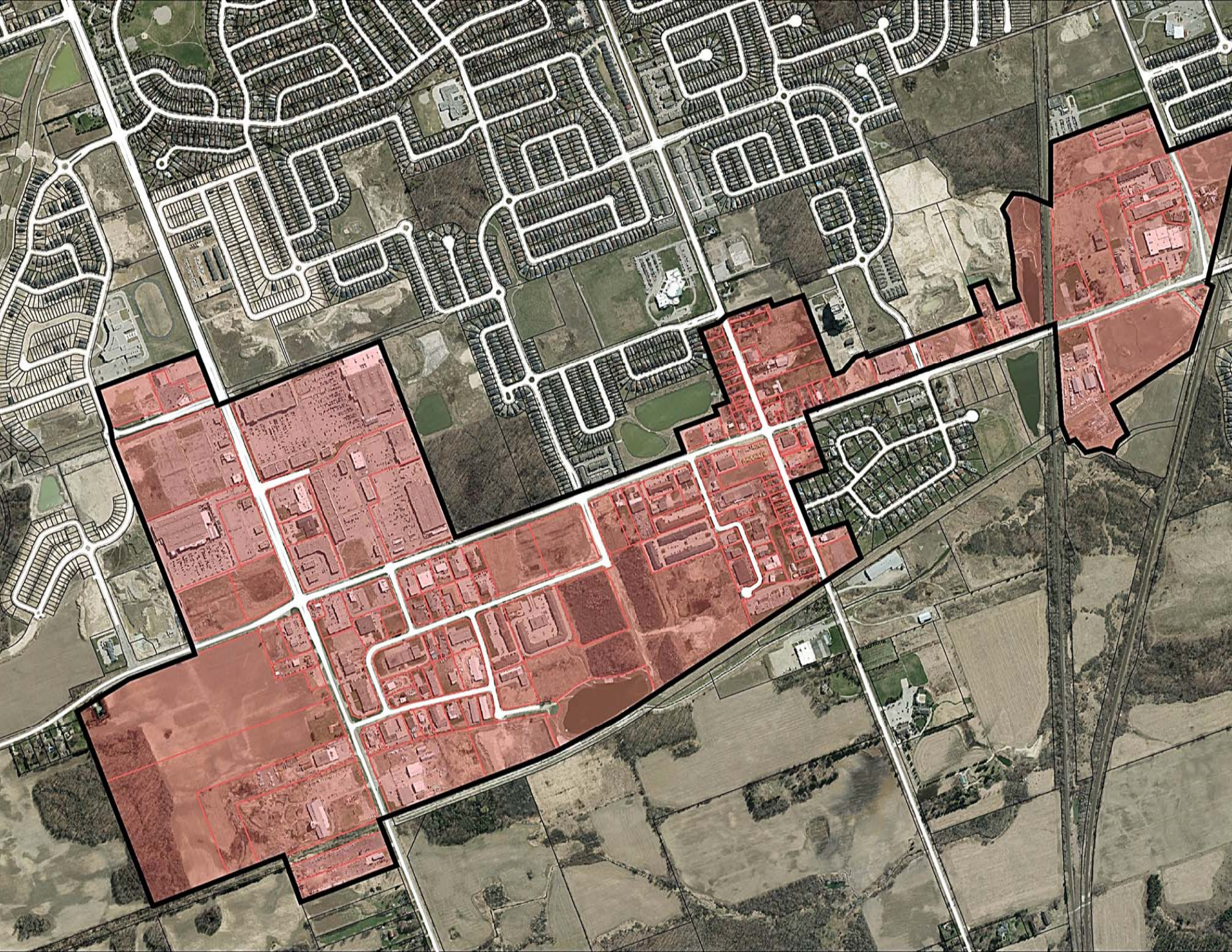
As such, during 2015 the HPBA was placed on the Planning Services Work Plan for the fall of 2016. On August 18th, we conducted a driving tour of the area, resulting in the attached map depicting the proposed boundaries for the HPBIA. On August 22, 2016 the HPBA met with the Corporate Service-Finance Taxation Department to discuss the levy along with other considerations. We are expecting to be receiving property owner contact information along with the levy amount based on the map, in 4-6 weeks.

At this time, we are requesting **\$50,000** from the City of London to fund the HPBA in our efforts to establish a formal self-sustaining Business Improvement Area. This will provide the HPBA with the resources to prepare for the Levy Vote in the latter part of 2017 and for the first year of operations. *With the opportunity for the HPBA to secure office space with a lease beginning November 1, 2016 – we are hoping that we can have funding in place in time to facilitate this.*

We have received letters of support from Peggy Sattler; MPP London West, Kate Young; MP London West as well as letters of support from community partners and several local businesses (attached). Ward 7 City Councilor Josh Morgan has been instrumental in supporting the proposal.

Thank you in advance for your consideration of this proposal. We have included a Business Plan along with a projected budget for the first year of operation. Please do not hesitate to contact Donna Szpakowski should you require further information.

Donna Szpakowski



Business Plan

Hyde Park Business Association (HPBA)

P.O Box 28054
Oakridge, R.P.O.
London, ON N6H 5E1



www.hydeparkbusiness.net

PO Box 28054, Oakridge, RPO London ON N6H 4B8
Contact: Donna Szpakowski
Telephone: 519.471.7032

September 2, 2016

Introduction

The Hyde Park Business Association (HPBA) was founded in 2004, and incorporated as a non-profit incorporation in 2008. Over the years, the HPBA and its' volunteers have worked to create goodwill in the community by assisting the Hyde Park and surrounding areas with community projects and promotions, which are both beneficial to community and businesses in the area. The Association has facilitated co-operation from different levels of bureaucracy in order to improve roads, mitigate the ongoing road-widening project, advocating for the heritage designation of the old bridge (Sarnia Road), created, launched and maintained London's Outdoor Piano and much more.

The Hyde Park area, located in northwest London, and a gateway into the City of London, has gone through much transformation since the official Hyde Park Community Plan was created and adopted in 1999. Through the years, the area, once a bedroom community has seen much growth with the ongoing development of new residential neighborhoods comprised of single-family homes, townhomes and multi level apartment buildings, along with expanded and mixed use businesses and commercial areas.

Northwest London, including areas that the HPBA impacts just west of the proposed initial BIA boundaries, is demographically made up of a diverse range of people, ethnic groups, age groups, occupations and income levels with a variety of businesses encompassing both the industrial and commercial sectors such as office, retail, automotive, manufacturing, hospitality, health care and destination businesses to name a few.

Since the relocation years ago of Wal-Mart to Hyde Park and Fanshawe Roads, area businesses have withstood extensive disruption, and in some cases the dissolution of their businesses due to intense road and infrastructure construction required to keep up with the growth and intensification in the community. Most recently, the area has endured a two year road widening project, with a third season for finishing touches, top coats etc. As such, while the area has seen some significant investment made by the City of London, for a great many years, businesses in the area have been operating in more of a 'preservation' and now 'recovery' mode, rather than in positions for 'growth' and revenue generating modes.

Now that the Hyde Park road widening is nearly complete, the area is now entering into a heightened growth mode both commercially and residentially. With the additional resources available as a BIA, the HPBA will be instrumental in the revitalization of the business community along with aiding the establishment of new businesses. Area businesses that have so far been approached have mostly been supportive of the BIA designation and of the benefits to them that may be derived such as the ability and resources to deliver focused marketing campaigns to support business in the area, beautification such as Christmas lighting, the creation and promotion of area events and importantly, the BIA will give local businesses an even stronger voice by providing opportunities to help shape decisions affecting the business environment and the community that people envision for the area.

With the road widening almost behind us, this area is ready to work together in achieving the vision of the Hyde Park Hamlet / Village. As mentioned, the BIA designation will be instrumental in helping to give us the 'voice' we will need to accomplish this goal. The stretch along Gainsborough going east and west across Hyde Park has

long been identified as becoming one of NW London's destination places; A vibrant, quaint shopping area with businesses setting up along this stretch to make way for outdoor patios, community gathering places, and a great place to be. As a great start, HLH Investments has begun with the planned building of a new retail structure on the northwest corner and is working with the HPBA on certain elements with a shared vision of the Hyde Park Village.

Under this model, the HPBA will have the ability to work closely with commercial developers on retail recruitment undertakings to help shape the character of the business climate in the area, while working to strengthen community partnerships to enhance neighbourhoods for the people who own businesses, work, play, commute, live and shop.

In Summary:

Expected benefit to the Hyde Park Business Association is that upon the successful designation of a formal BIA we will be able to secure sustainable, ongoing core funding by way of the tax levy to help us further our work both in the business sector and the community. This will also eventually lead to full and part-time jobs working with the Association.

Expected benefit to businesses is that the Hyde Park Business Association, under the BIA model, works with businesses in projects that bring the community and businesses together, thus helping businesses to be sustainable while strengthening the local economic impact – increased revenues, increased employment opportunities and so on.

Expected benefit to the community is that one of the mandates of a BIA is to work with businesses on community beautification initiatives. Over the years, the HPBA has worked to create strong collaborative partnerships and community goodwill by assisting Hyde Park and surrounding areas with community projects and promotions beneficial to community and business alike. The HPBA has facilitated co-operation from different levels of bureaucracy in order to improve roads, mitigate the near completed road widening project, advocate for the heritage designation of the old bridge (Sarnia Road), and continued advocacy for street lights and safety measures along Hyde Park Road. Four years ago, the HPBA created, launched and maintained London's Outdoor Community Piano; and, just this spring, excited for the installation of a Sun Sail resting atop the piano, a beautification project that was three years in the making.

Vision

The vision of the Hyde Park Business Improvement Area is multi faceted:

- Supporting all businesses (small, medium, corporate, big box and industrial) in Hyde Park at a grass-roots level while bringing together area businesses within the community for retention and to foster an economically strong neighbourhood while encouraging new residential and commercial development.
- Fostering small businesses wishing to setup shop in Hyde Park while supporting entrepreneurship with the belief that small business is the lifeblood of our communities and has great capacity to grow.
- To develop, promote and enhance the Hyde Park area and the Hyde Park Village to create a fun and unique destination retail district where residents will stay and shop in their neighbourhood, and also an area that draws people from outside to experience Hyde Park.
- To continue to nurture partnerships with businesses, municipal and other levels of government, community groups, residents and organizations in community development activities that promote and enhance our neighbourhood while promoting our business community.
- To advocate for new development and growth that respects and promotes, as much as possible, the environment such as the preservation of green space for the future, proper landscaping in addition to storm water ponds and replacement trees when established trees must come down.

Goals & Objectives

- To be a self-sustaining entity in the late fall of 2017 by way of the municipal levy, the securement of other available funds and fundraising for projects
- Meet with Jim Yanchula and Kerri Killen; Planning Services, to develop a map of the BIA boundaries (*Done*; Met August 18, 2016 for Driving Tour; HPBIA Boundary Map is attached)
- Meet with Jim Logan and James Edmunds; Corporate Service-Finance Taxation to understand timeline and levy amounts. (*Done*; Met on August 22,2016. Timeline to provide us levy amount based on map is 4-6 weeks; Timeline for Finance to undertake the BIA tasks is after May 2017)
- Contact property owners and business owners to promote the benefits of the levy in advance and in preparation of the vote during the balance of 2016, and into 2017
- November/December 2016; By way of Council vote, to have staff be directed to administer the BIA process to take place spring/summer 2017
- Rename the Non-Profit Corporation 'Hyde Park Business *Improvement* Association'
- Appoint an interim Board of Directors (In Progress)

Goals & Objectives con't

- Job Creation (In Progress)
- Promote the Hyde Park area and its' businesses to encourage new business and help to increase revenues in existing businesses
 - i.e. Through website, social media, online and paper newsletters, events, festivals
- Continue to develop strong relationships and partnerships with stakeholders such as community groups and other levels of government
- Build successful networking group with businesses and other groups
- Create and execute 'Buy Local' Campaigns
- Work with the businesses and community to 'brand' Hyde Park as a destination area
- Assist and advocate with the development of the Hyde Park Village
- Beautification projects such as Christmas and other holiday lighting on Hyde Park / Gainsborough Roads
- Encourage façade restoration on older properties as is reasonable, while encouraging inviting design elements with new developments
- Work actively with developers, the city and businesses to aid in Retail Recruitment for a mix that will enhance the Hyde Park area
- Continued participation in the Hyde Park Santa Clause Parade with increased involvement with the planning committee
- Participate in Canada's 150th Canada Day Celebrations (2017) for the Hyde Park area (the HPBA now sits on the organizing committee)
- Re-launch Piano Project collaborating with businesses, volunteers, community groups, youth, seniors and municipal government to benefit the community at large
- Work with Ward 7 Councilor in advocating for the designation the storm water management pond on the northeast corner of Hyde Park Road, just north of Synergy Centre to 'park designation'
- Work with the City and Police in traffic calming initiatives on the upgraded Hyde Park Road, including the community and business desired installation of traffic lights at Hyde Park Road and South Carriage Road
- Continue advocating for the heritage bridge owned by CP Rail and it's community use as a walking/joining path at 895-905 Sarnia Road re File 39T-14501/Z-8395

Strategic Direction of the Hyde Park Business Area

Business & Community Building

- Collaborating with businesses, volunteers, community groups, youth, seniors and municipal government to benefit the community at large; while continuing to develop strong relationships and partnerships with stakeholders such as community groups and other levels of government.
- Working together for successful events, festivals, (including but not limited to: Santa Parade, Piano Project, Canada's 150th) in Northwest London and the Hyde Park community.
- Marketing initiatives, projects and campaigns to encourage residents to 'Buy Local' and visitors to come.
- Work actively with developers, the city and businesses to aid in Retail Recruitment for a mix that will enhance the Hyde Park area

Beautification

Such as, but not limited to:

- Christmas and other holiday lighting on Hyde Park / Gainsborough Roads
- Hyde Park branding and related signage
- Hyde Park Village along Gainsborough with small store fronts, planters, lighting etc
- Work with developers in outside façade design of new development to best fit the area's character

Advocacy

Working for what is best for both for businesses and the community in an advocacy role – examples (not limited to):

- Most recently we worked to support an area developer as it related to a heritage building designation
- Hyde Park Road traffic calming initiatives, slowing traffic, traffic lights
- Preservation of the Sarnia Road foot bridge
- Park designation of the Storm Water Management Pond

Education & Programs

- Work with businesses to inform them of initiatives and incentives that may be available to them such as Canada's Summer Jobs Program, Ontario Jobs Creation Partnerships, Special Programs facilitated by i.e. Goodwill Career Industries, College Boreal's and Hutton House's Employment Programs, Youth programs facilitated by the North West London Resource Centre thus promoting job creation while supporting the operations of our local businesses.

Strategic Direction of the Hyde Park Business Area Con't

- As an example, the Hyde Park Business Association has applied for a New Horizon's Grant to provide people between the ages of 50 – 65 years of age a (Pilot) Exploratory Entrepreneurial Business Concept Program for 2017; the proposed project being supported by Age Friendly London, the North West London Resource Centre, Creative Age London and MPP Peggy Sattler
- Breakfast meetings, open house events and other networking type opportunities for business owners and their staff (as appropriate) hosting area businesses and guest speakers to educate on services available.
- Seminars and workshops to provide education and information on topics of interest such as: social media tools and management, business expansion, the Accessibility for Ontarians with Disabilities ACT (AODA), navigating through by-laws and regulations.

Communication

- Further develop and maintain the existing online marketing platforms in place; *Long term goal for 2018:*
 - Update the CMS website to include all businesses in the area
 - Timely updates with promotion of member businesses, their products, services and special events
 - Featured Business each month promoted on Website and Social Media
 - Create a directory of other business networking groups, support groups, seminars and workshops available in Northwest London
 - Regular management of Facebook and Twitter
 - Provide updates of City of London communications such as upcoming public meetings, issues, resolutions
 - Provide updates of Josh Morgan, Ward 7 Councilor with links on website
 - Regular online newsletters announcing meetings of the association, member news, issues, community happenings
- Monthly Networking meetings
- Executive Director will be responsible for regular one-on-one meetings with business owners

Resources

Staff

Executive Director

Responsible for the day-to-day matters of the corporation including, but not limited to the office and financial management, hiring / supervision of staff. Outreach activities to businesses and property owners, community partners, attending community events and in the preparation of the Levy Vote.

Administrative Assistant/Receptionist

Responsible for reception, member database, aiding in outreach, correspondence, social media management and other administrative duties.

Graphic & Website Designer, Contractual / As Needed

Responsible for ongoing website upgrades and updates, maintenance, design of newsletter and other correspondence.

Interim Board of Directors:

Nancy Powell; Moffatt & Powell

Amy Muschik; Imagery by Amy

Sonya Zakharia; Yoga Ayurveda Massage Wellness

Samira Soufan; CIBC

David Winter; PFW Consulting

Christine Buchanan; Featherfields; The Bird & Garden Store

Josh Morgan; Ward 7 Councilor

**Proposed Budget
November 1, 2016 – November 1, 2017**

Income

City of London	\$50,000
Ministry of Training Colleges & Universities (<i>In Progress</i>)	\$14,598
Total Income	\$64,598

Expenses

Salaries, Benefits, MERCS	\$35,998
Office Rent includes heat, hydro, air, maintenance, tenant insurance	\$16,029
Telephone, Internet, includes setup	\$ 1,500
Office Furniture including 2 desks, 2 chairs, reception desk,	\$ 2,260
Office Equipment including 2 computers, software, printer	\$ 2,486
Insurance (Board, liability, contents)	\$ 1,200
Bank Charges	\$ 80
Signage	\$ 500
Operating Supplies	\$ 1,000
Printing; flyers, info packages	\$ 1,500
Travel / Transportation	\$ 300
Website Maintenance & Domain	\$ 250
Provincial BIA Member Fees	\$ 235
Conference Attendance Fees/Professional Development	\$ 565
Toronto Hotel	\$ 495
Travel and Parking	\$ 200
Total Expenses	\$64,598



CIBC
1960 HYDE PARK RD
LONDON, ON
N6H 5L9

April 6th, 2016

Donna szpakowski
Hyde Park Business Association
P.O BOX 28054
Oakridge, R.P.O
London, Ontario N6H 5E1

RE: Letter of support for the development of a Hyde Park BIA

The Canadian Imperial Bank of Commerce (CIBC) is one of the big five banks in Canada. CIBC is focused on Retail and Business Banking, Wealth Management, and Capital Markets. CIBC is also heavily involved in the community. I have been a branch manager at CIBC for over 7 years, and an active member of the Hyde Park business association for less than a year of which I have witnessed countless achievements and benefits of it.

As an active member of the Hyde Park Association, I strongly support the idea of a BIA to support our local businesses. I strongly believe that our collaboration will continue to grow, resulting to greater achievements. As we all know, this area is one of the fastest growing areas in London. Therefore, the need for a BIA will only increase.

Regards,

Samira Soufan

CIBC- Branch Manager
1960 Hyde Park Road
London, Ontario
N6H 5L9
P:5196570769 x222



March 8, 2016

Donna Szpakowski - President
Hyde Park Business Association
P.O. Box 28054
Oakridge, R.P.O.
London, ON N6H 5E1

RE: Letter of support for the development of a Hyde Park BIA

Moffatt & Powell Ltd., is an independent retailer of lumber and building materials, co-branded RONA, located in Hyde Park since 1996. I have been an active member of the Hyde Park Business Association for over five years now and seen the many benefits like-minded business owners and operators can achieve when we work together towards common goals for their business, their community and their neighborhood.

There are many noteworthy projects the HPBA has been leaders in or participants of over the years, including

- i) the Piano Project - London's first community piano in a park - that celebrated its 2nd successful year in 2015 and brings together businesses, community members, non-profit groups, schools, and the City of London.
- ii) the annual Boot Drive, running for 5 years now, where businesses act as collection sites for used winter and waterproof boots in the fall, for donation.
- iii) the support of the newly renovated North West London Resource Centre
- iv) the Hyde Park Road Widening committee, where HPBA acts as a liaison between the City of London and local businesses for communication, community participation, etc.

I believe with the dedicated resources and mandate to support local businesses a BIA will sustain these projects and many new initiatives that will benefit the NW corner of London and help preserve and grow the Hyde Park economy. I also have confidence that the collaboration between various organizations, including but not limited to non-Profit or charitable organizations (e.g., Rotary, NW Optimist, Lions, NWLRC, Hutton House), schools, etc., will continue and as a result enhance the outcomes of the BIA.

With the rapid growth and change in the Hyde Park area over the last few years and what looks to be much more to come with the road construction nearly complete, the development of the Hyde Park BIA is very timely and beneficial to the City, to local businesses and landowners, and to the Hyde Park community as a whole.

Kind Regards,

Nancy Powell Quinn

President
Moffatt & Powell Ltd
1282 Hyde Park Road
London, ON N6H 5K5
P: 519-472-9911
F: 519-472-8722



Donna Szpakowski - President
Hyde Park Business Association
P.O. Box 28054
Oakridge, R.P.O.
London, ON N6H 5E1

Montana's BBQ & Bar is a CARA restaurant and has been located in Hyde Park since 2008. This will be our second year as members of the Hyde Park Business association. The HPBA has introduced us to many businesses in the community and has gained us access to many marketing and community events and initiatives.

The Hyde Park Business Association has been the liaison between Montana's and the Hyde Park Santa Claus parade in 2014 and 2015. The HPBA has also kept us very informed with the road widening on Hyde Park road. The association has also helped to strengthen our relationship between local and area businesses, and community leaders.

The development in Hyde Park is making this area one of the fastest growing communities in the Forest City. It is our belief that dedicated funding will strengthen the continued relationship between London City Council and the Hyde Park Business association, and would be beneficial for the businesses, community members, and residents of North West London.

All the best,

Luca Cosentino - General Manager
Montana's BBQ & Bar
1345 Fanshawe Park Rd W
montanas3025@cara.com, 519-473-6694

D & S PIANOS

SALES . SERVICE . RESTORATION . MOVING . REPAIRS

March 10, 2015

Donna Szpakowski
Hyde Park Business Association
P.O. Box 28054
Oakridge, R.P.O.
London, ON
N6H 5E1

This is a letter to support the development of the Hyde Park BIA.

D&S Pianos is a specialized team, offering a number of piano services throughout South-Western Ontario. We have a growing music school, offering lessons in piano, voice and guitar. Our major outreach is the 88 Keys to Inspiration, in conjunction with Aeolian Hall, enables access to lessons and instruments for underprivileged families living in the London area.

The Hyde Park Business Association has continued to act as a voice for small businesses like D&S Pianos. They have communicated their support for D&S to the City of London, during our efforts to grow as a space to support our city's arts community.

Meetings held by HPBA allow businesses to collaborate, adding strength to our otherwise small and individual voices. The Piano Project gave London an outdoor piano, and provided an artistic community space to the public in developing area of the city. We are in support for the development of the Hyde Park BIA, to help this area of the city strengthen in both business and community.

Sincerely,

Darryl Fabiani
Owner, D&S Pianos

D&S Pianos
1700 Hyde Park Road, Unit 7
London, ON N6H 5L7
(519) 641 - 4343
info@dandspianos.ca



Toronto (647) 727-4115 www.pwconsulting.com
Ottawa (613) 656-1715 www.pwcsolutions.net
London (519) 657-7115 www.pwconsulting.ca
Fax (519) 488-1164 www.viamail.ca

PW Consulting

ViaMail Networks

PWCSolutions.net

March 9, 2016

Donna Szpakowski - President
Hyde Park Business Association
P.O. Box 28054
Oakridge, R.P.O.
London, ON N6H 5E1

RE: Letter of support for the development of a Hyde Park BIA

PW Consulting, is a Software company that deals with many customers some being in Hyde Park, some as far as way as Caribbean Countries, located in Hyde Park since 2001. I have been an active member of the Hyde Park Business Association for over 3 years now and seen the many benefits like-minded business owners and operators can achieve when we work together towards common goals for their business, their community and their neighbourhood.

There are many noteworthy projects the HPBA has been leaders in or participants of over the years, including

- i) the Piano Project - London's first community piano in a park - that celebrated its 2nd successful year in 2015 and brings together businesses, community members, non-profit groups, schools, and the City of London.
- ii) the annual Boot Drive, running for 5 years now, where businesses act as collection sites for used winter and waterproof boots in the fall, for donation.
- iii) Involvement in the annual Hyde Park Santa Claus Parade

- iv) the support of the newly renovated North West London Resource Centre
- v) the Hyde Park Road Widening committee, where HPBA acts as a liaison between the City of London and local businesses for communication, community participation, etc.
- vi) working together on the Sarnia Rd Railroad Bridge, that bridges two wards together

I believe with the dedicated resources and mandate to support local businesses a BIA will sustain these projects and many new initiatives that will benefit the NW corner of London and help preserve and grow the Hyde Park economy. I also have confidence that the collaboration between various organizations, including but not limited to non-Profit or charitable organizations (e.g., Rotary, NW Optimist, Lions, NWLRC, Hutton House), schools, etc., will continue and as a result enhance the outcomes of the BIA.

With the rapid growth and change in the Hyde Park area over the last few years and with the new projects coming to Hyde Park, and the road construction nearly complete, the development of the Hyde Park BIA is very timely and beneficial to the City, to local businesses and landowners, and to the Hyde Park community as a whole.

Regards

David Winter
President
PW Consulting

519-657-7115 (office)
518-871-7115 (cell)



Sherwood Forest Mall
1225 Wonderland Rd N
London, ON N6G 2V9

☎ 519-642-0660

✉ edglondoncan@thelittlegym.com

March 9, 2016

RE: Letter of Support for the development of a Hyde Park BIA

Dear Sir or Madam,

At The Little Gym of London, we understand that children are our future, and to that end, we have dedicated ourselves for the past 11 years to reaching children at a young age in order to give them the skills they need to be successful at whatever future endeavour they choose.

With that in mind, we would like to express our support for NW London, and agree that this community would benefit from the organization and support of the city to sustain and move it forward to be a viable and vibrant part of London for immediate and future generations. To this end, we are in support of the development of a Hyde Park Business Improvement Area, and will do our part to support this endeavor and the community as a whole.

Sincerely,

A handwritten signature in black ink, appearing to read "Ed Hughes". The signature is written in a cursive style and is enclosed within a hand-drawn rectangular box.

Ed Hughes

President

February 22, 2016

To: Donna Szpakowski - President
Hyde Park Business Association

RE: Letter of support for the development of a Hyde Park BIA

Gymworld Inc. is very much in support of developing a Hyde Park BIA. We have been a fixture in the Hyde Park area since 2001 providing weekly instructional classes, day camps and birthday parties for thousands of London and area children. We have recently purchased property in the heart of Hyde Park to develop a permanent facility and can proudly say we are fully vested in the area.

We strongly feel that the existence of a Hyde Park BIA can bring together area businesses to create an even stronger local economy. A Hyde Park BIA will also allow area businesses to have the official status and voice to participate at the municipal level and to access, utilize and develop programs which will further support our local economy.

We hope that City Council will support the start of what will truly be beneficial to this unique and historical area of the city.

Sincerely,

Mike and Ildiko Inglis

Gymworld Inc.





Northwest London Resource Centre

February 16, 2016

To Whom It May Concern:

We are pleased to support the Hyde Park Business Association (HPBA) in their application for one-time funding of \$50,000 from City Council to support them in taking their next step in the process of becoming a BIA in the northwest corner of the city.

The Northwest London Resource Centre (NWLRC) is a neighbourhood-based organization in Northwest London, working closely with those who live, work and play in the neighbourhood. We have had the pleasure of working alongside the HPBA for many years now. They are an organized group of local entrepreneurs who have worked collaboratively together with little resources for several years to establish and strengthen the association. With all the hard work they have done, they are now in a position to take their next step in the development of a business plan, work with additional businesses in seeking their support and to determine the feasibility of a BIA in Northwest London. This can only be made possible with the support of council and their one-time funding request.

Over the years, the HPBA has worked to create goodwill in the community by assisting the Hyde Park and surrounding areas with community projects and promotions, which are beneficial to both community and businesses in the area. The HPBA has facilitated co-operation from different levels of bureaucracy in order to improve roads, mitigate the ongoing road-widening project, advocate for the heritage designation of the old bridge (Sarnia Road), and created, launched and maintained London's Outdoor Piano to name just a few examples.

We agree that this is the right time for the HPBA to formally become a BIA as the business community works to recover from the road widening, works to implement future projects such as the Hamlet/Hyde Park Village along Gainsborough Road and continues to strengthen community partnerships while positively impacting neighbourhood well-being.

We very much look forward to seeing the HPBA move forward with the process of becoming a BIA in Northwest London. I am happy to discuss our support for the association and can be contacted directly at rcoleman@nwlr.ca or 519-471-8444 with any further questions.

Kindly,

Rachelle Coleman
Executive Director

Strengthening Northwest London Neighbourhoods

Unit 27A • Sherwood Forest Mall • 1225 Wonderland Rd N

London, Ontario • N6G 2V9

519.471.8444 • nwlr.ca

Charitable Number: 86388 9242 RR0001

Rotary



Rotary Club of London

Hyde Park

8-611 Wonderland Rd. Ste. 313
London, ON N6H 5N7



March 14, 2016

Hyde Park Business Association,
Donna Szpakowski, President

Re: Hyde Park Business Association Request for Business Improvement Area (BIA) support

Dear Donna:

As a community minded service organization and member of the Hyde Park Business Association, the Rotary club of London Hyde Park is pleased to support the Hyde Park Business Association's (HPBA) application to the City of London to become a Business Improvement Area for Hyde Park and North West London.

The Rotary club of London Hyde Park is a volunteer service organization with a membership comprising of residents and business owners in the Hyde Park area of North West London. Rotary's motto is "Service above Self" and our club is actively engaged with the local community to help make it a better place to live and work. We often receive support from the businesses in Hyde Park for our fundraising efforts as they are aware that many of the projects our club implements benefit our local community.

The HPBA is working hard to create goodwill and a strong sense of "community" within Hyde Park by developing and supporting projects that benefit both the community and businesses. For example, the HPBA has collaborated with our Rotary club on some of our service projects, such as the Community Barbecue held at Northwest Optimist Park, on the last day of elementary school the past two years.

The HPBA has worked diligently to facilitate cooperation between the many partners involved with the infrastructure improvement projects in Hyde Park to mitigate the impact upon the local business and resident community. For example, through their efforts the recent road widening project on Hyde Park Road was reduced from a 3 year project to 2 years to reduce customer disruptions on the local businesses.

It is now time for the HPBA to formally become a BIA so it has the resources to further strengthen its community/business relationships and implement future improvement projects such as the Hamlet/Hyde Park Village along Gainsborough Road. The members of the Rotary club of London Hyde Park are eager for the HPBA become the newest BIA in London so Hyde Park can continue to grow and thrive as a business and family friendly community.

Yours in Rotary,

A handwritten signature in cursive script that reads "Lillian C Reid".

Lillian Reid, President

President
Lillian Reid

President Elect
Steve Teske

Secretary
Kevin Webb



1584 North Routledge Park
London, Ontario

March 7, 2016

Hyde Park Business Association
PO Box 28054, Oakridge RPO
London ON N6H 5E1

Attn: Donna Szpakowski, President

To Whom It May Concern:

As a community minded service, Nor'West Optimists is pleased to support the Hyde Park Business Association's (HPBA) application for one-time funding of \$50,000 to assist them in becoming a Business Improvement Area for Hyde Park and North West London.

The Nor'West Optimists is a volunteer service organization with our club being actively engaged with the local community to help engage families and children. We often receive support from the businesses in Hyde Park for our fundraising efforts as they are aware that many of the projects our club implements benefit our local community.

The HPBA is working hard to create goodwill and a strong sense of "community" within Hyde Park by developing and supporting projects that benefit both the community and businesses. For example, the HPBA has collaborated with our club on some of our service projects such as our annual Trivia Night and Valentine's Day Dance both designed to raise funds for community building projects.

The HPBA has worked diligently to facilitate cooperation between the many partners involved with the infrastructure improvement projects in Hyde Park to mitigate the impact upon the local business and resident community. For example, through their efforts, the recent road-widening project on Hyde Park Road was reduced from a 3 year project to 2 years to reduce customer disruptions on the local businesses and they are currently working with the City in preserving the old bridge near Sarnia Road so as to act as a connector by way of a walking bridge.

We believe it is the time for the HPBA to formally become a BIA so that it has the resources to further strengthen its community/business relationships and implement future improvement projects such as working with the residents, the business community and the city in relation to the Hamlet/Hyde Park Village along Gainsborough Road. The members of the Nor'West Optimists are eager for the HPBA to become a BIA as we partner to help make this a thriving business and family friendly community.

Regards,


Jamie Topp
President; Nor'West Optimists

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Room 359, Main Legislative Building
Queen's Park, Toronto, ON, M7A 1A5
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Peggy Sattler MPP
London West

March 3, 2016

To Whom It May Concern,

I am writing as MPP for London West to express my full support for the request of the Hyde Park Business Association (HPBA) for City of London funding to assist its transition to a Business Improvement Area (BIA). The Hyde Park Business Association was founded in 1997 and has grown to over 30 member businesses. It actively engages about 50 community volunteers, who participate in a wide variety of activities. The association is seeking to become a Business Improvement Area to promote economic development in Northwest London, improve community partnerships, foster entrepreneurship, and help new businesses succeed.

The Hyde Park Business Association has demonstrated a strong commitment to the community of Northwest London through the many events and activities it organizes each year, including a boot drive, and semi-annual business networking events. The HPBA also works with the Northwest London Resource Centre to help barriered youth find employment in the area, and partners with local secondary schools to provide opportunities for student involvement. This year will mark the third annual Community Piano Project, spearheaded by the HPBA to build community spirit and pride. The project involves a colourfully painted outdoor piano set up on parkland north of Gainsborough Road, available from dawn until dusk for anyone in the community to play. It involves many sponsors and partners, as well as funding from the City's Community Public Art Project, and came together through the leadership of the HPBA. To advance neighbourhood beautification, the HPBA also advocated for the heritage designation and preservation of the old Sarnia Road Bridge, as well as protected public access.

I am confident that preparing the groundwork for a BIA designation will enhance the Hyde Park business community's capacity to promote Northwest London businesses and the surrounding area, and improve its ability to organize community events – connecting residents and businesses, creating a more vibrant local economy, and improving quality of life. This investment by the City of London will have benefits extending to the entire London community, and I strongly urge you to support the HPBA's funding request.

Sincerely,

A handwritten signature in cursive script that reads "Peggy Sattler".

Peggy Sattler, MPP
London West



HOUSE OF COMMONS
CHAMBRE DES COMMUNES
CANADA

Kate Young
Member of Parliament
London West

February 12, 2016

Ms. Donna Szpakowski
President, Hyde Park Business Association
P.O. Box 28054
Oakridge RPO
London, ON N6H 5E1

Dear Ms. Szpakowski,

It is my pleasure to provide this letter of support to the Hyde Park Business Association (HPBA) endorsing your efforts to become a Business Improvement Association.

Since 2004, the HPBA has been a strong and effective advocate for Hyde Park, acting as a catalyst for both commerce and community improvement efforts in northwest London. This area of London West has seen tremendous growth in retail and residential development in recent years, and your association is to be commended for the significant achievements you have made and support you have provided to business owners and residents alike.

Your efforts have strengthened community partnerships and enhanced the neighbourhood for individuals to work, live, play, commute and shop. Specifically, the HPBA has played a key role in fostering cooperation to improve roads and community safety; mitigating the effects of road-widening projects; protecting community heritage; and contributing to community beautification and recreation projects.

I wish the HPBA much success in obtaining this important and well-earned designation. If I can be of assistance, please do not hesitate to contact me.

Sincerely,

Kate Young M.P.
London West

/dm

Ottawa

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