



September 18, 2017

City of London
300 Dufferin Avenue
London ON N6A 4L9

Attn: Cathy Saunders, City Clerk

Re: "Bridge" Funding Request for the Hyde Park Business Association

Dear Cathy,

As an advocate for businesses, the Hyde Park Business Association (HPBA) was founded 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, live, work and play in the area, commute and shop.

Over the past year, the HPBA has been working diligently in its' quest to achieve its' Business Improvement Area (BIA) designation. To date, we have:

- Worked with City Staff to Identify the proposed BIA boundaries, the draft HPBIA Bylaws and submission of Board of Directors as approved by Council; based on the BIA outcome in early September 2017
- Created BIA Information Booklets that were mailed to all property owners
- Personally visited all businesses within the proposed BIA boundaries (approx. 350 businesses) distributing the BIA Info Booklet, giving information and answering questions with favorable responses
- Held (in conjunction with City Staff, HPBA Board of Directors and Ward 7 City Councilor Josh Morgan) two HPBA BIA Information Nights
- Organized and held the annual Piano Project, this year in Celebration of Canada's 150th Birthday
- Held 8 monthly Business Networking Events as a vehicle to connect businesses and continue to strengthen the BIA position within the business community
- Continued to work with City Staff and/or our City Councilor in addressing some of the area issues such as street light signals at South Carriage and Hyde Park Road, advocating for a Park Designation at the Storm Water Management Pond just north of Gainsborough Road on Hyde Park, along with addressing other issues or concerns that have been brought up by area businesses
- In June 2017, Council resolved to add a project to the Planning Services 18-24 month work program to work with the HPBA and other stakeholders in identifying appropriate planning tools to achieve the goals of the community



The Board and staff of the Hyde Park Business Association are grateful for the funding received last fall to cover the first year of operations from November 1, 2016 through to October 31, 2017.

In anticipation that the HPBA will be successful in our efforts at achieving the BIA designation, we are in a shortfall position between the dates of November 1, 2017 through to December 31, 2017 with the first BIA installment now not anticipated until the 2018 fiscal year, in January.

Therefore, we are requesting \$16,861.10 so that we are able to maintain the operations of the Hyde Park Business Association now located at 1124 Gainsborough Road, along with utilities (such as phone, internet, Office 365) Insurance and payroll.

Proposed Budget November 1, 2017 – February 28, 2018

Rent (\$1960.55 incl HST/mos)	\$ 3,921.10
<i>Reflects rent increase of \$500.00/mos starting November 1, 2017</i>	
Utilities (phone, internet, etc)	\$ 400.00
Office Supplies	\$ 250.00
Insurance Installment	\$ 500.00
Salaries including MERCs	\$10,290.00
Event Costs such as:	\$ 1,500.00
o AGM for the new BIA; Slated for November 9, 2017	
o Boot Drive / HP Santa Parade	
<i>Total</i>	<i>\$16,861.10</i>

We would very much love to be able to keep the Hyde Park Business Association afloat during these 2 months as we have become established in our location and we are feeling confident that the BIA designation will go through. In light of that, we are hopeful that PEC and Council will approve our request.

Thank you in advance for your consideration. Please do not hesitate to contact Donna Szpakowski should you require further information.

Donna Szpakowski
donna@hydeparkbusiness.com
Executive Director / HPBA