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MAYOR

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18 April 2013

Mayor and Council
The City of London
300 Dufferin Avenue
London, Ontario
N6A 4L9

Dear Mayor and Council:

London Chamber of Commerce Comments on the London Focus Ontario Fall 2012 Survey

The London Chamber of Commerce would like to extend its compliments on completing the Focus Ontario survey (conducted by Environics) to 'get the pulse of Londoners'. This is a much needed initiative, and the insight provided from its content is an essential tool in shaping the City's decision making for the coming year.

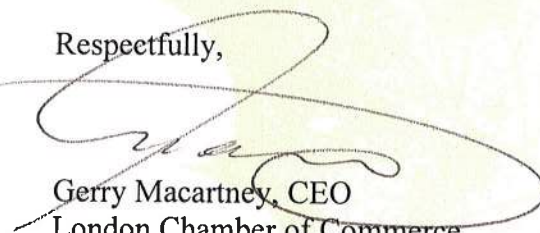
The Chamber regularly surveys our members to determine their key business priorities, and our policy committees use that information when writing their business plans for the following year. We believe this ensures that we are addressing our members' needs and concerns. We are recommending that the City take the same approach.

Furthermore, starting with the inaugural survey, we are suggesting the report be made easily accessible via the City's website to ensure transparency of the process. To our knowledge, the results have yet to be made available.

In addition we recommend that the City conduct a companion survey to 'Get the Pulse of Business' in our community. (The City of Victoria is a good example of where this is already done.) We believe in order to ensure ongoing economic growth in our city an overall understanding of both the negative and positive aspects of doing business in London must be understood as well.

As you prepare for the 2013-2014 survey we would welcome the opportunity to share our input and knowledge with you.

Respectfully,



Gerry Macartney, CEO
London Chamber of Commerce

Copies: Chamber Board of Directors, Municipal Affairs Committee

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