



Business Improvement Area

Chair and Members  
Strategic Priorities and Policy Committee  
City of London  
300 Dufferin Avenue  
London, ON

April 23, 2018

Dear Chair and Members:

From the earliest days of the Old East Village revitalization efforts the Western Fair District has been a partner. In collaboration with the City of London and community residents the Old East Village BIA and Western Fair stewarded the redevelopment of Queens Park over more than a ten-year period resulting in the final investment of the area's first splash pad this spring. In 2010, at the BIA's request the Western Fair District invested in parking lot improvements including gateway features in their northwest lots. Beyond their current gaming activities, in 2006 Western Fair District embraced the London Farmers Market, a private business located in the Confederation Building. The Market at the Western Fair District has become a significant economic driver for the Old East Village and in 2018 they furthered their commitment to this neighbourhood institution by taking over operations and discussing potential further development of market activities. These projects are examples of Western Fair's participation as a great community partner and neighbour.

It would have been natural for Londoners who support expanded gaming to have used the Western Fair District as a reference point as they are presently the provider of such activities. As the provider of a variety of events, activities and services, the site is consistently well maintained and well-staffed. This is the standard that Londoners are expecting and putting gambling aside for a moment, in our experience, there have been no negative impacts on revitalization as a result of activities on the Western Fair grounds.

This standard of excellence is also the standard that the Old East Village businesses and community have come to expect from the Western Fair District. The OLG has fulfilled its commitment to community engagement through the recent municipal process; however this is only the first phase of dialogue. If expanded gaming is to remain at the Western Fair District then the successful collaboration between the Old East Village and Western Fair District will need to include other partners such as Gateway Casinos who will also become stakeholders in our community.

If it is decided that expanded gaming is to be permanently located at 900 King Street the BIA would like to request a Community Partnership Committee be implemented as a mechanism for ongoing communication between all invested parties. Groups such as Western Fair District, City of London, Gateway Casinos, Old East Village BIA and community residents should be included, however this list is not exhaustive.

Early discussions suggest that there are great opportunities for cooperation between all groups. The Western Fair District understands and has participated in the urban renewal of Old East Village and with their continued partnership and the partnership of Gateway Casino's we will have the tools to work towards a development that can support the needs of all involved.

Sincerely,

Jennifer Pastorius  
BIA Manager

Maria Drangova  
BIA Board Chair