

## IDEAS AND PROPOSALS SUBMITTED TO IEPC

**Idea: Tax Breaks for Façade Renovation on Dundas Street  
Contest of Excellence Beauty Pageant  
Centre for Rowing and Sailing Competitions**

**Submission Type:** Individual

**Idea:** I am sending you some proposals in response to the Metro article regarding the quest of a city council committee for ideas on how to stimulate the London economy.

Dundas street from Talbot to Wellington is flanked with old buildings that are in *dire* need of a façade renovation. The City should consider giving tax breaks to those building owners who undertake to renovate their unsightly façades. The accrued construction activity will **create work** to contractors and construction workers as well as **enhance tourism** because of the resulting beautification of the city.

Offer a \$5,000 to \$10,000 yearly prize to the best front beautification of any one small store on that same Dundas section - from Talbot to Wellington. Same windfall as above.

Make London a center for rowing and sailing competitions.

Organize a yearly beauty pageant for Southwestern Ontario high school contestants.

The beauty pageant for Southwestern Ontario high school students should be renamed "Contest of excellence" with physical beauty being only one of the many selection criteria that would include congeniality, life purpose, community involvement, talent, academic achievement, etc...

**What is the status of this idea – is anything already happening?**

**Who are the partners that would need to be involved? What are their roles?**

**Cost to implement:**

**Funding Requested from City (\$) if any:**

**Will this idea move forward without City of London funding?**

**Will your idea create jobs?**

**How many jobs will be created?**

**Full or Part-time:**

**Permanent or Temporary:**

**Job Level:**

**Job Salary:**

**What sector(s) will this create job(s) in?**

**Is there anything else you can tell us about your idea that will create jobs?**

**Will this idea leverage investments from others? What kind? How much?**

**Will this idea stimulate spin-off benefits? What type? How? Where?**

**Will this idea build new or existing partnerships? How?**

**Will this idea benefit emerging or established industry sectors? How?**

**Will this idea fuel transformative change in London's economy? If so, how?**

**Contact:**

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