

Dear Chair and Members of the Planning and Environment Committee,

Our BIAs play an important role in economic development but the smaller ones struggle due to the fact that most of the levy is required to cover basic administration costs and less is available for projects and marketing. Other funding models may be possible, such as providing a base amount from the city to cover the fixed costs of administration while the levy portions, which scale appropriately to the size of the BIA, are used for the projects.

My request is to have staff consider some other strategies and come back with a recommendation that addresses this issue of size.

Sincerely,

Michael van Holst