



Hyde Park Business Improvement Association

1124 Gainsborough Rd., London, ON N6H 5N1

<https://www.hydeparkbia.ca>

"Businesses Working Together to Foster a Vibrant Community"

February 1, 2021

RE: Report to the Planning and Environment Committee (PEC) Meeting dated February 8, 2021. Item# 3.5: Provide Better Market Data to Attract New Businesses

To Whom it May Concern,

Please accept this letter in support of item#3.5; Provide Better Market Data to Attract New Businesses being considered by the PEC committee.

While in support of all the recommendations being made as a result of the London Community Recovery Network's Ideas for Action; As a BIA, the ability to be able to implement tools that can provide more cohesive and concentrated market data could have many positive impacts across the London economic landscape.

Invaluable data collected could provide meaningful insights into consumer insights and behaviour that could impact decisions for investments and change within our business communities and our neighbourhoods. This tool could be extremely impactful especially during post COVID times as we all work to rebuild our communities and our economic footprints.

If approved, we are looking forward to working with City Staff to identify the useful data we are able to collect for analysis and how to apply this data in a meaningful manner that could help us develop programs that foster relationships while helping us to steer tangible business outcomes for the betterment of both our businesses and our communities.

Thankyou very much for your consideration,

Warm Regards,

Donna Szpakowski; CEO & General Manager