



February 5, 2021

To: Planning and Environment Committee Chair, Councillor Squire
Members of Planning and Environment Committee

Re: Short Term Success Business Cases for Support

Hello Committee Chair Squire,

The included business cases noted in Consent Item 2.8 will be beneficial to support small business COVID recovery in London. However, there are three that can provide the most immediate support due to existing staff program understanding and infrastructure support. Those items are:

- 1.3: Break in the Clouds
- 2.5: Increase grant funding/Building Code for façade upgrades
- 3.5: Provide better market data to attract new businesses

These three initiatives have existing staff well versed in similar processes and these would simply build on existing programs and staff skills. Therefore they can be easily and quickly integrated into ongoing work.

Regarding small business supports, 1.3; Break in the Clouds patio initiative will allow businesses to prioritize expanding revenue generation on patios without having to weigh the financial risk of building such an opportunity.

Item 2.5 will be very valuable to Old East Village businesses as they have seen a sharp increase in vandalism over the past year. London Police Service can confirm that there has been a significant rise in broken windows, break-ins, graffiti and other offences perpetrated against Old East Village businesses and properties. Vandalism repairs are at this time costs businesses may not be able to afford and fixing damages is generally a much lower priority to basic revenue generation.

Item 3.5 is an extension to the already City utilized Environics systems. I understand City of London staff currently access Environics regularly and the requested MobileScapes is an

extension to that data focusing on information collected via cell phone tracking. This data will provide more tools in the City of London tool belt to assist London businesses generally, but will also further provide BIA's with empowering data to support their membership.

While all cases listed in 2.8 would have impact on the recovery process, these three businesses cases demonstrate quick supports that build on already existing programs and will have a direct benefit to businesses and business support organizations. The Old East Village BIA facilitates City of London support through existing programs and will be pleased to immediately assist these additional initiatives if funded.

Kind regards,



Jennifer Pastorius
General Manager
Old East Village BIA

Cc: Maria Drangova, Old East Village BIA Board Chair
Barbara Maly, Downtown London Executive Director