

**Subject:** [EXTERNAL] Added Agenda - PEC Meeting - March 1 - Agenda Item 3.9 - Core Area Community Improvement Program

Cathy & PEC Team – Please consider this communication as added agenda item 3.9 – Core Area Community Improvement Program

**Councillor Squire (Chair) , Mayor Holder & PEC Committee Council Members ;**

**History** > As a residential taxpayer I have previously reviewed and provided negative feedback on the original business case in the 2021 – 24 budget process, providing the umbrella for this to move forward and also took the initiative of attending the December 9 Public meeting chaired by Planner Kerri Killen.

The annual four year rolling budget for 2021-24 shows I'm paying \$6.475 million to support Community Improvement Business Improvement Areas ( Pg 41 Draft Budget ) and the City of London has just awarded approximately \$ 4.5 million annually to all the various Business Associations included the two in this Map 8 core area designed area; all well I 'm facing a 3.97 % increase in just my interim residential taxes. I can't afford this people!

This added but now budgeted program should be terminated at this PEC meeting based on the following;

- This program is clearly targeting an exclusive zoning area (Core Area) and that said picks winners and losers when compared to small businesses in other zones of the City of London. How will you as a Council deal with that without rapidly expanding this programs costs when those Business Associations reach out for equal support?
- When I reviewed the original business case at Budget time, we seemed to be spending \$1 in staff resources for every \$3 in money assigned in grants, waived fees and program applications for this program with almost zero viable metrics on performance. (\$80 K per \$ 330 K per year for this program). That is very poor efficiency on program deliverables to cost for taxpayers. We are way to far down in the weeds here Council!
- Councils approval on the BRT serving this defined Core Area and the ramp up of construction in 2021, points the way for both property and business owners to improve their signage / facades / product & service offerings without the requirement for this program. This has clearly happened in all other cities within 300 – 500 meters of the transit corridor. Why do both?

THXS – Chris Butler – 863 Waterloo St