



**HAMILTON
ROAD BIA**

Hamilton Road BIA

Hamilton Road BIA
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To the Corporate Services Committee,

Re: Budget Request 2022

Who are we?

The Hamilton Road BIA proudly serves its members by promoting, developing and advocating for its community while honouring the rich diversity and heritage of the neighbourhood. Members of the BIA Board represent our culinary district, mainstreet retailers, professional services and destination shops. Several Board members are intergenerational business owners who take pride in caring for their neighbouring business owners. With this foundation, the staff, Board members and committees of the BIA work together everyday with their community to fulfill the potential of the Hamilton Road neighbourhood.

Why we know we can do this.

With the "little engine that could" mentality, in 2021 alone, the Hamilton Road BIA managed to install 20 banner poles, increase the promotion of their membership on social media by 350% and filmed seven commercials that promote our business community. The \$50,000 grant received by the City in 2019 provided a much needed fund to achieve these outcomes and alleviate the organization from the financial constraints of its small levy. How the organization has leveraged this small grant demonstrates the ability of the Hamilton Road BIA to achieve those high impact outcomes with low costs.

How will we spend it?

Beautification will be our focus in 2022. Several spaces on Hamilton Road have underutilized potential. We need funds to build the capacity of these spaces and bring more colour, greenery and liveliness to our corridor. For example, the BIA developed the Neighbourhood of Murals project that will install four murals on Hamilton Road to tell the story of our community. The Neighbourhood of Murals project economically develops the area by providing public art destinations that are interwoven within the fabric of the main street retail businesses. Aside from the economic benefits, murals have a powerful ability to tell the story of the everyday people and places who live around them. Another example is the parkette on Hamilton Road beside the infamous Hamilton Road, Egerton Street and Trafalgar Street intersection. The vision of this parkette always included numerous features that are yet to be installed, which include, heritage fixtures, gardens and outdoor patio furniture for patrons of the local restaurants who do not have indoor seating.

The Hamilton Road Community Improvement Plan indicated that the neighbourhood is a gateway for the City. Beautifying the Hamilton Road corridor fulfills the municipal purpose outlined in this document. This budget request will check off numerous outstanding indicators and tasks outlined in the CIP.

Unlike other London BIAs, Hamilton Road does not have a substantial

enough budget to afford the basics of beautification like planters, seasonal banners and clean-up crews. Additionally, without funded security initiatives to address this ongoing challenge in the area, beautification efforts would be worthless. As you can see, this budget includes these fundamentals that other BIAs can simply cover in their yearly budget, but for the Hamilton Road BIA, this is just not feasible with its minimal levy amount.

What do we need?

We formally ask the London City Council to consider an annual grant for the Hamilton Road BIA for \$100,000. There is a need for an Operational Reserve Fund for the BIA (\$30,000) and annual funding for beautification purposes and for other special projects (\$70,000.)

A one-time funding request unfortunately cannot sustain our ongoing development long term. With a levy of \$70,000, the basics of administration and simply running the organization are covered. Additional funds are required for any special projects and for these projects to be impactful ongoing funds are required. We all know that BIA sets their own levy, but due to the nature of our membership being primarily small businesses, it is unfair to request an increase in the levy and further constrain these members who have been hit hardest during COVID. With COVID, the challenges that small business owners have faced are insurmountable, so to ask them for additional funds is not possible.

Thank you in advance for your consideration. We look forward to continuing our work with the City of London to fulfill the potential of one of London's greatest neighbourhoods.

In this together,

The Hamilton Road BIA