

Hyde Park Business Improvement Association
"Businesses Working Together to Foster a Vibrant Community"



May 25, 2022

Attn: Strategic Priorities and Policy Committee
RE: **2022 Center Stage Patio Program Submission for LCRN funding**

To Whom it May Concern,

Please accept this letter in support of the 2022 Center Stage Patio Program Submission for LCRN funding.

For businesses in Hyde Park, last year's Patio Improvement Program (officially called "A Break in the Clouds") was a large success. In addition to providing some financial relief for restaurants expanding their seating capacity into additional patio space, through the program, and equally important, our businesses (already dealing with COVID fallout) felt immense support from the City of London and the BIA.

We are excited about the enhancements to the 2021 Patio Improvement Program dubbed the '2022 Center Stage Patio Program' which will be one tool to broaden London's City of Music designation by UNESCO deeper into our communities.

The Hyde Park BIA fully embraces building a vibrant music economy. Studies show that musical communities drive value in several important ways from fueling job creation, economic and artistic growth, tourism development while strengthening a city's brand.

Post Pandemic, the outdoor pop-up patios will provide ongoing opportunities for this industry to provide unique place-based culinary experiences that will continue to support local retail hubs with stimulated spending as we all continue to work to rebuild our communities and our economic footprints.

As said in our support of the 2021 Patio program, this is just one of the many thoughtful actions the City has recommended (Staff and Council) and reviewed (with much community consultation working with partners) and we fully support this as a means in helping to steer tangible business outcomes for the betterment of both our businesses and our communities.

Thank you very much for your consideration,

Warm Regards,

Donna Szpakowski; CEO & General Manager