



London City Council  
300 Dufferin Ave.  
London ON, N6B 1Z2

July 22, 2022

The Old East Village BIA submits this letter in order to support the London Environmental Network's (LEN) LCRN Business Case, Green Economic Stimulus: Building Retrofits for Local Residents and Businesses.

We feel strongly that removing barriers through programming and incentivization will help Old East Village residents and businesses make strides towards sustainability goals that align with the London Climate Emergency Action Plan. Incentivizing our businesses and residents has a tremendous impact on their actions, and we trust the LEN to deliver microgrants and provide support in a fair, conscientious and impactful way.

Many of our businesses already benefit from the great opportunities that LEN's Green Economy London (GEL) program has offered. London Brewing and The Western Fair District are both active members of GEL and have utilized their green project support dollars in the past to develop and implement waste diversion and emission reduction strategies through an auditing, action planning, and project support process that was easy and supportive.

GEL has helped our businesses effectively communicate their sustainability goals and successes, and we look forward to working with them in the future to support more of our catchment area and feel this business case aligns with our organizational sustainability goals and will help foster our relationship with GEL / LEN.

Our businesses are supported by our residents. Encouraging Old East Village residents to make efficiency upgrades to their homes will keep more money in their pockets that would have otherwise been spent on rising energy costs. These dollars will then stay in our neighbourhoods and our city and help promote economic growth through a sustainability lens, which is a win for everyone.

We will be happy to work with LEN to roll out these programs with our residents and businesses and are in full support of this business case.

Please feel free to contact me with any questions or comments.

Sincerely,

Jennifer Pastorius  
General Manager

Cc: Maria Drangova, Old East Village BIA Board Chair