



May 1<sup>st</sup>, 2024

The Honourable Doug Ford  
Premier of Ontario  
Legislative Building, Queen's Park  
Toronto, ON, M7A 1A1

Dear Premier Ford,

The Grimsby Downtown Business Improvement Area has reviewed OBIAA's *AN ACT IN THREE PARTS* document and is reaching out to express our endorsement and support of this crucial initiative.

A Business Improvement Area (BIA) is a "made-in-Ontario" innovation that allows local businesspeople and commercial property owners and tenants to work together and, through Municipal By-Law and the Ontario Municipal Act, organize, finance, and carry out physical improvements while promoting economic development in their district. Unlike other local boards, BIAs are unique private-public partnerships that raise funds by levying upon rateable property in the improvement area. The special levy is used for the betterment of the community and provides specific benefits to:

- Business Operators - improved atmosphere and ambience, whether they are retail, service, professional or property owners.
- Employees and Employment – a supportive community to play, live and work in and an employment centre.
- Property Owners: There is potential to increase property values and occupancy as well as attract a tenant that adds to the area's business mosaic.
- Community - a more vibrant community, a more prosperous local economy, and a potential to increase residential property values, as many realtors advertise and value properties for sale within walking distance of the downtown/main street/BIA.
- Municipality and Province—The partnership benefits both municipalities and provinces as BIAs continue to prove they are solid local economic engines. It also encourages entrepreneurship, innovation, and free enterprise.
- Housing – many of our main streets have existing rental accommodations and second-floor apartments.

Upon review, our Board agrees that a stand-alone Act for BIAs (such as Chapter 19 of the Toronto Act for BIAs or the Library Act) would assist our Municipality and BIA in strengthening our Downtown. Please find enclosed our Resolution from your Council/ Board and this Letter of Support.

Sincerely,

A handwritten signature in black ink that reads "Mark Wood". The signature is stylized and cursive.

Mark Wood, Chair  
On behalf of the Downtown Grimsby Board of Management



Want to learn more about BIAs?

- Watch OBIAA's "What is a BIA" Video
- Value of BIAs Presentation

Additional Information:

BIAs are involved in many aspects of economic development and community revitalization through good governance; they include:

- Strategic Planning and Visioning
- Public Realm Investment, through a variety of initiatives
  - Public Art and Murals
  - Flowers
  - Benches and Banners
- Market and Communication
- Community Events and Promotions
- Commercial Research
- Foster Safe Environments, programs such as Welcoming Streets
- Fill Vacancies through Business Retention & Expansion, and
- Champion the Area
- Provide thought leadership