



September 4th, 2019

Michael Thompson, Chair
Economic and Community Development Committee
100 Queen Street West
Toronto, Ontario
M5H 2N2

RE: Animating Winter in Toronto: First Steps (EC7.8)

Dear Chair and Members of the Committee

Please receive this correspondence as wholesome support of the "Animating Winter in Toronto" initiative and this first steps update report.

As noted in the report Toronto's 82 BIAs are significant economic drivers who are well positioned to, thru this initiative further strengthen the economic and social wellbeing of the city of neighbourhoods.

While several members already participate in winter initiatives there continues to be a growing desire to rebuild on the "Cavalcade of Lights" and like programs that proved to be very successful in the past. To that end we would be pleased to work with the city to further encourage and assist those BIAs that are looking to activate their winter offerings thru this opportunity.

While a launch and funding model for 2020 appears to be the goal let's not miss the opportunity of this coming winter wonderland. In an attempt to encourage this season's participation by new events and further enhancement of current events, would a member of the committee and the committee as a whole consider waiving for BIAs in whole or in part some of the city fees associated with putting on events that are contemplated by this initiative?

Together we can all achieve our collective goals and objectives.

Sincerely,

A handwritten signature in black ink, appearing to read "John J. Kiru", is written over the word "Sincerely,".

John J. Kiru

Executive Director, TABIA