

January 29, 2019

Toronto City Councillors



RE: MM2.6 - Continuing the Toronto Islands Advisory Committee

Dear Councillors,

We are writing in support of the Motion by Councillors Joe Cressy and Paula Fletcher for the continuation of the Toronto Islands Advisory Committee, to help achieve the City's goals of enhancing the Islands as an attractive year-round destination.

The Waterfront Business Improvement Area (WBIA) is the voice of the Waterfront's business community. We support a beautiful and fun destination Waterfront that is vibrant all year-round through our programs in advocacy, on-street improvements, online promotions and programs and events such as the Ice Breakers art installations, Redpath Waterfront Festival and our Summer Ambassadors.

As you know, the Islands are a key tourism magnet for the City and are a location for events, gatherings, family activities, festivals, as well as the home to a unique and vibrant residential community. The increasing popularity of the Islands and the harbour have created a number of operational and logistical challenges. The collaborative planning process in this area includes numerous stakeholders, including City departments, local residents, area businesses, ferry user groups, attractions, and the marine and harbour boating clubs, users, and companies and the various interests are brought together through the Islands Advisory Committee. A thriving, active, and vibrant Island is good for the Waterfront.

We hope you will support the Motion to continue the Toronto Islands Advisory Committee.

Sincerely,

Tim Kocur
The Waterfront BIA, Executive Director
tkocur@waterfrontbia.com
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