

Economic and Community Development

From: Salvarinas, Mark <msalvarinas@aegonusa.com>
Sent: November 10, 2020 4:13 PM
To: Economic and Community Development
Subject: Comments regarding EC17.10 Proposed Willowdale Business Improvement Area Poll Results (Ward 18)

Categories: Communication

I wish to relay the support of my organization along with my personal support for a BIA to be established for the Willowdale Business District.

As a longstanding corporate tenant in the area, it is our opinion that a BIA is critical to the economic stability and development of the area. A BIA will provide small businesses in the area coordinated marketing support along with a unified voice in dealing with the city to ensure capital projects are shaped to best complement the area and its businesses. A BIA will also allow area businesses to access financial support offered exclusively through BIAs.

These benefits are always of value to a small business but have been amplified greatly by the COVID-19 pandemic. As many small businesses are currently in survival mode, a BIA provides support that could service as a crucial lifeline that makes the difference for some businesses who are on the verge of failing.

A BIA is critical, now more than ever, to ensure that one of Canada's densest communities retains and builds on its vitality through and past the pandemic.

With this in mind, we hope that the ECDC and Toronto City Council move to pass a by-law to form a BIA for the Willowdale Business District.

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