



March 10, 2022

Dear Economic Development and Culture Division,

The Leslieville Business Improvement Area has come to understand the Economic Development and Culture Division is bringing forward a report on general City support for restaurants to the Economic and Community Development Committee on March 24. One part of that report will include a summary of top-line data (survey responses, etc) from the 2021 AMP pilot program.

The Leslieville Business Improvement Area would like to take this opportunity to provide this letter of support as input to the March 24, 2022 meeting.

The Amplified Live Music program was well received by both small businesses and visitors alike in our BIA catchment area in 2021. The program helped us make great strides in keeping our main street a vibrant place throughout summer months during the pandemic in 2021. Our main street has not seen the turn-over in businesses to the same degree as other BIAs last year and a key factor to that success was in part, due to this program.

The Leslieville Business Improvement Area is requesting that the Amplified Live Music Program be brought back in 2022.

Sincerely,

Christiane Tetreault
Board Chair
Leslieville Business Improvement Area

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