



January 19, 2021

Mayor Alar Soever and Council  
Town of The Blue Mountains  
32 Mill Street  
Thornbury, ON N0H 2P0

Dear Mayor and Council,

Last year our board of management decided to forego a levy to help our members weather the financial strain of the pandemic. One of the consequences was the degradation in the curb appeal of the BIA area which was noticed and noted by many of our residents. The appeal of our BIA area is key in attracting and retaining new residents and supporting our businesses and development of the area. For 2021 we are looking to increase our investment in the décor of the area. Our main area of focus will be on lighting. We are proposing to put out a tender to lighting consultants to submit a lighting plan to be implemented over the next three years. To be effective we are budgeting a total investment over three years of \$150,000, to be phased in one year at a time at a cost of \$50,000 per year.

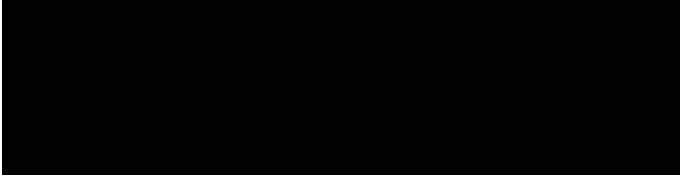
With the second phase of the pandemic looking like it will be more difficult for our businesses than the first phase was, we are looking to council to partner financially with the BIA in support of this investment. Our goal this year is to keep the levy below \$1,000 per member which would only allow for \$25,000 to be budgeted for the lighting improvements, and so we are asking Council to partner with the BIA in this investment and approve \$25,000 per year over the next three years.

In addition to the lighting project, we are looking to continue with the flower baskets and to also invest in new banners that will bring colour to the area and promote the Thornbury brand. We also need to address the problem of garbage in the downtown area and will likely have to increase our spending in that area. Our second ask is for support with the flower watering and garbage pick up charges from Parks and Recreation. Last year, Council provided support in the form of a \$20,000 subsidy of Parks and Recreation charges and we are asking that this support be continued for 2021.

PO Box 662, Thornbury, Ontario N0H 2P0

Thank you for your consideration of this request,

Submitted on behalf of the board of management,



George Matamoros, Chair