



June 17, 2024

Dear Mr. Bureau,

Please accept this letter as a formal request to amend the boundaries of the Sparks Street Business Improvement Area.

On September 15<sup>th</sup>, 2022, the Board of the Sparks Street BIA approved the motion to expand its boundary. Again, on June 17, 2024, the Board reaffirmed its commitment to the expansion and the revised expansion trade area. The Board also approved funding for this project in its 2024 budget.

Since the Sparks Street BIA was formed, downtown Ottawa has seen many changes. Our transportation system has been reshaped; development has begun on LeBreton Flats and there are several building projects that will bring residents and tourists into the core. Combined, they all have the potential to create generation change to the way people experience downtown.

That said, the challenges experienced by businesses in the core over the last four years have been daunting. Many business owners have expressed frustration to us that they cannot access BIA member only funding programs, or disappointment that no one is helping them navigate government business supports. We met many business owners while supporting the Downtown Ottawa Business Relief Fund who expressed interest in joining our BIA.

The Downtown Ottawa Action Plan has now been released. Decisions made by government, residents, property owners, business owners and developers have the potential to positively transform our downtown into an area that the entire city can be proud of. It is important that we ensure the voices of our downtown business community are heard during this process. It is equally important that there be an organization at the street level that can help with the further refinement and execution of this plan. We believe that our BIA can be that organization.

The minutes from our June 15<sup>th</sup>, 2024, board meeting will be submitted to you once they have been approved by the board at our next meeting. Our Terms of Reference from our consultant Michel Frojmovic of Acacia Consulting & Research have already been filed with our original application.

If you have any questions, do not hesitate to reach out.

Best regards,

Lindsay Appotive  
Board Chair, Sparks Street BIA  
Owner, True Bijou ✨