

Marian Bannerman
Program Manager, Grants and Incentives
Region of Niagara
1815 Sir Isaac Brock Way, PO Box 344
Thorold, Ontario L2V 3Z3



Welland Downtown Business Improvement Area
Kelly Jones
60 East Main Street
Welland ON, L3B 3X4

Friday July 16th, 2021

Re: Niagara Region Incentive Review

Dear Ms. Bannerman

It has come to our attention that the Niagara Region has undertaken a review of incentive programs, including various Community Improvement Plan (CIP) programs available to businesses within our Business Improvement Area (BIA).

The **Welland Downtown BIA** is comprised of **272 businesses** and oversees the improvement, beautification, maintenance, marketing and promotion, and communication within our BIA boundary. Additionally, by working with local stakeholders, we promote the area as an attractive place for individuals to visit; and entrepreneurs to locate their businesses.

It is with great concern that we have learned about the potential elimination of incentive programs within our BIA. Programs such as the Smarter Niagara Incentive Program (SNIP), including façade and building improvement and TIG programs; and the Smart Growth Regional DC Program are vital to create a vibrant economic environment within the area. Having programs such as these creates an opportunity for additional investment attraction and redevelopment, helping fulfil our mandate as a BIA, and ensuring Niagara remains an attractive and competitive place to invest.

We strongly encourage the Niagara Region to reconsider the elimination of these incentive programs.

Sincerely,

A handwritten signature in black ink, appearing to be "Kelly Jones", is written over a horizontal line.

Kelly Jones