

Special Planning and Development Council Meeting
Tuesday, April 10, 2018

Comments Received Regarding Item 2

Downtown Mitigation Strategy Update



700 Kerr St., Suite 200, Oakville, ON, L6K 3W5

April 9, 2018

Mayor Rob Burton
Town of Oakville, 1225 Trafalgar Road
Oakville, Ontario

Re: Report – Mitigation Strategy - Special Planning and Development Council Meeting

Dear Mr. Mayor:

On behalf of the Oakville Chamber of Commerce, I am writing to provide comment on the Town of Oakville's Downtown Mitigation Strategy.

The Oakville Chamber is pleased to see that the Town is reviewing potential mitigation strategies in advance of the major construction that will occur along the Lakeshore Road corridor from spring 2019-autumn 2019 and spring 2020-autumn 2020.

The success of local business contributes to the Town's economic vitality, employment, sustainability and liveability and the disruption to the businesses in the area during this period will no doubt come with its challenges to these businesses.

The Chamber believes that it is essential that the community supports initiatives that contribute to the success of businesses within the Town of Oakville. To that end, the Chamber has met with the Senior Liaison and Community Advisor (SLCA) requesting that the Chamber be a part of the stakeholder committee. We are supportive of the strategy to develop a marketing and communications plan and believe that this is integral to this project. This robust plan should identify a number of key initiatives that encourage visitors to the downtown to let people know that the downtown is still "open for business".

The Chamber would be pleased to partner with the Town and will commit to communicate these initiatives that are developed throughout this period with our members.

Although some mitigation strategies have been identified in the strategy, the Chamber encourages the Town to explore further economic measures that have been successful in other jurisdictions that would assist the businesses in the downtown.

On behalf of our over 1200 members the Oakville Chamber we look forward to working with the Town.

Thank you in advance for your consideration and if you have any questions please don't hesitate to contact me.

Regards,



Drew Redden
President
Oakville Chamber of Commerce

Cc: Oakville Town Council
Dorothy St. George, Director, Economic Development, Town of Oakville
Downtown BIA, Sharlene Plewman