



Addendum to the Regional Council Agenda

Regional Council Chambers
Regional Headquarters Building
605 Rossland Road East, Whitby

Wednesday, April 29, 2020

9:30 AM

7. Communications

CC 08 Mary Medeiros, City Clerk, City of Oshawa writing to Regional Municipality of Durham Council advising of a motion adopted at their April 27, 2020 Council meeting re: Support for Financial Assistance Request to the Region of Durham from Durham BIAs (Our File: A00)

Recommendation: Refer to consideration of Item 9.1 under Notice of Motions
(See attached correspondence on pages 2-8)

8. Delegations

8.1 Greg Milosh, Oshawa Resident re: Temporary By-law to Reduce or Refund Taxes for Residential and Farm Taxpayers whose Taxes have Become Unduly Burdensome due to the COVID-19 Emergency [Item 9.3 – Notice of Motions]

File: A-2100

April 29, 2020

DELIVERED BY E-MAIL

(amanda@downtownoshawa.ca)

Amanda MacDonald
Executive Director
Downtown Oshawa Business
Improvement Area

DELIVERED BY E-MAIL

(clerks@durham.ca)

Council
Regional Municipality of Durham

Re: Support for Financial Assistance Request to the Region of Durham from Durham BIAs

This is in response to correspondence from the Downtown Oshawa Business Improvement Area of April 20, 2020 to Oshawa City Council concerning the above-referenced matter (see attached).

Oshawa City Council considered the matter at its meeting of April 27, 2020 and adopted the following recommendation:

“Whereas the Downtown Oshawa B.I.A. has submitted a letter requesting Oshawa Council support their request on behalf of all Durham B.I.A.s for a grant from the Region of Durham in the amount equal to twenty-five per cent or one fiscal quarter of their 2020 budgeted monies; and

Whereas under normal circumstances these funds come from a B.I.A. tax levy charged to their members and collected on behalf of the Downtown Oshawa B.I.A. by the City of Oshawa; and

Whereas if the request to the Region of Durham is successful as a grant then it would only be fair that the BIA tax levy paid by the members of the Downtown Oshawa B.I.A. be reduced by an amount equal to the amount of the monies the Downtown Oshawa B.I.A. receives through a grant;

Therefore, be it resolved:

1. That Council of the City of Oshawa supports the Downtown Oshawa B.I.A. grant request to the Region of Durham; and,

2. That if this grant is approved then the Council of the City of Oshawa reconsider By-law 23-2020 regarding the B.I.A. tax levy with a view to reduce the B.I.A. Tax levy collected from Downtown Oshawa B.I.A. members by an amount equal to the monies received by the Downtown Oshawa B.I.A. through the grant.”

If you need further assistance concerning the above matter, please contact Warren Munro, Commissioner, Development Services Department at the address listed below or by telephone at 905-436-3311.



Mary Medeiros
City Clerk

/ld

c. Development Services Department



April 20th, 2020

Council for the City of Oshawa
50 Centre St. S.,
Oshawa, ON L1H 3Z7

Dear Mayor and City and Regional Councillors,

On March 23rd, 2020, eight (8) of the Business Improvement Area Associations for the Durham Region wrote to Durham Regional Council to express urgent concerns regarding the impact of COVID-19 on small business and to request immediate action on behalf of over 3,200 main street businesses representing over 20,000 Durham Regional citizens.

As per the letter, “during these difficult times, small businesses need our BIAs more than ever, to advocate and lobby on their behalf today, while also planning to execute plans to rejuvenate tourism, economic development, and sense of community when life returns to a sense of normalcy in the future.” Downtown Oshawa sits on three economic task recovery forces, has endorsed, published or authored several letters to the provincial and federal government, and has made over 3,200 calls to our members in the past five weeks, all while continuing to implement the plan presented in early 2020.

The BIAs understand the desire of our local businesses to manage their meagre cash flow, and we have considered the idea of reducing BIA levies in the short-term. However, the dilemma is that reducing the levies will impact our abilities to provide the level of service needed now and through the recovery period., and the money budgeted for 2020 has already been allocated and spent. Therefore, our request for the Region is to help keep our ability to support our members whole. We requested a grant estimated at \$350,000 - twenty-five percent or one fiscal quarter of budgeted BIA monies per BIA– which will allow us to support our members to the best of our abilities in the short term and prepare for recovery later in the year. Provided that this request is supported, the BIA’s will, in turn, ask our local municipalities to reduce the annual levy by a corresponding amount. This would have the effect of providing the local businesses some immediate relief for 2020 and for the fiscal quarter from May to June.

The Oshawa Downtown Business Improvement Area (BIA) is seeking an endorsement and support letter from City Council towards the request authored by the Durham BIAs and in support of Downtown Oshawa. If approved, we are also seeking an immediate letter of support and endorsement for the BIA(s) grant request be sent to the Regional Chair, John Henry, prior to the April Regional Council meeting.

On behalf of the downtown businesses, we look forward to future years of collaboration, and we thank you for your leadership during these challenging times!



We kindly thank you for the attention to this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Amanda MacDonald", with a long, horizontal, wavy line extending to the right.

Amanda MacDonald

Executive Director,

on behalf of the Board of Management and Chair, Ivano Labricciosa



**Village of
Newcastle**
"More than our history"



March 23rd, 2020

Office of the Regional Chair, John Henry
605 Rossland Road East
Whitby, ON, L1N6A3
john.henry@durham.ca

Re: Support for Durham Region Business Improvement Associations through the COVID-19 Pandemic

Dear Chair Henry and Members of Regional Council,

Thank you all for your brave leadership during these unprecedented times.

On behalf of over 3,200 Durham Region businesses within eight (8) Business Improvement Areas, we are writing to share the urgent concerns of our members who require immediate action. In recent days, we have partnered with the Ontario Business Improvement Association (OBIAA) and the Tourism Industry Association of Ontario (TIAO) to create and share their survey, through our contacts, that speaks specifically to the needs of the Region's small businesses.

We can confirm that businesses are suffering severe financial impacts and are struggling to make ends meet by paying rent, utilities, and most importantly employees. While some costs have been deferred, and that has been a welcome announcement, the loss of revenue and cancellations are causing extreme uncertainty and concern, that once closed, they may very well never reopen. Already layoffs are happening.

During these difficult times, small businesses need our BIAs more than ever, to advocate and lobby on their behalf today, while also planning to execute plans to rejuvenate tourism, economic development, and sense of community when life returns to a sense of normalcy in the future. In these current circumstances, Durham BIAs are providing an essential service to our members with respect to communicating the most factual information regarding the crisis and are in constant contact with our members regarding their situations. This is valuable intelligence that the Region and City's needs as they implement their response plans. As we move from crisis to recovery, the BIAs will also have a crucial role with respect to moving forward with encouraging residents to shop local and support the businesses in our downtown areas.

The BIAs understand the desire of our local businesses to manage their meagre cash flow and we appreciate the calls from a number of members to reduce the BIA levies in the short-term. However, the dilemma is that reducing the levies will impact our abilities to provide the level of service needed now and through the rest of the year.

Our request of the Region is to help keep our ability to support our members whole. We are requesting a grant estimated at \$350,000 - twenty-five percent or one fiscal quarter of budgeted BIA monies per BIA— that will allow us to support our members to the best of our abilities in the short term and prepare for recovery later in the year. As government agencies and Boards of Management for each of our cities, towns, and villages under your purview, this assistance ensures a return-on-investment with a multiplier effect resulting in over 200 million dollars in economic stimulus and impact through our programs and events¹. Provided that this request is supported, the BIA's will in turn ask our local municipalities to reduce the annual levy by a corresponding amount. This would have the effect of providing the local businesses some immediate relief for 2020.

BIAs build on the idea that pooled social and financial resources within a commercial area can improve the opportunity to generate revenue for local business owners. The district levy works to provide guaranteed revenue dedicated to streetscape improvements, promoting and advertising the downtowns and so much more, leading to increased foot-traffic and tourism benefits, which in turn shifts the general business mindset from independent wealth to the collective benefit.

The cultural, historical, and commercial significance of traditional main streets brings with it the need for stewardship and investment in order to move through anticipated and continuous economic cycles. As an Ottawa mayor once quipped, "BIAs are the canary in the coal mine." They are the first to show and feel the impact of policy decisions and face the market pressures which shift our provincial economy. With this in mind, the BIA offers a window for government at all levels to see what's happening in commercial districts across the province. This view makes BIAs essential for the revitalization, market and promotion, and advocacy of downtowns.

A successful BIA has a revolutionary impact on the identity of the Region, turning obsolete commercial areas into highly sought-after urban environments. Our successful BIAs are magnets for new businesses, new residents, and out-of-town visitors. We are a generator of life and energy that stimulates civic pride and communal culture. We bring more people together for social interaction than any other activity. We provide goods and services, inspiration, delight, recreation, and romance. Together, we host over 40 community events and programs Region-wide, with stakeholders that include musicians, vendors, external agencies, health care professionals, our Rotary Clubs, and so many others. The Durham Region also benefits from the efficiency that its strong downtowns sustain in matters, such as public infrastructure and transportation. The Region's growth plan is highly dependent on the success of its BIAs.

¹ According to the Tourism Regional Economic Impact Model (TREIM) based on 2019 visitor rates

Unlike Chambers of Commerce or Boards of Trade, which are essential in their own right and advocate specifically for their voluntary paid membership of businesses within the Region, our BIAs affect every member of the community and membership in a BIA is compulsory for communities in which they reside. Durham BIAs, if considered a collective whole and a fabric of the Region, are the largest employers with over 20,000 local employees. Direct beneficiaries and members include not only private businesses, but also post-secondary institutions such as Ontario Tech University, Durham College, Trent University, and not-for-profits, churches, parks, civic and cultural centres. Each BIA should be recognized as unique and should not be forced into a one-size-fits-all description. The intent here is to provide the foundation for you to understand how essential we are and the diversity that is our main streets and downtowns.

Our BIAs are organized by the collective listed above, but primarily our main streets and downtowns are "mom and pop" small businesses. When a citizen of the Durham Region shops with us they are helping a mom or dad put food on the table, a family pay a mortgage, or pay their loyal local employees. The citizens of this great Region are our shareholders, and they are the ones we strive to make happy, the ones we put on events to invite and join us. This initiative will keep extra money in small businesses pockets to manage during these challenging times, while knowing that the organization they founded that is prepared to kick-start the recovery process will be there to help them afterwards.

We look forward to setting up a follow-up conference call to further discuss the plan and details. Thank you for supporting small businesses and we look forward to working together through these coming months.

Yours truly,

Durham Region BIAs

cc: Durham Region Council Members