



December 20, 2007

Dear Business Owner:

RE: Main Street Business Improvement District

Exciting things are happening in the Main Street / Tacoma Drive area. Over the past two years, residents and business owners have participated in meetings to direct the future of the Main Street Business District (as shown on the attached map this area also includes Tacoma Drive, Lakecrest, Gordon, Hartlen, and a portion of Major).

The meetings were well attended, and many people have provided feedback through surveys, letters, and phone calls. Now the final plan is ready for presentation to the public.

The overall goal of the plan is to create an environment which returns the area to its original purpose – a walkable neighbourhood business district that is attractive as a destination to area residents and those from elsewhere in the municipality. We believe this goal is good for the community and will help ensure diversity and success of existing and new area businesses. The Regional Plan, approved by Regional Council, named the Main Street / Tacoma Drive area as a District Centre – an area supported through transit, and recognized for its importance to the community and the entire municipality as a mixed-use, central meeting, business, and living space.

One of the recommendations of the plan is the creation of a Business Improvement District Association. These associations of business owners have been successful elsewhere in HRM, and across North America in turning around business areas which have become tired and neglected. These associations have been catalysts for change, and have ensured there is a unified voice for business owners in helping to advocate for and be involved in affecting positive change. From Bloor Street West Village in Toronto to Times Square in New York City, business improvement associations have been the leaders of positive change in partnership with the municipalities.

Two important public meetings are being held to discuss the Main Street Plan and we want you to be there and be involved. The first is a public presentation on the streetscape proposal which includes recommended changes to planning legislation and a schedule of recommended future municipal improvements.

The second meeting is aimed at business owners and is intended to provide information and answer questions about the creation of a Business Improvement District Association.

Main Street Streetscape

Information will be provided about the role of an association and the impact of similar associations elsewhere in HRM and across North America.

Following these meetings it is expected you will receive, by mail, a voting card to vote on whether you want to create a Business Improvement District Association in the Main Street / Tacoma Drive area.

The meetings are scheduled as follows:

Public Presentation of Final Draft of the Main Street Streetscape Plan

Date: Monday, January 14, 2008

Time: 6:00pm – 9:00pm
(Open House at 6:00pm, presentation begins at 7:00pm)

Location: Stevens Road United Baptist Church (Stevens Road and Tacoma Drive)

Business Improvement District Association Information Meeting

Date: Wednesday, January 16, 2008

Time: 10:00am – 11:00am

Location: Garden View Restaurant

You have a direct stake and interest in the future of the Main Street area. The work over the past two years has been done to support business and residents in developing the community we want. We hope you will become involved and attend both meetings.

As well, we have enclosed a poster advertising these meetings which we hope you will put up in your business to encourage people to attend the public meeting on January 14.

We look forward to meeting you and discussing the exciting possibilities for the future.

Sincerely,

Andrew Younger
Councillor, East Dartmouth – The Lakes
(902) 476-1727

Greg Fong
Owner, Garden View Restaurant
(902) 435-7777

Heather Johnson
Owner, Smitty's Restaurant
(902) 435-4444