

March 27, 2020

Westboro Village BIA

Businesses, Property Managers, and Property Owners

To say that COVID-19 has impacted all of our lives and livelihood would be an understatement.

This crisis is devastating. To the world, to our community, to our friends and to our families. At this time of great uncertainty, it is important to take whatever measures we can to alleviate the economic impact to businesses, their staff, and their livelihood.

We cannot say it enough. Businesses, small businesses in particular, are what make us a uniquely distinct part of this city; a destination; a place to be. Your continued business in Westboro Village is our greatest priority.

That is why we are looking for property managers and owners to meet with impacted tenants to figure out a way that businesses won't shut down. A business closure impacts the property owner, the BIA, and our greater community.

We implore you to take the greatest measures, now, to meet in the middle. To find common ground in providing a solution that will not result in shut downs or forced closure.

Westboro Village BIA office has also taken immediate measures and has reduced our Levy by 15%. This savings will reflect on the property owner's bill. If this is a charge that you as a tenant pay as part of your common expenses, we suggest that you contact your landlord to see how they plan to deal with this levy reduction.

We have reduced our budgeted expenditures by ~\$82,000 for 2020.

While we will continually market and promote businesses and the area, we will dramatically reduce the budget allotted for events - mainly FUSE Street Festival, which will now be a FUSE "lite" without the larger expenses of street closures and security.

At this moment, we are not canceling Shop the Village as it is promoted as a sidewalk sale (May 30-31) with entertainment. Should this State of Emergency continue to that point, we will postpone the event with a possibility of combining it with FUSE in August.

Please know that the support in our community is strong. Ottawa Tourism is predicting incoming tourism to rebound in May, should things continue for the better, and media sources are bracing themselves to promote the Ottawa Staycation for this summer. We will be part of it all.

Take care and be well,

Michelle

Michelle Groulx  
Executive Director

Westboro Village Business Improvement Area  
On behalf of the Westboro Village BIA Board of Management