

DOWNTOWN BUSINESS IMPROVEMENT AREA

Mover: Luke Dufour
Seconder: Corey Gardi

WHEREAS the City of Sault Ste. Marie has had a Business Improvement Area known as the Downtown Association (formerly the Queenstown Association) since 1976, a time when Queen Street was the major commercial district within the community; and

WHEREAS since 1976, commercial activity in the community has become more spread out throughout the community, including the expansion of the mall, redevelopment of the St. Mary's Paper site into the Canal District, and expansion of offerings on Great Northern Road, Northern Avenue and Trunk Road; and

WHEREAS downtowns have, over the course of several decades, transformed from being solely commercial hearts of communities, to being the social hearts of a community, hosting festivals and events, all while continuing to offer commercial and retail draws; and

WHEREAS it is prudent to review if the model for downtown marketing and promotion that worked in 1976 continues to be the best model for our Downtown, recognizing that the community's definition of downtown is different than the Downtown Association's geographic boundaries; and

WHEREAS if Council believes downtown development is a community priority, it should be supported by the community, not just those businesses that front directly on Queen Street between Pim Street and Dennis Street; and

WHEREAS dissolution of a Business Improvement Area is an option available to municipalities under the Municipal Act, 2001; and

NOW THEREFORE BE IT RESOLVED THAT staff be requested to investigate how comparable communities are activating, promoting and marketing their Downtowns, and report to Council on options available to it, either with a recommendation or with options from which Council could choose to best activate, promote and market Sault Ste. Marie's downtown