



December 1, 2020

Mayor Watson, City of Ottawa
City of Ottawa Council Members
City Hall, City of Ottawa, 110 Laurier Ave West, Ottawa, ON K1P 1J1

Re: Support for ByWard Market Public Realm Plan

The Ottawa Board of Trade is an independent, non-profit, non-partisan organization with mandate to advocate for businesses in the Ottawa region. Our businesses include all sectors, all sizes and represent a broad range of employers. Our mission is to create prosperity by cultivating business and community growth. To that end, we are pleased to comment in support of the proposed plan for the ByWard Market Public Realm Plan including the undertaking of the appropriate evaluations, funding opportunities and studies as detailed by City staff. It is our understanding the City has engaged in extensive consultations to design this plan. We applaud this ongoing collaboration and particularly appreciate the recommendation that establishes a working group to focus on economic recovery for the ByWard Market precinct.

The Ottawa Board of Trade supports strategies that create and enhance community amenities and culture, economic growth, and tourism assets.

The City of Ottawa attracts global, national, and regional attention as the capital of Canada and a cultural and economic anchor in eastern Ontario. Our collective effort to optimize this unique position is paramount to ensuring a sustainable strategy to grow community prosperity and economic growth. We are fortunate to have a major community and tourism asset like the Byward Market in the heart of our city to contribute to the cultural and economic fabric of our society. Its proximity to other key attractions in the area exponentially increases the appeal of all the assets. It is critical we continue to invest in it as part of our overall city building and destination development offering.

As with all major funding and infrastructure initiatives, we encourage the city to conduct an economic impact assessment to ensure there is clear understanding of the return on investment and implications for sustainable community growth.

The ByWard Market is a cultural and economic hub we must leverage as we contemplate residential and visitor attraction as key economic drivers for the National Capital Region. We thank the City of Ottawa council and staff team for your ongoing collaboration and we gladly offer our support as we work together to build a global iconic city.

Sincerely,

A handwritten signature in black ink, appearing to read "Sueling Ching", is positioned below the word "Sincerely,".

Sueling Ching
President & CEO | Ottawa Board of Trade
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