



May 28, 2026

Chair and Members of the Finance and Corporate Services Committee
June 2, Meeting Agenda item 7.7: Preston Street BIA Boundary Adjustment

Re: Support for the Proposed Boundary Expansion of the Preston Street Business Improvement Area

Dear Chair and Members of Committee,

On behalf of the Ottawa Coalition of Business Improvement Areas (OCOBIA), representing 18 Business Improvement Areas and more than 7,200 businesses across Ottawa, I am writing in strong support of the proposed boundary expansion of the Preston Street Business Improvement Area presented before Committee on June 2, 2026.

Business Improvement Areas play an essential role in Ottawa's economic vitality, supporting local businesses while creating vibrant main streets through events, beautification, placemaking, promotion, and advocacy. They are solely funded by the business community via levies, in addition to commercial taxes paid, annually. This is a direct investment by the businesses into their neighbourhood's local economy and community well-being.

The Preston Street BIA is one of Ottawa's strongest examples of this impact. Over the years, the BIA has helped establish Preston Street and Little Italy as a premier destination district through initiatives including the Ottawa Italian Festival, public art and murals, the gateway feature, and public realm improvements that contribute to a vibrant experience and strong neighbourhood identity.

The BIA's work has helped attract visitors, support local businesses, celebrate Ottawa's Italian heritage, and create a destination that contributes meaningfully to Ottawa's tourism, cultural, and economic landscape; it is the backbone of a thriving neighbourhood in Ottawa's core.

The proposed expansion presents an important opportunity to bring additional businesses into an already successful and collaborative district. Businesses located adjacent to the current boundary

are already connected to and benefit from the area's events, destination marketing, and economic activity. Expanding the boundary will create greater cohesion across the district and allow more businesses to contribute to and benefit from the collective work of the BIA.

OCOBIA fully supports this proposed expansion and respectfully encourages Committee and Council to approve the boundary adjustment. Thank you for your consideration.

Sincerely,

Michelle Groulx
Chief Advocate
Ottawa Coalition of Business Improvement Areas

