



Old City Quarter Association

Dear Mayor and Council,

I am writing this letter in support of our organization's application for the Old City Quarter Business Improvement Area funding. The Old City Quarter Association (OCQA) is a merchant's association in downtown Nanaimo which supports local businesses and community by providing organized events, group branding and marketing, along with advocacy on common issues relevant to our members.

We would like to thank Mayor and Council for supporting the OCQ with BIA funding for the past five years. Each year the OCQA has been able to host seasonal events drawing shoppers and tourists into the area. The OCQ area has provided an excellent venue to host family events for Easter and Halloween, while our Christmas décor brings a historic charm to the Christmas shopping season. Our Sounds of Summer musical events have created a destination experience with a fun and festive vibe for locals and tourists while showcasing local talent throughout the summer.

The OCQA has also provided marketing and branding for the business area and merchants through a combination of social media, print, and radio marketing. This marketing serves not only to draw tourists across the bridge but also newcomers and long-term residents of Nanaimo into the area.

The OCQA board has also built beneficial working relationships in support of its members; working with the City of Nanaimo on a variety of projects that support our merchants, we also worked with the Community Connect to provide security and resources to businesses that were plagued with vagrancy, and we have worked with the engineering department to add wayfinding signage in the area.

We are proud of the work we have accomplished over the past five years with your support and are seeking your support for the next five years to continue to provide effective marketing for the OCQ as a destination shopping experience within the arts and culture district of Nanaimo.

Several businesses on Milton St. have approached us expressing an interest in joining the OCQA to fully benefit from the association's affiliations and marketing. We are therefore also asking for an increase to the BIA funding boundary one street to the north.

Thank you for taking the time to consider our BIA funding bylaw and boundary change. I will be attending the council meeting February 7, 2022, at 7:00 PM and available to address any specific questions or comments you may have.

Best Regards,

Matthew Rosenthal
President
Old City Quarter Association