

Pilon, Janet

Subject: Temporary Outdoor Patio Program

From: Kerry Jarvi

Sent: Thursday, February 17, 2022 3:17 PM

To: clerk@hamilton.ca

Subject: Temporary Outdoor Patio Program

The Mayor and City Councillors,

Please accept this letter of support for the Temporary Outdoor Patio Program. The Downtown Hamilton BIA has consistently supported these programs as they empower our hospitality businesses to take advantage of nicer weather while allowing Hamiltonians the opportunity to experience downtown in a new way. In fact, one of the first Pop Up Patios was at HAMBGR on King William in 2017 and we continue to encourage restaurants in our area to take advantage of this beneficial program.

It goes without saying that the hospitality industry has been one of the hardest hit sectors throughout the past two years of pandemic restrictions. These businesses have done all they can to stay afloat while having to face a revolving door of regulations. We know that these business owners likely face years of losses ahead before they can fully recover.

In an effort to assist with some recovery of lost revenues and encourage people to once again explore downtown, the Downtown Hamilton BIA created an outdoor dining district in 2020 by closing King William St. between James St. and Hughson St. to allow outdoor seating for all of our hospitality businesses. This initiative was so popular that it was recreated again in 2021 without hesitation.

I cannot foresee any reason not to continue this program as it is absolutely pivotal in assisting the hospitality sector, especially after the abrupt changes to restrictions in December of 2021 which saw the loss of typical holiday season revenue further decimate the industry. The program also offers many businesses the vital opportunity to expand their seating area which is especially helpful for those with limited indoor space even at 100% capacity.

Aside from the business benefits of the program, the look and feel of full patios in our downtown core bring a vibrancy to the area that is unmatched. With more people working from home or moving to hybrid working arrangements it is more important than ever to encourage unique experiences in Hamilton that can engage residents and visitors.

Thank you,

Kerry Jarvi, Executive Director
Downtown Hamilton Business Improvement Area
20 Hughson Street South, Suite 104
Hamilton, Ontario L8N 2A1
Office: (905) 523-1646
www.downtownhamilton.org