



May 23, 2018

FITZROYALTY MANAGEMENT GP INC.
PO BOX 611
REGINA SK S4P3A3

Dear Sir or Madam,

Regina is growing and its downtown business district is growing with it. We want to help make your business property as profitable and prosperous as possible by expanding the services and coverage of the Regina Downtown Business Improvement District.

More investment and more people are flowing into our city on a daily basis. This could provide us all with significant opportunities so long as we can compete.

Regina has added new suburban business developments on the fringes of the city that add to our challenges. No matter whether you are a property owner or a business owner; no matter whether you own a retail store or a professional service, you face more competition than ever to attract clients to your area of the city.

There is Strength in Numbers

Since 1981, the Regina Downtown Business Improvement District (RDBID) has been proud to provide downtown businesses with services that improve their appeal.

But don't take my word for it. Tim Martin, owner of Atlantis Coffee Co. says:

“We at Atlantis Coffee don't hesitate to contact the RDBID when we have questions of any kind concerning downtown Regina. Our customers comment more on what is happening downtown and engaging things that are happening. This is new. Our





customers used to comment on how there was nothing to do downtown and how they didn't feel safe."

A few of our major services include:

- A Clean Team that sweeps sidewalks and gutters, picks up litter and helps control graffiti. These services are above and beyond the City of Regina's cleaning services.
- Initiatives to reduce loitering, nuisance, and criminal activity.
- Market Research and Public Reports.

This is just a taste of the services we provide. For more, visit www.reginadowntown.ca.

So what are we getting at?

To meet the challenges of the future, we need new team members to help us increase our clout, expand our services and make Regina's downtown an even better place to live, work, and do business. Let me tell you how...

We would like to apply to the City to expand our Business Improvement District (BID) to include your business property area. This will allow us to build an even greater critical mass of synergies – new pubs and restaurants, new park spaces and new service business to add to the collective appeal.

Of course, nothing comes free. These expanded services and benefits will require contributions by way of an annual levy of around \$234.34 for your property at 1525 SOUTH RAILWAY STREET.

However, this is not a one-way street. We would first like to ask for your support for our application to expand our BID. Second and more important, we would like to hear feedback about the services you want and need to help make your area more appealing and profitable for you and your neighbours.





I'm sure you will have many questions about this process. Our website at www.reginadowntown.ca is a good starting point. You can also call me any time at 306-357-7541 if you would like to discuss our proposal further or set up a one-on-one meeting. Alternatively, you may reach me at jveresuk@reginadowntown.ca.

I expect to earn the privilege to be your advocate. I look forward to hearing from you as we work to build a bigger and better Regina Downtown.

Regards,

A handwritten signature in black ink, appearing to read 'Judith Veresuk', written in a cursive style.

Judith Veresuk
Executive Director

