



January 24, 2022

Lambton Shores Council
c/o Ms. Janet Ferguson

Re: Forest B.I.A. 2022 Budget

Dear Janet,

Please find attached the proposed budget for the Forest B.I.A. for the year 2022. I would like to take this opportunity to thank Council and Staff for their assistance and continued support. I would like to offer further co-operation between the B.I.A. and the Municipality in 2022 and beyond.

This budget was configured and approved at our Directors' budget meeting on January 18, 2022. The year 2021 had many challenges again for all of the businesses in the BIA district because of further restrictions placed on businesses and events. We were able to once again host our Christmas in the Park event in the Rotary Civic Square and with funding from the My Main Street Community Activator grant were able to increase the number of displays and event activities. We appreciated the assistance we received from staff in preparing for our event. With more displays, we recruited additional volunteers to assist with lower lighting and decorations. We had unused funds from the 2021 levy that we would like to allocate to capital projects that may have transpired through the My Main Street Community Activator grant. We look forward to this much needed boost to the downtown through these grant initiatives such as shade sails, story book walks and a mural project. We hope to add to this this project through advertising and self-guided walking tours. We are excited to work toward the next steps.

We strive to make Lambton Shores and specifically Forest a better place to live and do business. We are hopeful 2022 will be a more normal business year and look forward to the time when we are able to host more promotional events. We will continue to do our part in beautifying our charming downtown.

Thank you,

Chris Williamson
BIA Chairperson