

January 28, 2021

Minister Peter Bethlenfalvy
Minister of Finance
Province of Ontario

Dear Minister Bethlenfalvy,

RE: Reduced beverage alcohol costs for licensed establishments

In consideration of the COVID-19 pandemic, our six downtown Business Improvement Areas (BIAs) request that the Province of Ontario implement a 20% cost reduction in beverage alcohol products for licenced establishments, as compared to consumer prices, as a part of the 2021 Provincial Budget. This reduction will help ease the burden on the establishments which rely on beverage alcohol sales as a core component of their business model, including restaurants, hotels, theatres, and cruise and tour operators.

Our downtown Business Improvement Areas (BIAs) represent an area of Toronto that include Canada's largest employment centre with more than 400,000 employees, the highest intensity of public transit, and vibrant concentrations of retail, hospitality, arts, culture, and tourism. A reduction in beverage alcohol prices will help pave the road to recovery for licensed businesses and help them to maintain and increase their employment levels while also contributing to the economic and social vibrancy of the downtown core.

If you have any questions, please contact Oliver Hierlihy, Director, Operations, Waterfront BIA at oliver@waterfrontbia.com.

Best regards,

Al Smith
Executive Director
St. Lawrence Market
Neighbourhood BIA



Briar de Lange
Executive Director
Bloor-Yorkville BIA

BLOORYORKVILLE

Grant Humes
Executive Director
Toronto Financial District BIA



Janice Solomon
Executive Director
Toronto Entertainment District BIA



Mark Garner
Chief Operating Officer and
Executive Director
Downtown Yonge BIA



Tim Kocur
Executive Director
The Waterfront BIA



Cc: Hon. Doug Ford, Premier
Hon. Victor Fedeli, Minister of Economic Development, Job Creation and Trade
Hon. Prabmeet Singh Sarkaria, Associate Minister of Small Business and Red Tape Reduction
Hon. Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture Industries