

From: [Kristina Pringle](#)
To: [Terri Towstiuć](#)
Subject: Economic Development Committee- Council Agenda- Budgetary Considerations
Date: Monday, November 25, 2024 7:52:24 PM

Dear Mayor Leatham and Council,

On behalf of the Economic Development Committee, I am writing to request a total allocation of \$14,000 to support a variety of initiatives aimed at fostering economic growth, supporting local businesses, and enhancing the quality of life for residents in our community. Please consider adding this request to the agenda for November 28th, 2024

The proposed funding will be used to support the following programs and events (each):

1. **Cultivating Success Events (\$2000):** These workshops and seminars aim to help local businesses grow by offering educational resources, networking opportunities, and tools for success in today's competitive market.
2. **West Elgin Women in Business Business Showcase (\$2000):** This event celebrates the accomplishments of entrepreneurs and provides them with a platform to showcase their products and services to the community, helping to stimulate both local business engagement and consumer interest.
3. **Branding and Marketing Initiatives (\$5000):** Strengthening our town's brand and marketing presence will increase awareness of our local businesses and attract new visitors and investment to the area, ultimately boosting our economy.
4. **Country Holiday Tour (\$2000):** A festive event to showcase local businesses during the holiday season, drawing visitors and residents alike to our local shops and businesses, promoting community spirit, and boosting economic activity during the critical holiday shopping period.
5. **Blueberry Festival (\$3000):** This new annual event highlights the region's agricultural heritage while providing local businesses with an opportunity to engage with attendees. The festival draws a large crowd and boosts tourism, contributing to the local economy through vendor participation, food sales, and tourism-related activities.

Through these initiatives, we aim to support local businesses, create new opportunities for economic growth, and enhance the overall quality of life in our community. By investing in these events and programs, we will be contributing to a more vibrant and resilient local economy.

We appreciate your consideration of this request and would be happy to provide further details on any of the initiatives listed above. We look forward to your continued support and to working together to strengthen our community.

Sincerely,

Kristina Pringle
Economic Development Committee
226-376-5549

