

March 3, 2022

**Re: 2022-23 Town of Cornwall Pre-Budget Submission**

*Delivered via Email*

Mayor McCourt and Town of Cornwall Councillors;

On behalf of the Greater Charlottetown Area Chamber of Commerce (GCACC), we write to you today regarding the Town of Cornwall's pre-budget consultations. In this letter, we have outlined several recommendations for the Town to consider for the 2022-23 operating budget that will benefit both business owners and Cornwall residents alike.

It comes as no surprise that businesses in Cornwall, and across our province, have endured a challenging past two years. As a result, the Chamber has developed three key recommendations that the Town of Cornwall may consider to help enable recovery and eventual growth within the community. These recommendations were developed with the help of focus groups of Cornwall business owners, the Chamber's advocacy committee, and membership surveys. We note that Cornwall businesses appreciate the engagement and

The recommendations are as follows:

**1. *Invest in resources for business development***

Cornwall has been an impressive model for population growth across our province and region. While this is great for the overall economic growth, there is some concern from our membership that there should be more investment in resources to support business development and attracting businesses to Cornwall. Examples of investments would include the introduction of a business development officer role to help with attraction and retention of businesses in Cornwall. That said, the Chamber recommends that the Town invest in resources for business development in some capacity.

**2. *Enhance service delivery as it relates to economic growth***

Timely and effective service delivery is crucial for any municipality, and this is especially true for one with a rapidly growing population such as Cornwall. With these trends in population growth comes economic growth, with many franchises and businesses exploring Cornwall as their next destination. Service delivery plays an important role for businesses trying to grow in terms of red tape and obtaining

municipal permits. Any area where the Town can invest in enhancements towards service delivery would be recommended as a way to encourage economic growth by creating more efficiency.

**3. *Transparent planning for tax rate increases***

The Chamber recognizes that sometimes tax rate increases, whether commercial or residential, are sometimes inevitable to counter the rapid growth. However, when doing so, our members believe that a more open and transparent process is needed when planning for any tax rate increases. This will allow businesses and residents alike to be better prepared for upcoming changes to their taxes and allow them to properly budget for any increases. The Chamber recommends that the Town develop and publish a clear, transparent multi-year plan for tax increases in Cornwall as a way to allow residents and businesses to be better prepared ahead of time.

On behalf of our membership, the Chamber would like to thank you for the opportunity to provide our pre-budget recommendations for the Town of Cornwall and hope you strongly consider our submission. We look forward to growing our reach within Cornwall and working collaboratively with the Town Council on the progress made up to this point.

Sincerely,

A handwritten signature in blue ink, appearing to read 'R. Godfrey', is positioned above the typed name.

Robert Godfrey

*Chief Executive Officer*