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March 10, 2017

City of Sarnia Council
255 North Christina Street
P.O. Box 3018
Sarnia, Ontario N7T 7N2

Mayor Bradley and Members of Council,

Re: City of Sarnia Corporate Strategic Plan

On behalf of the Sarnia Lambton Chamber of Commerce, we would like to express our warm support for the City of Sarnia's Corporate Strategic Plan 2017-2020 and would recommend that City Council adopt it.

The Chamber represents over 700 businesses which employ approximately 17,000 people in a broad base of economic sectors across Sarnia-Lambton. We believe in a non-partisan approach to advocating for solutions that will help our members succeed, drive our local economy, create jobs and improve our quality of life.

As advocates for business in our city and region, the Chamber has a strong record of working closely and collaboratively with the City to strengthen and grow our local economy. Recent highlights include:

- Reviewing the City Budget
- Participating in the review of Planning Department
- Advocating along with the City and industry for the Oversize Load Corridor
- Supporting initiatives to improve local infrastructure
- Increasing accessibility at local businesses
- Participating in the recent strategic planning exercise

In supporting the City of Sarnia's Corporate Strategic Plan 2017-2020, the Chamber of Commerce would particularly highlight the elements of the Plan that closely align with the Chamber's shared vision for a renewed, prosperous Sarnia.

- **Business revitalization.** We urge Council to make the further strategic steps necessary to making Sarnia a welcome home to new biohybrid industries, advanced manufacturing and value-added agriculture. **This includes expediting the planning processes** and working collaboratively with business

The Business Voice of Choice

so they can obtain regulatory approval from upper tier government departments in a smooth and timely manner.

- Entrepreneurship and small business support. Small business are the backbone of the economy, and so we welcome the goal of enhancing services to entrepreneurs and small businesses. In particular, **we urge Council to reduce red tape, speed up the planning process, and continue to enhance a culture of collaboration.**
- Infrastructure expansion. “If you build it, they will come” is the message we have sought to deliver to Council. **Renewing the City’s infrastructure gives confidence to businesses to invest** in the community, which in turn increases both employment and the municipal tax base. The Chamber is an enthusiastic supporter of the City’s championing of the proposed Oversize Load Corridor.


The Chamber of Commerce looks forward to working with the City as a partner to support the implementation of the new Strategic Plan.

Thank you for your time and consideration.

Yours truly,



Shirley de Silva
President and CEO



Michael Kooy
Board Chair