

February 4, 2026

Councillor Scott Hamilton
City of Cambridge

RE: GATEWAY FOUNTAINS – CITY OF CAMBRIDGE

Dear Councillor Hamilton,

On behalf of Explore Waterloo Region, the official sales and marketing organization for the Region of Waterloo, I am pleased to offer our strong support for your proposal to revitalize the Gateway Fountains. The area surrounding Pinebush and Hespeler Road is already a significant activity hub, and with the introduction of GO service, the planned LRT expansion, and new residential development, its importance to the City of Cambridge will only continue to grow.

In addition to my role as CEO of Explore Waterloo Region, I serve on the Executive Committee of BESTWR (Better Economic Support Together for Waterloo Region). As part of its work, BESTWR recently developed a regional scorecard to guide planning toward a population of one million residents by 2051. A key pillar of this framework is “Placemaking.” Businesses are drawn to communities that are attractive, vibrant, and offer amenities that support both employees and their families. Likewise, visitors choose to spend their time—and their dollars—in destinations that are inviting, thoughtfully designed, and reflective of community pride through elements such as public art, green space, and beautification initiatives. Placemaking is not simply a “nice to have”; it is a sound economic strategy. Equally important is the sense of pride and well-being it fosters among residents. When communities are planned through a visitor lens, they often become better places to live for those who call them home.

While a single fountain project may seem modest when viewed alongside other municipal priorities, initiatives like this can serve as catalysts for broader revitalization and long-term impact for Cambridge.

I wish you every success with this project and look forward to seeing the Gateway Fountains once again come to life—welcoming residents and visitors alike to this important gateway into the city.

Sincerely,

A handwritten signature in blue ink, appearing to read 'MS', with a long horizontal flourish extending to the right.

Michele Saran
CEO
Explore Waterloo Region