



DOWNTOWN CAMBRIDGE

CAMBRIDGE, ONTARIO

November 6, 2023

RE: Report 23-295-CD, Market Square Placemaking Project

Dear Mayor and Council,

On behalf of the Downtown Cambridge BIA, I would like to share with you our support for the Market Square Placemaking Project led by the Cambridge Farmers' Market.

Access to safe drinking water, no matter what time of day or night, is a crucial amenity that supports a vibrant, healthy downtown. Installing a drinking water fountain will not only be a draw for people to visit downtown, but it will also encourage more people to participate in active transportation to move around our entire City. With your approval, we are excited to work with the Cambridge Farmers' Market to promote this new amenity! We will also look to collaborate with the Cambridge Farmers' Market towards designations that this project presents us with to align our groups and add to the vibrancy of our downtown and City.

Sincerely,

Brian Kennedy
Executive Director
Downtown Cambridge BIA
info@downtowncambridgebia.ca