



We write in answer to Mayor Elect Luke Charbonneau's call for support. We are urging Southampton's businesses to let Bruce Power know we welcome the Nuclear Innovation Institute in our community.

As a BIA we care about business attraction, sustainability and retention, we plan events and promotions enticing full-time residents and visitors alike to support our business community. A global institute of excellence for the nuclear industry situated in our core is a win-win for Southampton's small business neighbourhood. Envision Institute students, staff and guests immersed amongst our business hub, spending money in our restaurants, our retail stores, our art centres, our boutiques, our spas, our motels/hotels, B&B's, our professional and real estate sector, our entire business network benefitting from this traffic. We are proud of our business community, what Southampton has to offer, but further so proud of these small business owners, how hard they work to sustain, their dedication and creativity to ride the highs and lows. The Nuclear Innovation Institute should be seen as a partner in Southampton's business landscape, a positive cornerstone in the realm of economic development.

Let's work collaboratively to view the Nuclear Innovation Institute as a favourable and exciting contribution to Southampton.

The Southampton BIA Board of Management