



Core Strength:

Establishing strong communication partnerships
between Downtown London and the City of London



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Today's discussion

- Looking back at London's downtown
- Establishing strong partnerships
- Examples of how we can work together
 - Core Area Action Plan
 - Events and programming
 - Construction communications
- Lessons learned, and future challenges

First, a little about us...



London
Downtown
Business
Association

+

Mainstreet
London





First, a little about us...

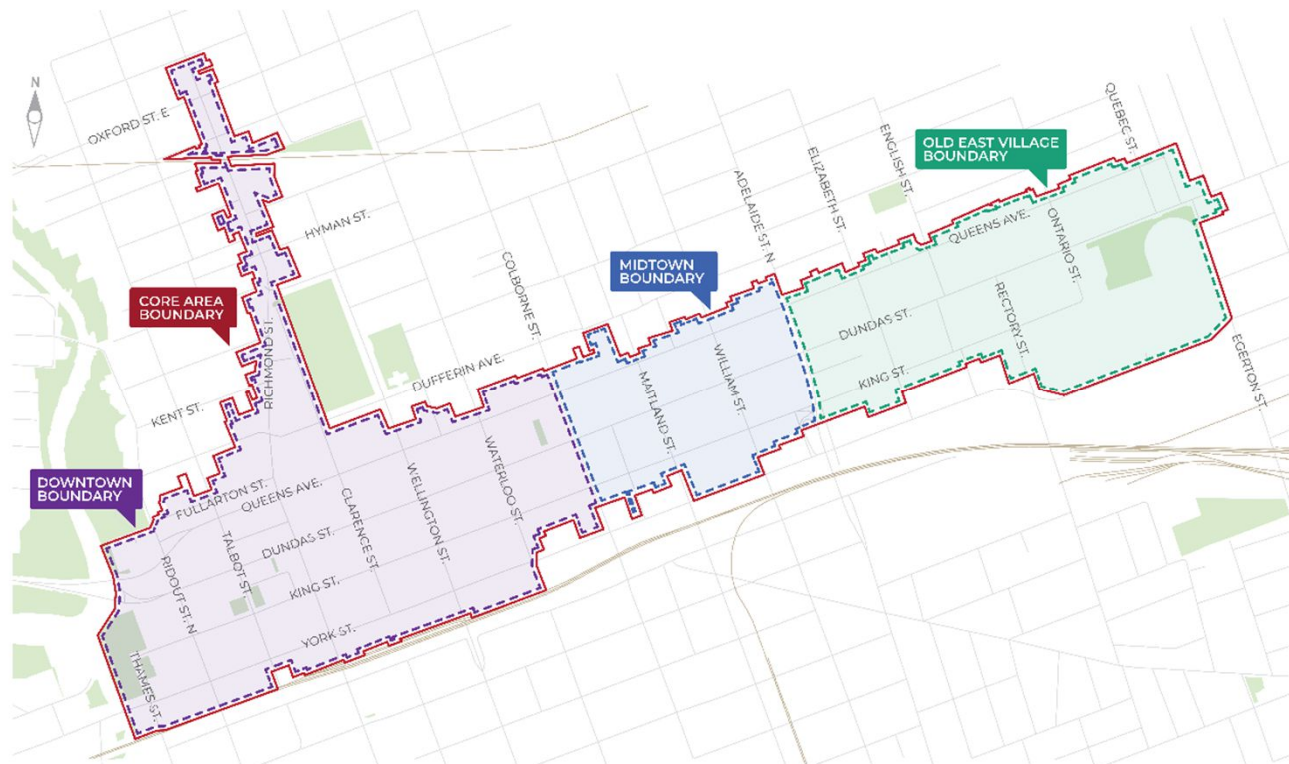
City of London Strategic Communications

- Driven by **Community** through communications that supports stakeholder engagement and two-way dialogue





What is London's core area?





Investing in the core

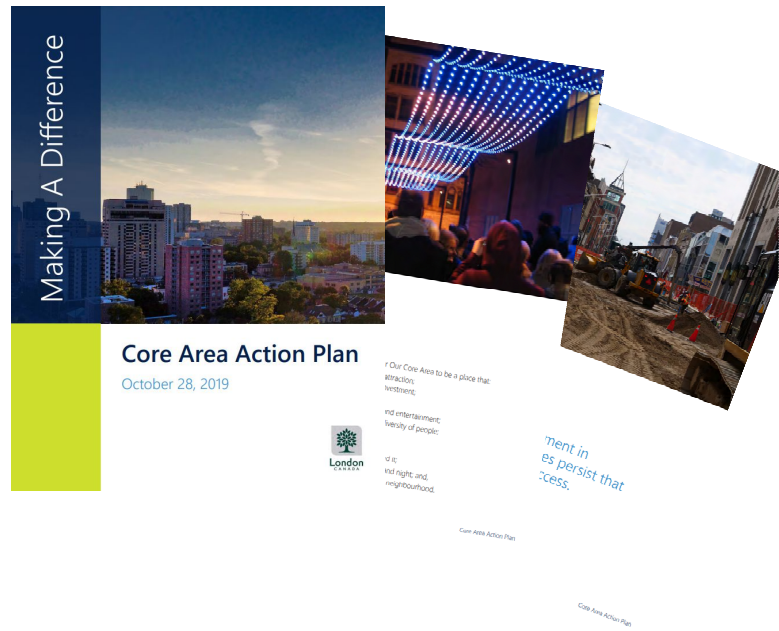
- Budweiser Gardens
- Covent Garden Market
- Central Library
- Dundas Place
- Rapid Transit
- Sewer separation





Core Area Action Plan (2019)

- Some of the actions include:
 - Core Area Ambassadors
 - Construction Dollars
 - Complimentary parking codes
 - New garbage collection schedules
 - Unveiling public art





London's Core Area



The City of London has a clear vision for its core. To nurture it as the cultural, civic, retail, and economic heart of London, and as a great place to live.





Our approach to communications

- Enterprise-wide
- Developing our communications framework
- Approachable, accessible, honest, sincere messaging
- Using existing networks and being flexible



Our Core Area

What is your vision for
London's Core Area Strategy?

 Share input to help influence
future strategies for
**Downtown, Old East Village
and Midtown.**



 Our Core Area



Google Display ads



Uniforms



Eat

Shop

Play

**London's
Core Area**
Your Summer
Destination

 Our Core Area



london.ca/CoreArea

Billboard ads

**Our Core Area
Garbage and
Clean-up –
Who to Contact?**



Garbage and debris:
Does the street, sidewalk
or park near you need our
attention?

Report it by visiting service.london.ca,
emailing service@london.ca or
calling 519-661-2489

 Our Core Area



Contact Cards



Our Core Area webpage

Our Core Area

Downtown London BIA

Old East Village BIA

Midtown neighbourhood

Core area business and resident updates

Want to stay up-to-date with core area events, improvement initiatives and engagement opportunities? [Sign up for the Our Core Area newsletter!](#)

The City of London has a vision to revitalize our Core Area as the cultural, civic, retail, and economic heart of London, and as a great place to live. The Core Area includes Downtown, Richmond Row, Midtown and Old East Village and encompasses most of the Downtown London and the Old East Village Business Improvement Areas (BIA).

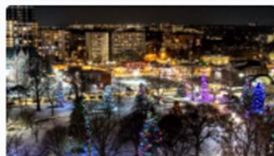
Have a question related to the Core Area? Please email corearea@london.ca.

What's going on in the Core Area?



Dundas Place

[LEARN MORE](#)



Events

[LEARN MORE](#)



Local businesses

[LEARN MORE](#)

Getting to the Core Area



Parking

[LEARN MORE ABOUT MUNICIPAL PARKING LOTS](#)



Biking to the Core

[FIND PATHS TO THE CORE, BIKE LOCKER INFORMATION AND CONSTRUCTION UPDATES](#)



Bussing to the core

[PLAN YOUR NEXT BUS TRIP TO THE CORE](#)

Core Area Ambassador program

The Core Area Ambassadors are the City's customer service representatives for the Core Area. They are the friendly faces interacting with residents, businesses owners, workers, tourists, and visitors.

The Ambassadors play many roles, such as responding to concerns and complaints, providing guidance on how to access City services, sharing recommendations for events and activities, supporting small-scale events and activations, working with other City teams to keep streets clean and safe, building ties with local businesses, and participating in beautification efforts.

[LEARN MORE](#)





Jennie Dann is London's director of construction and infrastructure services. (Supplied by City of London)

London

Dundas Place opens today: Here are 5 cool things about London's first flex street



Jim Yanchula, the city's manager of downtown projects and business relations, gives us a tour of Dundas Place



[Sofia Rodriguez](#) · CBC News · Posted: Dec 09, 2019 5:00 AM ET | Last Updated: December 9, 2019



Jim Yanchula, manager of downtown projects and business relations for the city, says the street is nothing like anything Londoners have experienced in the city before. (Sofia Rodriguez/CBC)

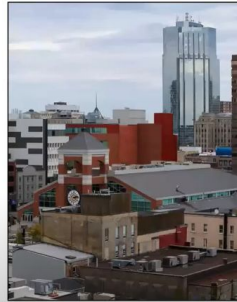


YouTube

Search



Other Efforts in the Core



- London Community Recovery Network
- Back to Business
- Enhanced communications plans
- Engagement and collaboration
- Structure and steering committee

4:07 / 1:32:38



Our Core Area Garbage and Clean-up – Who to Contact?



Garbage and debris:

Does the street, sidewalk
or park near you need our
attention?

Report it by visiting service.london.ca,
emailing service@london.ca or
calling **519-661-2489**



To help us serve you better, make sure you tell us what you're calling about:

- Loose garbage and litter?
- Large items left on the sidewalk, curb or other public space?
- Sidewalk sweeping?
- Biowaste on public property?

The more you can tell us, the better
we'll be able to help clean things up!



Encampments:

For response to active or
abandoned
encampments,
please visit
service.london.ca,
email
service@london.ca
or call **519-661-2489**.



Needles and Sharps:

If needles are found on public
property, please contact
519-661-2489,
extension 4965.
This phone line is answered
24 hours per day,
7 days per week.

Please visit
london.ca/needles for
information on how to pick
up sharps safely.



Visit london.ca/corearea for
Core Area garbage collection
information.



Our Core Area

Safety and Security – Who to Contact?

If you're concerned about safety and security in our Core Area,
there are several agencies working together who are prepared
and ready to respond.



Report non-urgent
emergencies such as
nuisance behaviour, chronic
problems or trespassing.

Downtown London Foot Patrol:
519-933-1542
Old East Village Foot Patrol:
519-670-4023



Report emergencies
such as someone
causing harm to
themselves, others, or
property or someone
who is in medical
distress or unresponsive.

Call 911



Report community health
and safety issues such as
someone in need of
mental health supports.

See back of card.



Report by-law complaints
such as yard maintenance,
property standard, and
vacant unsecured building
concerns.

Call 519-661-4660 or email
enforcement@london.ca



Report parking/loading zone
issues.

Call 519-661-4537 or email
ParkingEnforcement@london.ca



Report concerns with
garbage collection

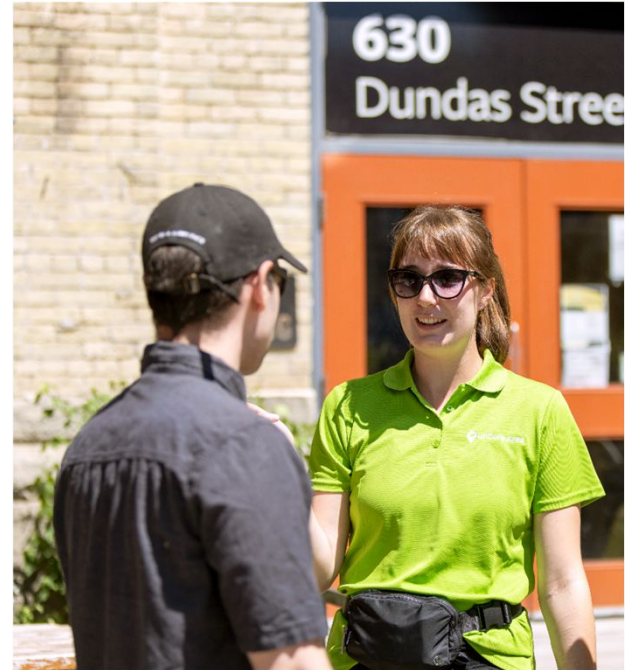
Visit service.london.ca or
call 519-661-2489 or email
service@london.ca

Our team aims to respond within 24 hours
or less. If you are reporting an urgent
matter and/or attempting to call
after-hours and are unsuccessful, try our
dispatch team at **519-661-4965**.





Core Area Ambassadors





City of London, Ontario - Municipal Government

July 7 · 🌐

...

"I was a stay-at-home dad caring for our two babies while my wife Samantha worked full time as a midwife, and later a labour and delivery nurse. Once our kids were a little bigger, I felt the urge to start something of my own, and I had restaurant and cooking experience from both my earlier years in Nepal and later on when I moved to Canada.

I think people everywhere love dumplings, but when I started my business 13 years ago, no one here had ever heard of momos. People seemed to love them and started coming back week after week to order them. Also, I think it's the sauce too. Everyone loves the sauce!

Momos are a very popular street food in Nepal. My personal recipe is one I created myself. I started with just one kind, pork, then over time added chicken, vegan and water buffalo momos to my menu."

Yam Gurung is a native of Nepal who moved to Canada at the age of 22 after he met his wife while she was visiting his country. His restaurant, [Momos at the Market](#), is one of the original vendors at the [Western Fair District farmers market](#). Yam also has another storefront at 630 Dundas Street. Spare time isn't something he has much of, but when he does have it, Yam enjoys gardening and being outdoors.

#LdnCoreStories #OurCoreArea



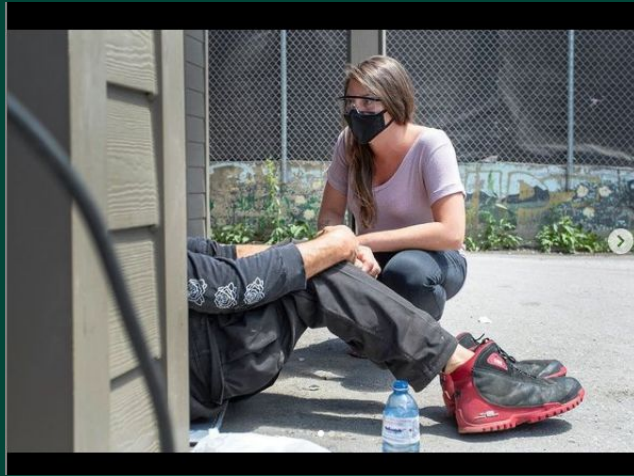
👍❤️ 608

61 Comments 128 Shares

👍 Like

💬 Comment

🔗 Share



cityoflondonont • Follow

...



cityoflondonont "My hope for London's core is that it becomes a safe place for everyone. I hope that there comes a time where individuals don't have to live in door fronts. I hope that as a community we can move forward together & do better, for the health of the whole community.

I think LondonCARES is important to the landscape of London's core because we



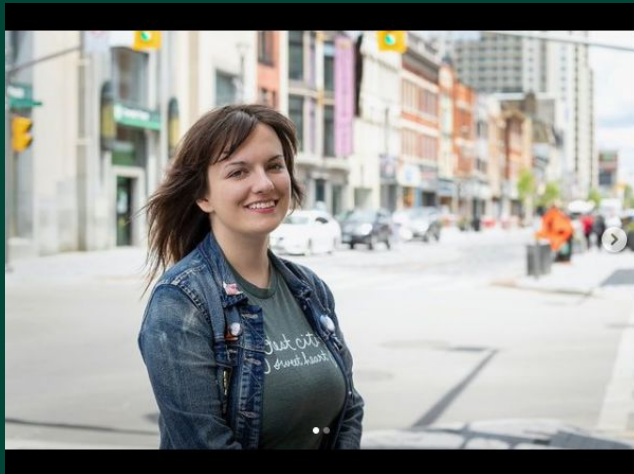
398 likes

JUNE 30



Add a comment...

Post



cityoflondonont • Follow
Dundas Place

...



cityoflondonont "Two of my favourite places in the core are the Central Branch of the London Public Library and Museum London. Public space is so vital for building a community - places where people can sit, read, think and dream, without worrying about paying the price of admission.

I have a lot of hope for Dundas Place as a public space. We've seen glimpses of



223 likes

JULY 14



Add a comment...

Post



London Tourism, Ontario

August 18 · 🌐

...

Looking for things to do in #LdnOnt's core? Don't miss these new activations on Dundas Place this weekend:

- 🟡 Dundas Village Arts Festival - Aug. 21, 10AM-5PM
- 🟡 Vintage on the Block - Aug. 21, 4-10PM
- 🟡 Screening of Blood Quantum with Forest City Film Festival - Aug. 24, 8PM

SEE MORE ACTIVATIONS HERE: www.londontourism.ca/core

City of London, Ontario - Municipal Government #ExploreLdnOnt #OurCoreArea



LONDONTOURISM.CA

Core experiences: What you can discover downtown and in Old East Village this summer



7

6 Shares



City of London, Ontario - Municipal Government

June 24 · 🌐

...

Have you seen the impressive #LdnOnt Market Lane Murals created by Stephanie Boutari, Hawlii Pichette & Meaghan Claire Kehoe at Covent Garden Market Canada? Completed in fall 2020, these Forest City Playground murals are #CoreAreaArt that has brought blank canvases to life.

Use the hashtag #CoreAreaArt to share your favourite art pieces in Downtown London and Old East Village with us.

#CheckItOut #OurCoreArea



192

9 Comments 22 Shares





Find It In London

Local Business Video Series

→ [View all Videos](#)

FEATURED VIDEO

TNT Tabanca

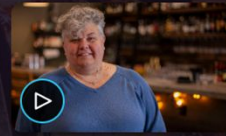
TNT Tabanca is a family owned and operated Caribbean restaurant specializing in authentic foods from Trinidad and Tobago. They are 2-time winners of the Best Caribbean restaurant in London. They are well known for the best doubles and roti in London. Come and feel like you're in the Caribbean today! [Learn more about this business.](#)



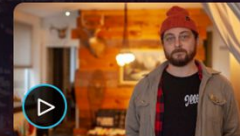
Collins Clothiers



Laurie's Cookies



Paradigm Spirits Co.



Illibury + Goose

Downtown for the Holidays

- Business recovery initiative supported by the City, Downtown London, and partners
- Leveraged existing events, and added new programming as part of a coordinated communications campaign



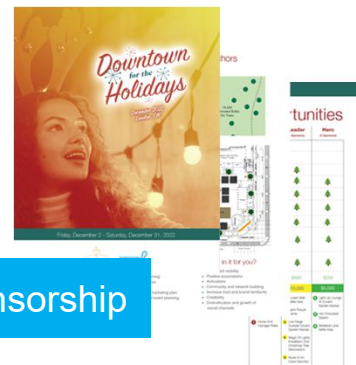
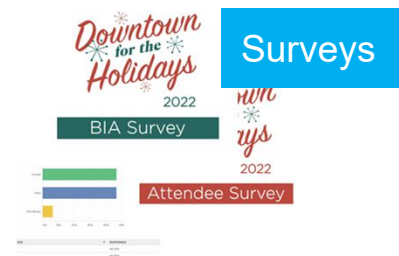
*It was a December to remember
in Downtown London!*



Campaign Website



Shared Budgeting



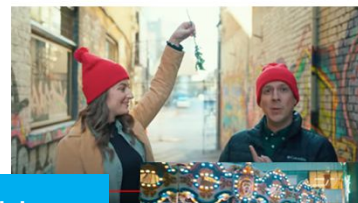
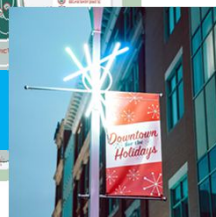
Sponsorship



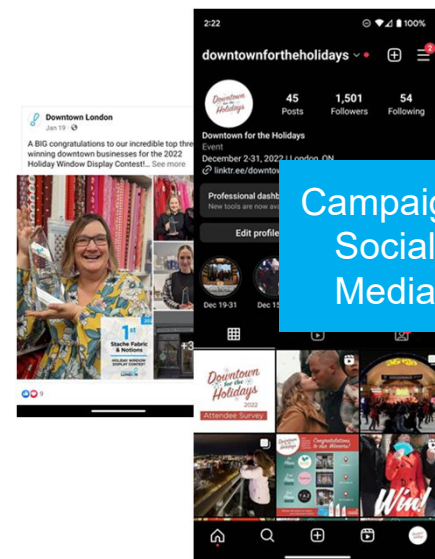
Branding



Signage



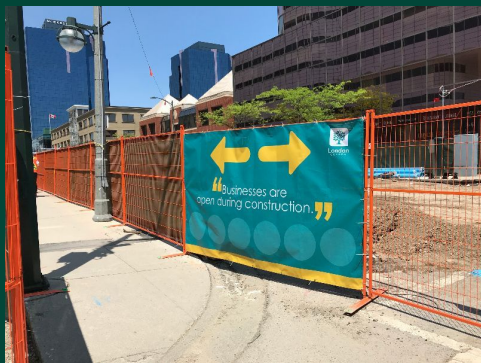
Videos



Campaign Social Media

Construction







Hello,

We're reaching out to let you know that starting mid-January and throughout the winter months, minor construction operations will take place along Queens Avenue and Ridout Street North while crews take care of miscellaneous project work and site cleanup for the Downtown Loop Phase 2 project, which may require temporary, localized lane restrictions along the corridor.

About the winter work

What

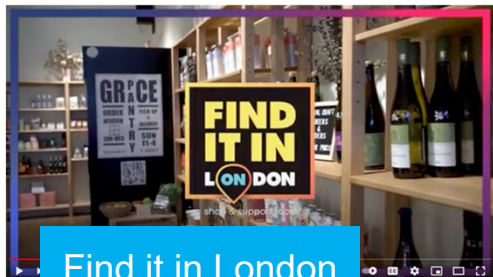
Localized, short-term lane closures are required at various sections along the Downtown Loop Phase 2 project, while crews complete planned



Construction business resources



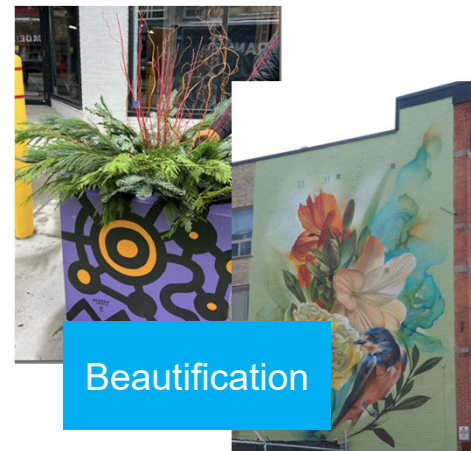




Find it in London
Videos



Richmond Row
Concert Series



Beautification

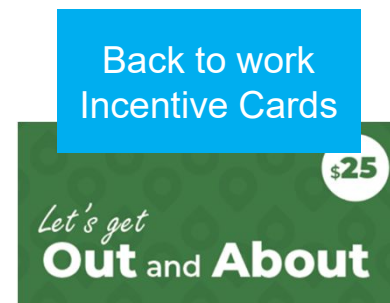
Some partnered efforts...



Membership
Mixers



Construction Dollars and
Promotional Videos



Back to work
Incentive Cards

DOWNTOWN LONDON

Some of our many
valued partners...

Budweiser
GARDENS



Dundas Place
Community at its core.





Takeaways

- Scalability
- Building relationships and collaborating
- Telling the story
- Recognizing challenges
- Flexibility, approachability, and nimbleness
- Finding success and celebrating it



Questions?

