

An aerial photograph of a city skyline at dusk. In the foreground, a river flows through a lush green park with winding paths and a fountain. The city skyline, featuring various high-rise buildings, is visible in the background under a cloudy twilight sky.

Playing the Long Game

Speakers



Kathy Navackas | MainStreet London



Hailey Etchen | Downtown London BIA



"Play the long game. Think beyond optimizing for the here and now; it's about cultivating long-term value."

~ Elaine Stead

About Us

Downtown London:

Downtown London is the catalyst and connector for a shared community vision of London's downtown. Downtown London is made up of two complementary organizations – the London Downtown Business Association (LDBA) and MainStreet London.

MainStreet London:

MainStreet London (MSL) is a non-profit downtown revitalization organization. Our goal is to help you transform your great idea into a great business in Downtown London. Whether it is through our programs, or working with partners like London Economic Development Corporation, London Small Business Centre, the City of London, and many others, we have the resources, knowledge, and supports to ensure that your business can thrive in Downtown London.

Challenges

- Construction
- Housing and Homelessness
- Public Cleanliness
- Mobility and Parking
- Covid Economic Recovery
- Vacancy



Strategic Plan



Downtown Boundary



1,500 EMPLOYER
BUSINESSES⁶



57% OF LONDON'S
LARGEST EMPLOYERS⁷



>300
PROFESSIONAL
SERVICES FIRMS



3,000
FINANCE AND
INSURANCE JOBS



2/3
OF LONDON'S
INFO TECH JOBS



>40% OF ALL
PROFESSIONAL SERVICES
EMPLOYMENT IN LONDON

Up Start Accelerator

Not just another pop-up space

- What was the call to action?
- What made this project different?
- Why this space?



Getting the Doors Opened



**UPSTART
ACCELERATOR**

Open House

Sat. 17 Sept 2022- 10:00 A.M to 4:00 P.M
189 Dundas St, London, ON N6A 1G4

Do you need space for
your pop-up?

Do you need a place to sell
your product?

Check us out!

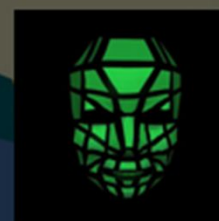
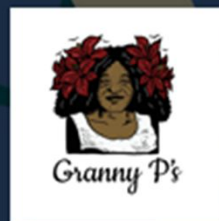
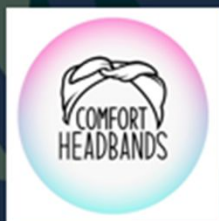
**UPSTART
ACCELERATOR**

Results

Vendors:

- This project engaged with over 25 local and unique vendors

Vendor Logos



Project Timeline:

- The space took one month to prepare
- Up Start hosted vendors for 12 weeks

Diversity:

- Over 60% of the vendors engaged identified as BIPOC or represented the LGBTQ+ community

Results



Public Realm Focus





2014-2015

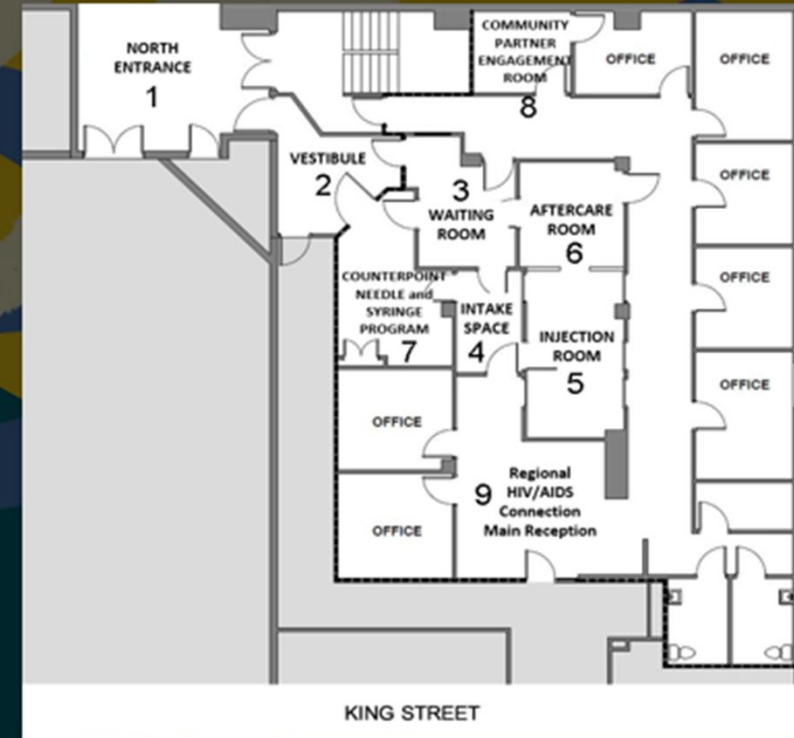


2016



2021-2022

Challenges Facing the Area



Challenges Facing the Area



Physical Improvements



Opportunities for Further Advancement





Q & A

Roller Skating at City Plaza



Call to Action

1. COVID had a devastating impact on foot traffic and businesses in our core area.
2. London has amazing arts and entertainment downtown such as The Grand Theatre, Budweiser Gardens, Museum London, London Music Hall, all contributing to the nighttime economy. However, these venues are not necessarily open or have programming every night that is affordable or accessible to the public for a multitude of reasons.
3. Downtown London is experiencing exponential growth in residential occupancy.
4. One of the largest properties in the core is Citi Plaza. This location has seen the loss of retail and restaurant businesses, leaving many vacant spaces. However, this property is beautiful. One of the ongoing challenges is how to increase foot traffic to attract new retail and restaurants.

Why Roller Skating

Roller skating is back in a BIG way!

- The demographics are broad: from ages 6 – 80's; all ethnic groups and backgrounds;
- Skating is affordable for those that want to rent skates – you don't need to purchase your own

Primary target audience: 18 – 30-year old's

Secondary target audience: the new downtown tenants



Results


TikTok
@rxlling.stxned





Q & A

An aerial photograph of a city park at dusk. In the foreground, a river flows through the park, with a large fountain spraying water into the air. The park is filled with lush green trees and winding paths. In the background, a dense urban skyline is visible, featuring numerous high-rise buildings and skyscrapers. The sky is a deep blue with some clouds. The overall scene is a blend of nature and urban development.

Group Activity!

What would you do with a space and three different businesses/programs?