



**Developing Networks and Partnerships
with a Common Vision**

Presentation Outline

- Downtown London Overview
- Downtown London Strategy Plan Process
- London Downtown Business Association/MainStreet London roles and mandate
- Partnerships and Support Networks
 - Events and Vibrancy
 - Business recruitment, expansion and reducing core area vacancy pilot
 - Health and Homelessness



Downtown London

- Approx. **1,500** members including property owners, storefront and office business, public, non-profit sectors
- Labour Force - approx. **40,000** employees



Downtown London Population/Households



Approximately **8,900** residents and **5,800** households.



The 8,900 residents represent **~1.6%** of the London CMA population.



The 5,800 households represent **2.5%** of total households in the London CMA.

* Environics Analytics 2022

DOWNTOWN LONDON RE-IMAGINED

Downtown London Strategy
2021-2025



Downtown London's Strategic Planning Process



Stakeholder Engagement



4

focus groups



23

stakeholder interviews

8

Council interviews



2

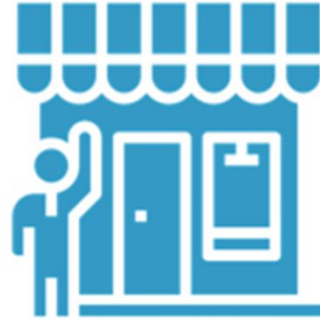
surveys

Stakeholder Engagement



2,407

Community survey



174

Member survey

Mission & Vision



Vision

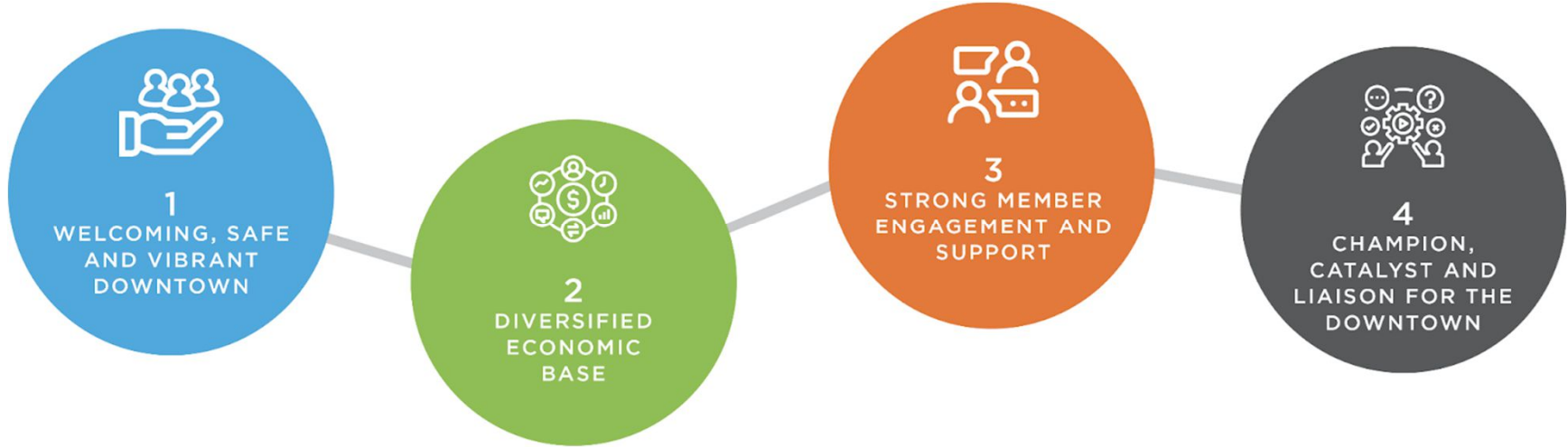
Downtown London represents a **thriving**, **progressive**, and **welcoming** district in the heart of the city. The **people** that own businesses, visit, work, learn and live in the district are the essence of its **vibrancy** and **diversity**.



Mission Statement

Downtown London **represents** and **supports** its **members**, fostering a strong, thriving downtown in the **economic and cultural heart** of the city of London.

Downtown London's Goals



DOWNTOWN LONDON

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graph TD; DL[DOWNTOWN LONDON] --> BIA[London Downtown Business Association (BIA)]; DL --> MS[Main Street London (Non-Profit Corp)]; BIA --> B1[Business Retention & Expansion]; BIA --> B2[Marketing & Promotions - attracting feet to street]; BIA --> B3[Beautification & Maintenance]; BIA --> B4[Events & Activations]; BIA --> B5[Advocacy]; BIA --> B6[Downtown information and data]; MS --> M1[Proactive Business Recruitment]; MS --> M2[Marketing & Promotions - Attraction]; MS --> M3[Entrepreneurship (SBC, Fanshawe, Western, etc.)]; MS --> M4[Supportive business & investment environment]; MS --> M5[Non-CIP Grant programs];
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London Downtown Business Association (BIA)

- Business Retention & Expansion
- Marketing & Promotions - attracting feet to street
- Beautification & Maintenance
- Events & Activations
- Advocacy
- Downtown information and data

Main Street London (Non-Profit Corp)

- Proactive Business Recruitment
- Marketing & Promotions - Attraction
- Entrepreneurship (SBC, Fanshawe, Western, etc.)
- Supportive business & investment environment
- Non-CIP Grant programs

Strategic Partnership Initiatives

- Partnership and Signature Events - eg. Downtown for the Holidays
- Core Area Vacancy Reduction Pilot Project
- Health and Homelessness Summits



Partnerships bring vibrancy

978 events were led, sponsored, and/or partnered on by Downtown London, creating a vibrancy

1,000,000+ people into the downtown to enjoy.



LDBA Member Led Events

Piccadilly Circus

“People came out from around London and around Piccadilly throughout the day”
- Michelle (Member organizer)



400+
Attendees

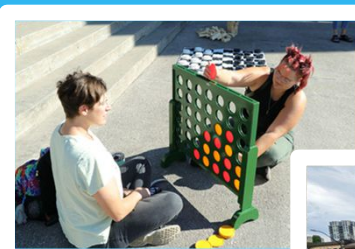


500+
Attendees



Pure Harvest Party

Partnered with Bell Media to showcase local agriculture and music to dozens of students.



26
Businesses



Downtown Candy Crawl

A record, 26 businesses took part in the crawl and handed out thousands of pieces of candy.

Rides on Richmond

The first organized event ever to shut down a portion of Richmond Row.

1000+
Attendees



Downtown For the Holidays

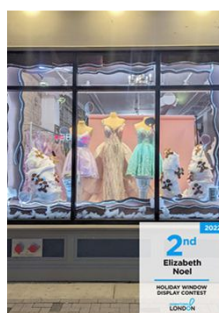
- London Community Recovery Network
- Downtown London
- Covent Garden Market
- Dundas Place
- City of London - Core Area Team and various departments
- Tourism London



Downtown for the Holidays



Holly Jolly Market



Mistletoe Lane

100,000
+

Attendees

4 weekends of activity
brought many visitors...
plus 2 marriage proposals!

2,000+

**Holiday
Window
Contest**

A record number of
votes were cast with 3
business winners!

77

**Businesses
Participated**

Festive window
displays activated the
downtown

129

**Festive Street
Poles**

Lights, banners, and
decorations connecting
the downtown

6000
+

**Carousel
Rides**

2 days of Carousel
rides on Dundas Place



*Downtown
for the
Holidays*

Event Recap Video

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

Fanshawe Graduation Ceremonies

14,000 + grads and
their families/friends at
spring and fall
convocations
in 2022



Fanshawe Fan Card

- Student and Faculty Meal Cards
- Downtown Restaurants and Stores



Freddie
Falcon
0001967





Core Area Vacancy Reduction Pilot Project

Core Area Vacancy Reduction Plan Business Case

Project timelines - February-December 2022

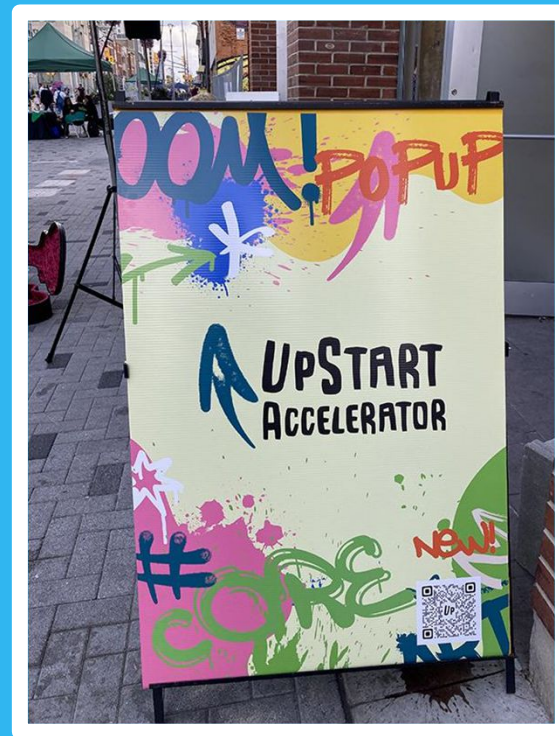
Business Case Deliverables:

- Create business attraction marketing campaign
- Attract and open a minimum of 1 business per month
- Develop entrepreneurial programming, market research, business plan competitions, retail accelerator, pop-ups
- Business start-up grants

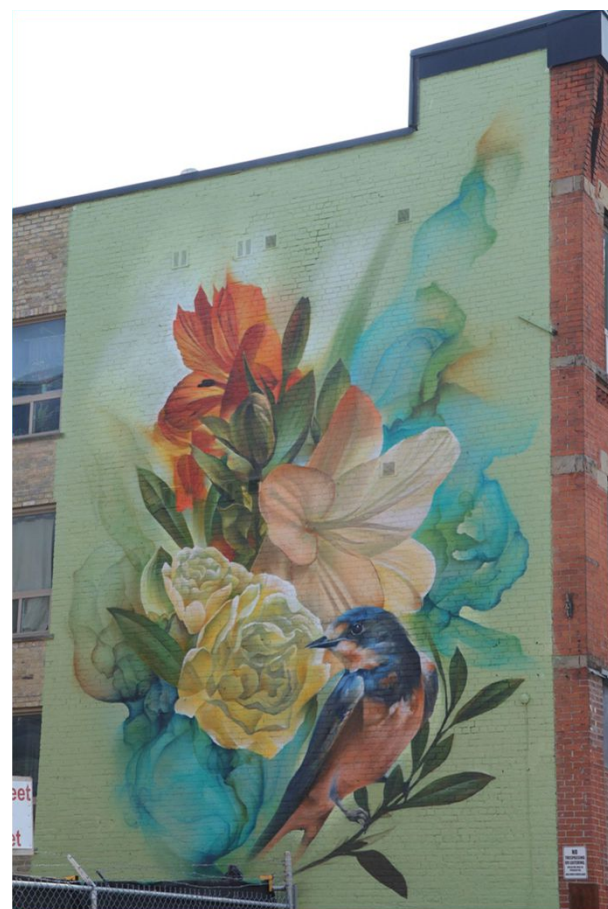
189 Dundas Place

- Upstart Accelerator Pilot

- Open from Sept-Dec 2022
- 28 business vendors participated



UpStart Accelerator



Growing our Downtown

54

**Downtown London Business
Openings!**

3

Business Expansions!

22

**Grand
Opening
Ceremonies**

27

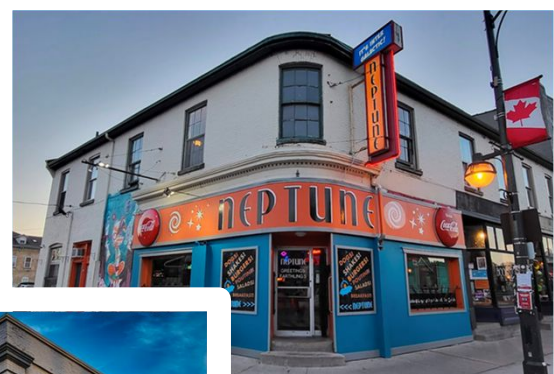
restaurants

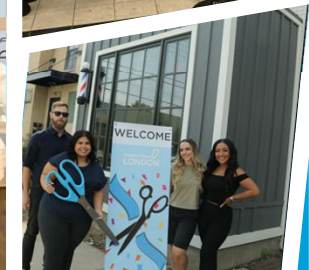
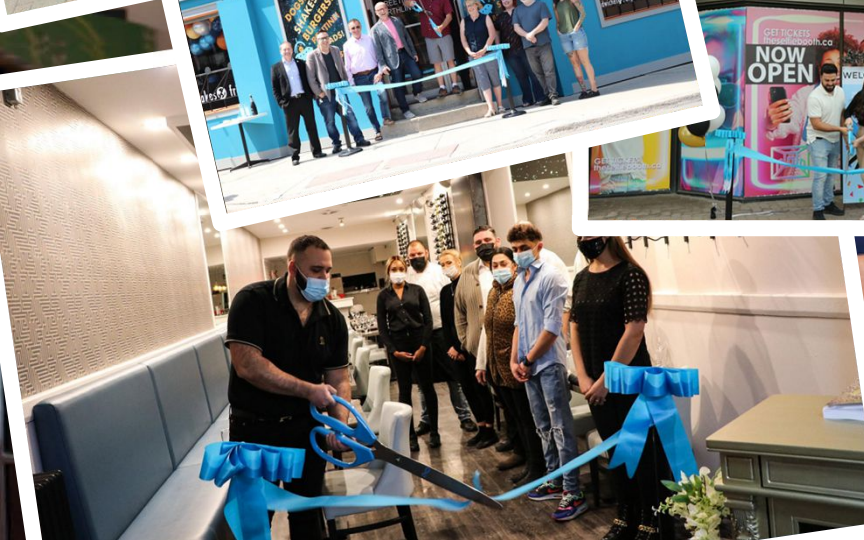
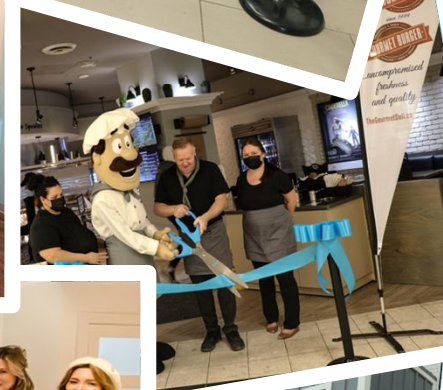
8

**retail
stores**

19

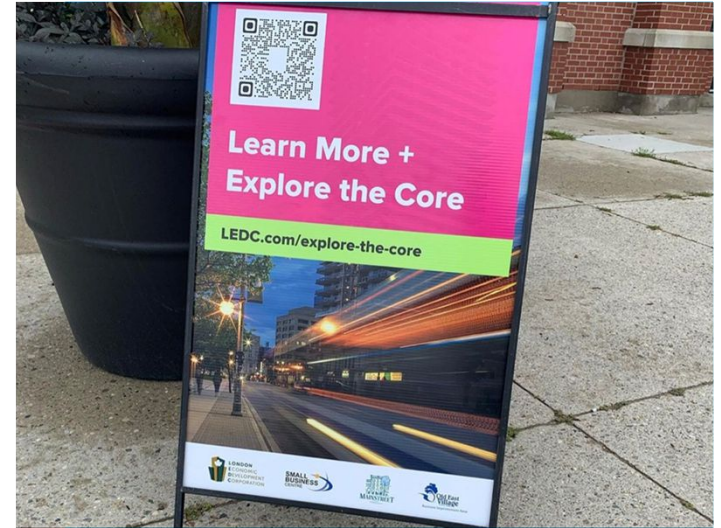
**service
industry**





Key Outcomes

- Launched ***Explore the Core*** Marketing Campaign
- Worked with over 200 business recruitment prospects
- Approximately 170 jobs created in the core
- Approx 50,000 sq ft net absorption
- \$240K+ start up grants



Unconventional Uses for vacant space



Community Impact Approach to Health and Homelessness

Community crisis needing a community wide approach

Unified messaging for advocacy to higher levels of gov.

Including City, Social, Health, BIAs & Business and Building Development sectors



Health and Homeless Summits



Working Differently Together

A “no wrong door”
approach.

“DOORS”
(Referral Sources)



Thank You!

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