

From; The Downtown London Condominium Advisory Group.
To: Mayor J. Morgan, Councillor Ward 13 David Ferreira, City of London Budget Committee, others Relevant to the 2024-27 Budget Process.

Dear Sirs/Madame,

Please accept this document as evidence of our unqualified support for the following initiatives submitted by the Downtown BIA to the Strategic Priority and Policy Committee and our support for the implementation of the items contained in the Multi Year Business Plan, Item #44 numbers 1-10.

We support The DBIA recommendation that the City of London develop a long term strategy that will guide formation of a document ensuring that "...the City, businesses, residents, commercial stakeholders, the development community and other partners are collectively working to common end goals". (BIA submission to SPPC Nov. 19, 2023))

In developing a strategy for Downtown London, we feel that this strategy should be focused at a macro level, on developing a "London Identity". This identity would be the initial identifier in the minds of developers, business owners, tourists and residents. We feel that this "identity" will aid future infrastructure development, business recruiting, program planning, residential planning, etc.

The LDCAG also strongly recommends that the City of London create a Downtown Revitalization Department and allocate a budget to implement the creation and staffing of this Department. This Department would be created with the sole purpose of directing and coordinating the appropriate City Departments in achieving the priorities identified in the Multi-Year Plan. The Department would also be responsible for any evolving initiatives related to any aspect of Downtown development / redevelopment. This Department would be authorized to utilize and co-ordinate the resources needed to achieve the ultimate goal of successful Downtown revitalization.

The LDCAG recommends the establishment of a Business/Community Advisory Committee to represent the interests of a broad cross-section of business, community and residential groups. This committee would provide Council with wide-ranging advice relating to the revitalization of Downtown London. This Committee should not duplicate the role(s) of the Downtown BIA or Main Street London. Committees such as this exist, and are effective, in other cities in Ontario.

Creation of a Department and an Advisory Committee such as these would clearly demonstrate Councils' commitment to Downtown revitalization.

The LDCAG also wholeheartedly supports the LPS Budget proposal and the continuing emphasis on providing a safe and secure environment for all individuals in Downtown London. Without continuing to enhance an environment where Downtown residents, visitors and workers feel safe and secure, revitalization efforts may not be achievable.

Budget items that are directly or indirectly devoted to enhancing the attractiveness of the Downtown are vital to successful redevelopment and are strongly supported by the LDCAG.

The revitalization of Downtown London will occur, in large measure, due to the unwavering commitment of all Councillors in supporting initiatives vital to Downtown businesses and residents

Thank you for your continued efforts on behalf of the citizens of the City of London.