

Celebrating The Thames River – Back to the River Project

A Community Initiative



LONDON
COMMUNITY
FOUNDATION



About London Community Foundation

- A charitable organization dedicated to improving communities across London and Middlesex County.
- Gifts to the Foundation are invested in perpetuity with earnings available for charitable work year after year. Currently, over \$60 million in assets is under management.
- Mission: Through the power of giving, we create a vibrant and caring community by investing strategically in innovative community-based solutions.
- Vision: A community working together so that each member has the opportunity for an enriched quality of life.
- By understanding the needs of our community, the Foundation can focus its efforts and funding to facilitate change.



Why the Thames River?

- A noted heritage river
- A compelling community resource
- An economic opportunity
- A community building catalyst

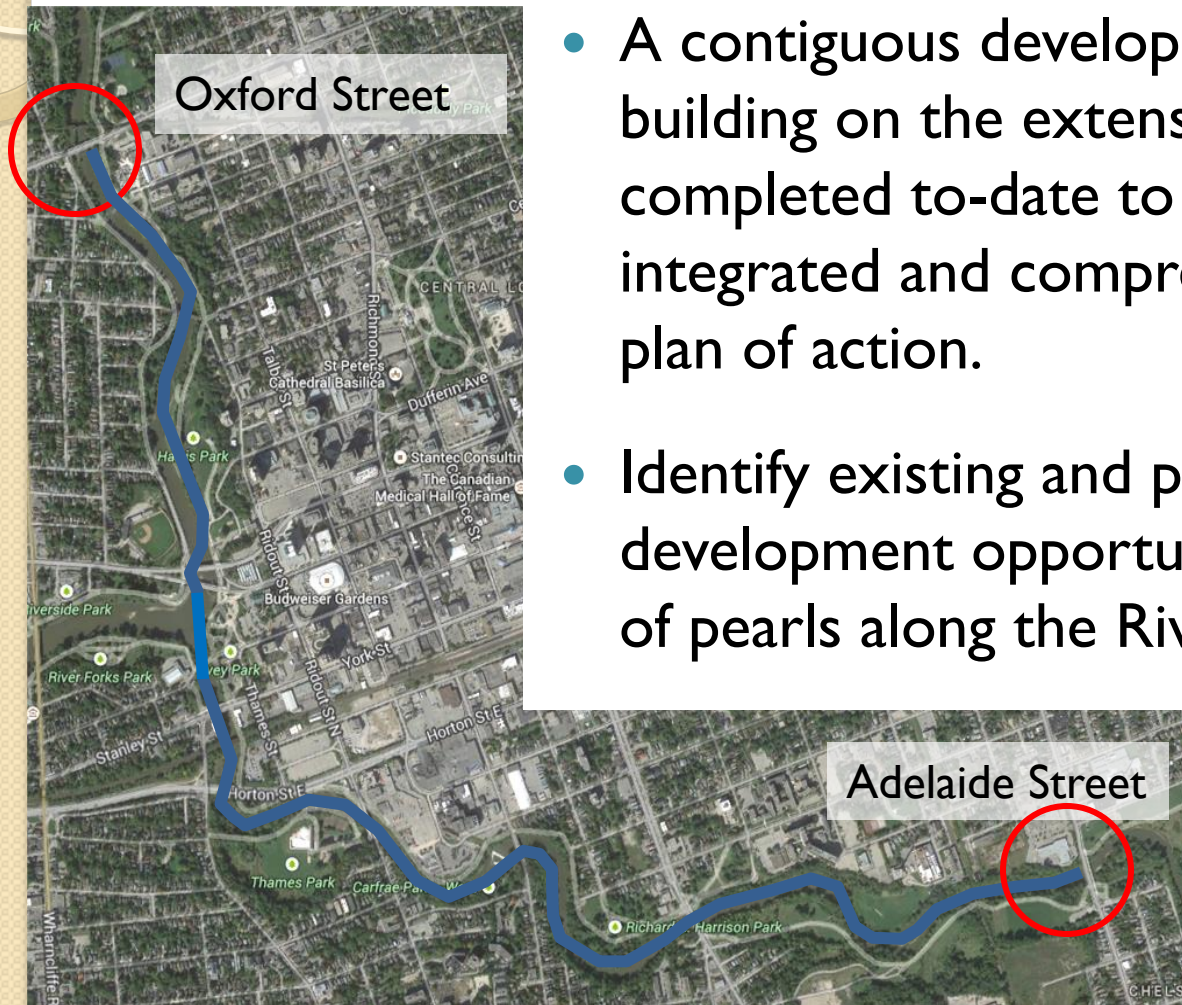


THE IDEA

- A two-tiered International / North American Design Competition for the Thames River to enhance community quality of life, environmental and economic development resource.



Tier I – Oxford St. to Adelaide St.



- A contiguous development strategy, building on the extensive work completed to-date to prepare an integrated and comprehensive 20 year plan of action.
- Identify existing and possible development opportunities like a string of pearls along the River

Tier 2 – Wellington St. to Adelaide St.

- A detailed development strategy with specific initiatives over five to ten years to capture the unique opportunities of the River in the area, focusing on an inaugural project.



Design Principles

Holistic & Integrated	Long stretch of the river, integrated as a true river corridor and connecting the pearls
Use Efforts to Date	Build on the extensive work completed to-date and not re-invent the wheel
Practical / Doable	Not pie in the sky, but realistic and doable
Innovation	Allow for creativity and ideas but with obtainable parameters
Environment	Cleaner water, improved habitat to strengthen the ecology
People	Access for people to come back to the River for all to enjoy and engage
A Community Partnered Initiative	London Community Foundation, City of London, Upper Thames River Conservation Authority, SoHo Community Association, and others working together to achieve a valued outcome for all residents



Design Principles

**Economically
Enhanced**

Use the River and aligned development to enhance neighboring economic development and as an evident asset to attract and retain people and investment in London

Leverage

Use community funds as a leverage to attract project specific donations from senior government, foundations and other funding sources



Financial Framework

Project Strategy Cost \$500,000

Funding Sources

- | | |
|---|-----------|
| • London Community Foundation | \$250,000 |
| • City of London | \$50,000 |
| • Upper Thames River Conservation Authority | |
| • Baran Family Foundation | \$100,000 |
| • Lorraine Ivey Shuttleworth Annual Grant | |
| • Other public and private sources | |

Use of Funds

- | | |
|------------------------------|-----------|
| • Awards | \$400,000 |
| • Project Management | \$ 50,000 |
| • Evaluation Program & Panel | \$ 50,000 |



Potential Partners

- London Community Foundation
- Fanshawe College Planning & Urban Design Program
- Upper Thames River Conservation Authority
- SoHo Community Association
- Baran Family Foundation
- Tourism London
- Lorraine Ivey Shuttleworth
- Riverlife (Pittsburgh)
- The Lawson Foundation
- Ontario Trillium Foundation
- Richard Ivey School of Business
- Middlesex London Health Unit



Project Design

- **Project Steering Committee**
 - London Community Foundation 2
 - Upper Thames River Conservation Authority 1
 - City of London 2
 - SoHo Community Association 1
 - Fanshawe College 1
 - Residents 4
- **Project Technical Committee**
 - City of London 4
 - Upper Thames Conservation Authority 4
 - Others (Riverlife) As needed
- **Design Evaluation Panel**
 - London & Area 2
 - North American 5



The Project Ask

London Community Foundation requests from the City of London:

- Endorsement
- Partnership
- Investment of \$50,000

QUESTIONS?

