



August 15th, 2014.

City of London,
300 Dufferin Ave.,
London, Ontario.

Attention: Mayor Baechler and Council Members.

Re: New deal for an expanded Fanshawe Downtown Campus
**Request for delegation status at August 26/2014 Corporate Services
Committee Meeting.**

Dear Mayor Baechler and Council Members:

On behalf of Downtown London, the business-led boards consisting of the London Downtown Business Association (LDBA) and MainStreet London, and our various business and community partners, we humbly request:

- that the City of London consider our proposed new deal for a substantially expanded Fanshawe College Downtown Campus to be considered by the City of London on the agenda of the Corporate Services meeting of August 26, 2014;
- delegation status at this meeting to present our proposal and the enhanced business case for the City's investment in an expanded Downtown Campus.

In consultation with a wide range of downtown business stakeholders and community leaders, Downtown London proposes a new deal to establish an expanded Fanshawe College Downtown Campus that includes a private sector funded investment from the London Downtown Business Association of \$1 million alongside investments from the City of London, the Province of Ontario, and private donors:

- \$1 million (\$100,000 per year for 10 years) from the London Downtown Business Association's private sector funded budget and existing programs;
- \$9 million (\$900,000 per year for 10 years) from the City of London to bring an additional 1,000 students to the Downtown, alongside its earlier commitment of \$20 million to bring the first 1,000 students to the Downtown;
- The remaining (majority) costs to be financed by Fanshawe College from sources including the Province of Ontario, reserves, and fundraising.

With the unprecedented demand for this project from our membership and the overwhelmingly positive business case, we request that City staff amend their previous recommendations for an expanded Fanshawe College Downtown Campus to include the improved economics of our new deal.

Our delegation will also share with City staff and Council an enhanced business case that will address many of the questions previously raised by Council about the costs and impact of this proposed expansion of Fanshawe's Downtown Campus. We have consulted with experts and business owners in the development industry, high growth tech companies, restaurateurs, and others to review the business case in detail and are convinced that there is no better use of our own investment dollars and the money already set aside for this purpose by the City.

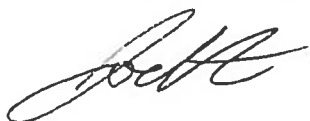
We have also approached both Fanshawe and Kingsmills to reconsider their previously expired deal, and both parties have agreed to reopen their discussions in light of our proposal and both are excited to bring this important legacy project back to life.

London's downtown represents 0.2% of the geographical area of the municipality but generates nearly 10% of the City's property taxes. The unique opportunity to double the size of Fanshawe's planned presence in the downtown is an unparalleled economic development opportunity for the quality of life and tax base of the City as a whole.

We believe so strongly in this opportunity that we are prepared to invest 10% of our annual budget for ten years and respectfully request that an added investment of 0.09% of the City's annual budget for ten years also be directed to this enhanced project. Based on our analysis, and the precedent of other communities across Ontario, we believe that all parties will get more than their money back in the first few years.

Please do not hesitate to contact us with any questions. We look forward to your consideration and partnership in this endeavour.

Respectfully,
DOWNTOWN LONDON



Joel Adams
President
MainStreet London



Bob Usher
Chair
L.D.B.A.



Janette MacDonald
Executive Director
Downtown London

Cc Cathy Saunders, Linda Rowe.