



February 1, 2016.

Chair and Members – Planning and Environment Committee.

City of London,
300 Dufferin Ave.,
P.O. Box 5035
London, ON N6A 4L9

Re: Evaluation of Community Improvement Plan Incentives.

Dear Councillor Squire and members of the PEC:

The City of London and MainStreet London have a history of partnering together to achieve uncommon results. First, with implementing the award-winning 1998 Millennium Plan, which guided a number of strategic investments that helped to grow the taxable assessment in the downtown to over \$1 billion. That plan was visionary for its time. The Millennium Plan was underpinned by the Downtown Community Improvement Plan (CIP) that preceded it by a few years, and the CIP continues to contribute positively to the overall economic health of London's downtown.

The exciting times continue in the evolution and revitalization of the City's core and we are impressed by the innovation and expansion proposed by the incentive plan review.

As a full partner in the sales and delivery of the CIP, we are very much looking forward to a comprehensive review of the incentives, however we feel that opportunities for savings should not be the primary focus of the review. Instead we hope that the financial impacts of the incentives be fully explored to prove that the success lies not only in a visually pleasing downtown with residential development and decreased vacancy at street level, but a true measurement of the impact on the tax coffers for the entire Municipality.

Sincerely,

Downtown London

A handwritten signature in blue ink, appearing to read "Janette MacDonald", is written over a faint, light blue circular watermark.

Janette MacDonald,
CEO and General Manager