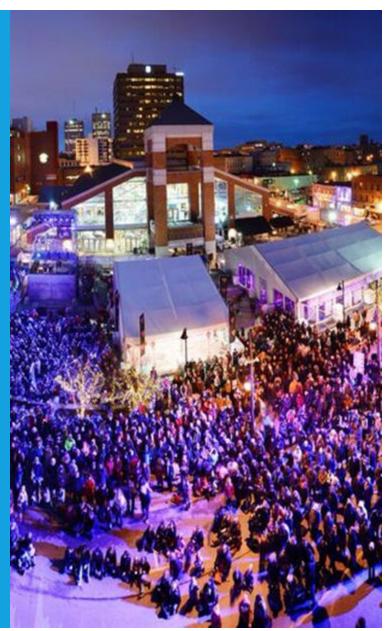


a savings account where you get \$5 back for every one dollar deposited.

Investment that pays dividends

Downtown accounts for less than
 1% of the city's space, yet
 produces 5% of the city's taxable revenue

 Taxable assessment is up 61% in the past decade, continues to grow by 6% every year



BETTER ROADS. CLEANER PARKS. SAFER NEIGHBOURHOODS.

When downtown thrives, our entire community prospers.

PLACEMAKING

capitalizes on a local community's assets, inspiration and potential, with the intention of creating public spaces that promote people's health, happiness and wellbeing. | WIKIPEDIA

Dundas Place: Destination not Way Station

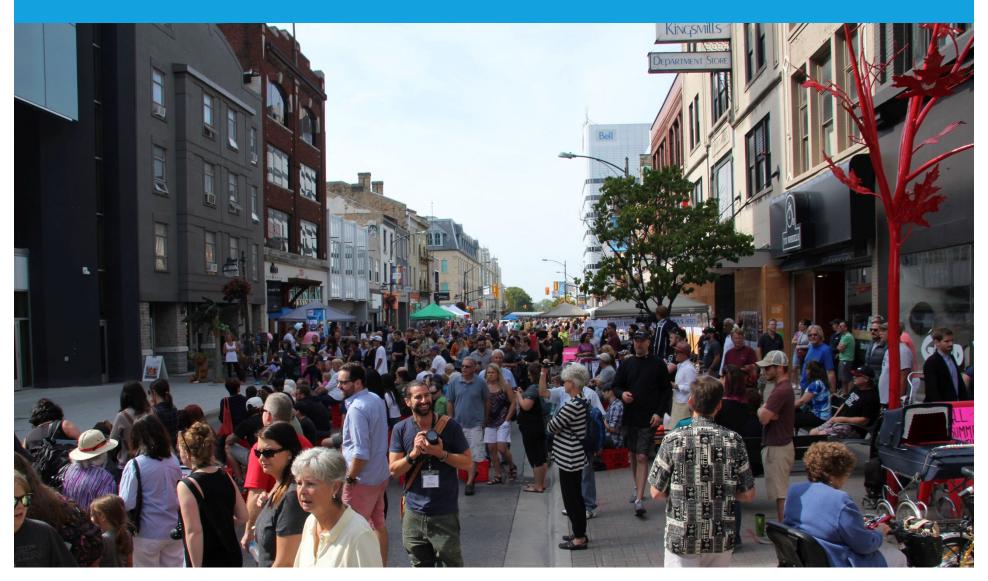


- It's time to...
 - Reinvest in our sentimental mainstreet and London's original commercial district
 - Create a best-in-class gathering place
 - Move beyond a place where 70% of people are waiting to leave

Back to the River: An Economic Driver



- It's time to...
 - Reimagine and beautify the backyard of downtown residents
 - Invest in an active river that enhances the dt experience
 - See this space as an economic driver for new commerce



Investment is needed to make this our vibrant everyday reality



We have been the City's partner in the positive transformation and economic health of our downtown core, since 1998.



OUR PROMISE IN THIS CHANGE PROCESS: Timely support and communications







If we want to have a best in class downtown, we have to treat it like a best in class downtown.





Our economy and our shared quality of life depend on it.

DOWNTOWN LANGUAGE LONDON