



DOWNTOWN  
LONDON

# London's Face to the World

Making strategic investments in a key economic engine

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A city's downtown core is its economic and cultural engine. London's downtown is a Canadian leader in this respect.



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**BETTER ROADS.  
CLEANER PARKS.  
SAFER NEIGHBOURHOODS.**

When downtown thrives, our entire community prospers.

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MainStreet London, a downtown revitalization organization, was created by the City in 1998 to help support and maintain its downtown investments by participating in strategic leasing along with many other revitalization initiatives.



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### “Back in the Day”

- Free on-street parking downtown in December
- \$100,000 annual contribution from City



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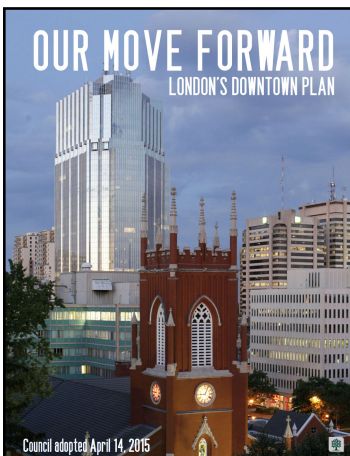
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### OUR MOVE FORWARD LONDON'S DOWNTOWN PLAN

Council adopted April 14, 2015

#### ACTIONS

“Undertake research to determine what level of revenue generated in the downtown can be captured for further investment in the downtown, and the costs and benefits, and risks and rewards associated with the various methods available.”

(Our Move Forward, 67)

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## Downtown London Today

- 1% of city land making up 5.4% of the city's tax base
- \$1 invested produces a \$5 return
- 6% annual growth of taxable assessment
- 61% growth over the past decade
- The value of downtown's tax base eclipses \$1-billion



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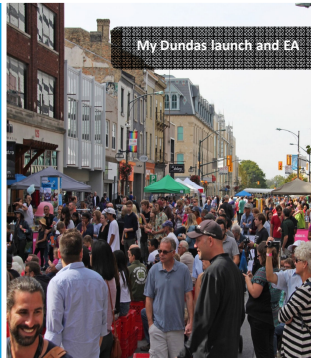
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## Strategic Partnerships

- Sales people for City Incentive Programs
- Last Mile Fibre Optic Grant
- London L.A.W.N. Free WiFi
- Fanshawe/Kingsmill's
- Piloting Dundas Place



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London deserves the best possible partner to build a downtown befitting of this truly great city.

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**Live, Work, Learn, Play (LWLP)** stands alone as the leader in the field of intentional placemaking

- Toronto Entertainment District and Waterfront
- Pan American Games Athletes' Village, Toronto
- Downtown Mississauga
- Downtown Guelph
- Downtown Montreal
- Whistler, British Columbia
- Rockford, Illinois
- Florida State University, Florida
- Downtown Tallahassee, Florida
- Downtown Newburgh, New York
- Indiana University & Purdue University, Indianapolis, Indiana

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**THE PROMISE:**

- \*Expert strategy
- \*Strategic recruitment
- \*Knowledge building
- \*Higher return on taxable assessment

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**Live, Work, Learn, Play will....**

- Implement a three-phase strategy for:
  - deal making
  - mixed-use developments
  - the attraction of new businesses

Implement a process to attract new tenants with their trademarked Targeted Leasing and Casting Program™.

DOWN TOWN LONDON

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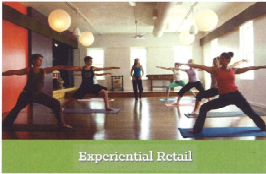
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### 3. Choosing the Right Uses



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### 4. Deal-Making & Implementation

#### Targeted Leasing & Casting (TLC™)

TLC™ helps drive the overall economic performance of a downtown by developing long-term partnerships with high quality local, regional, and national businesses. By targeting only 'best-of' operators, TLC™ identifies and recruits operators with track records of success that will make a downtown come alive.

#### TLC™ Process:



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## Accountability....

- Provide full accounting of the disbursement of city's investment
- Return any surplus funds
- Building by building financial analysis to prove increased taxes in the coffers
- Numbers of businesses attracted
- Number of jobs created

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Results of a Targeted Leasing Process



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It's time to move forward.

We are asking for an investment of \$540,000 into an 18-month project

**This investment will pay dividends for generations, across London.**

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