



People, Places, and Inspiring Things

DOWNTOWN
LONDON

A Note on Who We Are

- Downtown London is made up of two organizations - the London Downtown Business Association (LDBA) and MainStreet London.
- LDBA exists to represent the interests of member businesses, ensure retention and maintain the public realm.
- MainStreet's mandate is the overall improvement of the core, including recruitment and revitalization.

Our Role and MISSION

Catalyst, connector, champion

- Downtown London is the catalyst and connector for a shared community vision of London's downtown, on behalf of members, in partnership with the City of London, and in support of major economic development, cultural, educational, and private sector stakeholders.
- Our mission is to steward the levy paid by member businesses by leading and championing programs and investments that make London's downtown a destination of choice and an economic centre that supports the entire community.

Recent Accomplishments:

Completed phase I of reconnaissance and strategic assessment with Live, Work, Learn, Play (August, 2016)

Fibre Optic grant with LEDC and City of London

#GetDTL & #LDNENT partnership with Tourism London

New Ivey and Western Continuing Studies scholarships for members

39 new businesses in 2015

A 20|20 VISION FOR DOWNTOWN LONDON AND LONDON'S DOWNTOWN (2016-2020)

- New Strategic Plan released in 2016
- More than 500 downtown members, community partners, downtown stakeholders and citizen champions contributed to the development of this plan with their dreams, insights and constructive critiques.

We have defined four priorities for Downtown London:

1. (“Third”) Placemaking

A comprehensive and well-defined focus on placemaking, with a particular emphasis on the human/people aspect of creating place.

2. Advocacy

Spearhead a consistent, passionate, and timely advocacy program, through policy and tool development and communication initiatives.

3. Marketing and Engagement

Undertake comprehensive strategic marketing efforts that encompass the continuum of awareness, education and action toward repositioning downtown.

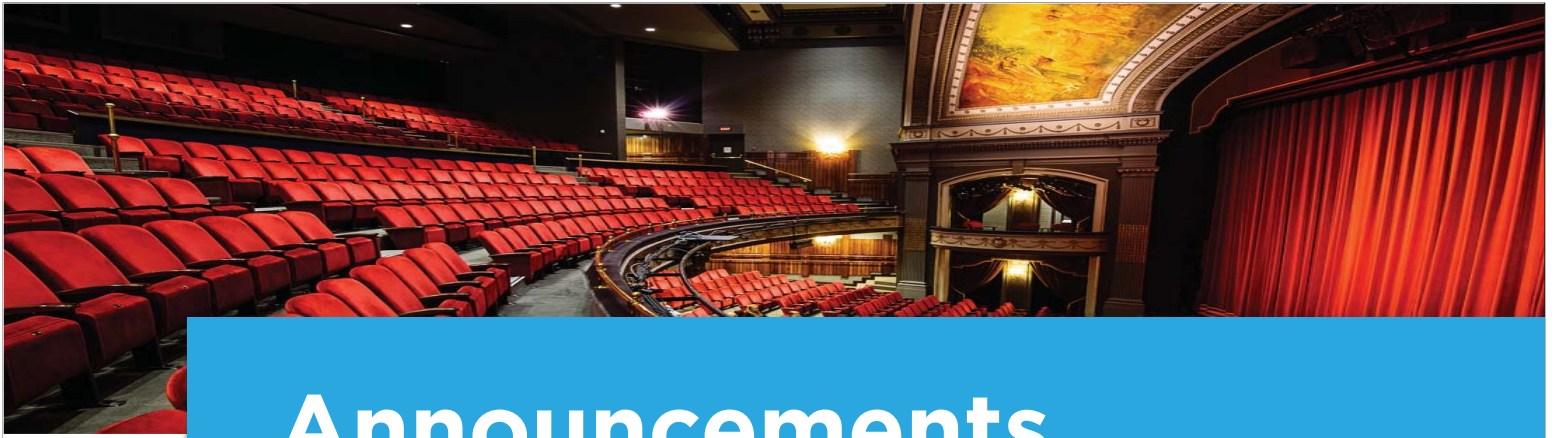
4. Leading, Connecting and Catalyzing

Be a key connector between partners and projects in the city and the region – with a focus on tourism, culture and entertainment – to catalyze progressive policies, ensure bold investments, and support smart growth, which benefit our members.



Ongoing Projects & New Opportunities

- Live, Work, Learn, Play phase II
- Dundas Place piloting
- Country Music Week
- Contribution to State of the Downtown Report
- Public Realm Beautification
- Tenant Improvement Loans
- About Face Façade Grants



Announcements

Downtown London AGM

October 4, 2016 | The Grand Theatre (7:30am-9:30am)

- Hear from Janette MacDonald about Downtown London's accomplishments and plans for the future to continue championing downtown
- Learn from Rob Spanier of Live, Work, Learn, Play about London's opportunities to catalyze for change