



November 20th, 2012.

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

**Chair and Members,
Planning and Environment Committee.**

Re: Targeted Incentive Zone

Dear Chair and Members:

Downtown London is the organization that represents both the 850-member London Downtown Business Association and the MainStreet London Revitalization Organization. Both non-profit organizations work in unison towards one key goal – making London’s Downtown better. Our organizations have been working in partnership with the City of London since 1998 to ensure that the investments made in London’s Downtown in the late 1990’s through the early 2000’s have been well managed and that the programs offered in the Community Improvement Plan have been well publicized and utilized.

Our partnership with the City of London, together with sound public policy, has resulted in a dramatic increase to taxable assessment, hundreds of millions of dollars of private sector investments, a substantial reduction in retail vacancies, and a doubling of the residential population. The Downtown is home to the vast majority of London’s office workforce and contributes nearly 10% of the total property taxes paid to the City of London, despite occupying less than half a percent of London’s total land area.

Now that the Targeted Incentive Zone program is scheduled to end on December 31, 2012, Downtown London would recommend that the incentives be reviewed for consideration of a possible extension. Downtown London would also appreciate the opportunity to review the incentive programs with Staff to ensure that they continue to produce the desired results and stimulate rehabilitation and redevelopment in the Downtown.

**Yours truly,
DOWNTOWN LONDON**

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

Janette MacDonald
Executive Director

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