



**Additional Funding Requests
In Support of the Core Area Action Plan
Business Case #7, Core Area Action Plan
2020-2023 Multi-Year Budget**

Downtown London was invited to submit additional budget requests to the City of London as part of the Multi-Year Budget process for 2020-2023. The London Downtown Business Association (LDBA) is the only B.I.A. in London that does not currently receive funding from the City in addition to the levy which the City collects from its members.

MainStreet London, the revitalization organization that also operates under the Downtown London brand, received \$106,000 annual funding from 2001-2011 in support of our partnership with the City of London, but no funding has been provided to run our programs since 2013 when we received \$53,000. Since 2014, all programming for both organizations has been funded by LDBA's members.

We carefully steward the levy funding that the City collects on our behalf, recognizing that the current market conditions make it more challenging for businesses to thrive and any levy increases place an additional financial burden on downtown businesses. Based on feedback from our members, we recognize that there is a need to reduce the financial impacts of taxation and fees that our members are required to pay in the normal operation of their businesses to create a more supportive business environment.

In this document we address the impact of the Core Area Action Plan recommendations on the programs of both London Downtown Business Association and MainStreet London, two complementary organizations that deliver unique and essential programming to the members of Downtown London. In turn, our work can have a significant impact on achieving the City's goals in the categories of business environment and attracting more people to the core.

We are eager to work with our municipal partners to deliver quality solutions aligned with these recommendations. The ultimate impact of our programs going forward in 2020-2023 will depend greatly on the funding available to do the extra work outlined in the Core Area Action Plan.

I - London Downtown Business Association Funding Requests

We have compared the Core Area Action Plan recommendations with our current approved LDBA budget and offer the following requests to supplement programming that is already planned for 2020.

Core Area Action Plan Items #44, #45

#44 - Increase range and intensity of programming within the core

#45 – Activate spaces and places with bistro chairs and tables

Activations and events programmed in the downtown offer key benefits:

- Provide affordable entertainment for people of all ages and backgrounds
- Generate economic spin-off
- Reinforce the brand for Downtown London as a place for things to do, where something is always happening.

These activities are a key component of placemaking and the Downtown London team has been piloting activations over the last two years, both from our own organization and in partnership with others.

We have budgeted for a few activations in our existing Marketing program.

We currently have two sets of bistro tables and chairs which have been used for activations and events on Dundas Place.

Base budget

LDBA 2020 Approved Budget	Unit Cost	Annual Cost Per Item
1 large activation per month	1,600	\$19,200
3 small activations per month	150	5,400
Storage of assets and furniture	150/month	1,800
Total:		\$26,400

Additional Costs for Core Area Action Plan Recommendations:

LDBA 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
1 large-scale interactive activations per week (external service providers)	1,600	\$57,600
3 small activations per week (new assets, staff supported)	150	16,200
8 new bistro sets (one time)	100	800

LDBA 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
Permanent activations – 4 new alley lighting projects	7000	28,000
Total:		\$102,600

Expected annual increase in costs: **\$102,600**

Core Area Action Plan Items #46, #47, #60

#46 – Create a projection art program

#47 – Create an infrastructure art and beautification program

#60 – Prioritize Core Area for public art

Public art, interactive art and other creative offerings add to the vibrancy and quality of experiences people can have downtown, appealing to both locals and visitors alike. Our previous experiences with new murals and projection art installations have garnered positive comments and have resulted in bringing more people to the downtown to see these unique offerings.

Benefits of public art installations include:

- Inclusive, affordable cultural experiences
- Economic spin-off from events
- Create an inspiring, unique and engaging urban environment
- Influence positive public perceptions of the core

These items are most closely aligned with our current Marketing and Public Realm program budgets.

Base budget

LDBA 2020 Approved Budget	Unit Cost	Annual Cost Per Item
Public Art - 1 mural	10,000	\$10,000
Total:		\$10,000

Additional Costs for Core Area Action Plan Recommendations:

LDBA 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
Public Art – 2 murals	10,000	20,000
Projection Art installations		15,000
Building wrap (146 Dundas)		8,000
Infrastructure box wraps		5,000
Total:		\$48,000

Expected annual increase in costs:

\$48,000

Core Area Action Plan Item #25

#25 – Create 4-year Core Area Ambassador pilot program

Core Area Ambassadors are similar to our current SuperGuide role, which historically has been a three-month summer student job for two employees. Downtown SuperGuides provide directions, do small activations, and provide a helpful presence on the streets of Downtown London. Given our experience with this program over several years, we have the potential to expand it to a full year program, with 4 employees, to supplement the City’s plan for an extended hours offering beyond our current operating hours. This is a public-facing role, also interacting with downtown merchants and City staff. We also have a contract with Goodbye Graffiti to operate our Clean Team, a two-person team that picks up litter and assists with other beautification tasks.

Benefits of a Core Area Ambassador pilot program include:

- Improved customer experience downtown
- Create a more welcoming, friendly impression of the core to attract more people to the core
- Share information with Coordinated Informed Response team, London Police Service, Downtown Operations team, etc.

These items are most closely aligned with our current Marketing and Public Realm program budgets.

Base budget

LDBA 2020 Approved Budget	Unit Cost	Annual Cost Per Item
SuperGuides (2 staff, 3 months)	\$17.00/hr.	\$20,000
Clean Team (annual contract)	n/a	129,700
Total:		\$149,700

Additional Costs for Core Area Action Plan Recommendations:

LDBA 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
SuperGuides (4 staff, 12 months)	\$17.00/hr.	\$121,000
Total:		\$121,000

Expected annual increase in costs:

\$121,000

Total Additional Funding Requested – LDBA

Core Area Action Plan Items #44, #45 44 - Increase range and intensity of programming within the core 45 – Activate spaces and places with bistro chairs and tables	\$102,600
Core Area Action Plan Items #46, #47, #60 46 – Create a projection art program 47 – Create an infrastructure art and beautification program 60 – Prioritize Core Area for public art	\$48,000
Core Area Action Plan Item #25 25 – Create 4-year Core Area Ambassador pilot program	\$121,000
Total funding request from LDBA:	\$271,600

II - MainStreet London Funding Requests

Core Area Action Plan Items #12, #30

#12 – Explore new ways to support Core Area property owners to dispose of found syringes

#30 – Develop and deliver safety training for business owners, employees and residents

Education of downtown business and property owners is a cornerstone of economic resilience and business retention in the core. In 2020, MainStreet London plans to offer a variety of learning opportunities and also to survey members regarding their learning needs. Traditionally we have focused on business development and marketing topics, but can expand to include more education and training related to addressing de-escalation of behavioural issues, conflict management and needle recovery, in collaboration with community partners and recognizing that the City is also pursuing other service providers to assist with addressing these issues.

Benefits of member education include:

- Empowering members to address real-world problems with skill and confidence
- Supplements efforts of municipal enforcement solutions and service providers

These items are most closely aligned with our current Retention budget.

Base budget

MainStreet London Approved 2020 Budget	Unit Cost	Annual Cost Per Item
Monthly education workshops – various topics		\$15,000
Total:		\$15,000

Additional Costs for Core Area Action Plan Recommendations:

MainStreet London 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
Monthly learning sessions focused on de-escalation, conflict management, needle recovery.		\$20,000
Total:		\$ 20,000

Expected annual increase in costs:

\$ 20,000

Core Area Action Plan Items #16, #31, #63

#16 – Provide incentives for providing uplighting on privately owned buildings

#31 – Use existing Façade Improvement Loan Program to incent decorative gates through existing Community Improvement Plans

#63 – Eliminate encroachment fees for patios, signage and awnings in the Core Area through Core Area Community Improvement Plan

MainStreet London has worked closely with Planning since 2001 to promote the City’s CIP incentive programs and to influence quality designs and heritage conservation in London’s downtown.

One of the barriers to uptake on the City’s incentives is the requirement for the property owner to authorize an incentive loan, as some owners are reluctant to have a lien placed on their property and will not apply on behalf of a tenant who requires the property improvements. In these situations, MainStreet London could offer a grant for work that relates to decorative gates and other improvements to facades and alleys.

MainStreet London staff work collaboratively with Urban Regeneration staff to maximize funding to façade projects through their respective incentive programs. Additional funding for the About Face program would enable us to address more opportunities to support:

- exterior lighting upgrades on buildings (including uplighting, entrance illumination)
- more alley lighting (activation) projects similar to the Spageddy Eddie’s alley on Richmond Street (should this be LDBA????)
- pop-up patio pilot program to streamline the approval process, support design and delivery of patios that align with City of London patio design guidelines, and address barriers business owners face to adding patios to their locations

Benefits of these programs include:

- Improved perceptions of safety through heightened illumination
- Create favourable perceptions of the core area through beautification to attract more people downtown, and to attract investment
- Clearer delineation of public and private spaces through use of decorative gates, to deter unwanted loitering and littering

Base budget

MainStreet London 2020 Approved Budget	Unit Cost	Annual Cost Per Item
About Face façade grant program		\$200,000
Total:		\$200,000

Additional Costs for Core Area Action Plan Recommendations:

MainStreet London 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
Pop-up patio pilot	10,000	\$50,000
Up-lighting	1,000	6,000
Decorative Gates	5,000	15,000

Total:		\$71,000
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Expected annual increase in costs: **\$71,000**

Core Area Action Plan Item #40

#40 – Encourage shipping container pop-up retail uses during construction

Through our Recruitment program opportunities, MainStreet London has considered the use of shipping containers not only for relocating businesses impacted by construction, but also to establish and grow our own future retail leaders downtown who can ultimately move into vacant retail space. Local retail incubators like UnLondon have successfully supported the launch of businesses like Brown & Dickson, Life of Leisure and Rebel Remedy, among others. Ultimate cost of these units would depend on the degree of customization required.

Benefits of a shipping container pop-up retail pilot program include:

- Alternative location for businesses experiencing dramatic reduction in revenues due to construction
- Provide start-up location support for businesses incubated in the campus-linked accelerators at Western (Propel) and Fanshawe (Leap Junction)
- Create unique retail experiences to attract more customers downtown and to create a more accessible cost structure for start-ups

Base budget

MainStreet London 2020 Approved Budget	Unit Cost	Annual Cost Per Item
Recruitment		35,000
Total:		\$35,000

Additional Costs for Core Area Action Plan Recommendations:

MainStreet London 2020 Proposed Costs	Unit Cost	Annual Cost Per Item
Shipping Container pop-up shop		\$50,000
Total:		\$50,000

Expected annual increase in costs: **\$50,000**

Total Additional Funding Requested – MainStreet London

Core Area Action Plan Items #12, #30	\$15,000
Core Area Action Plan Items #16, #31, #63	\$71,000

Core Area Action Plan Item #40	\$50,000
Total funding request from MainStreet London:	\$136,000

Summary

London Downtown Business Association and MainStreet London welcome the opportunity to support creation of solutions to core area issues through our program offerings and in collaboration with our municipal partners. We will continue to advocate for implementation of the Core Area Action Plan recommendations.

Our combined additional budget requests are:

\$271,600 for London Downtown Business Association programs

\$136,000 for MainStreet London programs

\$407,600 represents our total annual funding request.

Respectfully submitted,



Andrew McClenaghan
Chair, LDBA



Don McCallum
Chair, MainStreet London

January 9, 2020