



February 23<sup>rd</sup>, 2013.

City of London,  
300 Dufferin Ave.,  
London, ON. N6A 4L9.

Attention: Mayor Fontana and Council Members.

Re: Funding of MainStreet London.

Dear Mayor Fontana and Council Members:

The recent budget debate surrounding the funding provided to MainStreet London in the amount of \$106,000.00 indicates that we have to provide clarity in the difference between the London Downtown Business Association and the MainStreet London program.

"Downtown London" as represented by the logo above is a brand to capture both programs to provide seamless service to the public and reduce the confusion of "who does what." At no time did we discontinue any of our programs – in fact we have added some.

MainStreet London offers the trademarked "About Face" Façade Improvement Grant and an the five year interest free "Tenant Improvement Loan."

The London Downtown Business Association does not and never has received any funding from the City of London and independently operates from the levy imposed on the members. LDBA continues to provide traditional BIA services to it's over 850 members.

As explained to the Services Review Committee on November 17<sup>th</sup>, 2011 – MainStreet London – a not for profit corporation - was created to partner with the Planning Division to deliver and leverage the incentives offered under the Community Improvement Plan to revitalize the downtown and to be the gatekeepers of the \$130 million of investment in the downtown. It was also created to offer programs that a traditional BIA is not permitted to offer under the Municipal Act.

The organizations that make up "Downtown London" enjoy a unique and much envied relationship with the Municipality and the results of this "partnership" are recognized as the most successful Downtown Revitalization collaboration across the country. This partnership is critical to the sustainability of the program and without the City's involvement we run the risk of the program being discontinued by future boards and inevitable management changes.

We fully appreciate that these are difficult times that require difficult decisions to be made and we would like to take this opportunity to thank you for your financial support to date. We will accept without further discussion the proposed \$53,000.00 for 2013 but we would like to work with you to seek ways for the City to remain financially involved with the program – its continued success depends on it.

We would like the opportunity to present to council in the future – a full presentation of the physical and financial changes to the Downtown over the past ten years and show you the return on your investment.

Yours truly:

**DOWNTOWN LONDON**



Janette MacDonald,  
Executive Director.

c.c. Joel C. Adams – Chair MainStreet London  
Robert T. Usher – Chair London Downtown Business Association.

Attachments Letter from Nick Hall – Salon Cyan.  
E mail from Jens Stickling – Westany Holdings.



CONFIDENCE IS BEAUTIFUL

To whom it may concern,

It is with great sincerity that I write this testament both in defense and admiration of the Mainstreet London Program and Downtown London.

We purchased our property – formerly the dilapidated Randall Klein Design –in May of last year. Our dream was to open a contemporary, up-scale hair salon in the thriving and revitalized downtown area.

It was Janette and Kathy that first welcomed us into the downtown London community. They were tireless advocates whose enthusiasm and assistance made establishing our business in the core as trouble-free as possible. They were seasoned advisors who enabled us to utilize the funding options made available, and I can say without hesitation that without this help, our salon would not be half of what it is today. The 500+ clients who visit us every month often comment on their delight in rediscovering downtown, and frequent the surrounding stores and restaurants. It is something we are proud to be a part of.

Downtown London's growth and development relies on the attraction and success of unique and eclectic businesses owned by individuals who believe they have something to contribute to the greater whole. The community that emerges then becomes the true heart of a city like London, and serves as a testament to the quality of the city's culture and diversity.

Many of the ideas for these businesses are drafted at the kitchen table by people just like us; people who are willing to put everything they have on the line to realize their dream. To then have London invest in these dreams and make them feel not just welcomed - but valued - is very special.

Jagoda and I simply cannot speak highly enough of the support and services that were provided to us through the Downtown London and Mainstreet programs. I urge you to reconsider your funding decisions to ensure that others like us have the opportunity to contribute to – and be a part of - the beating heart of London. I believe every dollar invested in new businesses committed to the core will work to secure the previous investments made.

Sincerely

A handwritten signature in black ink, appearing to read "Nick Hall". The signature is fluid and cursive, with a large, sweeping "N" and "H".

Nick Hall

**Subject:** FW: Support Letter - Jens Stickling

**Date:** Monday, 11 February, 2013 1:41:01 PM Eastern Standard Time

**From:** Janette MacDonald

**To:** Janette MacDonald

**Priority:** High

Dear Council Members;

In support of restoring Downtown London Funding

We all agree that a vibrant downtown is the all essential heartbeat of any thriving city. To this end the city of London has a sound strategy and has invested heavily in its core to promote this development with great results.

Many small businesses and investors have taken substantial risks in establishing businesses and purchasing properties in the core. Often the entrepreneurs carry losses for many years or survive on income far below the minimum wage level.

Events such as the Skating World Championship would simply not come to London if we did not have a well-developed and respectable downtown. The economic impact of healthy core businesses is almost impossible to capture and indicators such as assessment growth paint a great but only fractional picture of the enormous contribution these businesses make.

As a small real estate developer in the core of London, we know first hand how challenging it is to attract quality tenants, repair and restore heritage buildings and often carry losses while paying taxes for many years.

MainStreet London has played a major role through its many contributions in assisting us to attract top notch tenants like Petrov Bridal and the Organic Oscars. The programs offered through MainStreet London were and are absolutely essential in making these amazing stories come true. You are well aware of the many contributions MainStreet London makes to the complex process of establishing a venture downtown. We are working closely with MainStreet London through all aspects of the marketing, negotiation, designing and building process to assure a quality product with pleasing design features is achieved.

To cut this funding is simply not a sound business decision and the compounded negative impact of each dollar cut is exponential. For each dollar of MainStreet London investment the private sector follows suite with an investment many times that of the original public contribution.

Please re-consider the cuts to MainStreet London and re-instate the original budget. To do otherwise indicates a lack of understanding of the role of the municipality. The city council has shown incredible vision and leadership through its many investments over the years in downtown and the fruits of these actions are evident all around.

Please continue this great vision by supporting Downtown London through adequate funding.

Sincerely

Jens

Jens Stickling, MBA  
Westang Home Services  
Westany Holdings Inc  
President, Owner