London
Community
Recovery
Network

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Overview for PEC LCRN Ideas for Action

- On December 16th 2020, Strategic Priorities and Policy Committee (SPPC) 37 short term Ideas for Action were presented for consideration for implementation by the City of London
  - 12 were underway at the time of the SPPC committee, and continue
  - 25 come forward during the week of February 8th, 2021 to various Council Standing Committees
  - Planning and Environment Committee (February 8th) has 7 Ideas for Action included

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Overview for PEC LCRN Ideas for Action

- There are 7 Ideas for Action as part of the Planning and Environment Committee report:
  - 1.3 A Break in the Clouds
  - 2.5 Increase grant funding/building code for façade upgrades
  - 2.6 Appoint a downtown lead at City Hall
  - 2.7 Create a business concierge service
  - 2.8 Create a core area champion at senior level
  - 2.9 Create an integrated economic development blueprint
  - 3.5 Provide better market data to attract new businesses

- 4 of the ideas are underway or in progress and will be delivered within existing budgets

- 3 Ideas for Action have attached business cases to support new investment
  - 1.3, 2.5, 3.5

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Idea #1.3 – A Break in the Clouds

- $100,000 one-time funding to the Downtown and OEV BIAs.

- Creation of a grant program to assist business owners with purchasing patio enclosures, furnishings and other materials for sidewalk patios.

- Operated through BIAs to allow for flexibility, coordination and responsiveness.

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Idea #2.5 – Increase Grant Funding

- $250,000 one-time funding.
- Creation of a grant program to assist business owners with façade and interior upgrades that address public health concerns and beautification.
- Provided through the existing Façade Improvement and Upgrade to Building Code incentive programs
- Available within eligible CIP areas where these programs are available.
- Grant may cover 100% of improvement cost up to a maximum of $5,000 per business.

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Idea #3.5 - Provide better market data to attract new businesses

- $30k per year for 2021, 2022, 2023 for total of $90k

- The City of London has been subscribing to Environics Analytics for several years to obtain data for planning and reporting – primarily demographic based data.

- Enterprise License to add additional Service Area users to subscription

- MobileScapes is an additional application offered by Environics Analytics that the City of London does not currently subscribe to – this provides movement pattern-based data using privacy compliant mobile data