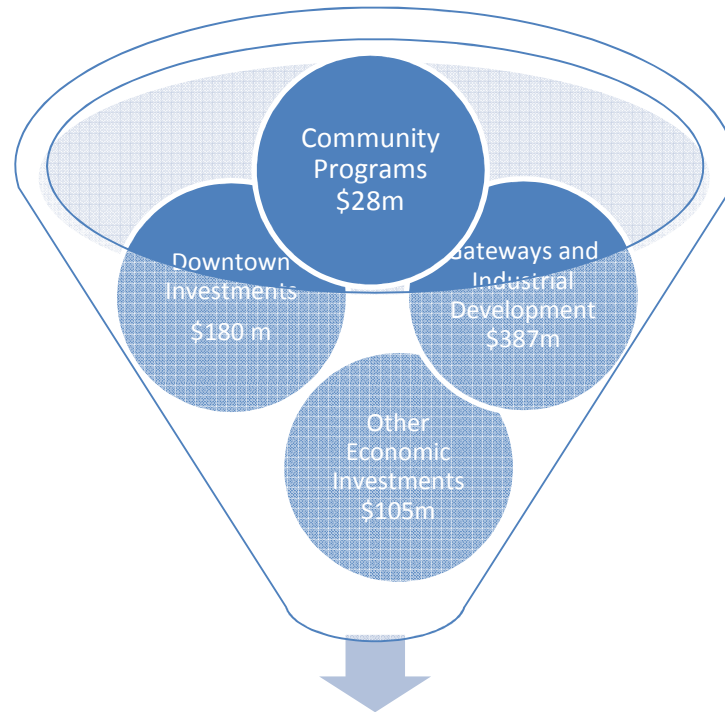


Council's Investment & Economic Prosperity Agenda



\$700 million

Current value of proposed projects



\$100 million

Potential special economic levy



Investment Principles

CREATES JOBS

- Permanent vs. temporary
- Immediate vs. long term
- Low vs. high income

ATTRACTS INVESTMENT

- Private dollars leveraged
- Public dollars leveraged
- Foreign direct investment

BUILDS PARTNERSHIPS

- Private sector
- Public sector
- Nonprofit sector

ESTABLISHES ANCHORS

- Institutional or key sector presence
- Long term commitment
- Generates spin off activity

BENEFITS KEY SECTORS

- Defined targeted sectors
- Grows existing strengths
- Establishes London in emerging sectors

COMMUNITY VIBRANCY

- Brings people to the downtown (Feet on Street)
- Generates 'buzz'
- Contributes to London's brand



Process

February 2012

2012 budget
process complete;
define investment
capacity

Fall 2012

Complete evaluation
of business cases
using RFP process

March 2012

Accept business
cases for proposed
projects

December 2012

Community
Engagement on short-
listed projects

