

Downtown London Presentation  
to  
Services Review Committee

November 17, 2011



# Genesis of MainStreet

- MainStreet London is based on a successful U.S.-based downtown revitalization program.
- The Millennium Plan in 1998 created the Community Improvement Programs along with the MainStreet London Program.
- Council approved funding of MainStreet, an ongoing program, to be the gatekeepers of the City's \$130,000,000 + investment in the Downtown.
- MainStreet London has advantages over a traditional B.I.A. and can co-exist with one.

# Organization Overview



London Downtown  
Business Association  
BIA

- **Funded by the BIA levy**
- Governed by the Municipal Act
- Traditional BIA offerings

MainStreet London  
Revitalization  
Organization

- **Funded by the City of London**
- Governed by a Board of Directors and the City of London
- Able to offer programs that a traditional BIA is not permitted to do under the Municipal Act

## London Downtown Business Association

- **Traditional BIA offerings - focus on retention of existing businesses**
- Marketing & promotion, clean and safe streets, media relations, beautification, liaison with municipal services, communications,
- Festival & event sponsors
- Downtown Dollars program
- SuperGuides
- Culinary tourism support (local & regional)
- Customer service to our members and the public

## MainStreet London Revitalization Organization

- **Programs not offered by traditional BIAs - focus on recruitment of new businesses and investors**
- About Face Façade Improvement Grant for new and existing businesses
- Tenant Improvement Loan program for targeted use tenants (new and expanding businesses)

# Funding Rationale

- First point of contact for investors, developers, potential tenants and potential residents
- Facilitates engagement with developers and many City departments to ensure smooth construction and redevelopment of properties
- Recruitment of Targeted Use businesses – networking property owners with potential tenants or landowners with potential developments
- Creative and ongoing administration of the trademarked About Face Facade Grant Program
- Creative and ongoing administration of the Tenant Improvement Loan Program
- Promotion and marketing of these programs along with existing programs
- Facilitation of Facade Review Panel to ensure that the programs are well utilized and that the City's desired outcomes are achieved

# Visible Successes



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# Our Successes

- Issued loans and grants worth \$403,681
- Created an environment that attracts targeted-use tenants
- Attracted a variety of street-level targeted businesses, including Tamarine by Quynh Nhi, Braise Food & Wine, The Only on King, Jonathon
- Improved buildings to create rentable space on second and third storeys for expanding local businesses wanting to co-locate (Echidna Solutions, Lashbrook Marketing & PR)
- Our programs give us a competitive edge to keep these targeted tenants Downtown