

**Catalyst.
Connector.
Champion.**

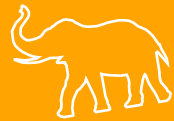


DOWNTOWN
LONDON

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LONDON

October 2016
Community Report

Catalyst.



That much trash is heavier than 9 elephants!

Catalysts of exceptional experiences, committed to creating opportunities and developing pride of place.



40

New Businesses Opened



106

Email Updates Sent To Members



1,875

Bags Of Trash Picked Up By The Clean Team



204

Merchants Accepted Downtown Dollars



\$46,120

Downtown Dollars Were Redeemed



37,000

Shop Downtown London Online Video Views

2015 BY THE NUMBERS



That's \$ 1,164,022 to date!

\$68,064

Awarded in About Face Facade Grants

251

New Email Subscribers



That's a 38% Increase from 2014!



7,351

New Social Followers

7,369,649

Steps Taken By The Clean Team

61

Businesses Participated In The Christmas Walk



LIVE WORK LEARN PLAY



Dedicated to creating iconic and thriving mixed-use neighbourhoods, LiveWorkLearnPlay completed a SWOT analysis for Downtown London in 2016.

This critical work set the foundation for the next two phases, which are focused on targeted leasing. We look forward to continuing the community conversation in order to create a more vibrant and competitive downtown, and to continue the core's investment in London's financial success.



That's like walking from London to Whitehorse!



Connector for a shared community vision
on behalf of members.

Connector.



ENGAGEMENT & AWARENESS

were accomplished with the award-winning #GetDTL campaign. Launched in 2015 in partnership with Tourism London and continued in 2016, it encouraged Londoners to share photos of their downtown experiences online.

- OBIAA 2016 Marketing Award
- IDA 2016 Award of Excellence



NEW INITIATIVES were hosted by Downtown London in 2015 and 2016, working with the City on beautification efforts and connecting businesses and event partners.

- Country Music Week
- Shock The Street
- Free Comic Book Day Street Party



PARTNERSHIPS WERE FOSTERED

through instructional workshops and seminars for businesses, and provided timely updates on renovations and construction in the core.

Downtown London is pleased to partner with Tourism London, particularly on projects such as London is On! Other proud partnerships:

- London Arts Council's London Arts Live
- LYAC's Movies In The Park

- Colombian Gastronomy Festival • Country Music Week •
- CTV FanFest • Doors Open/Culture Days • Dundas Street Festival •
- Explode Conference • Fanshawe Orientation • Fiesta London •
- Forest City Beer Fest • Forest City Comicon • Jack Richardson Music Awards •
- Lesbian Film Festival • London Beatles Festival • London Blues Festival •
- London Fringe Festival • London Knights • London Lightning • Pride London Festival •
- Pillar Innovation Awards • Play On! • Rockin' New Years Eve • Student 2 Business •
- The Grand Theatre • Words Festival •



**EVENTS
SPONSORED**

Champion.

Championing initiatives that make London's downtown a destination of choice.



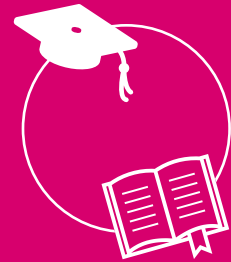
A FOUR-YEAR STRATEGIC PLAN

was developed with input from businesses, community stakeholders, and members of the public. Downtown London will focus on four strategic priorities:

- "Third" Placemaking
- Marketing & Engagement
- Advocacy
- Leading, Connecting, & Catalyzing

DUNDAS PLACE ENVIRONMENTAL ASSESSMENT

Downtown London continues to partner with the City playing an important leadership role in the My Dundas EA for Dundas Place helping plan and promote engagement sessions, and engage a number of downtown stakeholders to offer input.



15 FREE COURSES were offered at Western Continuing Studies to downtown businesses through Downtown London, and Downtown London offered two scholarships to downtown businesses to attend Ivey's program *Understanding your Customer: From Insight to Action*.



BEAUTIFICATION continued with the Clean Team seven days a week, sweeping, cleaning, and watering the downtown. In 2015, planters received summer and winter updates, with new planters added in 2016, and murals completed on construction hoarding.



ADVOCACY While balancing interests of heritage and development, Downtown London advocated for important Tricar and Rygar developments downtown.

OUR MISSION

Steward the levy paid by member businesses by leading and championing programs and investments that make London's downtown a destination of choice and an economic centre that supports the entire community.

CONNECT WITH US!

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