



DOWNTOWN LONDON

2021 Downtown London Annual Review



Dear Downtown London Members
and Stakeholders,

We are pleased to present the 2021
Downtown London Annual Review
Report.

In 2021, despite the impacts of COVID-19,
we heard from many of our members,
including 35 new businesses and 4 business
expansions in the district, who remained
optimistic, resilient and continued to believe
in the strength of our downtown. This is
3.5 times more businesses that opened or
expanded than closed in downtown London
last year.

To assist our membership through COVID-19
recovery, in 2021 Downtown London once
again created a financial support program
to help cover members' COVID-19 related
expenses, called the Endurance Grant.
Last year 133 Endurance Grants were
provided to our members, totalling
approximately **\$232,718**.

Downtown London staff also sought out
other sources of funding and established
several partnerships with local organizations.
As a result, Downtown London successfully
secured additional financial support valued
at **over \$1.5 million** that directly or indirectly
supported Downtown London's marketing
and promotional programs; helped create
activations, improve downtown's public
realm and attracted more feet to the street
as restrictions lifted; or directly supported
our members through new member services,
programs and grants.

Finally, in 2021 Downtown London staff,
boards, members and downtown civic and
community stakeholders came together to
envision the future for Downtown London
through a new strategic plan, recognizing the
significant impact the COVID-19 pandemic
has had on the downtown core. We believe
the Downtown London Re-Imagined
strategic plan is an exciting new approach
to community and economic development
which builds upon past successes, identifies
solutions to new and ongoing challenges and
maps an exciting and inspiring future [over the
next 5 years and beyond](#).

We hope you will find these materials
informative. We are always open for a
conversation to share ideas and address any
questions you may have, so please feel free
to reach out anytime.

Sincerely,



[Barbara Maly](#)
Downtown London,
Executive Director



[Andrew McClenaghan](#)
Downtown London,
Past Chair



[Asaad Naeeli](#)
Downtown London,
Current Chair

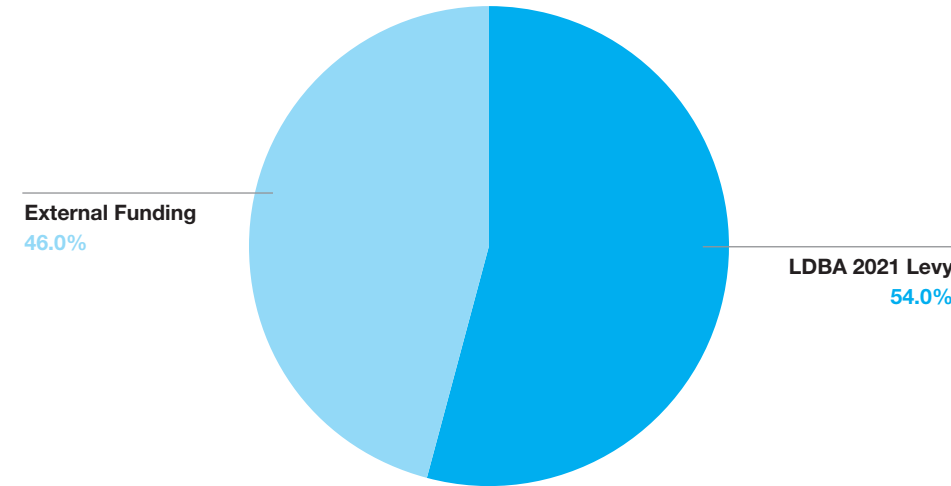
BIA AND PARTNER FUNDING LEVERAGED

In 2021, staff explored opportunities to secure additional funding through government granting programs and partnerships in order to leverage and supplement levy-dollars.

LDBA 2021 Levy:
\$1,877,082

Direct/Indirect External Funding Received:
\$1,571,833

Total Value:
\$3,448,915



Explanation of Sources: External funding that supported LDBA members and Downtown London programs in 2021 as a result of partnerships and grants awarded:

- | | |
|--------------------------|----------------------|
| Canadian Urban Institute | Ivey Business School |
| Canada Summer Jobs | Bell Media |
| South Western Tourism | Blackburn Media |
| City of London | Tourism London |
| Dundas Place | Covent Garden Market |
| Old East Village BIA | London Arts Council |
| London Music Office | Fanshawe College |

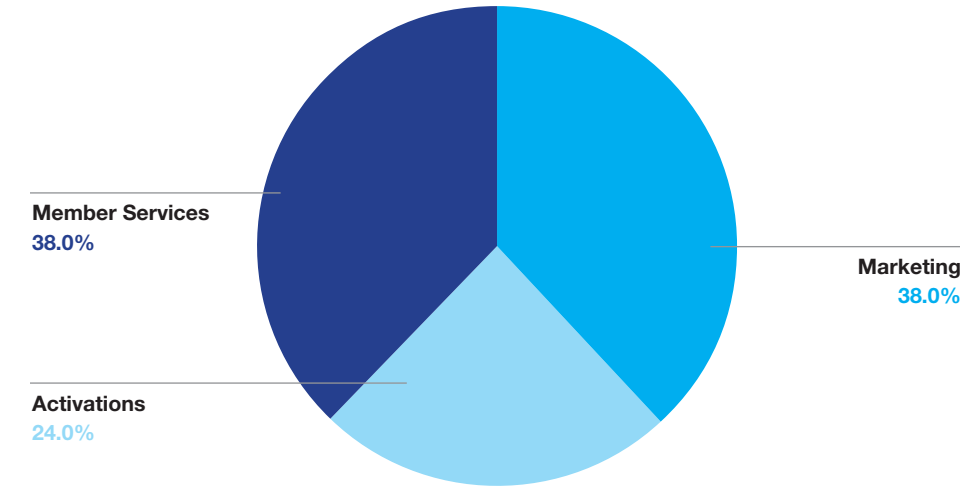
DIRECT/INDIRECT EXTERNAL FUNDING

Direct/Indirect External funding (\$1,571,833) received was divided across 3 key service areas to augment levy dollars and assist our members through COVID-19 recovery.

Marketing:
\$601,488

Member Services:
\$599,166

Activations:
\$371,171



\$520,000

IN GRANTS AWARDED TO MEMBERS

MEMBER COVID RECOVERY SUPPORT

A number of Downtown London and City financial support programs were introduced to assist with members' expenses through COVID recovery (Endurance Grant, Facade Grants, Patio Grant, and Construction Dollars).

In total, roughly **\$520,000** were awarded to levy-paying members.

BEAUTIFICATION

Downtown London completed 114 floral/winter greenery seasonal displays. 24 new planters were purchased to expand in the North West Area of the district (Central Avenue, Albert Street, and Kent Street) and enhance the beautification along Richmond Street in 2022.

Data Source: Internal Downtown London Staff

114

FLORAL DISPLAYS

EVENTS & ACTIVATIONS

Despite pandemic related restrictions, approximately **630 events and activations** in 2021 took place downtown. These events include both Downtown London led/facilitated events and those Downtown London executed in partnership with other community organizations. Collectively, these activations drew approximately **180,000 attendees** downtown.

Event partners include: Budweiser Gardens, London Music Hall, Dundas Place, London Arts Council, Canadian Country Music Awards, Vintage on the Block, Grand Theatre, Tourism London, Covent Garden Market, Curveball Creative, Curated by M, and the City of London.

Data Source: Downtown London Internal Staff, Dundas Place, Tourism London, London Music Hall, Budweiser Gardens.

180,000

ATTENDEES

630

EVENTS & ACTIVATIONS



EVENTS & ACTIVATIONS (CONT)

Roughly **250 activations** were led or facilitated by Downtown London staff including the Festival of Markets, DJ & Skate Parties, Flower Flashes, Talbot Street Series (in collaboration with ten Talbot Street members), Live Music Performances, Scavenger Hunts, Pop Up Play, Holiday Carollers, semi-permanent art installations, and Hot Tickets Hot Drinks.

Collectively, the Downtown London activations drew approximately **35,000 attendees**.

Data Source: Internal Downtown London Staff

250
ACTIVATIONS

35,000
ATTENDEES



CRIME MAP

London Police Services tracks crime and disturbances in downtown and generates a Crime Map report which is shared with Downtown London on a weekly basis.

Crimes and incidents tracked include: vandalism, commercial break ins, commercial robberies, residential break ins, assaults, arson, disorderly conduct, vehicle theft, shoplifting, and theft. Below are charts providing a year-over-year monthly comparison from 2020 and 2021 for all incidents they responded to in downtown.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED) AUDITS

Referred 75 merchants who completed CPTED audits.

Data Source: London Police Service

INCIDENT TRACKING

Downtown London staff responded on average to 35 member incidents per month reported to staff.

Downtown London staff made 206 direct calls to London Police Services Foot Patrol to inform of criminal and street activity that members experienced and ensured follow-up occurred.

CORE AREA ACTION PLAN (CAAP)

Downtown London staff participates in weekly and bi-weekly meetings with City of London staff managers to help develop and implement the 71 recommendations from the CAAP.

At the end of 2021, 54% of these initiatives had been implemented.

Highlights of the programs and results of CAAP initiatives include:

- Core Area Ambassadors

 - 10 Ambassadors Hired in November 2021
 - Supported 14 events in the downtown
- Spotlight Program

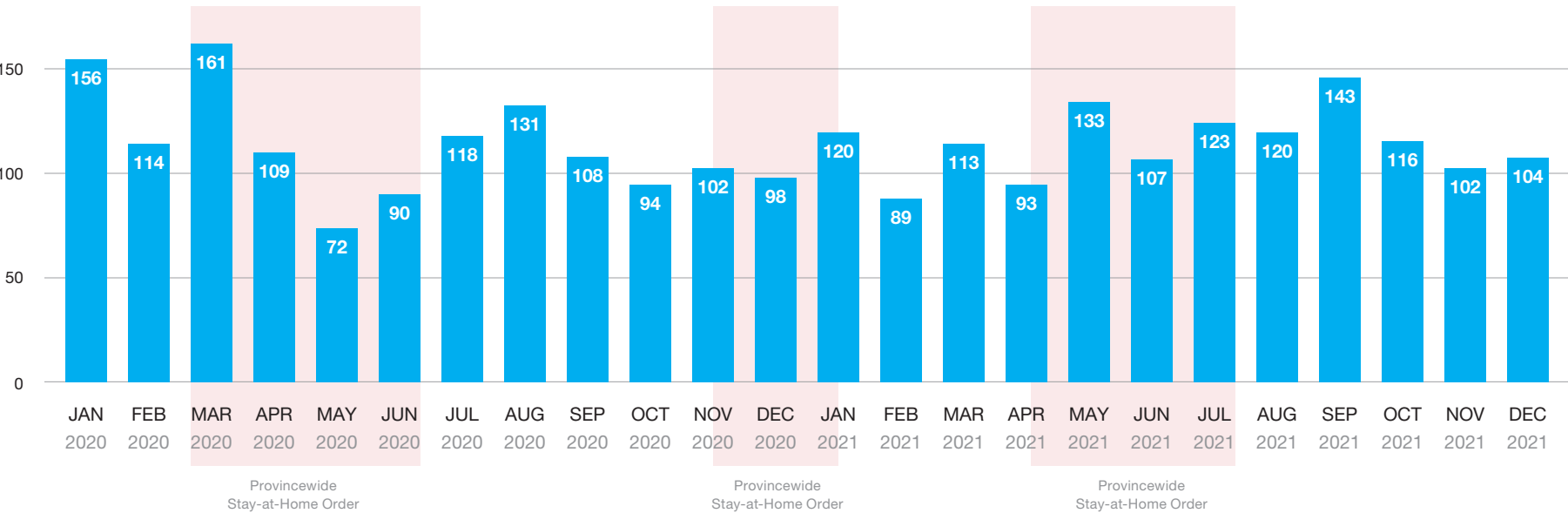
 - 10 Member Businesses Participating
- Clean Streets

 - 2,099 bags of garbage collected

Data Source: Internal Downtown London Staff, City of London, Dundas Place & GoodBye Graffiti

2020/2021 TOTAL MONTHLY INCIDENTS

Data Source: London Police Service Crime Map



MEMBER SERVICES

Despite the impacts of COVID-19 related restrictions, Downtown London welcomed **35 new businesses** and **4 business expansions** to the district. This is 3.5 times more businesses that opened or expanded than closed. There were 11 business closures downtown in 2021.

35 Business Openings

- Cinnaholic
- Udupi Dosa
- Posh Cheese Board Co.
- Pastry Culture
- The Cannabist Shop
- Kluck It
- Philthy Philly's Cheesesteak
- Stevie's Chicken Joint
- Stash Co.
- GT Hair Boutique
- Big Puffs Pastry & Cafe
- Invictus Tattoo & • Barbershop
- Giant Creative
- The Cheesecake Company
- Emperor Rugs
- Walk in Notary
- Chaotic Closet
- Shoeless Joe's
- Presotea
- Alo Chicken
- KatsuMe
- Tilt Arcade Bar
- Chung Chun Rice Dogs
- The Jump Off
- Popeyes
- Popular Pizza London
- Grace Bodega
- WE Visa Consulting
- Charminar Indian Cuisine
- Mana Lounge
- Bridal's Direct
- Katsuya
- AAHS Barbershop & Salon
- Saga Board Games & Coffee
- Masala Papad

GRAND OPENINGS AND BUSINESS MILESTONE PROGRAM

In September, Downtown London launched a new program in which staff help businesses to celebrate key milestones such as grand openings or anniversaries. **Six grand openings** were facilitated between September-December 2021.

4 Business Expansions within the BIA

- Lavish
- David E White
- Take 5 Digital
- Sakata Bar & Grill

6 BIA Businesses that Opened a Second Location Outside of the BIA

- Gnosh
- Boxcar Donuts
- Thaifoon
- Filthy Rebena Vintage
- Grow & Bloom
- Happiness Cafe





KEEP LONDON LOCAL

We told **47 member stories** through a number of formats including video, written articles, and audio style podcasts. These stories reached over **1 million accounts** with an engagement of **2.3 million**. Our collective social media following rose to **55,512** which is a 13% increase from 2020

Data Source: Internal Downtown London Staff via Hootsuite



PATIO MAP

Developed a map showing the locations of **67 downtown patios**, making downtown the biggest hub for patios in the city. In one day, this map reached **700,000** accounts and by year end resulted in an engagement of **108,000**.

Data Source: Internal Downtown London Staff via Hootsuite

DOWNTOWN LONDON

- 1. McCabe's Irish Pub**
- 2. Black Walnut Bakery Cafe
- 3. Haven's Creamery
- 4. The Tea Lounge
- 5. Reverie
- 6. Plant Matter Cafe
- 7. Molly Bloom's Irish Pub
- 8. Wich is Wich**
- 9. Lone Star Texas Grill**
- 10. Jack Astor's
- 11. Barney's
- 12. El Furniture Warehouse
- 13. Chuck's Roadhouse
- 14. 'Melt'wich
- 15. Sakata Express
- 16. Delilah's
- 17. Burrito Boyz
- 18. Chil Frozen Yogurt Bar
- 19. Joe Kool's
- 20. Toboggan Brewing Co.**
- 21. Los Lobos
- 22. Fellini Koolini's/ Runt Club**
- 23. Mythic Grill**
- 24. Wink's Eatery**
- 25. Tahini's



- | | | | |
|---------------------------------|-------------------------|----------------------------|-------------------------------|
| 26. Dimi's Greek House** | 38. Moxie's Grill & Bar | Restaurant** | 63. Hunter and Co. |
| 27. Kosmos London | 39. The London Club** | 51. The Squire Pub & Grill | 64. YOU Made It Cafe |
| 28. Score Pizza | 40. Sakata Ramen | 52. Gnosh** | 65. Michael on the Thames** |
| 29. Jack's | 41. Happiness | 53. Grace Restaurant** | 66. Holy Diver/The Early Bird |
| 30. Villa Cornelia** | 42. Milos' Craft Beer | 54. Che Resto Bar** | 67. SAGA Board Games & Coffee |
| 31. Reset Social Cafe | 43. London Wine Bar | 55. Morrissey House** | |
| 32. Black Trumpet** | 44. Fitzray's | 56. Olive R. Twist | |
| 33. Marky's Crepe Cafe | 45. Billy's Deli | 57. Waldo's on King** | |
| 34. Church Key Bistro | 46. Nooners | 58. zen'Za Pizzeria** | |
| 35. The Gourmet Deli | 47. The Scot's Corner** | 59. J Dee's Market Grill** | |
| 37. Marienbad & Chaucer's Pub** | 48. Crabby Joe's | 60. CHICKPZ | |
| | 49. London Ale House | 62. The Gourmet Deli | |
| | 50. Budapest | | |

COMMUNICATIONS

51 Business Insider newsletters were distributed to the membership, community partners, City staff, and Council in 2021. These newsletters contain updates impacting business operations such as available grants, educational opportunities, construction updates, and progress updates on behalf of the organization, etc. The open rate for this newsletter was **40%**, which is 20% above the industry average.

The What's Up newsletter was distributed **21 times** over the course of the year with an open rate of **26%**, which is 6% above the industry average. This newsletter is targeted towards downtown residents and Londoners aged 30-60 who are interested in attending downtown events, learning about new businesses, and special offerings from our membership.

Data Source: Internal Downtown London Staff

MEDIA RELATIONS

8 media releases were issued, resulting in **31 articles and stories** in outlets such as London Free Press, CBC, etc. helping to spread the word about positive wins for the downtown.

Data Source: Internal Downtown London Staff

DOWNTOWN DOLLAR GIFT CARDS

In September 2021, Downtown London updated its paper Downtown Dollar program to a gift card system. **120 businesses** have signed up to participate in the gift card program since its launch. In the first three months after the gift card launched, sales exceeded that of the Downtown London paper dollars over the entire year in 2020.

In 2021, 108 downtown businesses redeemed Downtown Dollars (gift card and paper bills).

	Sales	Sponsorships	2020 sales for 12 months
Downtown Dollars (paper bills) Jan-Sept	\$44,285	\$17,580	\$37,085
Downtown Dollars (gift cards) Sept-Dec	\$44,845	\$42,420	N/A
Total	\$89,130	\$60,000	\$37,085

Since its launch, **1349 gift cards** have been circulated, 246 of which have been redeemed at a participating business totalling **\$10,520.16**.

Data Source: Internal Downtown London Staff

\$149,130

IN DOWNTOWN DOLLARS AND
DOWNTOWN DOLLAR GIFT CARDS
CIRCULATED IN 2021





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