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

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

**LDBA 2021 Levy:** $1,877,082

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

**Total Value:** $3,448,915

**Explanation of Sources:**

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

**External Funding**

46.0%

**LDBA 2021 Levy**

54.0%

**Member Services**

38.0%

**Activations**

24.0%

**Marketing**

38.0%

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.

**DIRECT/INDIRECT EXTERNAL FUNDING**

- **Marketing:** $601,488
- **Member Services:** $599,166
- **Activations:** $371,171
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

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.

$520,000 IN GRANTS AWARDED TO MEMBERS

FLORAL DISPLAYS

114
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.


Data Source: Downtown London Internal Staff, Dundas Place, Tourism London, London Music Hall, Budweiser Gardens.
Collectively, the Downtown London activations drew approximately 35,000 attendees.

Data Source: Internal Downtown London Staff
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.

Referred 75 merchants who completed CPTED audits.

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.

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:

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

- 10 Member Businesses Participating

- 2,099 bags of garbage collected

Data Source: London Police Service Crime Map

Core Area Ambassadors

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

Clean Streets

2020/2021 TOTAL MONTHLY INCIDENTS

Data Source: London Police Service Crime Map

CRIME MAP

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.

Highlights of the programs and results of CAAP initiatives include:

- 10 Ambassadors
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Data Source: Internal Downtown London Staff, City of London, Dundas Place & Goodbye Graffiti

Clean Streets

2020/2021 TOTAL MONTHLY INCIDENTS

Data Source: London Police Service Crime Map
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.

MEMBER SERVICES

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.

GRAND OPENINGS AND BUSINESS MILESTONE PROGRAM

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

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
- Ginsh
- Boxcar Donuts
- Thalison
- Filthy Reborn Vintage
- Grow & Bloom
- Happiness Cafe

14 MEMBER SERVICES

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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
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.

PATIO MAP
Data Source: Internal Downtown London Staff via Hootsuite

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.

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.
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, 118 downtown businesses redeemed Downtown Dollars (gift card and paper bills).

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

DOWNTOWN DOLLAR GIFT CARDS

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

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Data Source: Internal Downtown London Staff

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