



DOWNTOWN   
LONDON

# MEMBER RESOURCE PACKAGE

GT Hair  
Boutique



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# Downtown London

## Setting our Sights on Success

### OUR VISION

The London Downtown Business Association (also known as Downtown London) represents a thriving, progressive, and welcoming district in the heart of the city. The people that own businesses, visit, work, play, and live in the district are the essence of its vibrancy and diversity.

### OUR MISSION

Downtown London represents and supports its members, fostering a strong, thriving downtown in the economic and cultural heart of the City of London.

### OUR VALUES

**Member support:** We assist our membership to achieve success through promotion, programming, and advocacy with a focus on the common good of the membership.

**Leadership:** We are uniquely positioned to speak as a catalyst for positive change, constructive advocate, and voice of the downtown.

**Collaboration:** We can achieve more by supporting and working cooperatively with our community partners on our shared goals.

**Diversity:** The variety and interplay of people, business, arts, and culture in the district provides a richness of opportunity and experience unparalleled anywhere else in London.

**Prosperity:** The economic success of our members and the district reflects and impacts the economic health of the whole city.

# Meet the Downtown London Team

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# Grand Openings

A Downtown London Program



**Want to celebrate your new business Downtown?  
Let us help welcome your new business with a Grand Opening!**

Our grand opening program has all the things you need to help spread the word of your arrival Downtown;

- We'd be happy to provide you with all the essentials to make your grand opening a success, including the ribbon and big scissors for an official Ribbon Cutting Ceremony.
- We can provide you with a photographer to take professional photos of your space, staff and guest at your Grand Opening for you and to share on our social media channels.
- We can provide you with \$100 worth of Downtown Dollar Gift Cards to give away!
- We'd also be happy to invite local dignitaries to come to join in the celebration, including the Mayor, Ward Councillors, and local MPs. The more, the merrier!

Interested in hosting a ribbon cutting ceremony?

Contact [members@downtownlondon.ca](mailto:members@downtownlondon.ca)  
and we'd be happy to start planning  
for this special occasion.



# Incentives, Grants, and Loans

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There is a combination of loan and grant programs from municipal, provincial, and federal sources to encourage investment in our neighbourhood.

## City of London Financial Opportunities:



### What financial incentive programs are available?

#### Residential Development Charge Incentive Grant

This program provides a grant equal to a rebate of Development Charges (DCs) for residential units constructed. DCs are required to be paid "up-front" at the time the building permit is issued. The program grants back a portion of the residential DCs paid by the applicant over an approximately 10-year schedule until 100% of the residential DCs have been repaid to the applicant. The program is aimed at encouraging private sector investment in residential development in the Downtown and Old East Village.

#### Rehabilitation & Redevelopment Tax Grant

This program rebates a portion of the municipal tax increase that results from the rehabilitation of an existing building or construction of a new building. A percentage of this tax increment is rebated back to the property owner each year, for ten years.

#### Façade Improvement Loan

This program provides a loan for building façade improvements. The loan can be up to a maximum of \$50,000 or half the value of work, whichever is less. Loans are paid back at 0% interest over a 10 year period. In certain areas of Downtown and Old East Village, a portion of the loan may be forgivable.

#### Upgrade to Building Code Loan

This program provides loans to property owners who improve their buildings for items that relate to Ontario Building Code requirements. Loans are up to \$200,000 or half the value of work, whichever is less. Loans are paid back at 0% interest over a 10 year period. In certain areas of Downtown, Old East Village, and the Hamilton Road Area a portion of the loan may be forgivable.

Contact [planning@london.ca](mailto:planning@london.ca) for more grant information from the City of London.

## Government Financial Opportunities:



### BUSINESS BENEFITS FINDER - FEDERAL GOVERNMENT

The Benefits Finder is a tool that can help you find Benefits and Services that you may be eligible to receive. It asks a few questions and uses your answers to search. It does not collect or track your information. The more questions you answer, the more customized and accurate your results will be. [Learn more.](#)

Head to our [website](#) to discover more financial opportunities provided by the Provincial and Federal Government.

Downtown London has a robust marketing program, showcasing the district and working to increase feet on the street and traffic to your business.

## Promotion

Hosting a special event, promotion, or sale? Reach out to us and share your news so that we can promote it across our social media channels and newsletters!



## Business Directory

We will publish your business' information in our directory so that you receive as much exposure as possible!



## Photography

We are always happy to drop by and take some photos of your business when you get a new product, create a beautiful window display, or want to highlight what makes your business unique!

These photos can be used for social media or future marketing campaigns.



Downtown London and various community partners also offer networking and education opportunities to our members! For more information, subscribe to our Business Insider Newsletter where all networking and educational opportunities are shared.

# Important Contacts

## London Police Services

In an emergency situation, please **CALL 911**.

Report non-urgent emergencies such as nuisance behaviour, chronic problems, or trespassing:

Downtown London Foot Patrol (519) - 933- 1542

**Patrol Hours:**

**Sunday - Wednesday, 7am - 11:30 pm**

**Thursday - Saturday, 7 am - 2:30 am**

Please use the [online reporting system](#) to file a report, or **call London police service at 519-661-5670**.

Reporting remains one of the best ways residents are able to help the Police solve crimes. Reporting provides the Police with an accurate understanding of what is happening in our neighbourhoods. One way to help create a safer and more inclusive Downtown London is to **REPORT ALL INCIDENTS TO THE LONDON POLICE**.

## City of London

- Report **by-law complaints** such as yard maintenance, property standards, and vacant building concerns:  
Call (519) - 661- 4660 or email [enforcement@london.ca](mailto:enforcement@london.ca)
- Report **parking/loading zone** issues:  
Call (519) - 661 - 4537 or email [ParkingEnforcement@london.ca](mailto:ParkingEnforcement@london.ca)
- Report concerns with **garbage pile-ups** or collections:  
Call (519) - 661 - 2489 or visit [service.london.ca](http://service.london.ca)
- If you are inquiring about **needles and sharps** on public property:  
Call (519) - 661- 4965
- If you are reporting **encampments**:  
Call (519) - 661 - 4570 or visit [service.london.ca](http://service.london.ca). If you are reporting an urgent matter between the hours of 4:30pm and 8:30 am, call (519) - 661 - 4965
- If you see someone in need of **non-immediate mental health support**:  
Call (519) - 434 - 919 x2210 or email [london.coast@cmhamiddlesex.ca](mailto:london.coast@cmhamiddlesex.ca) to reach COAST (community Outreach and Support Team)
- If you see someone experiencing **unsheltered homelessness** who wants assistance:  
Call (519) - 667 - 2273 to reach London Cares

Interested in participating in the **City of London's Spotlight Program**? Register [here](#).



City of London:  
Garbage Collection Schedule

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**Downtown Core West Waste Collection**  
Includes the area West of Wellington Street



**If you live in the Core Area**

- There is a three-container limit per residential unit.
- A container is a garbage can (minimum size: 30 L; maximum size: 125 L) or a large, strong plastic garbage bag less than 20 kg (44 lbs).
- A can's lid must be free of hinges, ropes, and bungee cords for collection.
- Bulky waste prepared correctly such as furniture, carpet, and mattresses are collected at the curb from residents.

**If you operate a business**

- Businesses must use bags and not cans. Weight must be less than 20 kg (44 lbs) per bag. A maximum of 12 bags per business will be collected.
- "Trade waste" such as furniture, equipment, wooden pallets, discarded inventory, and machine parts are not collected at the curb from businesses.

**When to put garbage at the curb**

- On Monday, Wednesday and Friday please set garbage to the curb between 5 pm - 8 pm
- On Saturday and Sunday please set garbage to the curb between 9 am - 10 am



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5:00 pm - 8:00 pm	No collection	5:00 pm - 8:00 pm	No collection	5:00 pm - 8:00 pm	9:00 am - 10:00 am	9:00 am - 10:00 am

**Contact us or report an issue.**

519-661-CITY (2489) | 3-1-1 (within London) | [service@london.ca](mailto:service@london.ca) | [service.london.ca](http://service.london.ca)

# Placemaking and Public Spaces

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## A Downtown London Initiative

As a member, you benefit from a variety of placemaking & public spaces initiatives. We work to beautify our neighbourhood with flowers, winter greenery, banners, holiday decorations, and more!

We strive for cleanliness and safety, to make downtown a destination for all.

### Clean Team

The Clean Team works to ensure the downtown is looking its best! They spend their days watering flowers, picking up garbage, and lending a helping hand with overall cleanliness of storefronts.

### Reporting Graffiti



Contact the Downtown London office for specifics on graffiti removal services for your storefront.

Contact **members@downtownlondon.ca** at Downtown London to let us know if you need help with our Clean Team and Graffiti services!

### Equipment Lending Program

Downtown London has a variety of equipment and resources available to members **free** of charge\*. The goal of this program is to give our members access to equipment that they may not be able to purchase for themselves but could make a wonderful resource when hosting promotions, events, or creating content for their marketing projects.

Hosting an event downtown?  
Contact **activations@downtownlondon.ca** to see if you qualify for sponsorship funding!

\*A deposit fee may be required. Reimbursement will occur once items are returned to our office clean and undamaged.



# Downtown Dollar Gift Card Program

Downtown Dollar Gift Cards can be spent in almost any store located in Downtown London. A list of participating merchants can be found on the [Downtown London website](#).

Want to register your business to accept the Downtown Dollar Gift Card? In just a few easy steps, you can sign your business up to receive these gift cards as a method of payment. Click [here](#) for more details.

Looking for a silent auction item or prize? Downtown Dollar Gift Cards are a great fit. This form of sponsorship remains open year-round on a first-come first served basis. This stream of sponsorship is open to any organization located in London Ontario.

Request Downtown Dollar Gift Cards [here](#).

Downtown London Gift Card is issued by PACE Savings & Credit Union Limited. Card funds are not issued by the Canada Deposit Insurance Corporation (CDIC) or any other government deposit insurer or agency.

**For Customer Service: [www.getmybalance.com](http://www.getmybalance.com) or 1-833-558-1108.**



# Grow Your Business

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Now that you've started your business, let's work together to grow it! At Downtown London, we're able to share some great business support connections and educational resources to help further your business and help you reach your potential.

## LONDON CHAMBER OF COMMERCE



The London Chamber of Commerce is a politically independent, membership based, not-for profit organization serving the local business community.

We are London's premier networking organization, offering members a variety of opportunities to promote their business, as well as numerous opportunities for professional education and development. The Chamber is also the leader in business advocacy, acting as The Voice of Business in London, at Queen's Park and on Parliament Hill.

Want to learn more?

**Visit:** [www.londonchamber.com](http://www.londonchamber.com)

**P:** 519.432.7551

**E:** [info@londonchamber.com](mailto:info@londonchamber.com)

## SMALL BUSINESS CENTRE



The Small Business Centre operates in partnership with the City of London and the Ontario government's Ministry of Economic Development, Job Creation and Trade (MEDJCT). Belonging to a network of more than 50 Small Business Enterprise Centres operating across Ontario, the London Centre offers entrepreneurs a wealth of programs and services including: Small business resources and information, free consultations with knowledgeable business advisors, legal, and accounting experts, Assistance with business plan preparation and market research, Seminars, workshops, and networking events. Learn more [here](#).

Want to book a consultation or have a specific inquiry?

Call 519.659.2882 ext. 221 or email [info@sbcentre.ca](mailto:info@sbcentre.ca).







# Downtown London

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