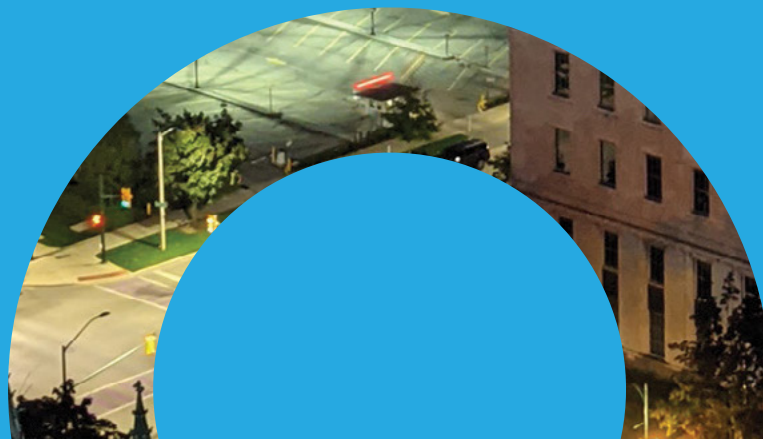


DOWNTOWN LONDON

ANNUAL REPORT
2022



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LONDON DOWNTOWN BUSINESS ASSOCIATION BOARD 2020-2022

Andrew McClenaghan - Northern Commerce
Asaad Naeeli - Dos Tacos
Bonnie Wludyka - Citi Plaza
David Kirwin - Kirwin Fryday Medcalf
Jerry Pribil - Chaucer's Pub & Marienbad Restaurant
Jason Dickson - Brown & Dickson
John Fyfe Millar - City of London
Lori Da Silva - RBC Place London
Michelle Giroux - Fanshawe College
Nick Vander Gulik - Shoppers Drug Mart & Vander Gulik Pharmacy
Scott Collyer - Empyrean LLC

LONDON DOWNTOWN BUSINESS ASSOCIATION BOARD 2023-2026

Asaad Naeeli - Dos Tacos
Bonnie Wludyka - Citi Plaza
Carolyn Conron - Conron Law
David Ferreira - City of London
Keith Brett - ANNDining
Kristin Nielsen - Glen CORR Management
Marcello Vecchio - Farhi Holdings
Michael Pottruff - London Police Services
Michaelanne Hathaway - Stache Fabrics and Notions
Michelle Giroux - Fanshawe College
Nick Vander Gulik - Shoppers Drug Mart & Vander Gulik Pharmacy
Scott Collyer - Empyrean LLC
Steve Pellarin - London Small Business Centre

WE ARE PLEASED TO PRESENT THE 2022 DOWNTOWN LONDON ANNUAL REVIEW REPORT!

In 2022, the year brought about a lot of change and transition as we remained focused on assisting our members through COVID, while also staying true to our BIA mandate to help beautify, activate, and promote the heart of our city. As more businesses reopened and foot traffic returned, we began to see some level of normalcy, but also recognized that COVID has forever changed our downtowns, our cities, and the world in general.

We said goodbye to six dedicated and committed LDBA board members while welcoming eight new faces as the board term ended. We also saw many examples of downtown business resilience and learned never to underestimate the tenacity and determination of small business owners.

Last year, Downtown London welcomed **54 new businesses** and celebrated **three business expansions** that filled core area vacancies thanks to partnerships with MainStreet London, London's Small Business Centre, London Economic Development Corporation, My MainStreet, and the City of London. That said, we also said goodbye to 21 businesses that closed and 4 businesses that relocated outside of our BIA district. We are extremely grateful for the support that these businesses provided to our downtown over the years.

Our downtown economy also benefited from a direct infusion of funding and investment of almost **\$600,000**, through various community sponsorships and sales of the new Downtown London Gift Cards; two new Downtown London grants - Holiday Window Decorating Grant and Safety and Security Grant; plus additional City grants and programs that Downtown London staff helped secure and administer for our members.

We also leveraged the levy to secure approximately **\$385,000** in incremental funding from external sources that supported Downtown London's programming and events, from organizations such as the Canadian Urban Institute, South West Ontario Tourism, Canada Summer Jobs, London Community Recovery Network, and Huron College.

Last year featured **978 events and conferences that attracted over 1,000,000 people** to downtown. This included the return of many of our favorite events such as RibFest, Sunfest, Home County, and the return of Budweiser Gardens concerts, and our beloved London Knights team and games – to name a few. There were also a number of brand new events that were led by Downtown London, as well as some planned and delivered by LDBA members with Downtown London's support. Some of these included Rides on Richmond, Piccadilly Circus, Pure Harvest Party, and Downtown for the Holidays. Additionally, there were a number of Dundas Place activations and events thanks to the support of the City's Core Area team. Finally, we were pleased to support **Fanshawe College to welcome over 14,000 graduates and their families** downtown, as they held for the first time their spring and fall convocation ceremonies at Budweiser Gardens.

The year was also not without significant challenges, with increasingly complex health and homeless issues that our city continues to face. Your LDBA leadership team, in conjunction with member representatives, worked behind the scenes to help set the stage for the city's three-part Health and Homelessness Summit, with an end to collaboratively work with community health, social, business and development sectors to advocate for and excite change, balancing your needs as members and stakeholders in our downtown.

We have lots in store for 2023 and look forward to collaborating with our members and community partners as we map out and create exciting new programming, promotions and events and find workable solutions to address new and ongoing challenges in downtown. Thank you for working with us and inspiring us! Please feel free to contact us or drop by our office with any of your questions or new ideas!

Sincerely,

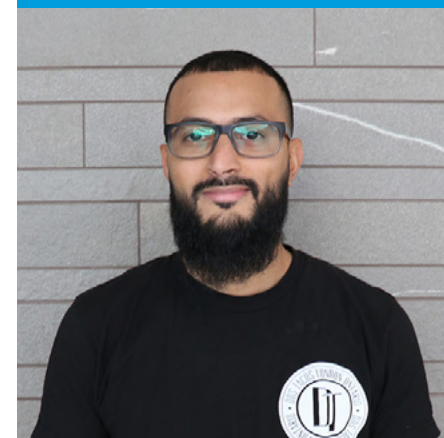
Barbara Maly, LDBA Executive Director

Asaad Naeeli, Past LDBA Chair

Scott Collyer, Current LDBA Chair



BARBARA MALY
LDBA EXECUTIVE DIRECTOR



ASAAD NAEELI
PAST LDBA CHAIR



SCOTT COLLYER
CURRENT LDBA CHAIR

DOWNTOWN LONDON STRATEGIC PILLARS

A **Welcoming,
Safe, and
Vibrant**
Downtown

A **Diversified
Economic**
Base

Strong
Member
Engagement
and **Support**

A **Champion,
Catalyst &
Liason** For All
Downtown

VISION

Downtown London represents a thriving, progressive, and welcoming district in the heart of the city. The people that own businesses, visit, work, learn, and live in the district are the essence of its vibrancy and diversity.

MISSION

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

CREATING A VIBRANT PUBLIC SPACE

DOWNTOWN LONDON PROVIDES SERVICES THAT
SUPPLEMENT CITY OPERATIONS



144
PLANTERS PLANTED

Plants beautified the
downtown in both the spring
and winter seasons



604
STOREFRONTS
POWERWASHED

Power washing occurred
two times a week from May
through October

1004
BAGS OF
GARBAGE

DTLondon Clean Team
cleaned the streets, over
and above what the City
Operations Staff Collected



\$61,016
SPENT ON
MURALS



\$32,840
WORTH OF PLANTS
PLANTED

1165
SHARPS WERE
DISPOSED OF BY
THE CLEAN TEAM



15
PUBLIC ART
INSTALLATIONS

Mural planters, muraled
picnic tables, and a Dundas
Place Mural

749
GRAFFITI TAGS
REMOVED

A little elbow grease and a
bunch of knowhow spiffed
up many downtown
storefronts



PARTNERSHIPS BRING VIBRANCY

Together with our members and our partners we are creating community and congregating spaces along with a place that is vibrant, clean, safe, and engaging.

978 events were led, sponsored, and/or partnered on by Downtown London, creating a vibrancy that brought **1,000,000+ people** into the downtown to enjoy.



MARKETING & EVENT HIGHLIGHTS



RICHMOND ROW CONCERT SERIES

Brought Music to the streets all summer long



FIND IT IN LONDON

For delicious eats, unique gifts and epic adventures...

FinditinLondon.ca

FIND IT IN LONDON

Another great collaboration between community partners!

CAMPAIGN PARTNERS

London, Argyle, Downtown London, Hamilton Road BIA, RBC, Village East, Chamber



SHOP DOWNTOWN LONDON 2 WIN

This exciting contest was run twice throughout the year

\$1,000 weekly draws
That's \$200 to keep and \$800 to share with a local business in London!

plus
A Grand Prize of \$1,500!
July 18 - August 28

Presented by: Find It In London, Argyle, Downtown London, Hamilton Road BIA, RBC, Village East, Chamber

DOWNTOWN SCAVENGER HUNT

An ongoing favourite. We created seven hunts throughout the year

DOWNTOWN LONDON GOOSE CHASE

BACK TO SCHOOL EDITION!





DOWNTOWN LONDON SUPPORT



PICCADILLY CIRCUS

Brought lots of kids and families to the north end of our BIA



RIDES ON RICHMOND

Showcased cars of all types.



THE HARVEST PARTY

Celebrated the harvest through music, games, food & tractor pulls!



DOWNTOWN CANDY CRAWL

A collaborative event now in it's 3rd year.

**DOWNTOWN
CANDY CRAWL**

SUNDAY, OCTOBER 30TH | 12:00PM - 3:00PM

TRICK-OR-TREAT & EXPLORE THE DOWNTOWN CORE!

DUNDAS PLACE DOWNTOWN LONDON BUDWEISER GARDENS CLOVEN GARDEN MARKET Eldon House

DOWNTOWN FOR THE HOLIDAYS

Downtown for the Holidays was supported by the London Community Recovery Network, and coordinated by Downtown London in collaboration with Dundas Place, Covent Garden Market, London Tourism and the City of London.

The purpose of this event was to build upon and connect traditional holiday events that Londoners and visitors have come to know and love, to create a memorable one-of-a-kind holiday experience throughout the entire downtown over the month of December.

Downtown for the Holidays kicked off with the Lighting of the Lights in Victoria Park and ended with New Years Eve in the (Victoria) Park! Downtown was bustling with festive activities including: The Holly Jolly Market, carousel rides, horse drawn carriage rides, live music and art crawls, holiday window contest, scavenger hunts, skating and much, much more!

Downtown for the Holidays

- Live Music & Entertainment
- Day & Night-time Programming
- Artisan Vendors
- Downtown Shopping & Dining
- Festive Selfie Spots
- Contests & Games

Lighting of The Lights

Friday, December 2
6 pm to 7 pm
Victoria Park



Holly Jolly Market

December 2 to December 18
Thursdays through Sundays
Covent Garden Market
(Indoor & Outdoor)



New Year's Eve in the Park

Saturday, December 31
7 pm to 12 am
Victoria Park



LEGEND

- MUSIC & ART CRAWL
- PUBLIC SKATING
- OBSERVATION DECK
- MISTLETOE LANE SELFIE SPOT
- FAMILY PORTRAIT SELFIE SPOT
- 360° VICTORIA PARK SELFIE SPOT (DEC 2)
- CAROUSEL (DEC 9 & 10)
- PUBLIC WASHROOM
- ILLUMINATED PATH
- HORSE DRAWN CARRIAGE ROUTE
- HOLIDAY WINDOW DISPLAY AREA

Get all the details...



Use your phone's camera to scan the QR code





1st
2022
Stache Fabric & Notions
HOLIDAY WINDOW
DISPLAY CONTEST
LONDON



2nd
2022
Elizabeth Noel
HOLIDAY WINDOW
DISPLAY CONTEST
LONDON



3rd
2022
Taz Hair Co. London
HOLIDAY WINDOW
DISPLAY CONTEST
LONDON



100,000+
ATTENDEES
plus 2 marriage
proposals!

75
BUSINESSES
PARTICIPATED
Festive window
displays activated
the downtown

500+
FREE
HOT CHOCOLATE
SERVED

10,000+
ATTENDEES
Lighting of
the Lights

15,000+
ATTENDEES
New Year's Eve
in Victoria Park

2000+
HOLIDAY WINDOW
CONTEST VOTES
A record number of votes
were cast with 3
business winners!

129
HOLIDAY STREET
POLES
Holiday Lighting, banners
and decorations installed
throughout downtown

6000+
CAROUSEL RIDES
2 days of Carousel
rides on
Dundas Place!



*Downtown
for the
Holidays*



BUSINESS GRAND OPENINGS, EXPANSIONS AND CELEBRATIONS

We were able to celebrate and promote new businesses that moved into the downtown. We also promoted key milestones such as anniversaries.



54

Business Openings

throughout our
downtown!

3

Business Expansions!

Come in We're
OPEN

27

RESTAURANTS

8

RETAIL
STORES

19

SERVICE INDUSTRY
OUTLETS



22
GRAND
OPENING
CEREMONIES



MEMBER ENGAGEMENT, SUPPORT AND PROMOTIONS

66,000+
Social Media
Followers



66,000+
Website Visits



27% Open Rate
for Newsletter



In 2022, Downtown
London launched the
Membership Mixer
network events.

652
MEMBERS DIRECTLY
ASSISTED &
SUPPORTED



APPROXIMATELY **\$600,000** SUPPORTING
MEMBERS IN THE DOWNTOWN ECONOMY



GIFT CARD PROGRAM

Gift cards are available to purchase and used for sponsorship to encourage local spending.

4716 gift cards were distributed, through sales and sponsorships, valued at approximately **\$180,000**.

136 Downtown members accept Downtown Dollar Gift Cards

60% of redemptions were in Restaurants.
4.5% were redeemed in Services, and **35.5%** were redeemed in Retail stores.

OTHER MEMBER FINANCIAL SUPPORTS & GRANTS

\$152K

DOWNTOWN
LONDON GRANTS
AWARDED TO
MEMBERS

\$114K
CONSTRUCTION
DOLLARS & OUT
AND ABOUT CARDS
CIRCULATED

\$114K

CITY GRANTS
AWARDED TO
MEMBERS



\$10

2022
Core Area
Construction
Dollars

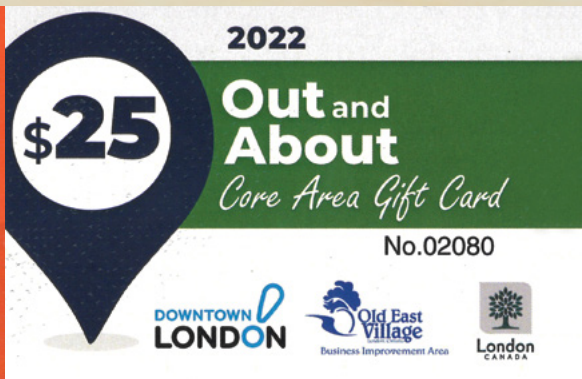
This Core Area Construction Dollar is only valid until November 30, 2022.
Not Redeemable For Cash.
Pre-tax purchase price must be equal to or greater than coupon value.

●●● Connecting our future

For a list of businesses, check
oldeastvillage.com and downtownlondon.ca



OEV - No. 03373
TEN DOLLARS • TEN DOLLARS



LEVERAGING THE DOWNTOWN LONDON LEVY

ARTWORK CREDIT: Hawlii Pichette #urbaniskwew

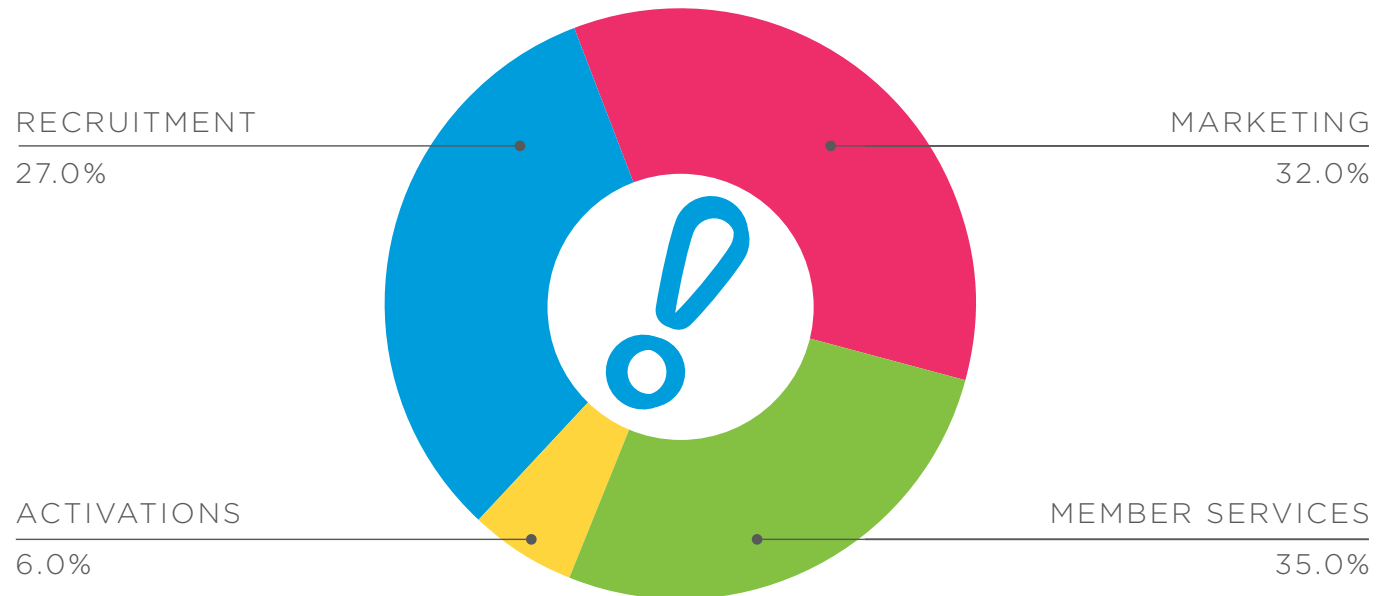


FUNDING

Downtown London was able to secure external funding totalling **\$384,642**

- Canadian Urban Institute
- Canada Summer Jobs
- City of London
- LEDC
- Southwest Tourism
- Dundas Place

EXTERNAL FUNDING SECURED WAS DISTRIBUTED ACROSS THE PROGRAMMING AREAS





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