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
**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

$61,016
Spent on Murals

$32,840 Worth of Plants Planted

1004 Bags of Garbage
DTLondon Clean Team cleaned the streets, over and above what the City Operations Staff Collected

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

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...

An ongoing favourite. We created seven hunts throughout the year

SHOP DOWNTOWN LONDON
2 WIN
This exciting contest was run twice throughout the year

DOWNTOWN SCAVENGER HUNT
An ongoing favourite. We created seven hunts throughout the year

DOWNTOWN LONDON GOOSE CHASE
BACK TO SCHOOL EDITION!
Brought lots of kids and families to the north end of our BIA.

PICCADILLY CIRCUS

Showcased cars of all types.

THE HARVEST PARTY

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

DOWNTOWN LONDON SUPPORT

DOWNTOWN CANDY CRAWL

A collaborative event now in its 3rd year.
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!
10,000+ ATTENDEES
Lighting of the Lights
129 HOLIDAY STREET POLES
Holiday Lighting, banners and decorations installed throughout downtown
6000+ CAROUSEL RIDES
2 days of Carousel rides on Dundas Place!

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

75 BUSINESSES PARTICIPATED
Festive window displays activated the downtown

500+ FREE HOT CHOCOLATE SERVED

10,000+ ATTENDEES
New Year’s Eve in Victoria Park

9,000+ CAROUSEL RIDES
2 days of Carousel rides on Dundas Place!

2 marriage proposals!
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!

27 RESTAURANTS

8 RETAIL STORES

19 SERVICE INDUSTRY OUTLETS
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.
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

$114K CITY GRANTS AWARDED TO MEMBERS

$152K DOWNTOWN LONDON GRANTS AWARDED TO MEMBERS

$114K CONSTRUCTION DOLLARS & OUT AND ABOUT CARDS CIRCULATED
LEVERAGING THE DOWNTOWN LONDON LEVY

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

<table>
<thead>
<tr>
<th>Programming Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment</td>
<td>27.0%</td>
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<tr>
<td>Marketing</td>
<td>32.0%</td>
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<tr>
<td>Activations</td>
<td>6.0%</td>
</tr>
<tr>
<td>Member Services</td>
<td>35.0%</td>
</tr>
</tbody>
</table>

ARTWORK CREDIT: Hawlii Pichette #urbaniskwew