

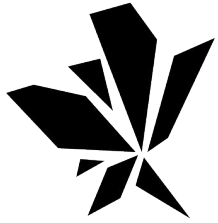
DOWNTOWN BUSINESS AWARDS



**Gerald Gallacher
Heart of Downtown Award**



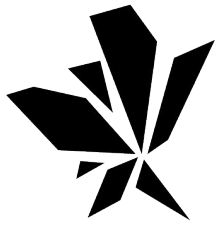
Business Excellence Award



AWARD CRITERIA

Business Excellence Award

- Customer Service
- Company Culture
- Promotion of the Downtown as a whole
- Promotion of other downtown businesses
- Events and Activations within the downtown
- Respect by peers
- Downtown Investments
- Participation in Downtown London programs and promotions
- Innovation and positive impact on the downtown



NOMINEES

Business Excellence Award



Taz Hair Co. London
230 Piccadilly Street



Hassan Law
142 Dundas Street



KGK Science
275 Dundas Street



Black Walnut Cafe
724 Richmond Street



The Gourmet Deli
380 Wellington Street



Heroes Comics
186 Dundas Street



Jill's Table
115 King Street



The Tea Lounge
268 Piccadilly Street



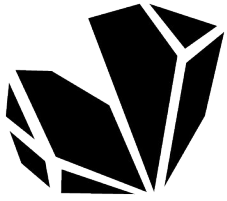
Art With Panache
465 Richmond Street



CONGRATULATIONS

Jill Wilcox, Owner of JILL'S TABLE





In Memory of Gerald Gallacher



**LDBA Board Member
2012 to 2019**

**LDBA Board Chair
2015-2019**



AWARD CRITERIA

Gerald Gallacher Heart of Downtown Award

- Strong Downtown Ambassador
- Sense of Pride
- Contributes to Placemaking
- Volunteers with downtown initiatives
- Positive and Forward-Looking
- Creates Vibrancy downtown
- Community promoter
- Creates a positive atmosphere
- Commitment to community building
- Innovative contributions



NOMINEES

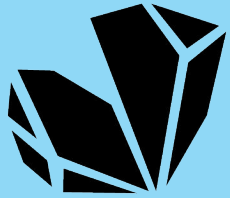
Gerald Gallacher Heart of Downtown Award



Kathy Smith



Jim Yanchula



JIM YANCHULA

CONGRATULATIONS



A graphic featuring a blue speech bubble with a white border and a black outline, set against a green background. The text "Budget Presentation" is centered inside the bubble in a white, bold, sans-serif font.

Budget Presentation

WHAT IS A LEVY?

- The levy is based on each commercial building’s CVA (Current Value Assessment) and is charged over and above the property taxes charged each year.
- Property taxes go to the City to fund the operational costs of the City, and the levy goes to the BIA to fund the operation of the BIA.
- Downtown London’s levy is the main source of revenue used to run it’s programs. In addition to the levy BIA staff apply for grants and discounts to supplement the levy that is paid.

2024 Full Levy Breakdown by Program

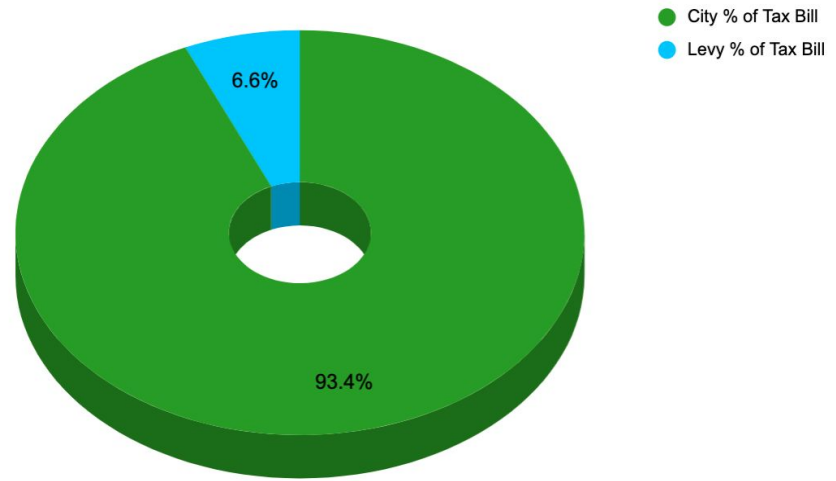
\$1016.90 100% Total Contribution	\$244.05 24% Cleaning, Graffiti, Powerwashing, Safety	\$203.38 20% Communication and Marketing
\$122.36 12% Business Development, Advocacy, Best Practice Research	\$122.03 12% Member Services and Retention	\$111.86 11% Beautification
\$81.59 8% Downtown Events and Activations	\$80.78 8% Downtown Dollar Gift Cards	\$50.85 5% Grants

*example of a typical storefront business

* admin costs included in all programming costs

CITY INFORMATION

- The 2023 levy percentage of the CVA is 0.22%. With a \$106,884 increase in 2024 the levy percentage of CVA would be 0.237%
- The 2023 levy makes up 6.6% of the City tax bill, while the City uses 93.4% of the tax bill.
- LDBA revenue at risk is 216,442. We are budgeting a 50% loss rate, meaning a \$110,000 budgeted levy write off.



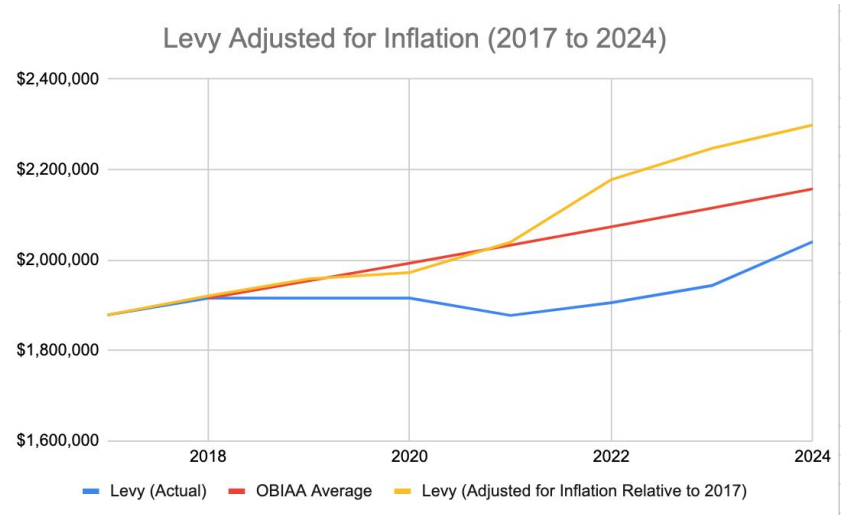
LEVY CLAWBACK

YEAR	LEVY CLAWBACK
2023	\$198,000 (to date)
2022	\$204,686
2021	\$36,349
2020	\$68,207
2019	\$112,938
2018	\$55,808

- The levy is charged to each commercial property within the BIA. The amount per building is calculated as a percentage of the CVA.
- The CVA is the value of the building as determined by MPAC.
- If a building is reassessed at a lower value then the levy that is collected for that building is adjusted, meaning that the BIA must repay those funds to the City, in order for them to reimburse the building owners. This repayment comes directly out of the approved budget for that fiscal year.
- The Levy clawback amount in the Revenue section of the budget is LDBA's best estimate as to what the repayment amount for that year will be.

BIA INFORMATION

- Downtown London polled 24 BIA's including similar size BIA's such as multiple Toronto BIA's, Peterborough, St Catharines, Guelph and Sudbury. Of these 58% are proposing 2024 budgets with an increase of at least 3%.
- OBIAA recommends increasing the levy by at least 2% each year to keep up with inflation. This is the average that most BIA's use as a guideline when creating their budgets.



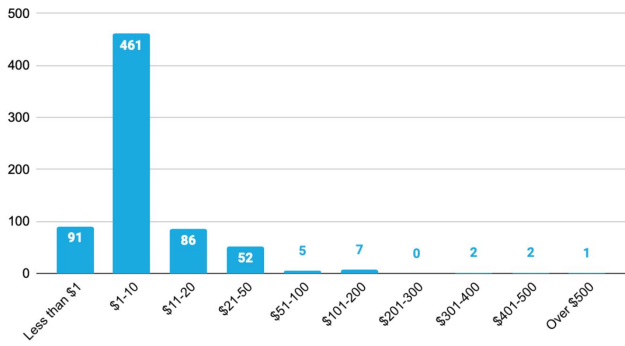
The \$106,884 proposed budget increase is \$248,000 below inflation and \$106,000 below the OBIAA average.

RECOMMENDED LEVY INCREASE

2024 Increase

- Downtown London is recommending a levy increase of \$106,884
- This increase is less than \$10 per month for 78% of the properties, and only 2% of the properties will be paying an additional amount greater than \$100.
- The \$106,884 increase includes:
 - \$55,000 Tax Write off
 - \$21,000 Reserve build up
 - \$30,000 Office Reserve
 - \$1,000 Member Services (inflationary increase)

Monthly Levy Increase for 2024



53% of the levy is paid by 690 properties
 29% of the levy is paid by 5 larger properties
 18% is paid by 12 mid-size properties

London Downtown Business Association

2024 Proposed Budget

with 2023 Comparators

Revenue Overview

LDBA Revenue Detail:	2023 Approved Budget	2023 forecast	2023 Variance	2024 draft budget (to keep current service levels)	Variance over 2023	% Budget Change over 2023
Total City of London Levy	1,943,343	1,905,238	38,105	2,050,227	106,884	5.50%
Tax Write offs	-55,000	-200,000	145,000	-110,000	-55,000	100.00%
Net City of London Levy	1,888,343	1,705,238	183,105	1,940,227	51,884	2.75%
Draw from operating fund	30,000	30,000	0		-30,000	-100.00%
Interest Income	1,700	4,000	-2,300	5,000	3,300	194.12%
Total LDBA Revenue	1,920,043	1,739,238	180,805	1,945,227	25,184	1.31%

Expenditure Overview

LDBA Expenditure Detail:	2023 Approved Budget	2023 Forecast	2023 Variance	2024 draft budget (to keep current service levels)	Variance over 2023	% Budget Change over 2023
ADMINISTRATION						
Wages and Benefits	587,100	552,000	35,100	592,000	4,900	0.83%
Telephone	9,500	9,500	0	9,500	0	0.00%
Stationery and Supplies	4,000	4,000	0	4,000	0	0.00%
Insurance	8,200	8,999	-799	8,700	500	6.10%
Training / Conferences	18,000	18,000	0	18,000	0	0.00%
Meetings and Meals	4,000	1,500	2,500	4,000	0	0.00%
Subscriptions / Memberships	4,500	4,080	420	4,500	0	0.00%
Legal & Audit & Professional Se	9,000	9,000	0	9,000	0	0.00%
Board Development & Expense	5,000	1,000	4,000	4,000	-1,000	-20.00%
Miscellaneous Expense	1,000	1,750	-750	750	-250	-25.00%
Total Administration	650,300	609,829	40,471.00	654,450	4,150	0.64%

OFFICE/RENT						
Rent and Hydro	83,000	83,000	0	112,000	29,000	34.94%
Office Reserve				30,000	30,000	
Office Cleaning	9,200	9,200	0	9,200	0	0.00%
Purchase and Leasing Equipme	15,000	18,000	-3,000	18,000	3,000	20.00%
Total Rent	107,200	110,200	-3,000	169,200	62,000	57.84%
MEMBER SERVICES						
Graffiti Removal	53,000	52,500	500	54,000	1,000	1.89%
Retention and Member Services	96,500	61,000	35,500	111,800	15,300	15.85%
Annual General Meeting	8,000	8,000	0	8,400	400	5.00%
Data Research	10,000	10,000	0	15,000	5,000	50.00%
Planters	33,000	33,000	0	40,000	7,000	21.21%
Public Realm/ Art	33,000	20,000	13,000	33,000	0	0.00%
Cleaning and Maintenance	209,380	165,000	44,380	215,500	6,120	2.92%
Total Member Services	167,500	131,500	36,000	477,700	21,700	12.96%
BUSINESS DEVELOPMENT						
Communications & Marketing	227,250	235,000	-7,750	226,650	-600	-0.26%
Member Events and Sponsorsh	80,500	104,000	-23,500	75,000	-5,500	-6.83%
Community Led Event Sponsor	25,000	40,000	-15,000	0	-25,000	-100.00%
Downtown Gift Card Sponsorsh	50,000	50,000	0	75,000	25,000	50.00%
OBIAA Conference	15,000	10,000	5,000	0	-15,000	100.00%
Grant Program through MainStr	165,000	100,000	65,000	137,500	-27,500	-16.67%
Business Recruitment through I	140,000	120,000	20,000	95,000	-45,000	-32.14%
Miscellaneous	1,368	1,700	-332	1,227	-141	-10.31%
Total Business Development	704,118	660,700	43,418	610,377	-93,741	-13.31%
HST	15,545	14,000	1,545	12,500	-3,045	-19.59%
BIA Reserve build up				21,000		
Total LDBA Expenditure	1,644,663	1,526,229	118,434	1,945,227	300,564	18.28%
Net Surplus / (Deficit)	275,380	213,009	62,371	0		

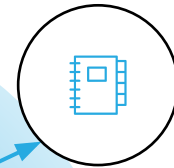
2024 BUDGET BREAKDOWN

- Phones, office supplies and technology, insurance
- Legal/audit/professional services
- Organizational memberships
- Staff and board training



Administration Costs

\$62,450

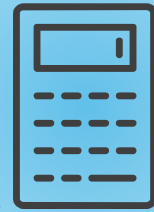


Staffing Costs

\$592,000

Includes:

- Staff salaries
- Benefits
- Government remittances

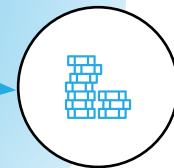


Premises

\$169,200

Includes:

- Rent
- Office cleaning
- Equipment leases
- possible move costs



Marketing/Public Realm/Member Services

\$1,121,577

Key Programs:

- Marketing of BIA
- Public Realm - beautification, maintenance
- Safety and security
- Recruitment and Retention
- Graffiti removal
- AGM

2024 BUDGET PROGRAMS BREAKDOWN

GRAFFITI REMOVAL

- Provided on a contractual basis by Goodbye Graffiti
- Goodbye Graffiti is able to use a product that is not damaging to the different heritage surfaces of buildings throughout the downtown.

\$54,000

RETENTION AND MEMBER SERVICES

- Items related to Retention include: member education, experiential tours, grand openings, anniversaries, member mixers, member experience activations, office outreach, mainstreet business outreach
- Could also include marketing assets needed to perform the above mentioned projects.

\$111,800

ANNUAL GENERAL MEETING

- An annual meeting is required as part of the Ontario Municipal Act.
- Date of the AGM is dependent upon the date that the City requires the BIA budget to be sent to the City by.
- Following final Board approval the final budget is presented to members at the AGM prior to submitting budget to council

\$8,400

2024 BUDGET PROGRAMS BREAKDOWN

DATA RESEARCH

- Includes data purchases and research
- Bus trip to other cities in order to get first hand knowledge of best practices
- Statistical and data reports for measurement and business case development for advocacy purposes
- Software subscription for metric tracking

\$15,000

PLANTERS

- LDBA owns 65 sidewalk planters and 20 hanging baskets located throughout the downtown with 2 installations/yr - spring flowers and winter greenery
- The City of London also provides some planters throughout the downtown area

\$40,000

PUBLIC ART

- We completed 32 planter box murals over the last two years. This was completed with the help of a \$47,000 grant from the Tourism Relief Fund.
- 2024 will be the first year of a overarching 3-4 year mural program where LDBA partners with Tourism London and Young and Free Press and will add major public art projects each year

\$33,000

2024 BUDGET PROGRAMS BREAKDOWN

CLEANING AND MAINTENANCE

- Clean Team costs - provided on a contractual basis by Goodbye Graffiti
- Responsibilities include: sweeping sidewalks, snow shoveling paths at curbs/boulevards to allow sidewalk access from on-street parking areas, litter pick up from public realm. watering and maintaining flowers. proactive and responsive seasonal power washing of sidewalks and storefronts

\$215,500

COMMUNICATIONS AND MARKETING

- Print materials such as: business cards, posters, signage, annual reports, etc.
- Marketing campaigns
- Downtown Dollar gift certificate production costs
- Advertising such as: social media, print, radio, tv. partnerships with Tourism, production of social media
- Professional services such as: website design/maintenance, branding plan, database subscription costs
- Software subscription costs such as: microsoft, survey monkey, Hootsuite, adobe, google drive, mailchimp

\$226,650

MEMBER EVENTS AND SPONSORSHIPS

- Includes street activations such as: carollers, street performers.
- Placemaking initiatives
- Specific merchant event sponsorships

\$75,000

2024 BUDGET PROGRAMS BREAKDOWN

DOWNTOWN GIFT CARDS

- Sponsorships help to bring downtown events that are put on by outside organizations.
- Only events that help to bring foot traffic downtown which help to bring customers for our businesses are considered for sponsorship.
- Customer purchase of gift cards is outside funding and considered over and above this budget item.

\$75,000

GRANT PROGRAM THROUGH MAINSTREET

- includes grants such as the Property Damage Grant and the Holiday Window Grant.
- grants rated very high on the annual survey when members were asked which programs they appreciated the most.
- Budget for 2024 is the same amount as 2023

\$137,500

BUSINESS RECRUITMENT THROUGH MAINSTREET

- recruitment efforts in the downtown are provided through MainStreet London, which is LDBA's not for profit corporation.
- MainStreet is governed under the Not for Profit Act instead of the Business Improvement laws set out in the Municipal Act. This allows the BIA to legally provide funds for recruitment and grants within the BIA boundary.

\$95,000

London Downtown Business Association

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An aerial photograph of downtown London at dusk. The sky is a mix of purple, pink, and blue. The city is filled with buildings of various heights and colors, some with lights on. A large, stylized blue location pin icon is positioned to the right of the text. The text "DOWNTOWN LONDON" is centered in the image, with "DOWNTOWN" on the top line and "LONDON" on the bottom line. The letter 'O' in "LONDON" is replaced by the blue location pin icon.

DOWNTOWN
LONDON



30 YEAR ANNIVERSARY!

MILLENNIUM PLAN









2005



1920



2021



2009



2021



2022

9 BOARD TERMS THANK YOU!

Brian Bogue

1993

Vaughan Minor

1993

Ted Halwa

1993-1997

Jill Chapman

1994-1997

Britta Winther

1996-1997

David McDermott

1993

Beck Lyons

1993-1994

**George
Kerhoulas**

1993

1998-2004

2008-2010

Vicci Coughlin

1994-1998

Glenda Smith

1996-1997

Dean Rossetti

1993-1994

Elaine Sawyer

1993-1994

Nancy Sargeant

1995

Dan Hasson

1996-1998

Jim Etherington

1993

Mike Clouthier

1993-1994

Bob Beccarea

1994-1995

Matt Fischer

1996

Ron Kipp

1996-1998

Joe Strano

1993

Richard Dunlop

1993-1994

John Reed

1994-1995

Nancy Howcroft

1996

Allan Richman

1997

Mike Riffel

1993

Graham Low

1993-1995

Paul Belanger

1994-1995

Ted Wernham

1996

Bob Cardwell

1997

9 BOARD TERMS THANK YOU!

Colin Sinclair
1997

E. Lindsay Elwood
1998-2006

David Hall
2000-2002

Colin Foster
2003-2009

Christopher Lee
2006-2014

Greg Latham
1997

Bonnie Wludyka
1999
2020-2022

Sandi Caplan
2000-2014

John Scott Pearse
2003-2006

Mark Forrat
2007

James Pearson
1997-1998

Fanny Goose
1999-2000

Mike Smith
2001

Rob Alder
2003-2006

Eddy Phimphrochanh
2007-2008

Mary Pat Pegg
1998-2000

Bernie Bierbaum
1999-2002

Janice White
2001-2006

Bob Usher
2003-2019

Tom Bird
2007-2014

Joe Swan
1998-2001

Garry Hartman
1999-2002

Dave Wilfong
2003-2004

Tim Kingsmill
2003-2010

Lucas Blois
2008-2011

John Nash
1997

Andy Spriet
1999-2010

Paul Reid
2003-2004

John Downing
2006-2010

Jack Malkin
2009-2014

9 BOARD TERMS THANK YOU!

Colin Nash

2011-2019

Deb Harvey

2012-2019

Kathy Navackas

2015-2019

Jason Dickson

2020-2022

Lloyd Stacey

2011

Gerald Gallacher

2012-2019

Tanya Park

2015-2019

Jerry Pribil

2020-2022

Sharon Hassan

2011

Lori Da Silva

2012-2022

David Kirwin

2015-2022

Joe Drummond

2020

Jim Hands

2011-2014

Julia Stewart

2015-2016

Sandy Weir

2017-2019

Arielle Kayabaga

2020-2021

Judy Bryant

2011-2014

Carolyn Young

2015-2019

Steve Lehman

2017-2019

Andrew McClenaghan

2020-2022

Brahm Wiseman

2011-2019

Dennis Winkler

2015-2019

John Fyte-Millar

2017-2022

Jordan Detmers

2020-2022

MOTION TO ADJOURN

RULES OF ENGAGEMENT:

Each member of an improvement area has one vote regardless of the number of properties that the member may own or lease in the improvement area. 2001, c. 25, s. 204 (6).

(Members of an improvement area consist of persons who are assessed, on the last returned assessment roll, with respect to rateable property in the area that is in a prescribed business property class and tenants of such property. 2001, c. 25, s. 204 (4).)

MOTION:

to adjourn the 2023 London Downtown Business Association Annual General Meeting



Thank You!

Q&A

with Chief Truong & Scott Collyer



MAINSTREET LONDON

- Governance
- Finance
- Recruitment
- 2024 Outlook

