

2023ANNUAL GENERAL MEETING



WE ACKNOWLEDGE

that Downtown London is located on the traditional lands of the **Anishinaabek** (Ah-nish-in-a-bek), **Haudenosaunee** (Ho-den-no-show-nee), **Lūnaapéewak** (Len-ahpay- wuk) and **Attawandaron** (Add-a-won-da-run) **peoples**, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

This land continues to be home to diverse Indigenous peoples (e.g. First Nations, Métis and Inuit) whom we recognize as contemporary stewards of the land and vital contributors of our society.

THANK YOU



BIA VOTING RIGHTS

Membership

(4) 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).

Determining tenancy

(5) In determining whether a person is a tenant or not, the clerk of the municipality may accept a list provided under clause 210 (2) (b) or the declaration of a person that the person is a tenant and the determination of the clerk is final. 2001, c. 25, s. 204 (5).

One vote

(6) 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).

LDBA AGENDA

9:00 Land Acknowledgement

9:02 Call to Order

9:04 Approval of Minutes - AGM 2022

9:08 Ratify and Affirm Board of Directors actions for 2022

9:12 2022 Financial Statements -Auditor's Report

- **9:17** Year in Review and looking ahead to 2024
- 9:38 Downtown London Business Awards
- 9:58 Presentation of 2024 Budget

10:05 30 Year Anniversary

10:15 Motion to adjourn

Approval of the AGM Minutes

London Downtown Business Association AGM Friday November 4, 2022 Virtual meeting via Zoom, 9:00 a.m.

MEETING OF THE LONDON DOWNTOWN BUSINESS ASSOCIATION BOARD OF MANAGEMENT:

Attending: Downtown merchants and building owners (attendees listed below)

Staff: Vicki Smith, Kathy McLaughlin, Kathy Navackas, Louise Pyne, Aaron McMillan, Hailey Etchen, Gabriella Kowalski, Ally Postma, Barbara Maly

Call to order and remarks – Asaad Naeeli
Asaad Naeeli called the LDBA meeting to order

1. Conflict of interest - none declared

2. Minutes of November 12, 2021 Annual General Meeting Motion: "to approve the minutes of the November 12, 2021 AGM" Moved: Lori Da Silva 2nd: David Kirwin Approved

3. London Downtown Business Association By-law No 1 Motion: "to approve the London Downtown Business Association's By-law No 1" Moved: David Kirwin 2^{ad}: John Fyfe-Millar Approved

 4. Actions of the Board of Directors

 Motion: "to ratify and affirm all actions of the Board of Directors as presented to the members"

 Moved: Michelle Giroux
 2nd: John Fyfe-Millar
 Approved

5. Board of Directors Slate 2023-2026 Motion: "to approve the 2023 to 2026 Board of Directors as presented" Moved: Lori Da Silva 2rd: John Fyfe-Millar Approved

6. Thank you to outgoing board members

- Thank you to Andrew McClenaghan, David Kirwin, Jason Dickson, Lori Da Silva, Jerry Pribil, and John Fyfe-Millar for all of your work as part of the LDBA board.
- Approval of audited Financials-Bonnie Wludyka- LDBA Treasurer Motion: "to approve the LDBA audited financial statement dated December 31, 2021" Moved: David Kirwin 2nd: Michelle Giroux Approved
 - 8. Review of 2021 and Looking forward to 2022 Barbara Maly
 - BIA is responsible for overseeing the beautification and vibrancy of the downtown, maintaining municipally owned properties, and promoting and marketing the area as a commercial, dining, and shopping district
 - Also working on amplifying the business voice with decision makers regarding positive impacts needed for the area.
 - Provided in \$550,000 grants to our members

- More than 700 events with over 850,000 were brought to the downtown this year
- 45 new businesses in the downtown to date this year

9. MSL Presentation-Kathy McLaughlin

- · Focusing on economic development activities in the downtown
- Mission is to be a catalyst, connector, and collaborative partner working with a broad network of
 organizations
- · Creating a entrepreneurial ecosystem to support business attraction and business expansion.
- Have worked on an upstart accelerator, window activations in vacant shops, business attraction, working on a food and beverage sector focus for recruitment in 2023

10. Presentation of the Proposed 2023 Budget -Bonnie Wludyka- LDBA Treasurer

- No questions from the members.
- 11. Adjournment

Motion to '*adjourn the LDBA AGM at 9:55am*' Moved: Steve Cordes Second: Lori Da Silva Carried





MOTION TO APPROVE

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).

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MOTION: to accept the minutes of the November 4, 2022 AGM.

Ratify & Affirm Board of Directors actions of 2023



WHEREAS,

all actions by the Board of Directors from November 5, 2022 to November 7, 2023 have been duly presented to the members at a members' meeting duly called and assembled, be it:

RESOLVED,

that the members of the BIA do hereby ratify and affirm all actions of the Board of Directors as presented to the members.



MOTION TO APPROVE

RULES OF ENGAGEMENT:

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MOTION: to ratify and affirm all actions of the Board of Directors as presented to the members



THANK YOU 2023-2026 LDBA BOARD



Asaad Naeeli FORMER LDBA CHAIR

Dos Tacos Richmond



Bonnie Wludyka LDBA BOARD TREASURER

Citi Plaza Wellington



Carolynn Conron DIRECTOR

Conron Law Talbot



Councillor David Ferreira DIRECTOR

Councillor, Ward 13



Michaelanne Hathaway DIRECTOR

> Stache Fabric and Notions King



Michelle Giroux LDBA BOARD SECRETARY

Fanshawe College. **Downtown Campus** Dundas



Nick Vander Gulik DIRECTOR

Shoppers Drug Mart -Vander Gulik Pharmacy Inc. Richmond



Keith Brett DIRECTOR



Kristin Nielsen LDBA ADVOCACY COMMITTEE CHAIR

Marcello Vecchio DIRECTOR



Farhi Holdings Corporation

Richmond

London Police Service Dundas

DIRECTOR

Michael Pottruff



Steve Pellarin LDBA BOARD VICE-CHAIR

Centre

Dundas



Scott Collyer LDBA BOARD CHAIR

London Small Business



Empyrean LLC Wellington

ANNDining Ann St.

Glen CORR Management Richmond

Audited Financials

KPMG

KPMG LLP 140 Fullarton Street Suite 1400 London ON N8A 5P2 Canada Telephone 519 672-4880 Fax 519 672-5684

INDEPENDENT AUDITORS' REPORT

To the Board of Directors of London Downtown Business Association

Opinion

We have audited the combined financial statements of London Downtown Business Association (the "Entity"), which comprise:

- the combined statement of financial position as at December 31, 2021
- · the combined statement of operations for the year then ended
- the combined statement of change in net financial assets for the year then ended
- · the combined statement of cash flows for the year then ended
- and notes to the combined financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the combined financial statements present fairly, in all material respects, the combined financial position of the Entity as at December 31, 2021, and its combined results of operations, its combined change in net financial assets and its combined cash flows for the year then ended in accordance with Canadian public sector accounting standards.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "Auditors' Responsibilities for the Audit of the Financial Statements" section of our auditors' report.

We are independent of the Entity in accordance with the ethical requirements that are relevant to our audit of the combined financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

KPMG

- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

KPMG LLP

Chartered Professional Accountants, Licensed Public Accountants London, Canada April 21, 2022



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MOTION: to accept the audited financial statement dated December 31, 2022



MEET THE DOWNTOWN LONDON TEAM



Barbara Maly Executive Director



Hailey Etchen Manager of Programs and Partnerships



Vicki Smith Manager of Operations



Jocelynn Aubertin

Communications and Social Media Coordinator



Kathy McLaughlin Manager of Business Development



Mara Fraccaro Administrative Assistant

2023 Year in Review



COMMUNITY PARTNERS





RETURNING VIBRANCY





BIA ONTARIO ONTARIO MUNICIPAL ACT MANDATE





OPPORTUNITIES IN THE HEART OF LONDON

Downtown London Strategy 2021-2025





Welcoming, Safe and Vibrant Downtown

Diversified Economic Base

Strong Member Engagement and Support

Champion, Catalyst and Liaison for the Downtown

MURALS



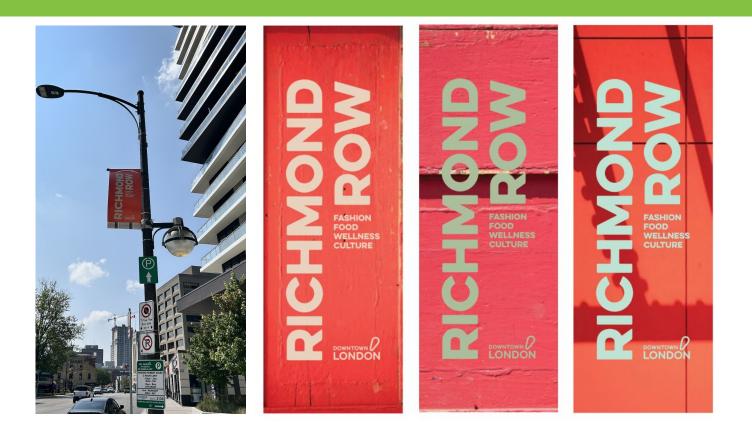


UNESCO CITY OF MUSIC





BANNERS





CLEAN TEAM

1091 storefronts power washed 721 graffiti tags removed







BEAUTIFICATION & FLOWERS

55 planters, 20 hanging baskets





GIFT CARDS

2 YEAR ANNIVERSARY of the program!

up-spend on cards averages 3.9 times the value of the card \$400,000 in gift cards circulated





CONSTRUCTION DOLLARS

Deadline for reimbursement at our office is Dec 15.





EVENTS IN DOWNTOWN

Over 1,500 downtown events with over 720,000 people attending in 2023 so far!

The Brier, Fanshawe graduations, AMO Conference, OBIAA Conference and many more!





SANTA CLAUS PARADE - NOV 18

HOLLY JOLLY HOLIDAY MARKET - NOV 24 - DEC 17 HOLIDAY WINDOW CONTEST - NOV 24 - DFC 17 NYE IN THE PARK









ondor



HOLIDAY WINDOW CONTEST







47 new businesses AND **1** business expansion!





ANNIVERSARIES

If you have an anniversary or milestone that you would like us to promote please reach out to Hailey. \rightarrow hailey@downtownlondon.ca



show DFTH sneak peak video



MEMBER MIXER

- 4 member mixers
- 127 total attendees
- Topics discussed include downtown construction, naloxone training, and health and homelessness









DOWNTOWN OFFICE VISITS

NEW PROGRAM TO SURVEY OFFICE EMPLOYERS

- Employee demographics and employment data
- Expansion/downsizing/relocation/closing/leasing plans
- Employee return back to the office plans and ways DTL can assist
- Identify any other assistance needed





SHOP LOCAL 2 WIN

2023 Shop Local 2 Win Campaign had:

- Over 5,500 entries from over 2,200 unique participants
- 65% of participants said they shopped more
- 61% tried new places because of the contest



HAPPY HOUR

People got happy!

- 96 contest participants 7 of the 10 winners dined at a downtown business!
- over 5,600 website visits
- over 17,600 video views
- overall reach of over 30,000 people!

Businesses got happy too!

• 16 number of downtown businesses involved









DOWNTOW

HappyHourLondon.ca



MARKETING CAMPAIGNS

We coordinated marketing campaigns with:

- TOURISM
- LEDC
- CITY OF LONDON
- LONDON KNIGHTS

We advertised on:





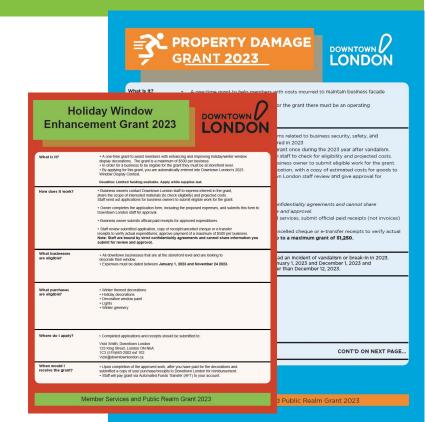
GRANTS and LOANS

Downtown London Grants

- Property Damage Grant
- Holiday Window Enhancement Grant
- \$38,500 in grants to date

City of London Grants and Loans

- Facade Improvement Loan
- Upgrade to Building Code Loan
- Core Area Safety Audit Grant
- Core Area Boulevard Cafe Grant
- Core Area Sign Grant
- \$480,000 in grants and loans to date





DOWNTOWN LONDON TRAILS

Dountoun London Trails & PATISSERIE







CATALYST, CHAMPION & LIAISON

- Input into City's 2023-2027 Strategy
- At the table for Multi-Year Budget
- Create a 15-20 year Downtown and Core Area Strategy
- Core Area/Downtown Office and leadership at City Hall to breakdown silos, create alignment and work better together
- Participated in advocacy efforts for relief of CEBA repayments.
- One-time LDBA funding support of \$1.16 Million







OBIAA AWARD OF EXCELLENCE





DOWNTOWN LONDON'S TEAM





DOWNTOWN BUSINESS AWARDS

Gerald Gallacher Heart of Downtown 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









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



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

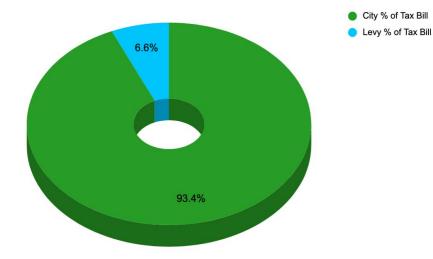
\$1016.90	\$244.05	\$203.38 20% Communication and Marketing		
100% Total Contribution	24% Cleaning, Graffiti, Powerwashing, Safety			
\$122.36	\$122.03	\$111.86		
12% Business Development, Advocacy, Best Practice Research	12% Member Services and Retention	11% Beautification		
\$81.59	\$80.78	\$50.85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

*example of a typical storefront business



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

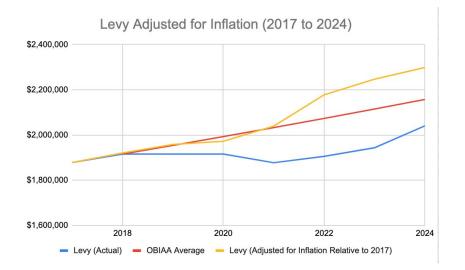
YEAR	LEVY CLAWBACK
2023	\$198,000 (to date)
2022	\$204,686
2021	\$36,349
2020	\$68,207
2019	\$112,938
2018	\$55,808

- 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 as 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 come 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.

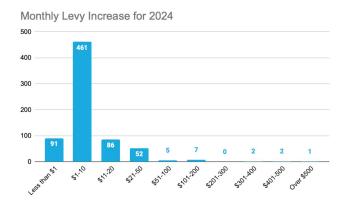


The \$106,884 proposed budget increase is \$248,000 below inflation and \$106,000 below the OBIAA average.



RECOMMENDED LEVY INCREASE





- 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)

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



KEY MEMBER INSIGHTS

KEY INSIGHTS FROM OUR 2023 ANNUAL MEMBER SURVEY

Overall, our members said that they wanted to see:

- Increased cleaning and enhanced beautification
- Supports to address issues concerning safety
- Supports to address issues concerning health and homelessness
- Balance to level of service across the downtown
- Business to business connection opportunities



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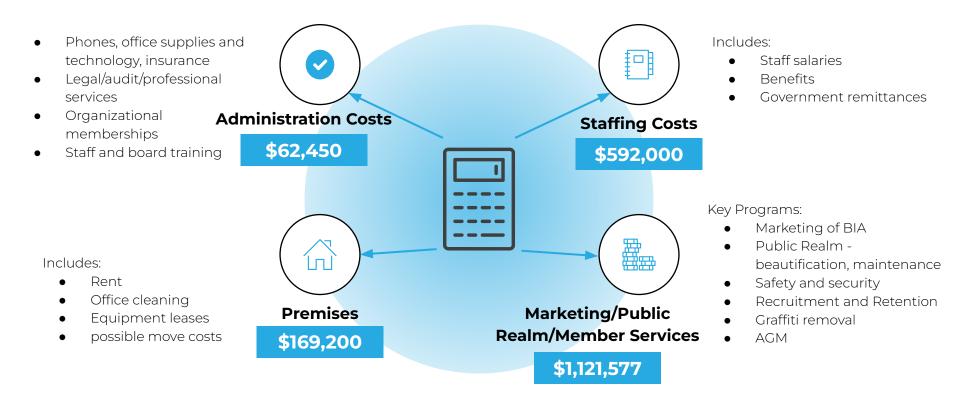
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London Downtown Business Association											LC	NDOR	
	2024	Proposed Bud	dget										
with 2023 Comparators						OFFICE/RENT			2	-	· · · · · ·		
Revenue Overview						Rent and Hydro	83,000	83,000	0	112,000	29,000	34.94%	
	5-10-1 1			2024 draft budget (to	ξ		Office Reserve				30,000	30,000	
		/					Office Cleaning	9,200	9,200	0	9,200	0	0.00%
	2023			keep current		% Budget	Purchase and Leasing Equipme	15,000	18,000	-3,000	18,000	3,000	20.00%
LDBA Revenue Detail:	Approved Budget	2023 forecast	2023 Variance	service levels)	Variance over 2023	Change over 2023	Total Rent	107,200	110,200	-3,000	169,200	62,000	57.84%
Total City of London Levy	1,943,343	1,905,238	38,105	2,050,227	106,884	5.50%	MEMBER SERVICES Graffiti Removal	50 000	50 500	500	54.000	4 000	1.000/
Tax Write offs	-55,000	-200,000	145,000	-110,000	-55,000	100.00%	Graffiti Removal Retention and Member	53,000 96,500	52,500 61,000	500 35,500	54,000 111,800	1,000 15,300	1.89%
Net City of London Levy	1,888,343	1,705,238	183,105	1,940,227	51,884	2.75%	Services	90,500	61,000	35,500	111,000	15,500	15.65%
Draw from operating fund	30,000	30,000	0		-30,000	-100.00%	Annual General Meeting	8,000	8,000	0	8,400	400	5.00%
Interest Income	1,700	4,000	-2,300	5,000	3,300	194.12%	Data Research	10,000	10,000	0	15,000	5,000	50.00%
Total LDBA Revenue	1,920,043	1,739,238	180,805	1,945,227	25,184	1.31%	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%
	Exp	enditure Overvi	iew				Cleaning and Maintenance	209,380	165,000	44,380	215,500	6,120	2.92%
				2024 draft			Total Member Services	167,500	131,500	36,000	477,700	21,700	12.96%
				budget (to			BUSINESS DEVELOPMENT						
	2023	2022	2023	keep current	Marianaa	% Budget	Communications & Marketing	227,250	235,000	-7,750	226,650	-600	-0.26%
LDBA Expenditure Detail:	Approved Budget	2023 Forecast	Variance	service levels)	Variance over 2023	Change over 2023	Member Events and Sponsorsh	80,500	104,000	-23,500	75,000	-5,500	-6.83%
ADMINISTRATION	Dungot		, and the second second		0101 2020		Community Led Event Sponson	25,000	40,000	-15,000	0	-25,000	-100.00%
Wages and Benefits	587,100	552.000	35,100	592,000	4,900	0.83%	Downtown Gift Card Sponsorsh	50,000	50,000	0	75,000	25,000	50.00%
Telephone	9,500		0	9,500	0	0.00%	OBIAA Conference	15,000	10,000	5,000	0	-15,000	100.00%
Stationery and Supplies	4,000		0	4,000	0	0.00%	Grant Program through MainStr	165,000	100,000	65,000	137,500	-27,500	-16.67%
Insurance	8,200	23	-799		500		Business Recruitment through N	140,000	120,000	20,000	95,000	-45,000	-32.14%
Training / Conferences	18,000		-735	18,000	500	0.00%	Miscellaneous	1,368	1,700	-332	1,227	-141	-10.31%
Meetings and Meals	4,000		2,500	4,000	0	0.00%	Total Business Development HST	704,118 15,545	660,700 14,000	43,418 1,545	610,377 12,500	-93,741 -3,045	-13.31% -19.59%
Subscriptions / Memberships	4,000		420		0	0.00%	BIA Reserve build up	15,545	14,000	1,545	21,000	-3,045	-19.09%
Legal & Audit & Professional Se		1	420	9,000	0	0.00%	Total LDBA Expenditure	1,644,663	1.526.229	118,434	1,945,227	300,564	18.28%
Board Development & Expense	5,000		4,000	4,000	-1,000		Net Surplus / (Deficit)	275,380	213,009	62,371	0	500,504	10.20 /6
Miscellaneous Expense	1,000		-750	750	-250			700 m • 10 m					
			1.										
Total Administration	650,300	609,829	40,471.00	654,450	4,150	0.64%							



2024 BUDGET 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.

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.

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

\$54,000

\$111,800

\$8,400



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

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

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

\$15,000

\$40,000

\$33,000



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

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, Hootesuite, adobe, google drive, mailchimp

MEMBER EVENTS AND SPONSORSHIPS

- Includes street activations such as: carollers, street performers.

- Placemaking initiatives

- Specific merchant event sponsorships

\$75,000

\$215,500

\$226,650



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.

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

\$75,000

LONDO London Downtown Business Association OFFICE/RENT Rent and Hydro 83.000 83.000 0 112.000 29.000 34.94% 2024 Proposed Budget 30,000 30,000 with 2023 Comparators Office Reserve **Revenue Overview** Office Cleaning 9.200 9.200 9,200 0.00% 0 2024 draft Purchase and Leasing Equipme 15,000 18,000 -3,000 18,000 20.00% 3.000 budget (to 57.84% Total Rent 107.200 110.200 -3.000 169.200 62.000 2023 keep current % Budget MEMBER SERVICES 2023 Approved Variance Change over service 2023 forecast LDBA Revenue Detail: Budget Variance levels) over 2023 2023 52,500 500 54,000 1.000 1.89% Graffiti Removal 53.000 Total City of London Levy 1,943,343 1,905,238 38,105 2.050.227 106.884 5.50% 35.500 15.85% Retention and Member 96.500 61.000 111.800 15.300 Tax Write offs -55.000 -200.000 145.000 -110.000 -55.000 100.00% Services Net City of London Levy 1.888.343 2.75% 1.705.238 183,105 1.940.227 51.884 Annual General Meeting 8.000 8.000 0 8,400 400 5.00% Draw from operating fund 30.000 30.000 -30,000 -100.00% Data Research 10.000 10,000 0 15.000 5.000 50.00% Interest Income 1,700 4,000 -2.3005.000 3,300 194.12% Planters 33.000 0 40.000 7.000 21.21% 33.000 **Total LDBA Revenue** 1.920.043 1.739.238 180.805 1.945.227 25.184 1.31% Public Realm/ Art 33.000 20,000 13.000 33.000 0.00% Cleaning and Maintenance 209,380 165,000 44,380 215,500 6,120 2.92% Expenditure Overview 21.700 12.96% **Total Member Services** 167.500 131.500 36.000 477.700 2024 draft budget (to BUSINESS DEVELOPMENT % Budget 2023 keep current 227.250 235.000 -7.750 226,650 -600 -0.26% **Communications & Marketing** Approved 2023 2023 service Variance Change over Member Events and Sponsorsh LDBA Expenditure Detail: over 2023 2023 80,500 104,000 -23,500 75,000 -5.500 -6.83% Budget Forecast Variance levels) ADMINISTRATION Community Led Event Sponsor 25.000 40.000 -15.000 -25.000 -100.00% 587.100 552.000 4.900 Wages and Benefits 35,100 592.000 0.83% Downtown Gift Card Sponsorsh 50,000 50,000 75,000 50.00% 0 25.000 9.500 9.500 9.500 0.00% Telephone 0 0 15.000 10.000 5.000 -15.000 100.00% **OBIAA** Conference Stationery and Supplies 4,000 0.00% 4.000 0 4.000 0 Grant Program through MainStr 165,000 100,000 65,000 137,500 -16.67% -27.500500 8.200 8.999 -799 8,700 6.10% Insurance Business Recruitment through 140.000 120.000 20.000 -45.000 -32.14% 95.000 Training / Conferences 18.000 18.000 18.000 0 0.00% 1,368 1,700 -332 Miscellaneous 1.227 -141 -10.31% 4.000 1.500 2.500 4.000 0 0.00% Meetings and Meals 704.118 43,418 610.377 -93.741 -13.31% Total Business Development 660,700 Subscriptions / Memberships 4.500 4.080 420 4.500 0 0.00% HST 15.545 14,000 12,500 -19.59% 1.545 -3.0450.00% Legal & Audit & Professional Se 9,000 9.000 9,000 0 BIA Reserve build up 21.000 Board Development & Expense -1.000 -20.00% 5.000 1.000 4.000 4.000 Total LDBA Expenditure 1.644.663 1.526.229 118,434 1,945,227 300.564 18.28% Miscellaneous Expense 1,000 1,750 -750 750 -250 -25.00% 62,371 609,829 4.150 0.64% Net Surplus / (Deficit) 275,380 213,009 0 **Total Administration** 650,300 40.471.00 654,450



30 YEAR ANNIVERSARY!

MILLENIUM PLAN























9 BOARD TERMS THANK YOU ?



1993

David McDermott 1993

Dean Rossetti 1993-1994

Jim Etherington

Joe Strano 1993

Mike Riffel 1993 Vaughan Minor 1993

Beck Lyons 1993-1994

Elaine Sawyer 1993-1994

Mike Clouthier 1993-1994

Richard Dunlop 1993-1994

Graham Low 1993-1995

Ted Halwa 1993-1997

George Kerhoulas 1993 1998-2004 2008-2010

Bob Beccarea 1994-1995

John Reed 1994-1995

Paul Belanger 1994-1995 Jill Chapman 1994-1997

Vicci Coughlin 1994-1998

Nancy Sargeant

Matt Fischer

Nancy Howcroft 1996

Ted Wernham 1996 Britta Winther 1996-1997

Glenda Smith 1996-1997

Dan Hasson 1996-1998

Ron Kipp 1996-1998

Allan Richman 1997

Bob Cardwell 1997





9 BOARD TERMS THANK YOU ?

Colin Sinclair 1997

Greg Latham 1997

James Pearson

Mary Pat Pegg 1998-2000

Joe Swan 1998-2001

John Nash 1997 **E. Lindsay Elwood** 1998-2006

Bonnie Wludyka 1999 2020-2022

Fanny Goose 1999-2000

Bernie Bierbaum 1999-2002

Garry Hartman 1999-2002

Andy Spriet 1999-2010

Dave Wilfong 2003-2004

David Hall

Sandi Caplan

Mike Smith

Janice White

2000-2002

2000-2014

2001-2006

2001

Paul Reid 2003-2004

Colin Foster 2003-2009

John Scott Pearse 2003-2006

Rob Alder 2003-2006

Bob Usher 2003-2019

Tim Kingsmill 2003-2010

John Downing 2006-2010

Christopher Lee 2006-2014

Mark Forrat 2007

Eddy Phimphrochanh 2007-2008

Tom Bird 2007-2014

Lucas Blois 2008-2011

Jack Malkin 2009-2014



9 BOARD TERMS THANK YOU ?

Colin Nash 2011-2019

2011

Lloyd Stacey 2011

Jim Hands

Judy Bryant

Brahm Wiseman

2011-2014

2011-2014

2011-2019

Sharon Hassan

Deb Harvey 2012-2019

Gerald Gallacher 2012-2019

Lori Da Silva 2012-2022

Julia Stewart

Carolyn Young

2015-2019

Dennis Winkler 2015-2019

John Fyte-Millar

Steve Lehman

Kathy Navackas

2015-2019

2015-2019

2015-2022

2017-2019

2017-2019

Sandy Weir

Tanya Park

David Kirwin

Jason Dickson 2020-2022

Jerry Pribil 2020-2022

Joe Drummond

Arielle Kayabaga 2020-2021

Andrew McClenaghan 2020-2022

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 tot 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





Q&A with Chief Truong & Scott Collyer



MAINSTREET LONDON

- Governance
- Finance
- Recruitment
- 2024 Outlook