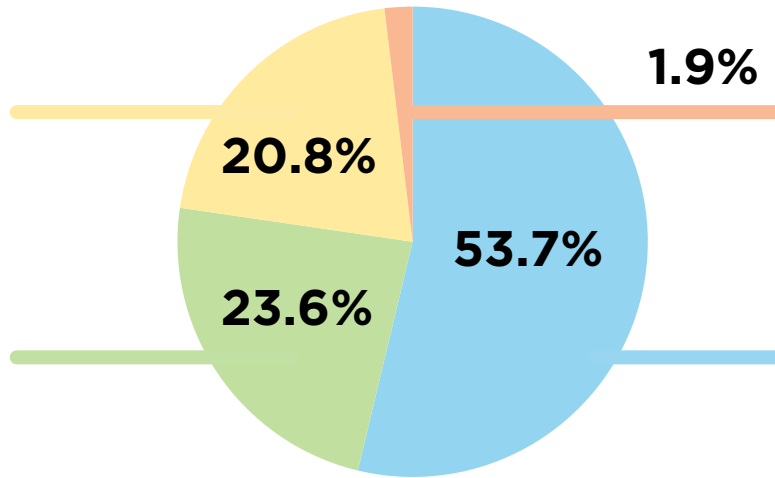


Downtown London BIA

\$1.16 million One-Time Funding

Marketing & Events
(\$240,980)

Clean Team
(\$273,400)



Beautification
(\$22,220)

Grants
(\$623,400)

GRANTS

\$623,400

- given to 261 Members



- 🏠 **Property Damage**
- 🛡️ **Safety and Security**
- 🏡 **Façade & Beautification**
- 🏠 **Holiday Window**

🏠 **Property Damage Grant**
\$73,778

- Given to 52 members.

🏡 **Façade & Beautification Grant**
\$270,336

- Given to 50 members.
- 50 storefront and façade improvements.

🛡️ **Safety and Security Grant**
\$246,377

- Given to 71 members.

🏠 **Holiday Window Grant**
\$32,909

- Given to 88 members.

MARKETING & EVENTS

\$240,980



888 Events

Over 1.18 million event attendees



Downtown for the Holidays

- **300K+** event attendees
- Carousel - funded by Downtown London
 - **15,300** free rides
- Horse and carriage rides connecting the Holly Jolly Market with other areas of the downtown
 - **2,475** free rides
- Brought back the holiday window contest
 - **61** participating businesses
 - **4,911** total votes

Gift Card Contesting/Promotions/Discounts

- Supplied **\$75,000** worth of gift cards to the downtown community through
 - Find it Fridays
 - Downtown London Trails
 - Discounts (Cyber Monday Sale)
- Provides an **economic spinoff of \$48,750**
 - Downtown dollar gift cards have on average an up-spend of 65%.



CLEAN TEAM

\$273,400



Clean Team Expansion

- From 1 team to 2 teams from May to October
- Responsive and proactive cleaning of hotspots
- Over and above the cleaning that City Operations provide

Powerwashing

- From **3** days a week to **5** days a week.
- Was one of the most popular programs as per our annual member survey
- Addresses potentially hazardous material (organic waste) in a timely manner

Cleaning and Maintenance

- **2,199** storefronts powerwashed (64.8% increase over 2023)
- **1,169** industrial-sized garbage bags collected (55.2% increase over 2023)
- **421** sharps collected (22.4% increase over 2023)
- **1,474** graffiti tags removed (42.7% increase over 2023)
- **5,263** total cleaning actions (51.9% increase over 2023)

BEAUTIFICATION

\$22,220

- **120** Hanging baskets
- **109** Planters
- **30** Christmas street pole decorations

