

2026

BUDGET

Downtown London

If you have any questions regarding the budget please submit them to budgetquestions@downtownlondon.ca prior to the AGM.

Traditional BIA functions (per Ontario Municipal Act):

- Improve, beautify, and maintain municipally-owned spaces beyond City services.
- Promote the area as a business and shopping district.

Additional functions (from Toronto Municipal Code, adopted by LDBA):

- Graffiti removal on visible facades.
- Safety and security initiatives.
- Strategic planning for BIA issues.
- Advocacy on behalf of members.

Functions of a BIA as per the Municipal Act

How the Levy Works

Levy is based on a building's Current Value Assessment (CVA) and charged in addition to property taxes.

Property taxes fund City operations; Levy funds BIA operations.

Levy is the BIA's main revenue source, supplemented by grants and discounts.

Levy Percentages (City Information)

2025 Levy:
0.245% of CVA

2026 Levy:
0.249% of CVA

Change:
+0.004%

BIA Information

- Average BIA levy increase in Ontario is 5%.
- OBIAA recommended increase is minimum 2%.
- Downtown London 2026 levy increase is 2.3% in line with inflation (expected 2.3% - 2.5%)

\$100,000 CVA = \$250 levy for 2026 (this is \$4 more than 2025)

The \$47,800 proposed budget increase is a 0.0046% increase on the city tax bill.

2026 Full Levy Breakdown by Program

\$1022.00 100% Total Contribution	\$234.00 23% Cleaning, Graffiti, Powerwashing, Safety	\$181.67 18% Communication and Marketing
\$150.33 15% Member Services and Retention	\$122.20 12% Grants	\$100.97 10% Downtown Events and Activations
\$90.11 9% Downtown Dollar Gift Cards	\$83.70 8% Beautification	\$59.02 6% Business Development, Advocacy, Best Practice Research

- Example of a typical storefront business

2026 BUDGET BREAKDOWN

\$68,650	Administration Costs	<ul style="list-style-type: none">• Phones, office supplies and technology, insurance• Legal/audit/professional services• Organizational memberships• Staff and board training
\$123,500	Premises	<ul style="list-style-type: none">• Rent• Office cleaning• Equipment leases
\$616,400	Staffing Costs	<ul style="list-style-type: none">• Staff salaries• Benefits• Government remittances
\$1,638,813	Marketing/Public Realm/Member Services.	<ul style="list-style-type: none">• Marketing of BIA• Public Realm - beautification, maintenance• Safety and security• Recruitment and Retention• Graffiti removal• AGM

2026 BUDGET PROGRAMS BREAKDOWN

GRAFFITI REMOVAL

Contracted to Goodbye Graffiti

**Uses products safe for downtown's
heritage building surfaces**

\$56,500

no change from 2025

RETENTION AND MEMBER SERVICES

**includes: education, trails, openings,
anniversaries, mixers, activations,
outreach**

Includes required marketing assets

\$202,000

no change from 2025

ANNUAL GENERAL MEETING

**AGM required by Ontario Municipal
Act**

**final Board-approved budget is
presented to members before
submission to Council.**

\$8,000

no change from 2025

2026 BUDGET PROGRAMS BREAKDOWN

DATA RESEARCH

Data & research purchases

Reports for measurement and advocacy

Software for metric tracking

\$17,000

+ \$7,000 from 2025

PLANTERS

LDBA: 52 sidewalk planters, 40 hanging baskets

2 installs/year: spring & winter

City of London: provides additional planters downtown

\$45,000

- \$5,000 from 2025

PUBLIC ART

Partnerships with Tourism London and Young & Free Press on murals

2025: first private mural partnership with Old Oak

Add 1 new mural per year

\$22,000

no change from 2025

2026 BUDGET PROGRAMS BREAKDOWN

CLEANING AND MAINTENANCE

Clean Team (Goodbye Graffiti contract): sidewalk sweeping, litter pickup, snow clearing at curbs, flower care, and seasonal power washing of sidewalks and storefronts.

Maintaining power washing at 5 days a week

\$315,000

- \$18,500 from 2025

COMMUNICATIONS AND MARKETING

Print materials: business cards, posters, signage, reports

Marketing campaigns

Advertising: social, print, radio, TV, tourism partnerships

Professional services: website, marketing plan, database

Software: Microsoft, SurveyMonkey, Bandwango, Adobe, Google Drive, Mailchimp

\$265,500

+ \$12,500 from 2025

MEMBER EVENTS AND SPONSORSHIPS

Street activations

Placemaking initiatives

Merchant event sponsorships: 85+ in 2025

\$102,000

+ \$27,000 from 2025

2026 BUDGET PROGRAMS BREAKDOWN

DOWNTOWN GIFT CARDS

Sponsorships support downtown events hosted by outside organizations.

Only events that drive foot traffic and customers to downtown businesses are sponsored.

Gift card sales are outside funding and not part of this budget item.

\$80,000

+ \$5,000 from 2025

GRANT PROGRAM THROUGH MAINSTREET

Grants include programs like the Property Damage Grant and Holiday Window Grant.

Members consistently rank grants as one of the BIA's most valued programs.

\$145,000

- \$17,500 from 2025

BUSINESS RECRUITMENT

Business recruitment tools include the Do Business Here webpage, and partnerships with LSTAR, landlords, and economic development groups to help fill vacancies.

\$60,000

+ \$5,000 from 2025