

2027

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)

2026 Levy:
0.249% of CVA

2027 Levy:
0.253% of CVA

Change:
+0.004%

2027 Full Levy Breakdown by Program

\$1022.00 100% Total Contribution	\$314.05 31% Cleaning, Graffiti, Powerwashing, Safety	\$167.95 16% Communication and Marketing
\$120.45 12% Member Services and Retention	\$103.65 10% Grants	\$87.34 8% Downtown Events and Activations
\$84.84 8% Business Development, Advocacy, Research	\$82.06 8% Downtown Dollar Gift Cards	\$67.67 7% Beautification

• Example of a typical storefront business

The \$63,600 proposed budget increase is a 0.0046% increase on the city tax bill.

Overall 2027 budget is \$178,000 less than 2026 due to the completion of the City's COVID Relief funding. The overall impact to BIA services is minimal as budget efficiencies have been maximized.

2027 BUDGET BREAKDOWN

\$75,700	Administration Costs	• Phones, office supplies and technology, insurance • Legal/audit/professional services • Organizational memberships • Staff and board training
\$122,500	Premises	• Rent • Office cleaning • Equipment leases
\$570,000	Staffing Costs	• Staff salaries • Benefits • Government remittances
\$1,501,000	Marketing/Public Realm/Member Services.	• Marketing of BIA • Public Realm - beautification, maintenance • Safety and security • Recruitment and Retention • Graffiti removal • AGM

2027 BUDGET PROGRAMS BREAKDOWN

GRAFFITI REMOVAL

Contracted to Goodbye Graffiti

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

\$56,500

no change from 2026

RETENTION AND MEMBER SERVICES

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

Includes required marketing assets

\$150,000

-\$52,000 from 2026

ANNUAL GENERAL MEETING

**AGM required by Ontario Municipal
Act**

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

\$5,000

-\$3,000 from 2026

2027 BUDGET PROGRAMS BREAKDOWN

DATA RESEARCH

Data & research purchases

Reports for measurement and advocacy

Software for metric tracking

\$14,000

- \$3,000 from 2026

PLANTERS

LDBA: 52 sidewalk planters, 40 hanging baskets

2 installs/year: spring & winter

City of London: provides additional planters downtown

\$45,000

No change from 2026

PUBLIC ART

Partnerships with Tourism London and Young & Free Press on murals

Looking at finding private funding for a 2027 mural.

Removed in order to keep enhanced cleaning budget for 2027.

\$0

-\$22,000 from 2026

2027 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

\$502,000

+ \$187,000 from 2026

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

\$264,000

- \$11,500 from 2026

MEMBER EVENTS AND SPONSORSHIPS

Street activations

Placemaking initiatives

Merchant event sponsorships: 85+ in 2025

\$86,000

- \$16,000 from 2026

2027 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.

\$75,000

- \$5,000 from 2026

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.

\$120,000

- \$20,000 from 2026

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

No change from 2026