

Downtown London:



Momentum Report

We acknowled

that Downtown London is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak, and Attawandaron 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.

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Executive Summary

Downtown London is in a moment of transformation. Since 2020, the core has seen unprecedented levels of investment, partnership, and reinvigoration. Public, private, and nonprofit actors have come together to revitalize public space, support local businesses, attract new residents, and re-establish downtown as the city's cultural and civic heart. These efforts are not hypothetical. They are measurable, visible, and already changing how people experience the core.

This report captures the results of that momentum and the path forward. It is organized around five key principles that guide downtown vitality: Economy, Vibrancy, Inclusion, Resilience, and Identity. Within each, the report outlines both the challenges we've faced and the meaningful progress we've made, from \$646 million in verified construction permits and more than 1400 new residential units, to more than 4,700 public events, 500+ businesses supported through grants and programs, and dozens of murals, placemaking initiatives, and community-led partnerships.

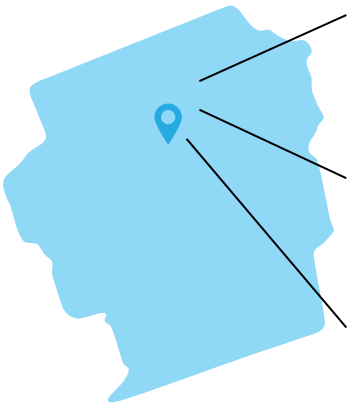
Importantly, the report underscores a central truth: downtown matters to everyone. Downtown may be small, just 0.7% of London's land area, but it contributes more than 5% of municipal tax revenue and houses many of the City's most important public services, cultural institutions, and event destinations. Downtown is where people come to work, live, celebrate, and connect, and when downtown thrives, the whole city benefits.

But the work is far from done. Long-standing structural challenges remain, including vacant storefronts, underused upper floors, safety concerns, and the shifting nature of work. These challenges will not be resolved through short-term fixes alone. They require continued leadership, investment, and a shared commitment to building a downtown that is safe, vibrant, inclusive, and economically strong.

With the foundations laid, this report calls on the City of London, downtown partners, and the broader community to continue investing in the core, not simply to maintain momentum, but to fulfill the promise of what downtown can become. What began as a recovery strategy is now a long-term transformation. Whether you're a resident, visitor, business owner, worker, or supporter, your participation matters. You can play a role by shopping local, attending events, choosing downtown for your next outing, and helping spread the word. Our combined resolve in taking action now will result in a stronger, more vibrant community.



Downtown the Number



\$2.04 BILLION

Total assessed property value in the Downtown BIA boundary (2024)

5.07%

Share of City of London property tax revenue generated by downtown (2024)

0.7%

Land area occupied by downtown London



1,456 residential units approved, underway, or completed since 2020



\$646M in private construction since 2020



\$24M in enabling infrastructure in 2024



500+ businesses supported through grants or programming since 2020



1,500+ graffiti tags removed since 2020



\$11M+ in new incentives from City since 2024

by ers

How we invested LDBA core program funding (2020 - 2024)

25%

Communications & Marketing

20%

Sponsorships

23%

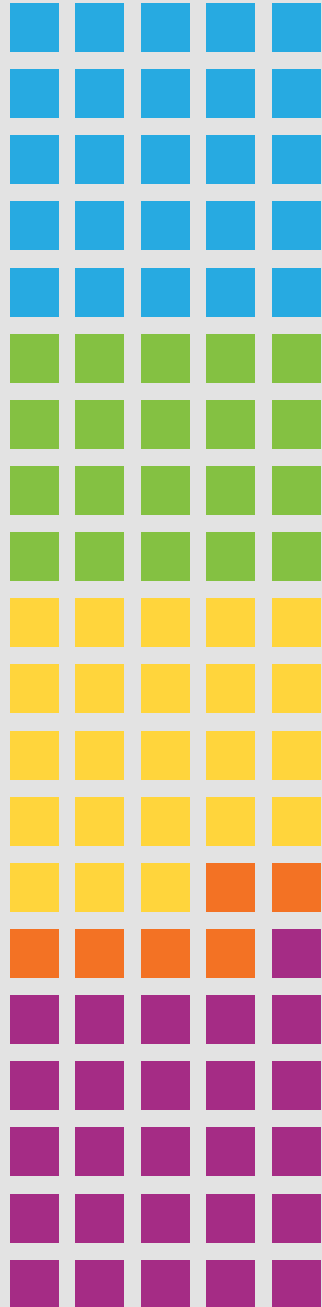
Business Support

6%

Beautification

26%

Cleaning



Why Downtown Matters

Downtown London is the city's most dynamic and essential district, the place where commerce, culture, civic life, and community all intersect. As London's economic core, downtown contains a high concentration of businesses, offices, financial institutions, and retail establishments, generating significant employment and contributing substantially to the city's tax base. It is also London's cultural and social heart, home to landmark destinations like Canada Life Place, Covent Garden Market, Victoria Park, Harris Park, the Grand Theatre, and Dundas Place. These spaces host major events, concerts, and festivals (eg. Rock the Park, Sunfest, Downtown for the Holidays, and Ribfest), help attract millions of visitors annually, and support more than 200 restaurants and hospitality businesses.

Downtown anchors many of London's most important public services, including City Hall, Central Library, Ontario Works and major transit hubs. It also plays a central role in the city's housing future, with thousands of new residential units planned or underway. As outlined in The London Plan, downtown is not only the city's most intense growth area, it's the key to building a more connected, energetic, and sustainable London.



Supporting a district of this scale and significance requires dedicated leadership, coordinated programming, and long-term investment. London Downtown Business Association (LDBA), the organization representing more than 1,400 businesses and property owners in the core, is key to helping these businesses thrive. It encompasses both the Downtown London BIA and MainStreet London, working together to promote economic vitality, support local business, and strengthen the heart of the city. In 2024, the value of properties within the BIA area was approximately \$2.04 billion, representing 4.08% of the city's total assessment value. Despite occupying just 0.7% of the city's land area, downtown London contributes 5.07% of the city's total property tax revenue. These figures underscore the downtown's critical role as a high-density, high-value economic district that benefits the entire city.

LDBA operates under a mandate defined by the Municipal Act, 2001, which directs Business Improvement Areas to oversee the improvement, beautification, and maintenance of municipally-owned lands, buildings, and structures in the area, beyond what is provided by the municipality at large. The Act also charges BIAs with promoting the district as a business and shopping area.

Guided by this mandate, LDBA delivers programs that enhance public space, support economic development, improve safety and cleanliness, and promote the downtown as a vibrant and competitive destination for investment, commerce, and community life.

In fulfilling this mandate, LDBA serves four key roles widely recognized across the BIA sector:

- Area Marketer: driving foot traffic through campaigns, digital media, and partnerships
- Event Facilitator: sponsoring and supporting festivals, events, placemaking¹ initiatives, and public activations
- Public Realm Investor: maintaining cleanliness and beautification
- Policy Advocate: representing the interests of downtown businesses and property owners in city planning, economic development, safety, and recovery efforts



1. Placemaking refers to the design and activation of public spaces to make them more welcoming, engaging, and meaningful for the community.



Since 2020, LDBA has delivered a wide range of programs and services to support downtown recovery and long-term revitalization. These include the expansion of our year-round Clean Team, graffiti removal, and seasonal beautification efforts across the core. Through MainStreet London, we have administered more than \$1.3 million in direct grants to support storefront improvements, safety upgrades, and business recovery. We have introduced innovative marketing and placemaking initiatives like the award winning Downtown London Trails Program, expanded our Downtown Dollar gift card platform, and supported hundreds of events annually through funding, logistics, and promotion. Every one of these programs is designed to improve the downtown experience, drive foot traffic, and make it easier for businesses to thrive.

As both a place and an organization, downtown London punches above its weight. LDBA continues to lead and support efforts that enhance public space, drive economic activity, and position downtown as a lively, resilient, and inclusive district. The downtown's contribution to the city, economically, culturally, and socially, far exceeds its size. This report highlights the shared progress we've made and the path forward to sustain downtown's momentum.

Economy

Investment in Downtown: What's Been Done

Since 2020, downtown London has seen an unprecedented level of investment, much of it already visible in new buildings, improved public spaces, and revitalized storefronts. Whether you live, work, or visit downtown, these changes are shaping how you experience the core. The collective efforts from the City of London, LDBA, senior levels of government and the private sector span everything from core maintenance and beautification, to public infrastructure, business recovery, residential intensification, and major cultural activations. Together, they represent not just a recovery strategy, but a long-term transformation of the downtown.





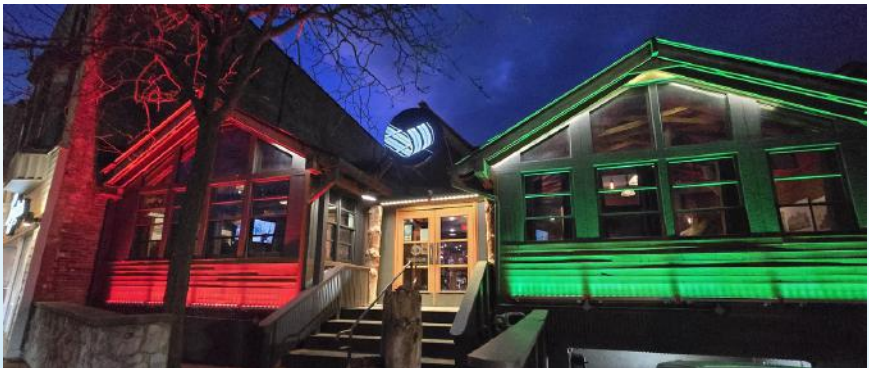
PARTNER	KEY INVESTMENTS	AREAS OF CONTRIBUTION
LDBA	<ul style="list-style-type: none"> • \$4.5M (core programs) • \$1.3M (grants) 	Clean team, beautification, marketing, events, and business support
City of London	<ul style="list-style-type: none"> • \$1.16M (2024) • \$600K (2025-26) • \$800K+ (LCRN) • \$11M+ (incentives) 	Clean team expansion, enhanced beautification, business support, OTR program, Vacant Commercial Space Fit-Out Grant Program, placemaking, and COVID recovery
Province of Ontario	<ul style="list-style-type: none"> • \$24M (wastewater infrastructure) 	Supports thousands of new residential units downtown
Private	<ul style="list-style-type: none"> • \$646M+ (verified construction permits) 	Residential towers, commercial renovations, tenant fit-outs

Table A: Downtown Investment Snapshot (2020–2024): Who's Investing in Downtown and Why It Matters

These investments are improving everything from transit access and storefronts to housing supply and public space, all working together to shape a stronger downtown.



LDBA has invested more than **\$4.5 million** through its core levy-funded programs between 2020 and 2024. These investments have supported year-round Clean Team operations, seasonal beautification, public art, event sponsorships, and marketing campaigns. In addition, the LDBA has delivered more than **\$1.3 million** in direct-to-business grants through MainStreet London, supporting safety improvements, storefront upgrades, signage, and beautification initiatives. These grants have helped hundreds of downtown businesses recover, upgrade their spaces, and stay open, making downtown a more inviting place to shop, dine, and explore. Hundreds of additional businesses have also received in-kind support through promotions, social media features, and LDBA-led programming.



The City of London has made substantial and sustained investments to support downtown renewal across operations, recovery, and long-term transformation. In 2024, the City committed \$1.16 million in grant funding to the LDBA to address challenges stemming from homelessness and social disruption. This funding directly enabled the expansion of the Clean Team, graffiti removal, business support, and downtown activations, including more than \$623,000 in grants distributed to 261 member businesses.



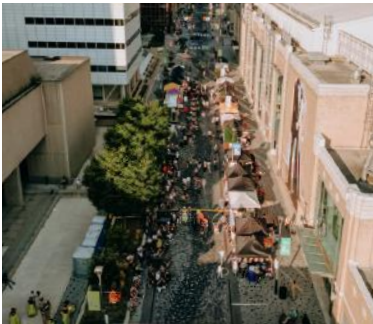
Additional funding of \$300,000 per year has been approved for 2025 and 2026, ensuring continued support for enhanced beautification, storefront power washing, and year-round maintenance.

These efforts build on the City's earlier investment in recovery programs between 2020 and 2023, including the London Community Recovery Network (LCRN). Through LCRN and related programs, the City partnered with the LDBA to deliver more than \$500,000 in direct support to businesses, including COVID recovery grants, façade and patio improvements, construction dollars, and holiday window displays. Additional LCRN-funded initiatives including Downtown for the Holidays, supported with \$276,000 in activation funding, and a multi-year "Find it in London" campaign, developed in partnership with Tourism London and other BIAs.



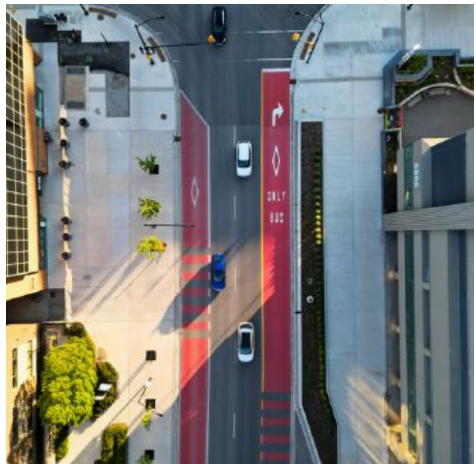
Beyond recovery...

The City has taken strategic steps to address longer-term structural challenges through the creation of two major incentive programs: the Office-to-Residential Construction Conversion Grant (with \$10 million allocated) and the Vacant Commercial Space Fit-Out Grant Program (with \$1 million allocated). These programs directly target underused properties and encourage upper-floor activation, adaptive reuse, and private sector reinvestment. With downtown office vacancy rates still above 30%, even a modest reduction could bring hundreds of thousands in additional tax revenue, and possibly millions over time, further bolstering downtown's already significant contribution to the city's tax base.



Supporting these programmatic and incentive-based investments are significant public infrastructure upgrades. The completion of Dundas Place, London's only flexible street, has created a year-round platform for placemaking and community programming.

The Downtown Loop, a key component of the City's Bus Rapid Transit (BRT) system is now substantially complete, improving transit access to and through the core. This project strengthens downtown's connectivity and positions the area for future growth and reduced reliance on vehicle traffic.





Additionally, a \$24 million provincial investment in wastewater infrastructure has unlocked capacity for more than 17,000 new residential units citywide, with thousands anticipated in the downtown. Together, these infrastructure projects lay the groundwork for long-term intensification, accessibility, and urban livability in the core. These public investments are what make it easier for people to live downtown, get around without a car, and enjoy more vibrant, accessible streetscapes.

Private sector investment is also gaining visible momentum. Between 2020 and 2024, downtown saw more than \$646 million in verified construction activity, including the addition of 1,456 new residential units that have been approved, are underway, or have been completed. Projects by York Developments, Old Oak (Centro), Ayerswood, and others are actively reshaping the skyline, while dozens of tenant-level renovations and commercial upgrades are improving the street-level experience across the core. These are not just proposed ideas, they are funded, approved, and actively underway.



Together, these investments are reshaping downtown in real time. What began as a response to a global crisis has become a coordinated, multi-sector strategy for long-term success. The foundations have been laid and the momentum is undeniable.

Building Downtown's Future

Downtown London is undergoing a measurable and sustained period of reinvestment. Media coverage and development proposals suggest more than \$900 million in private sector projects are planned for downtown, representing an increase of upwards of 4,000 residential units to the area.

This continued downtown development, ranging from high-rise residential towers to small-scale upgrades, will further expand the verified private investments we see today, adding a much-needed housing supply while reinforcing the shift toward a more complete, 24-hour downtown.

This reinvestment spans a diversity of projects. Permit records include new residential developments, commercial renovations, tenant fit-outs, signage improvements, and essential upgrades to aging infrastructure. Larger residential projects are visibly transforming the skyline. At the same time, dozens of small and mid-sized improvements, such as new retail interiors, accessibility retrofits, and storefront renovations are reinvigorating the street-level experience. The total investment picture reflects a downtown that is not only attracting interest, but actively being reimagined and rebuilt.



PERMIT CATEGORY	TOTAL VERIFIED CONSTRUCTION VALUE (\$)
Commercial Renovation/Upgrades	\$66,237,689
New Commercial Construction	\$507,136
New Residential Construction	\$506,316,525
Tenant Improvements/Interior Renovations	\$28,613,966
Signage	\$0
Demolition	\$0
Other/Miscellaneous	\$45,009,010
Total	\$646,684,326

Table B: Downtown Construction Value by Permit Type (2020-2024)

Supporting this growth are several major public infrastructure projects designed to unlock the core’s full potential. The transformation of Dundas Place into a flexible, pedestrian-prioritized street has created new opportunities for public programming and business engagement. The wastewater infrastructure expansion, supported by a \$24 million investment from the Province, has unlocked the potential for thousands of new residential units downtown.

Meanwhile, the City’s investment in the Downtown Loop of the Bus Rapid Transit system is improving long-term connectivity and access to the core, reducing the need for parking and helping shape a more transit-oriented downtown. To support this shift, the City introduced the Transit Oriented Development (TOD) Per-Unit Forgivable Loan Program, which offers targeted financial support for new housing and conversion developments within the Transit Oriented Development Community Improvement Project Area. Together, these efforts support a more connected and sustainable city.



While construction brings temporary challenges, including noise, detours, and disruptions to business operations, these are part of the growing pains of progress. The long-term benefits of this reinvestment are clear: a larger residential population, improved infrastructure, better access, and a more attractive environment for business activity and community life. These improvements aren’t just about new buildings, they’re about building a downtown where more people can live, connect, and enjoy everything the city has to offer.

**London is not
simply recovering
from the past;**

**it is being built
for the future.**

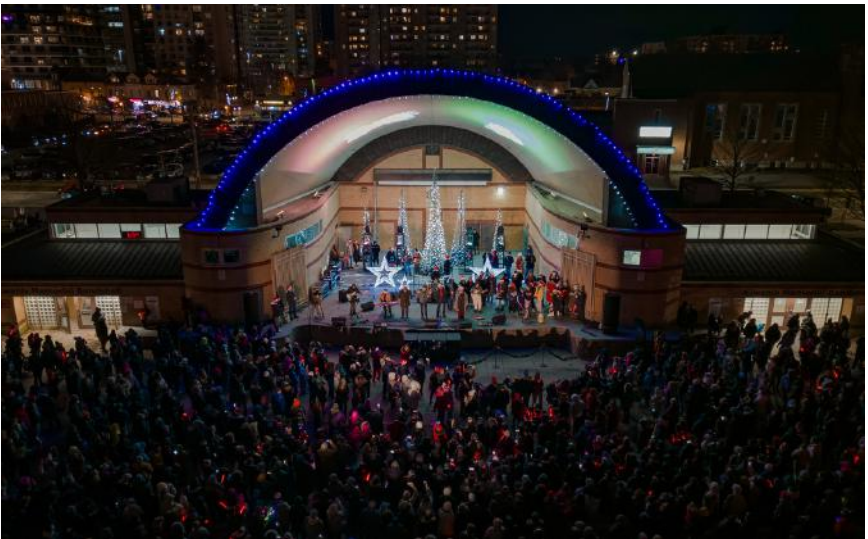


Vibrancy

Bringing Downtown to Life

Events and public space activations are central to how people experience downtown. They draw residents and visitors into the core, support small businesses, shift perceptions, and build a sense of civic pride. Since 2020, as downtown worked to recover from the disruption of the pandemic, events and placemaking played a crucial role in reconnecting the community with its core.

From major festivals to neighbourhood-scale programs, the LDBA has helped bring thousands of people downtown by supporting, sponsoring, hosting, and promoting a wide range of events. In 2024 alone, more than 1.18 million people attended events in the core, with more than 4,700 events hosted downtown since 2020.



Signature events such as Sunfest, Rock the Park, and Downtown for the Holidays bring tens of thousands to the core annually, while ongoing programs like the Downtown London Patio Trail, pop-up activations, and the Music & Arts Trail keep public spaces active throughout the year.



The LDBA has also supported and partnered on numerous community-led events, contributing in-kind promotion, logistical coordination, and strategic funding.

A major catalyst for this activity has been Dundas Place, London's first and only flexible street. Designed as a pedestrian-prioritized, event-ready corridor, Dundas Place has become a central stage for community events, festivals, markets, and seasonal programming. Its flexible design allows for closures and reconfigurations that support a wide range of uses, including vendor markets, skating demos, family-friendly festivals, and cultural activations. This public space energizes downtown daily and sets the stage for year-round events, keeping the heart of the city active and alive.





Rather than hosting all events directly, the LDBA plays a facilitative role by supporting hundreds of events per year through funding, marketing, and coordination. These programs are backed by strategic partnerships with the City of London, Tourism London, Dundas Place, Covent Garden Market, cultural organizations, and community groups. Together, these efforts ensure that public space in downtown London is not just maintained, it is animated.

Events and activations are not only about vibrancy. They support retail and hospitality recovery, contribute to public safety by increasing positive activity in public spaces, and help rebuild confidence in the future of downtown. As London continues to grow, a downtown rich in events and public life will remain one of the city's most important assets.

The resurgence of downtown wouldn't be possible without the people who showed up. From residents who came out to reconnect with their city, to workers who stayed after hours for events, and visitors who made downtown part of their plan, their presence has helped fuel the core's recovery. Every gathering, every celebration, and every visit has made a difference, helping to bring downtown to life.

Inclusion

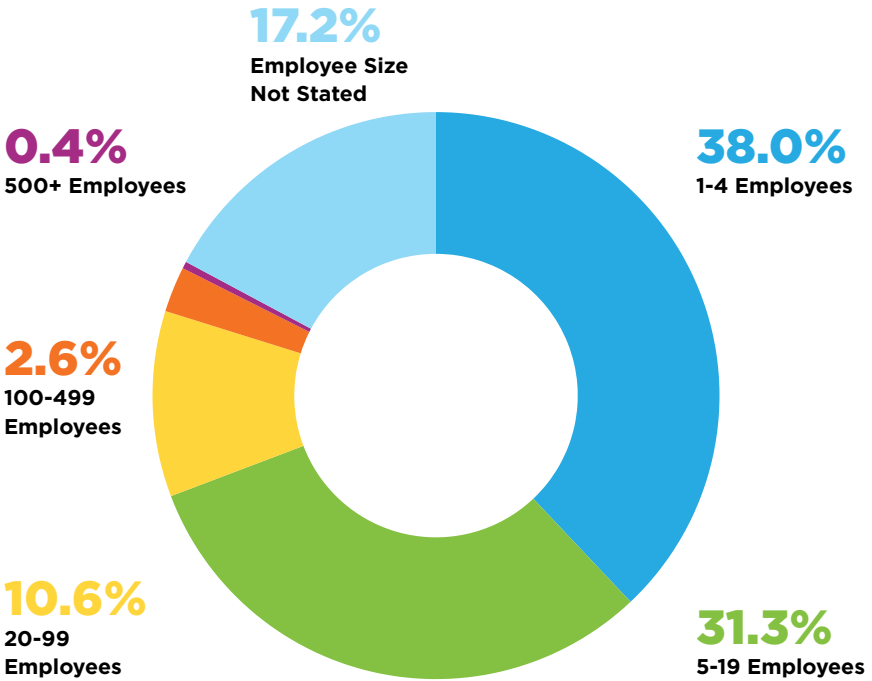
A Core That Works for Businesses of All Kinds

Downtown London's business community reflects a dynamic economic mix, from head offices and national brands to family-run shops, start-ups, service providers, and creative entrepreneurs. This diversity is one of downtown's greatest strengths. It contributes to downtown's resilience, fuels foot traffic throughout the day and week, and ensures the core remains relevant to a wide range of Londoners.

Since 2020, the LDA and City of London have worked to ensure that economic recovery and reinvestment efforts reach the full spectrum of businesses. Through storefront improvement grants, marketing and programming partnerships, and post-pandemic recovery efforts like the London Community Recovery Network (LCRN), targeted support has gone to more than 500 downtown businesses. These programs have supported both longstanding mainstays and new ventures, reinforcing that downtown is not just for any one kind of business, but for all.



Distribution of Businesses by Employee Size in Downtown London (2024)



In 2024 alone, 261 businesses received grants through LDBA-administered programs, with most recipients operating storefront retail, hospitality, wellness, or personal service businesses. At the same time, major institutions, developers, and employers continued to invest in the core, confirming downtown's value across every scale of enterprise.

As we look ahead, ensuring that this diverse business ecosystem continues to thrive and that reinvestment remains accessible to operators of all sizes and sectors will be critical to sustaining downtown's renewal. The mix of professional offices, hospitality businesses, retailers, personal services, and cultural institutions is part of what makes the core vibrant and resilient. The data tells the story: downtown isn't defined by any one sector or business model, it's shaped by the intersection of many. Its future depends on keeping that mix dynamic, well-supported, and inclusive.

Resilience

Challenges and Opportunities Ahead

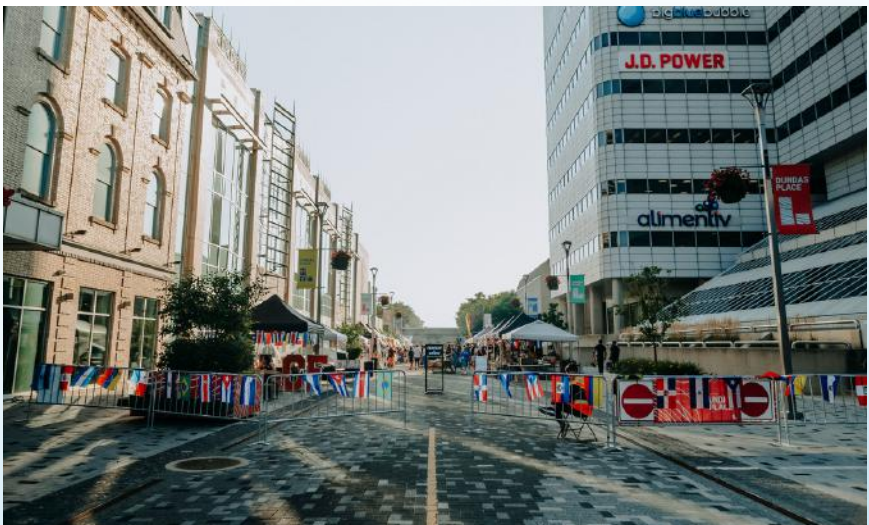


While momentum is building downtown, several persistent challenges remain. Many of the challenges we face here, like vacancies, safety, and shifting work habits are being felt in downtowns across the world. Developing solutions for London will take local action, ongoing investment, and strong collaboration between the LDA, the City, businesses, and community partners. Addressing these challenges head-on is essential to ensuring that recent progress becomes long-term success.

One of the most visible and persistent challenges downtown is the prevalence of vacant or underused spaces, both at street level and above. High-visibility storefronts sit empty in key corridors, often due to small footprints, aging layouts, or the need for costly upgrades to meet modern business needs. Some are held in speculative limbo, awaiting larger development plays or long-term tenants. Above these spaces, upper floors in older buildings remain largely unoccupied, representing thousands of square feet that could be repurposed for residential or office use. In many cases, deferred maintenance, outdated infrastructure, and unclear redevelopment timelines further complicate the path to reactivation. These physical and financial barriers slow revitalization, even in otherwise active areas, and call for coordinated strategies to unlock their full potential.

Fortunately, the City has already taken important steps to address these structural challenges through targeted programs like the Office-to-Residential (OTR) Construction Conversion Grant and the Vacant Commercial Space Fit-Out Grant Program. These initiatives are unlocking long-dormant spaces by helping overcome financial barriers to reinvestment, particularly in older buildings that require significant upgrades. Early signs are promising, with multiple conversions and fit-outs underway that will help bring people and businesses back into formerly underused properties.

Safety and public perception also remain significant barriers to downtown's full recovery. While the City and the LDBA have invested heavily in cleaning, maintenance, and outreach, the visibility of social challenges, including homelessness, addiction, and public disorder continues to affect how some people experience the core and how businesses assess its viability. The LDBA gratefully acknowledges the City of London's targeted support through its \$1.16 million grant in 2024, as well as the committed funding of \$300,000 for both 2025 and 2026 respectively. These funds will continue to directly enable enhanced cleaning, beautification, and business support. These investments are already helping stabilize the core, and ongoing support will be essential to maintain that progress.





Lastly, changing work patterns are reshaping the rhythm of downtown life. The shift toward hybrid and remote work has reduced daytime foot traffic in certain areas and altered the customer base for many businesses. This is a structural change that calls for a rethinking of the downtown economy, one that leans into service, culture, housing, and destination-based experiences. At the same time, downtown's growing residential population presents new opportunities for businesses to adapt and thrive. With more people living in the core than ever before, there is a rising demand for amenities, services, and experiences that support a vibrant, livable downtown, not just during office hours, but around the clock.

Within each challenge lies opportunity. Vacant spaces can be reactivated through pop-ups, incentives, and creative uses. Upper floors and underused properties offer long-term potential for residential conversions and intensification. Public space can be leveraged not only for events, but also for placemaking and storytelling to shift perception and invite new audiences. Additionally, a hybrid workforce creates room to redefine downtown as not just a place to work, but a place to live, connect, and experience. With sustained investment and a collaborative approach, these challenges aren't barriers, they're opportunities to shape the next stage of downtown's transformation.

Identity

Celebrating Character, Culture, and Local Storytelling

A vibrant downtown isn't just a cluster of buildings, it's a place people connect with. Downtown London's identity is shaped not only by its historic streetscapes and architecture, but by the culture and creativity that animate them. From murals and music to lighting and placemaking, the stories told in our public spaces are a core part of what makes downtown memorable, magnetic, and meaningful.



Since 2020, the LDBA has been actively cultivating this sense of place through cultural programming, artistic expression, and seasonal experiences. Dozens of murals have been installed across the core, turning alleyways, walls, and windows into platforms for community storytelling.

Our award-winning Downtown London Trails program has helped Londoners rediscover the core through curated experiences like the Scratch Bakery & Patisserie Trail, the Patio Trail, and Crisp Days & Cozy Nights Trail.



The Downtown for the Holidays campaign, a collaborative effort led by the City of London, Covent Garden Market, Tourism London, Dundas Place, and the LDBA, has transformed the core into a seasonal destination and tradition that draws thousands downtown each winter.





In 2025, the LDBA launched the Music & Arts Trail to celebrate London's designation as Canada's first and only UNESCO City of Music.

This self-guided experience invites Londoners and visitors alike to explore the city's creative identity while supporting local businesses that power it, from record shops and galleries to restaurants, bars, and venues that showcase homegrown talent.

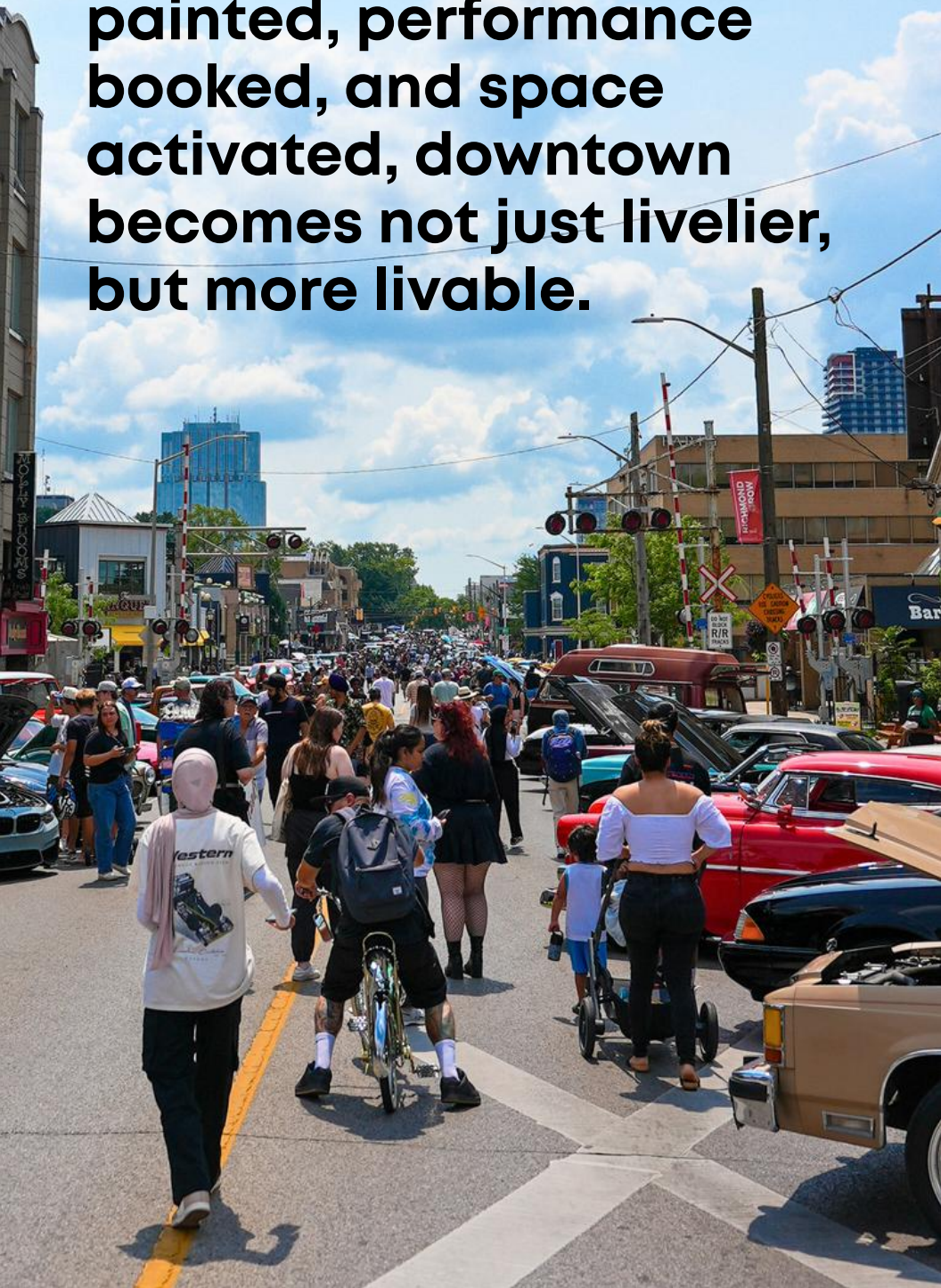


The trail invites people to discover the city's musical and artistic identity while supporting the businesses that help sustain it. Beyond the trail, the LDBA provides strategic sponsorships that support local musicians, artists, and cultural producers funding everything from sidewalk pop-ups and community showcases to multi-day festivals.



This cultural momentum isn't just about aesthetics, it's about impact. According to *The Role of Culture in London's Downtown Evolution*, a report by the London Chamber of Commerce, arts and culture play a measurable role in economic growth, quality of life, and perceptions of safety and vibrancy. Public art and music events draw foot traffic, support local businesses, and strengthen community pride.

With every mural painted, performance booked, and space activated, downtown becomes not just livelier, but more livable.



Sustaining Downtown Momentum



Downtown London has come a long way since 2020. Over the past four years, significant and sustained efforts by the City of London, LDA, London Police Service, private developers, cultural partners, and senior governments have delivered visible and measurable progress.

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We've seen new residential towers break ground, more than 4,700 events reanimate public space, and hundreds of businesses access grants to improve their storefronts and services. Infrastructure investments, from the Downtown Loop and Dundas Place to expand transit and wastewater capacity have laid the groundwork for future growth. This is not theoretical progress. It's happening now.

But the work is far from over. Downtown continues to face real and persistent challenges. Safety, perception, and public confidence remain barriers to full recovery. Long-term vacancies and underused upper floors hold back business vibrancy. While the shift toward hybrid work and online retail is citywide, its impact is concentrated in the core. These are structural issues that can't be solved with one-time actions. They require continued focus, resourcing, and leadership, especially from the City.

At the same time, the opportunity has never been greater. Downtown London is home to a growing residential population, a strong and diverse business base, and a cultural identity that's gaining national and international recognition. Strategic programs like the Office-to-Residential Conversion Grant and Vacant Commercial Space Fit-Out Grant are helping unlock new uses and draw private investment. The Clean Team, business grants, and public space activations are showing clear returns, in perception, vitality, and economic value.



The City of London has already shown leadership in meeting challenges head-on. Through the launch of targeted Quick-Start Actions, including increased police presence, enhanced outreach, public washrooms, beautification, and vacancy reduction incentives, the City has demonstrated a willingness to act quickly and collaboratively. These actions are already making a difference on the ground. The LDBA also welcomes the City's investment in a new Downtown Plan, led by the Canadian Urban Institute and shaped by robust public engagement. Together, these short- and long-term strategies signal a clear commitment to the future of the core, and a recognition that downtown's success is inseparable from the success of the city as a whole. Continued investment in downtown is not just about preserving what we have, it's about maximizing what's possible. Every grant issued, mural painted, and residential unit approved is a signal that downtown matters and has a future worth building. But this transformation isn't driven by dollars alone. It's powered by people, by Londoners who attend events, support local businesses, bring energy to public spaces, and choose downtown as a place to be. These investments, both institutional and individual, support jobs, grow the tax base, draw tourism, strengthen downtown as a place to live, and elevate London's civic brand. With momentum building, a strong foundation in place, and continued support from the City, higher levels of government, our partners, and the public, downtown London is poised for lasting transformation.

Special thanks to the City of London, Tourism London, Covent Garden Market, Dundas Place, downtown event organizers, private developers, and the broader community for helping make our downtown better every day.

This report draws on data and insights from the City of London, LDBA's internal tracking, and Environics Analytics. All figures reflect the most recent information available at the time of publication. While every effort has been made to ensure accuracy, LDBA does not assume responsibility for errors, omissions, or the use of this information beyond its original context. For questions about the data or methodology, please contact Info@DowntownLondon.ca.

**Downtown's success
is inseparable from
the success of
the city as a whole.**





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