

An aerial photograph of downtown London, Ontario, Canada, at night. The scene is illuminated by city lights and festive Christmas decorations. A large, brightly lit Christmas tree stands in the center of a public square, surrounded by smaller trees and lights. A carousel is visible in the foreground, and a red carpeted walkway runs along a street. Buildings with lit windows and signs like 'Canada Life place' are visible. The overall atmosphere is festive and urban.

**Downtown
London:**

**2025
Annual
Report**

A message from Chair and Exec

Downtown London is built day by day by the people who choose to be here.

In 2025, our members continued to show up. They opened their doors, adapted to change, supported one another, and invested in downtown even when the work was not easy. Some months brought energy and celebration. Others required patience and problem solving. Together, these efforts reflected a downtown that keeps moving forward because of the commitment of its business community.

This year also brought clear signs of positive change. Downtown welcomed a significant increase in visitors compared to 2024, and the data shows that this momentum is continuing to build. At the same time, new buildings continue to rise. Developers are investing in downtown, adding residential units and new ground-floor commercial space that strengthen the street-level experience. More people living downtown, combined with new places to shop, work, dine, and gather, creates opportunities for residents and visitors alike to discover new favourite spaces while contributing to a more vibrant and active streetscape.

2025 was shaped by connection. Progress happened through partnerships, shared ideas, and a willingness to work together. Downtown does not succeed in isolation.

m our Board utive Director

The momentum we are seeing comes from businesses, property owners, artists, community partners, and City teams aligning efforts and building on one another's work and strengths.

The forthcoming Downtown Plan and the City's Economic Development Strategy further reinforce this direction, creating real opportunities for positive, long-term change.

What continues to stand out is the determination within this district. Downtown London evolves because people are willing to adjust, try new approaches, and stay engaged. That persistence is visible in storefronts, public spaces, events, and everyday interactions, and it is what gives downtown its strength.

As the Board and staff of the LDBA, we are grateful to serve a membership that is invested in the future of this place. Our role is to support you, advocate on your behalf, and help create the conditions that allow downtown businesses and the broader district to succeed.

Thank you to our members and partners for your trust, collaboration, and ongoing commitment to Downtown London. The work continues, and we look ahead with optimism and confidence in what we are building together.

Kristin Nielsen | Board Chair, LDBA
Vicki Smith | Interim Executive Director, LDBA

2025 LDBA Board of Directors



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Director



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Judith Smith

Public Realm &
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Manager



Brent Hodson

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Dorothy Ouellette

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Laura Visconti

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Tristan Hughes

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Mackenzie Preszcator

Digital Marketing
Coordinator



Miguel de Dios

Public Realm
Assistant

Vision

Downtown London represents a thriving, progressive, and welcoming district in the heart of the city. The people that own businesses, visit, work, learn, and live in the district are the essence of its vibrancy and diversity.



* pyramid created by Jim Yanchula and fully endorsed by on

Mission

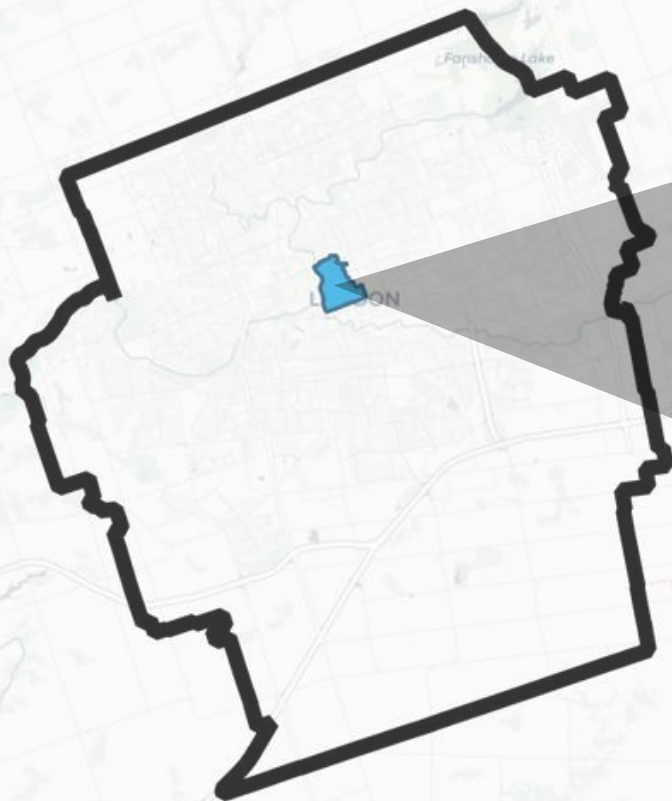
Downtown London represents and supports its members, fostering a strong, thriving downtown in the economic and cultural heart of the City of London.



7. Advocacy	\$40,000
6. Development Projects	\$100,000
5. Business Retention / Recruitment	\$485,000
4. Beautification	\$107,000
3. Marketing and Decorations	\$535,000
2. Festivals and Events	\$256,500
1. Clean and Safe	\$894,000

organizations within the International Downtown Association

Downtown by the Numbers



0.7% of London's land area

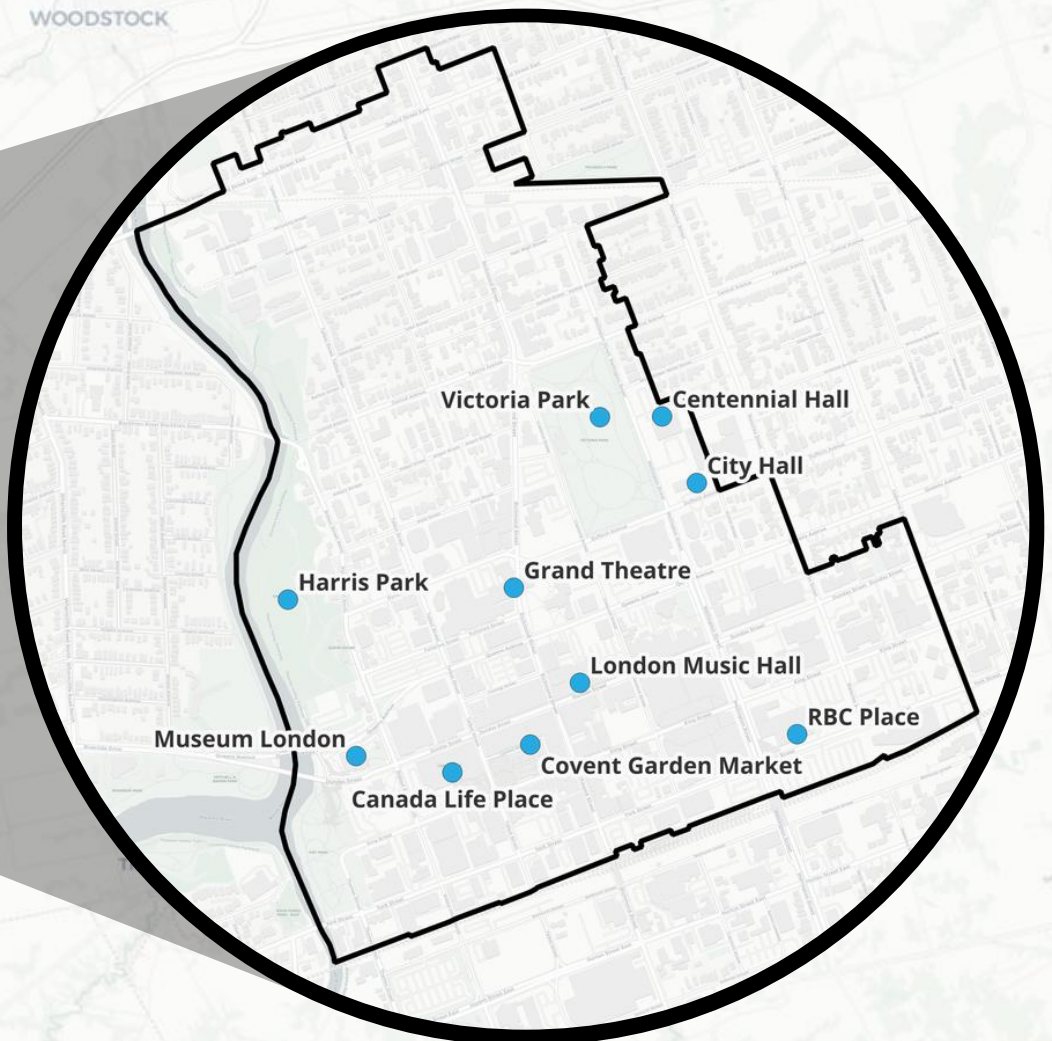
- Downtown occupies just 0.7% of the city's total land area

\$2.07B in assessed property value

- \$2.07 billion in total assessed property value within the Downtown BIA boundary

5.02% of citywide property tax revenue

- Downtown generated 5.02% of all City of London property tax revenue.



People & Activity

11,650

Residents in downtown

43,000

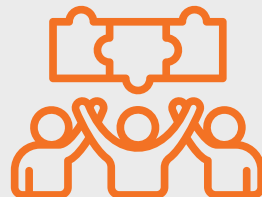
Daytime Population

Each visitor came downtown an average of

9-10 times per year

80%

Of all downtown visits
originated within the
City of London



Events, Activations, & Experiences

LDBA supported, sponsored, and promoted

1,998 events downtown

Downtown events attracted

1M+ attendees

**2,917
people**

Participated in
Downtown London Trails

Trail participants checked in

46K+ times

At downtown businesses

Economic Impact

\$257,758

In Downtown Dollar gift cards issued

\$108,560

In gift cards purchased directly by consumers

\$149,198

Provided via sponsorships and promotions

Downtown Dollar purchases generated

129% up-spend

\$332,509

In additional local spending

\$147,691

Invested into downtown businesses through LDBA grant programs

Cleanliness

1,995

Storefronts power-washed
by the Clean Team

2,482

Industrial-sized
garbage bags collected

449

Sharps safely collected
and disposed of

Reach & Engagement

79K+
follows

8M+
views

1.8M+
reach

Across social media platforms

Year in Review:

Engage

“Engaging with the many stakeholders in Downtown London has been a fun priority! We hosted **5 sessions of *Popping Up with Downtown London*** to connect with people working downtown in office towers. Besides thanking them for being Downtown we gained valuable knowledge that will help us continue to connect with this growing group of stakeholders.



We invited our elected officials to join **4 Downtown Walking Tours** so we could connect with the people that make decisions about our area. We highlighted the successful partnerships such as facade grants and discussed the areas that are top of mind for our members.



\$147,691 provided in grants to members



Collaborate & Activate

The Clean Team and our Summer Superguides are an important part of our goal to create a welcoming and safe environment.

The Clean Team removes graffiti, picks up garbage, power washes sidewalks and business storefronts to keep the area clean and safe. **In 2025, A total of 1,995 storefronts were power-washed, 2,482 bags of garbage were collected, and 449 sharps were safely removed by the team.**

The Superguides are on the street to welcome visitors and locals alike, provide assistance with directions and parking and to support members as needed.





Special shout out to London Hydro, Auburn Group, LAV, Tricar, Bell Media, Paul Seed Fund, London Arts Council, London Community Foundation for sponsoring this year's Downtown for the Holidays!

The Downtown for the Holidays campaign is a collaboration with the Covent Garden Market, Dundas Place, the City of London, and the Downtown London Business Association to create an inclusive experience for everyone who visits downtown London during the festive season.

We are open to collaborate with a variety of partners including Canada Life Place, the Grand Theatre and the many arts organizations located in downtown London.”

Judith Smith
Public Realm & Activations Manager

Momentum & Pulse



“This year, Downtown London continued to build momentum on two essential fronts: evidence-based advocacy and lived experience. Through our Momentum Report, working papers, and delegations to the City’s Strategic Priorities and Policy Committee, we strengthened the case for downtown as a data-driven economic engine aligned with City priorities and long-term growth. At the same time, we focused on downtown’s pulse.

Culture, nightlife, and events remain critical drivers of foot traffic, talent attraction, and investment confidence. By highlighting the energy of downtown, focusing on a 24-hour four-season economy, we reinforced what data alone cannot capture: a city centre that is active, evolving, and increasingly desirable. Together, momentum and pulse are shaping a downtown that supports business growth and contributes meaningfully to London’s economic development.”

Kathy McLaughlin
Business Development Manager



Shape & Reflect

“In 2025, we took time not only to act, but to reflect on where downtown is headed and the role we play in shaping that future. This year saw exciting and meaningful planning, with LDBA actively at the table for both the City’s Downtown Plan and the broader Economic Development Strategy. These foundational initiatives will help guide investment, growth, and decision-making for years to come. As the economic engine of the city, downtown is the epicentre of talent attraction, tourism, cultural experiences, major events, and small business growth. The heart of our city is more than a geographic centre, it is an essential infrastructure that drives economic vitality, community identity, and long-term prosperity for London as a whole.”

Vicki Smith
Interim Executive Director



Celebrate




“2025 was a year to celebrate Downtown London’s growth and achievements. From a well-attended AGM to earning four OBIAA Awards in marketing, events, communications, and advocacy, our efforts were recognized at the provincial level. **51 new businesses** joined us downtown. We **celebrated 23 grand openings and highlighted 19 business anniversaries on our social media channels**. The digital engagement continued to grow with **Instagram followers nearing 40,000**. Participation in events like Candy Crawl and collaborative programs showed that businesses are not just choosing downtown, they’re shaping its energy. These milestones reflect a vibrant, evolving district driven by community, creativity, and commitment.”

Brent Hodson
Marketing & Communications Manager



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