



2024 ANNUAL REPORT

A Message from LDBA's Board Chair and Executive Director

We are proud to present the **2024 Downtown London Annual Report**, highlighting a year of continued progress, service, and value to our more than 1400 members. This past year, Downtown London Business Association gratefully secured **a one-time \$1.16 million grant, thanks to the support of the City of London Council** to help our members and to make improvements in downtown's public realm through the impacts of health and homelessness. These funds enabled us to expand the Downtown London Clean Team, increase storefront and sidewalk power washing, and enhance public spaces. Also more than half of this funding provided direct financial support to members through grants for property security upgrades, cost recovery due to vandalism and related property damages, as well as storefront and façade improvements. The results have been transformational, creating cleaner and safer streets and building new energy into downtown's public spaces.

London's downtown main streets continued to attract new and expanded small businesses and entrepreneurs in 2024, with **44 new businesses opening and 3 business expansions.**¹ This brings a **net number of new businesses opening or expanding downtown to 61 over the last three years.**¹

Downtown events engaged over 1.18 million visitors,¹ contributing approximately **\$85 Million in economic impact,**² further strengthening downtown's economic base, cultural vibe, and community connections.

Collaborative community and member initiatives such as our signature **Downtown for the Holidays increased foot traffic downtown by nearly 110%**¹ over the previous years' campaign.

Four unique Downtown Trails, brought more than 2,600 customers directly into 133 participating downtown businesses and added uniquely curated downtown experiences that cannot be found elsewhere in the city.¹ The feedback and accolades we received about these trails has been nothing short of amazing.

More than \$286,360 Downtown London Gift Card cards were distributed in 2024 and the program continued to show dividends for **198 participating members**, contributing additional upspending by an **average of 65%.**¹

Additionally, through our advocacy efforts, the City of London is leading a new long-term Downtown Master Plan that will include extensive community engagement to establish a strategic roadmap forward for London’s downtown over the next 10-15 years. Taking a more long-range approach will move us away from putting tactics ahead of strategy with short-lived outcomes for downtown, as we have experienced in recent years. It is our belief that the Downtown Master Plan will lead us towards a stronger, more unified and purposeful vision for downtown with more sustainable outcomes, a renewed sense of community, and a downtown that exudes excitement as a place to live, work, learn, and visit.

Never has it been more important for us to work together to build the brand and reputation we envision for London’s downtown. We each have an integral part to play in achieving its success through optimism, positivity and promoting the rich value proposition that the heart of our city offers to visitors, customers, employees, businesses and residents alike. Through strong City of London leadership and commitment, working with residents, businesses and community partners, we believe we are galvanizing the path forward and Downtown London’s staff and board are dedicated and contributing to this momentum. Thank you for your continued support and collaboration.

- 1 [Downtown London 2024 Quarterly Tracking.](#)
- 2 [TREIM, Ontario Ministry of Tourism, Culture, and Sport.](#)



Scott Collyer
LDBA Board Chair



Barbara Maly
Executive Director

2024 LDBA BOARD OF DIRECTORS



Scott Collyer
LDBA Board Chair



Steve Pellarin
LDBA Board Vice-Chair



Bonnie Wludyka
LDBA Board Treasurer



Kristin Nielson
LDBA Board Secretary



Asaad Naeeli
Former LDBA Chair



Carloynn Conron
Director



Councillor David Ferreira
Director



Keith Brett
Director



Michael Pottruff
Director



Natalie Boot
Director



Nick Vander Gulik
Director



Scott Bollert
Director

2024 LDBA STAFF



Barbara Maly
Executive Director



Vicki Smith
Operations Manager



Kathy McLaughlin
Manager of Business
Development



Hailey Etchen
Manager of Programs
& Partnerships



Judith Smith
Member Services &
Public Realm Specialist



Dorothy Ouellette
Marketing &
Communications
Coordinator



Laura Visconti
Administrative
Coordinator



Tristan Hughes
Policy & Research
Coordinator



ONTARIO MUNICIPAL ACT MANDATE

Business Improvement Areas are legislated under the Ontario Municipal Act to:

- oversee the improvement, beautification and maintenance of municipally-owned lands, buildings and structures in the area beyond that provided at the expense of the municipality generally
- promote the area as a business and shopping area

MARKETING & PROMOTION



MAINTENANCE & BEAUTIFICATION

DOWNTOWN LONDON VISION AND MISSION

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.

Mission:

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

STRATEGIC PILLARS

Foster a welcoming, safe and vibrant downtown



Grow a diversified economic base

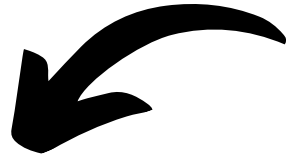


Ensure strong member engagement and support

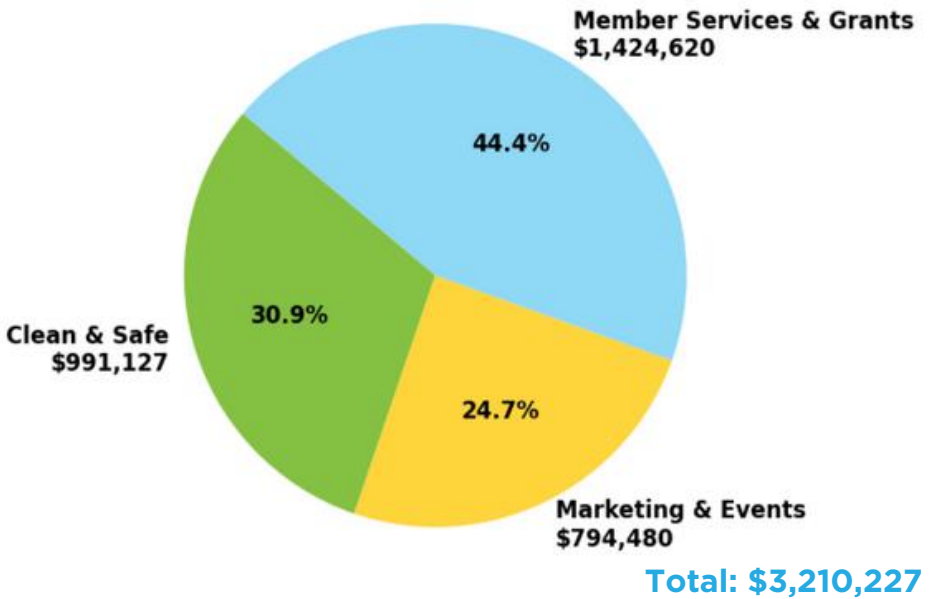


Be a champion, catalyst and liaison for the downtown

DOWNTOWN LONDON BUSINESS ASSOCIATION 2024 BUDGET



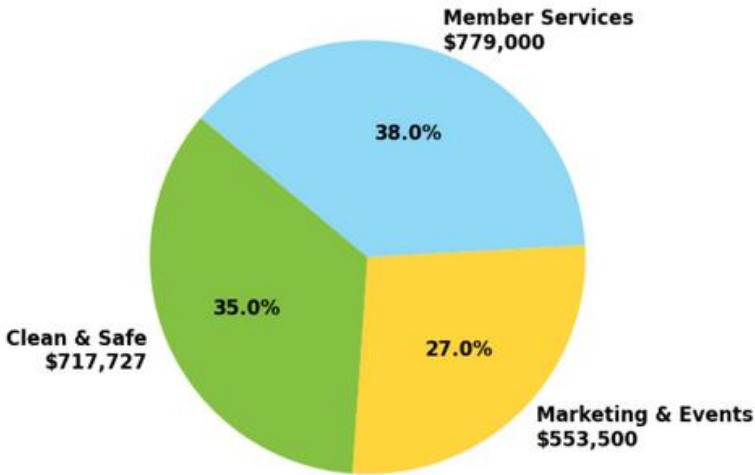
2024 Total Funding Breakdown of \$3.21 Million



In addition to the one-time grant of \$1.16 million from the City of London for 2024, government funding received was \$86,955.

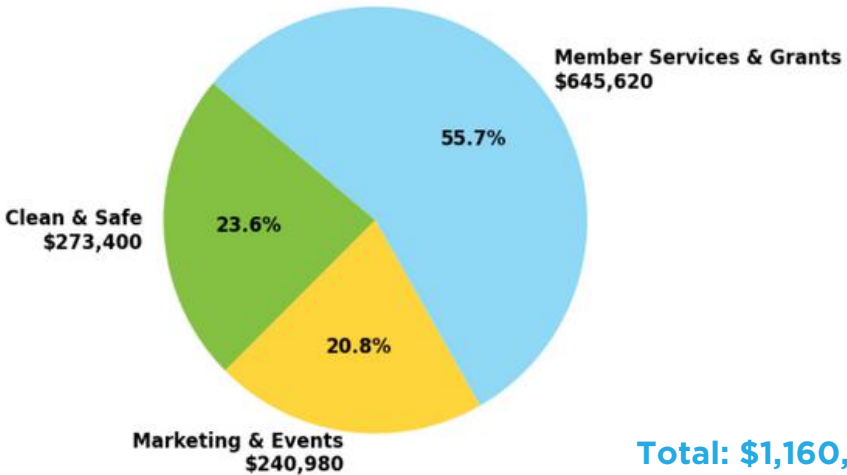


2024 Levy Breakdown of \$2.05 Million



Total: \$2,050,227

2024 Breakdown of \$1.16 Million Grant from the City of London



Total: \$1,160,000

Of the \$645,620 allocated to Member Services & Grants, \$22,220 was used for beautification initiatives, while \$623,400 was distributed as grants.

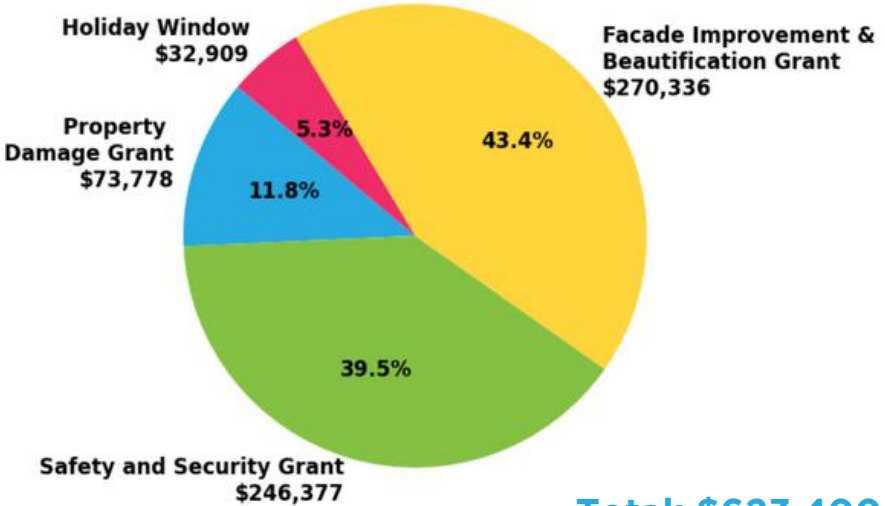
CHAMPION, CATALYST AND LIAISON FOR DOWNTOWN

In 2024, Downtown London advocated and helped advance the following:

- Referred and advocated for support for 255 member incidents.
- Advocated for the extension of core area free parking in downtown. City Council endorsed 1 hour on-street parking downtown from March 31 to December 31, 2024.
- Gratefully secured \$300,000 in grants from the City of London, for both 2025 and 2026 to continue the extension of services Downtown London BIA offered in 2024, to enhance street and sidewalk cleaning, power washing, and activating and beautifying public spaces.
- Worked closely with the community and City Administration to develop a business case, endorsed by City of London Council, for a new long-term strategy called the Downtown Master Plan. This strategy will replace the outdated Downtown Millennium Plan from 1998 and the short-term downtown action plans that followed.
- Launched ongoing *Community Chats* with the Mayor and London Police Services to foster open dialogue between Downtown London members, city officials, and law enforcement.
- Advocated for the City of London to establish "quick start actions" to support the more immediate needs of LDBA's members and BIA, while the new Downtown Master Plan is developed and implementation begins. City Administration will bring a report forward in Q1-2025 outlining these immediate supports.

GRANTS

2024 Breakdown of Grants



Total: \$623,400



Property Damage Grant

\$73,778

- Given to 52 members.



Safety and Security Grant

\$246,377

- Given to 71 members.



Façade & Beautification Grant

\$270,336

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



Holiday Window Grant

\$32,909

- Given to 88 members.

WELCOMING AND VIBRANT DOWNTOWN

888

**DOWNTOWN
EVENTS**

1.18 M +

**DOWNTOWN EVENT
ATTENDEES**





*Downtown
for the
Holidays*

November 24th to December 31st

300K+

EVENT ATTENDEES

2,475

FREE HORSE AND CARRIAGE RIDES

15K+

FREE CAROUSEL RIDES

61

BUSINESSES PARTICIPATED
IN THE HOLIDAY WINDOW
DISPLAY CONTEST

4.9K+

HOLIDAY WINDOW
DISPLAY CONTEST
VOTES SUBMITTED

DIVERSIFIED ECONOMIC BASE



44

NEW BUSINESSES OPENED

23

ANNIVERSARIES PROMOTED

3

BUSINESS EXPANSIONS

13

GRAND OPENINGS



LAUGHING DUCK



MAINTENANCE AND BEAUTIFICATION

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

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



STRONG MEMBER ENGAGEMENT AND SUPPORT

MEMBER COMMUNICATIONS

48%

Newsletter open rate (3% increase over 2023)

31

Business Insider newsletters prepared and distributed

MARKETING

73,053

Social Media Followers (9.5% increase over 2023)

110,674

Website visits (93.8% increase over 2023)

MEMBER ENGAGEMENT

101

Annual LDBA member survey responses

8

Member Mixers (5 in 2023)

179

Member Mixer Attendees

MONTHLY EVENT CALENDARS

8

Downtown London Monthly Event Calendars created (first issue published in May)

660

Events promoted

DOWNTOWN DOLLARS GIFT CARD

198

Members participating in *Downtown Dollars Gift Card* program

\$286,360

Worth of *Downtown Dollar Gift Cards* distributed (152.1% increase over 2023)

65%

Average up-spend of gift card users (\$186,134 total up-spend)

DOWNTOWN LONDON TRAILS

Participants register online for free passes, check-in at participating businesses using their phone's GPS, and collect points toward prizes and *Downtown Dollars*.

In 2024, LDBA ran four *Downtown London Trails*:

- Scratch Bakery and Patisserie Trail
- Patio Trail
- Crisp Days and Cozy Nights Trail
- Downtown for the Holidays Trail



Across all four Trails, there were a total of:

133

Participating BIA member businesses

20,605

Unique customer visits to member locations

2,600

Unique customers





TRANSFORMING DOWNTOWN LONDON



CHEERS TO A YEAR OF SUCCESS



 **Business Excellence Award**
The Church Key Bistro-Pub
Owners: Vanessa and Peter Willis

 **Gerald Gallacher Heart of Downtown Award**
Lori Da Silva
Former General Manager & CEO - RBC Place
(2006-2024) and board director of
Downtown London (2015-2022)

Winners of the 2023 Holiday Window Contest



1st place: London Bicycle Cafe

2nd Place: London Rock

3rd Place: Quantum Verdi

New LDBA Office!





Downtownlondon.ca
519-663-2002
Info@DowntownLondon.ca

[Facebook.com/DowntownLondon](https://www.facebook.com/DowntownLondon)
[Instagram.com/DowntownLondon](https://www.instagram.com/DowntownLondon)
[LinkedIn.com/Company/Downtown-London](https://www.linkedin.com/company/Downtown-London)
[TikTok.com/@DowntownLondon](https://www.tiktok.com/@DowntownLondon)



114 Dundas Street, 4th floor
London, ON
N6A 1G1