

## London's Downtown: A 20|20 Vision

The following vision is put forward based on consultation with our members, stakeholders, community partners and Londoners-at-large.

*London's downtown, in 2020 and beyond, is a vibrant and enviable destination, embraced for the variety of exceptional experiences - from high-end retail and technology start-ups, to grassroots artisans and craftspeople, to avant garde dining and mixed-use developments attracting active seniors and single professionals alike.*

*It is buzzing with youthful energy. College students enjoy their first taste of urban life alongside young digital and creative professionals attracted to our tech clusters from all over the globe. Employees and owners of a diversity of businesses such as small shops, government offices, law firms, financial and other professional services choose to make downtown their work place.*

*It is filled with Londoners who have chosen to make it their home, in new or redeveloped properties that meet a diversity of income and amenities needs.*

*It is home to a panorama of "third places", from the river walk and pocket parks, to neighbourhood pubs and patios.*

*It is a centre of regional tourism, a unique shopping and dining destination, and a preferred host to national and international events.*

*It has transformed from aspirations of family-friendliness to being family-embracing in infrastructure and program investments.*

*Above all else, it is highly walkable.*

*Londoners of all ages, on foot, by bicycle, stroller and wheelchair, move freely on flexible streets and via modern transit options.*

*And Dundas Place connects it all, from riverfront to convention and hotel spaces, to dining, entertainment and shopping, in a 24/7 urban experience that is inviting, clean and safe for everyone who chooses it. And there are many who do.*

*More feet on the street mean more people in seats, greater depth in tills, and more Londoners planning their own move to become residents of this original neighbourhood.*

*A constant sense of pride, culture and excitement means we have truly become a home to London's most important third places - that fulfill a need, define a part of who we are and are always there for us. Our sense of pride and community ownership in downtown is lost no more.*

## Our Role and Mission

### Catalyst, connector, champion

Downtown London is the catalyst and connector for a shared community vision of London's downtown, on behalf of members, in partnership with the City of London, and in support of major economic development, cultural, educational, and private sector stakeholders.

Our mission is to steward the levy paid by member businesses by leading and champion programs and investments that make London's downtown a destination of choice and an economic centre that supports the entire community.

## What We Believe

**To accomplish our mission and steward this shared vision, we hold the following values and associated behaviours as sacred**

We are...**Entrepreneurial and Future-Oriented**

We operate in...**Continuous Collaboration & Empathetic Partnerships**

With...**Unapologetic Advocacy**

Because we are...**Stewards of Reputation**

And above all...**Catalysts of Exceptional Experiences**

## Four Strategic Priorities

1. (*"Third"*) *Placemaking*
2. *Advocacy*
3. *Marketing and Engagement*
4. *Leading, Connecting and Catalyzing*

## Goals

1. To facilitate the conditions for Londoners from a diversity of life stages with a range of needs and desires to consistently choose downtown for *"third place"* experiences.
2. To ensure a passionate and informed voice for downtown businesses within downtown placemaking initiatives and in community-wide decision making and investment discussions.
3. To shift the general public perception of London's downtown and convert increasing numbers of champions for downtown as a destination.
4. To position Downtown London in a collaborative leadership and partnership role in London's regional economic growth agenda.