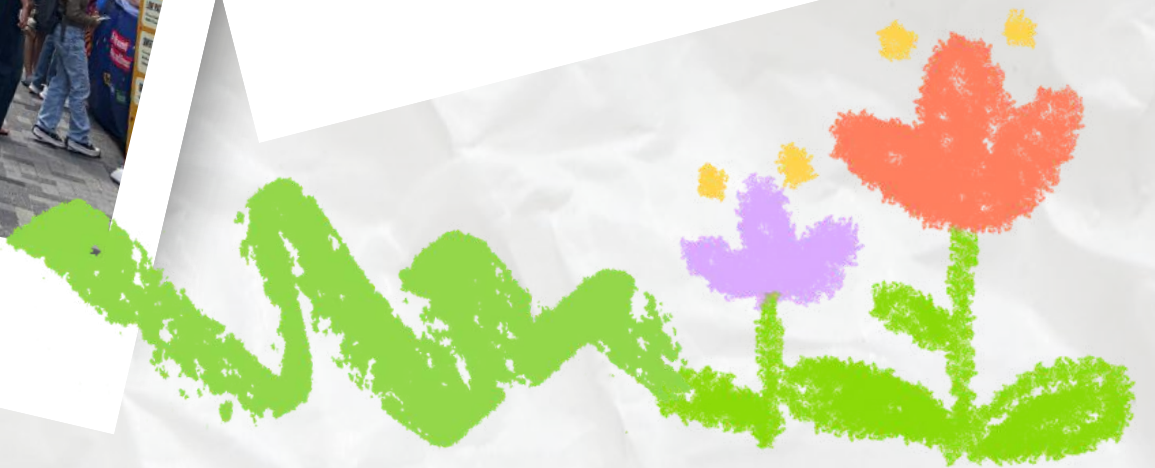


# SECOND QUARTER OF 2026!



As we head into summer, there is a real sense of momentum building in downtown London. Warmer weather has brought patios to life, festivals are filling our streets, and thousands of people are once again choosing downtown as the place to gather, celebrate, shop, dine, and experience everything our downtown has to offer.

This spring laid the foundation for what promises to be an exciting summer season. April and May each welcomed over 100 events, and June continued that momentum with even more activity.

From concerts and markets to cultural celebrations and community festivals, the downtown calendar continues to grow, creating more reasons than ever for people to visit our businesses. With major festivals still to come throughout July and August, we are looking forward to an incredibly vibrant summer.

Along with our programming and marketing, advocacy has remained one of our highest priorities this quarter. We were proud to represent our members with two delegations to the Strategic Priorities and Policy Committee in support of both the City's Economic Development Strategy and the Downtown Plan, ensuring that their voice helped shape two of the most important policy documents affecting downtown's future.

We are especially excited that both plans have now been approved by City Council. Together, they recognize downtown as London's economic, cultural, and civic heart while providing a clear roadmap for revitalization. The plans prioritize stronger business supports, streamlined approvals, enhanced public spaces, continued investment in arts and culture, and a renewed focus on attracting businesses, residents, and employers to the core. Just as importantly, they include clear actions, timelines, and accountability measures that will help turn these priorities into meaningful results.



Office retention remains a critical focus of our advocacy. A thriving downtown depends on maintaining and attracting employers whose employees support local restaurants, retailers, and service businesses every day. We will continue working with all levels of government and community partners to ensure downtown remains the preferred location for major employers and future investment.



Our advocacy also extended beyond City Hall. We submitted six letters supporting the Big City Mayors' Caucus request for increased federal and provincial investment in homelessness prevention, safer communities, and public transit. We also continue to meet regularly with Mayor Josh Morgan to ensure downtown priorities remain front and centre.

This quarter, our Interim Executive Director met with Associate Minister of Small Business Nina Tangri, moderated a provincial roundtable with Minister Tangri and urban BIAs from across Ontario, participated in a roundtable with Parliamentary Assistant MPP Stéphane Sarrazin, and met with MPP Terence Kernaghan to discuss downtown successes, ongoing safety and security concerns, the Downtown Plan, and how upper levels of government can help create meaningful, long-term solutions to address on street challenges. We are also pleased to report that our ongoing advocacy through Downtowns Canada regarding Bill C-48 and bail and sentencing reform has helped contribute to legislative changes that come into effect this July.

These reforms represent an important step toward creating safer, more welcoming, vibrant, and economically resilient business districts across Canada. Together, these conversations and advocacy efforts ensure Downtown London's priorities are being heard by decision makers while strengthening partnerships that will continue to advance meaningful change.

There has also been much to celebrate within our business community. We were pleased to welcome several new businesses to downtown, including Monarch Culinary, Fluffy Glaze, Homes on Dufferin, The Crone's Cave Metaphysical Shop, and the Europro Tenant Lounge, while congratulating YOU Made It Café on the expansion of its second location at the YMCA Centre Branch.

We also celebrate the businesses reaching significant milestones this year. Congratulations to Innovation Works and Hi-Ignition Fit on 10 years, It's All About Me, Studio H, and Winks Eatery on 20 years, Addictive Tattoo on 30 years, Attic Books on an incredible 50 years, and Al Paninos and Organique Café on celebrating their first anniversaries. These milestones are a testament to the resilience, dedication, and entrepreneurial spirit that continue to shape downtown London.

Our programs continue to encourage residents and visitors to discover everything the core has to offer. Shop Downtown London 2Win was a tremendous success, generating entries from purchases at 283 unique downtown businesses. The Patio Trail is now underway, the Sweet Treat Trail returns in end of June, and we are proud to partner on the "200 Things to Do Downtown" initiative as part of London's Bicentennial celebrations, showcasing the incredible experiences available throughout the downtown.





It is also encouraging to see office to residential conversion projects reaching completion. Bringing more residents into the core helps create a stronger, more vibrant downtown by increasing activity on our streets, supporting local businesses throughout the day and evening, and contributing to a safer and more active neighbourhood. These projects are an important part of downtown's continued revitalization and demonstrate how existing buildings can be adapted to meet the evolving needs of our downtown.

Momentum is building across downtown London. From stronger advocacy and meaningful policy wins to growing business investment, exciting events, and increasing residential development, we continue to see positive progress on many fronts. While challenges remain, we are encouraged by the direction we are heading and remain committed to advocating, collaborating, and delivering initiatives that strengthen our downtown.



*From the Downtown London Business Association*



Thank you for your continued investment in downtown London and for everything you do to make our downtown a welcoming, resilient, and vibrant place. We look forward to working alongside you as we build on this momentum throughout the rest of the summer.

Sincerely,

**Kristin Nielsen**  
Board Chair  
Downtown London

**Vicki Smith**  
Interim Executive Director  
Downtown London

**DOWNTOWN  
LONDON**  
BUSINESS ASSOCIATION