

DUNDAS PLACE, LONDON'S MOST EXCITING STREET

2023

DUNDAS PLACE ANIMATION REPORT



APRIL TO DECEMBER

PROGRAMMING OVERVIEW

TOTAL OF 245 EVENTS & ACTIVATIONS FROM
APRIL TO DECEMBER OF 2023



These events & activations included:

- 110 Arts & Music** - approximately **9,000 attendees**
- 8 Film Screenings** - approximately **1,000 attendees**
- 78 Fun & Games** - approximately **500 attendees**
- 31 Special Events** - approximately **100,000 attendees**
- 12 Street Markets** - approximately **45,000 attendees**
- 245 Total Events** - approximately **155,500 attendees**

Note: these numbers come from staff or event organizer estimates.

ARTS & MUSIC

PROGRAMS DELIVERED WITH- LONDON MUSIC OFFICE, RADIO WESTERN, LONDON ARTS COUNCIL, LONDON LITERARY & CREATIVE ARTS FESTIVAL, ANTLER RIVER POETRY, LATIN PASSION DANCE ACADEMY, LONDON ONTARIO JAZZ HUB, LONDON PUBLIC LIBRARY

EVENT	DATE	ATTENDANCE
STREET SALSA FRIDAYS EVERY FRIDAY FROM 7-10PM BLOCK 3	MAY 5TH TO SEPTEMBER 29TH	AVERAGE 100-200 ATTENDEES
SATUDAY NIGHT LONDON ARTS LIVE EVERY SATURDAY FROM 4-9PM LIBRARY TERRACE	MAY 13TH TO SEPTEMBER 30TH	AVERAGE 50 ATTENDEES
TD MUSIC MONDAYS TUESDAY FROM 5-9PM MARKET LANE	JUNE 12TH TO OCTOBER 2ND	AVERAGE 50 ATTENDEES
CITY OF MUSIC CONCERT SERIES EVERY THURSDAY FROM 7-10PM GOOD FOUNDATION THEATRE	JUNE 15TH TO AUGUST 31ST	AVERAGE 50-70 ATTENDEES
COMMUNITY ART CRAWL FIRST FRIDAY OF THE MONTH, BLCOK 3	MAY TO OCTOBER	AVERAGE 50-100 ATTENDEES

ARTS & MUSIC

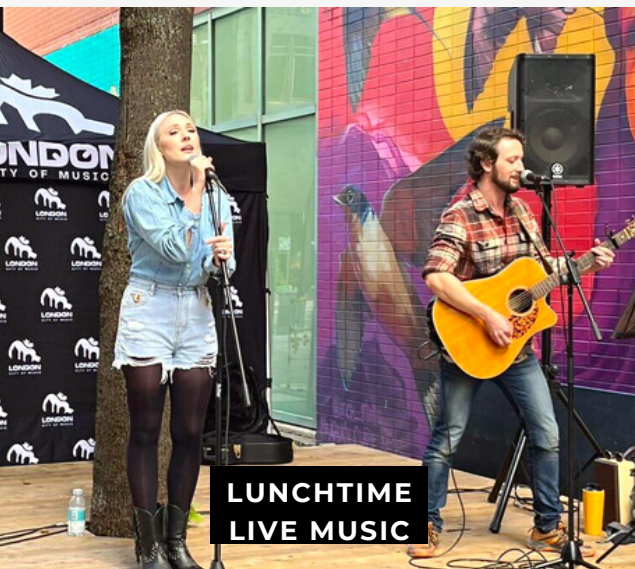
EVENT	DATE	ATTENDANCE
LUNCHTIME LIVE MUSIC EVERY FRIDAY FROM 12-130PM MARKET LANE	JUNE 16TH TO SEPTEMBER 29TH	AVERAGE 20 ATTENDEES
SUNDAY JAZZ EVERY SUNDAY FROM 2-4PM MARKET LANE	JUNE 16TH TO OCTOBER 1ST	AVERAGE 100 ATTENDEES
POETRY LIVE FRIDAY FROM 5-7PM TAP	JULY 7TH	AVERAGE 100 ATTENDEES
FOREST CITY SELECTIONS LIVE EVERY FRIDAY FROM 8-10PM MARKET LANE	JULY 7TH TO AUGUST 25TH	AVERAGE 50 ATTENDEES
STORY MARKET WEDNESDAY FROM 7-830PM MARKET LANE	SEPTEMBER 13TH	AVERAGE 50 ATTENDEES
CIRCUS PERFORMANCES SUMMER SATURDAY STREET MARKETS AND CANADA DAY LONDON	JUNE 10, JULY 1, AUGUST 12, SEPTEMBER 16, OCTOBER 29	AVERAGE 100 ATTENDEES
JOHNNY & JUNE MURAL IN COLLABORATION WITH TOURISM LONDON, DOWNTOWN LONDON, BUDWEISER GARDENS AND YOUNG & FREE PRESS	COMPLETED JULY, 2023	



STREET SALSA FRIDAYS



JOHNNY & JUNE
MURAL



LUNCHTIME
LIVE MUSIC



STORY
MARKET



CITY OF MUSIC
CONCERT SERIES



CIRCUS
PERFORMANCES



POETRY LIVE



SUNDAY
JAZZ

MOVIE NIGHTS

PARTNERS - FOREST CITY FILM FESTIVAL + FILM LONDON

EVENT	DATE	ATTENDANCE
FCFF FILM CLUB SERIES EVERY THURSDAY FROM 8-10PM MARKET LANE	JUNE 13TH JULY 18TH AUGUST 18TH	AVERAGE 100 ATTENDEES
MOVIES ON THE BLOCK EVERY WEDNESDAY FROM 8-10PM BLOCK 3	AUGUST 2ND, 9TH, 16TH, 23TH AND 30TH	AVERAGE 100 ATTENDEES



FILM CLUB SERIES



MOVIES ON THE BLOCK



FUN & GAMES

LED BY CORE AREA PROGRAMS, CITY OF LONDON

EVENT	DATE	PARTICIPATION
GAMES IN MARKET LANE EVERY TUE, THU AND SAT FROM 1130AM - 130PM MARKET LANE	JUNE 1ST TO SEPTEMBER 30TH	APPROXIMETLY 500 PARTICIAPNTS TOTAL
WALKING GROUP EVERY WED AND FRI FROM 10-11AM DUNDAS PLACE	JUNE 2ND TO SEPTEMBER 29TH	APPROXIMETLY 160 PARTICIPANTS TOTAL
STREET CURLING EVERY WED FROM 11AM-2PM 179 DUNDAS STREET	JUNE 2TH TO SEPTEMBER 27TH	APPROXIMETLY 250 PARTICIPANTS TOTAL



WALKING GROUP



GAMES IN THE LANE



GAMES IN THE LANE



**GIANT CHESS GAMES
IN THE LANE**



GAMES IN THE LANE



STREET CURLING



GAMES IN THE LANE



WALKING GROUP

SPECIAL EVENTS

ORGANIZED BY THIRD PARTIES WITH SUPPORT FROM DUNDAS PLACE TEAM

APRIL		MAY		JUNE	
18th	MOVE & GROOVE DOWNTOWN LONDON MARKET LANE 250 ATTENDEES	06th	FREE COMIC BOOK DAY HEROES COMIC BLOCK 3 1500 ATTENDEES	03th	FOREST CITY SLOW ROLL LONDON CYCLE & LINK DUNDAS PLACE AVERAGE 300 ATTENDEES
22th	EARTHFEST LONDON ENVIRONMENTAL NEETWORK BLOCK 4 4000 ATTENDEES	19th 20th	SUNFEST BLOCK PARTY SUNFEST LONDON BLOCK 2 3500 ATTENDEES	10th	FCLMA LONDON MUSIC WEEK KICKOFF BOYS & GIRLS CLUB LONDON BLOCK 3 1000 ATTENDEES
		26th- 28th	NMTO HALAL FOOD TOUR NIGHT MARKET TORONTO BLOCK 2 AND MARKET LANE 10,000 ATTENDEES	17th	FCLMA HALL OF FAME RECEPTION BOYS & GIRLS CLUB LONDON BLOCK 3 800 ATTENDEES
				17th	NIGHT MARKET LONDON LONDON HERITAGE COUNCIL BLOCK 1 AND 2 9000 ATTENDEES



FREE COMIC BOOK DAY



NMTO HALAL FOOD TOUR



FOREST CITY SLOW ROLL



SUMMAH SIZZLE BLOCK PARTY



CANADA DAY LONDON



SUNFEST BLOCK PARTY



SUNFEST BLOCK PARTY

SPECIAL EVENTS

ORGANIZED BY THIRD PARTIES

JULY		AUGUST		SEPTEMBER	
01st	CANADA DAY LONDON HERITAGE COUNCIL BLOCK 1 AND 2 20000 ATTENDEES	05th	MIDDLE EAST FEST LONDON ARABIC SOCIETY BLOCK 3 2500 ATTENDEES	15th 16th	INDEPENDENCE FESTIVAL CULTURX MARKET LANE 10000 ATTENDEES
15th 16th	SOUTH ASIAN CULTURAL FESTIVAL THE CULTURAL GULLY BLOCK 1 5000 ATTENDEES	11th- 13th	LATIN COMMUNITY FESTIVAL CULTURX BLOCK 1 15200 ATTENDEES	16th	THE SOBER CONNECTION THE SOBER CONNECTION BLOCK 1 3000 ATTENDEES
21st- 23rd	SUMMAH SIZZLE BLOCK PARTY LONDON ARTISAN CONNECTION BLOCK 2 2000 ATTENDEES	16th	SIGHTS & SOUNDS FESTIVAL LOMAA MARKET LANE 500 ATTENDEES	29th	KNIGHTS HOME OPENER FAN FEST LONDON KNIGHTS BLOCK 1 8000 ATTENDEES
29th	SOUNDS GAY IM IN MARKET MIDNIGHT EARTH COLLECTION BLOCK 2 1500 ATTENDEES	31st	INKED N' IRONS ADDICTIVE TATTOOS BLOCK 4 250 ATTENDEES		



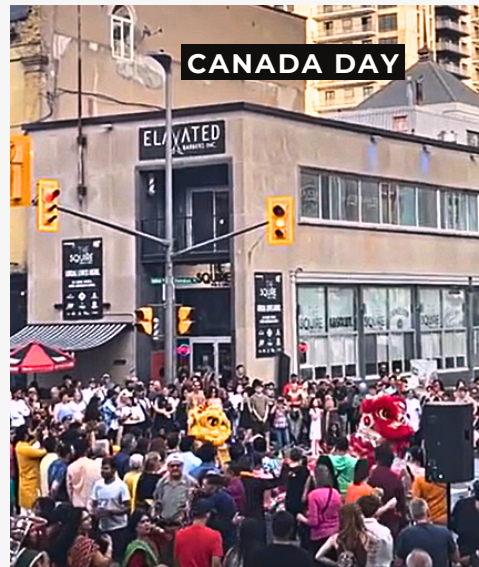
MIDDLE EAST FEST



INKED N' IRONS



**LATIN
COMMUNITY
FESTIVAL**



CANADA DAY



**AMO
CONFERENCE**



**LONDON
KNIGHTS
HOME
OPENER
FAN FEST**



THE SOBER CONNECTION



**PRINT POP-UP
MARKET**

SPECIAL EVENTS

ORGANIZED BY THIRD PARTIES

OCTOBER		NOVEMBER		DECEMBER	
12th-14th	COMMUNITY FOLK FEST LONDON MUSIC OFFICE MARKET LANE 200 ATTENDEES	25th-26th	WINTER DUNG AH TOWN BLOCK 2 50 ATTENDEES	07th	DIA DE LAS VELITAS CULTURX MARKET LANE 1000 ATTENDEES
29th	DOWNTOWN CANDY CRAWL BUDWEISER GARDENS BLOCK 1, 2, 3 AND 4 2000 ATTENDEES				

SELFIE SPOTS

HALLOWEEN		HOLIDAYS	
OCT	JACK-O-LANTERN FOR THE MONTH OF OCTOBER, A LARGE PUMPKIN WAS PUT OUT ON THE STREET IN FRONT OF 179 DUNDAS, ALONG WITH HAY BALES AND REAL PUMPKINS.	DEC	CANDY CANE LANE MARKET LANE TRANSFORMED INTO CANDY CANE LANE, A FESTIVE LIGHT DISPLAY THAT SERVED AS THE PERFECT SPOT FOR VISITORS TO TAKE A HOLIDAY SELFIE, WITH THE HELP OF <i>MAGIC OF LIGHTS</i> .



CANDY CRAWL



CANDY CRAWL



CANDY CRAWL



DIA DE LAS VELITAS



JACK-O-LANTERN



CANDY CANE LANE



CANDY CANE LANE



CANDY CANE LANE

STREET MARKETS

ORGANIZED BY THIRD PARTIES AND DUNDAS PLACE TEAM

EVENT	DATE	ATTENDANCE
PUNK ROCK FLEA MARKET REBEL REMEDY BLOCK 4 FROM 11AM TO 4PM	APRIL 23RD JULY 15TH SEPTEMBER 23RD	ESTIMATED 4500 ATTENDEES
VINTAGE ON THE BLOCK DUGOUT VINTAGE BLOCK 2 FROM 4PM TO 9PM	APRIL 29TH JUNE 24TH SEPTEMBER 2ND	ESTIMATED 5000 ATTENDEES
WITCH'S VEIL NIGHT MARKET SEVEN SISTERS BLOCK 2 FROM 6PM TO 11PM	MAY 6TH OCTOBER 28TH	ESTIMATED 1500 ATTENDEES
SUMMER SATURDAYS DUNDAS PLACE ALL BLOCKS FROM 1PM TO 7PM	JUNE 10TH JULY 15TH AUGUST 12TH SEPTEMBER 16TH	ESTIMATED 1500-2500 ATTENDEES
SPOOKY MARKET DUNDAS PLACE ALL BLOCKS FROM 12PM TO 5PM	OCTOBER 29TH	ESTIMATED 4000 ATTENDEES



SUMMER SATURDAYS



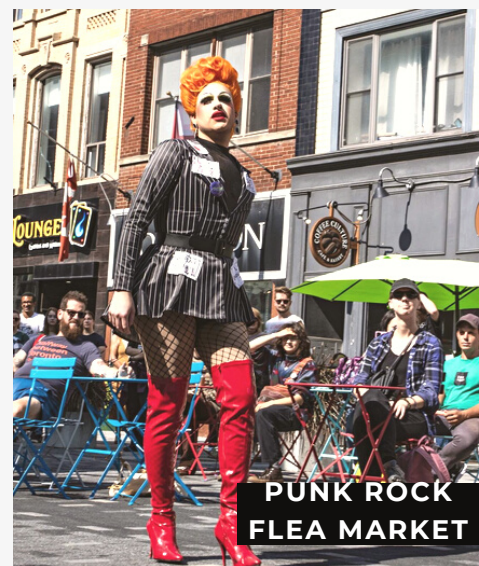
WITCH'S VEIL NIGHT MARKET



SUMMER SATURDAYS



SUMMER SATURDAYS



PUNK ROCK FLEA MARKET

VINTAGE ON THE BLOCK



PUNK ROCK FLEA MARKET



SPOOKY MARKET

SUMMARY

The purpose of the animation program for Dundas Place is to draw people to the space, increase foot traffic and connect new customers with the many great businesses on the street. Dundas Place had another great year of animation with many new and returning City-led initiatives and 3rd party events. City-led highlights include the introduction of the monthly Summer Saturdays Street Markets, the Linden Stage in Market Lane, Street Salsa Fridays, Sunday Jazz concerts, colourful wraps on planters and gateway markers, a new mural on Budweiser Gardens, and seasonal selfie spots among many more. New 3rd party event highlights included the NMTO Halal Food Tour, Sober Connection, Sights & Sounds Festival, Slow Roll London, London Knights Home Opener, and the Middle East Fest among many more.

Pedestrian counter data from the last 2 years does not show a significant change in foot traffic. After losing two counters to vandalism, we have installed new type of traffic camera that counts all modes of transportation across the whole street from an elevated and safer position. Based on the limited data we currently have, we see that the weekday peak period for pedestrians is at noon and slightly later in the afternoon on Saturday (3pm) and Sunday (2pm). We look forward to sharing more traffic data from the new camera in the future.

Based on feedback from businesses and on pedestrian counter data, some changes have been planned for 2024. Broadly, the plan is to maintain or grow the number of events and activations but to move them to the Event Block (between Ridout and Talbot) or Market Lane, in order to minimize negative business impacts from road closures. Marquee events and those led by a business on Dundas Place will be permitted to take place on the other 3 blocks. Dundas Place initiated activations will also be focused on the Event Block, Market Lane, or the sidewalk. We will continue to monitor business and resident feedback with this new approach.

Thanks to all partners, businesses, City teams, and event participants for another great year bringing life to Dundas Place.

Sincerely,

The Dundas Place Management Team

Core Area Programs

Economic Services and Supports

Planning & Economic

City of London