

2024 DUNDAS PLACE ANIMATION REPORT

DUNDAS PLACE

London CANADA



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SUMMARY

2024 was another great year for Dundas Place with the continued success of our core programs as well as the introduction of new events and activations. In the winter new activations were introduced including a scavenger hunt with a prize pack donated by Dundas Place businesses. After the success of Candy Cane Lane in 2023 we continued with this trend and created Lovers Lane for Valentine's Week along with a vendor market in Fanshawe's Good Foundation Theatre. For March Break we created Maple Lane and Market including free Maple Taffy.

With Spring came the return of our favourite business-let events and markets – Punk Rock Flea Market (Rebel Remedy), Free Comic Book Day (Hero's), Community Art Crawl (TAP), Vintage on the Block (Dougout Vintage), and Witch's Veil Neigh Market (Seven Sisters). We were honoured to host the London community to cheer the London Knights as they fought for the Memorial Cup in May and June. Also in June we had a few new events including London Beer Fest, Festa Junina, and Burger Fest.

Through the Spring, Summer, and Fall we filled Market Lane with live music, salsa dancing, and vendors on a weekly basis. These programs attracted thousands of locals and visitors to London's most exciting street. In the summer we also introduced some smaller-scale pop ups to bring life to the street in the middle of the day. Book Nook and Art Cart were popular with passers by and also attracted some return visitors.

In the fall we had a few new events with the Falcon Awesome Street Party led by Fanshawe College, Extravabandza, and Car Free Day. These events helped to welcome our new student population to Dundas Place and bring life through the beautiful month of September. In October Culturx introduced the Papusas Festival to Market Lane and we were honoured to welcome Victor Garbor to the red carpet of the Forest City Film Festival.

In November we welcomed back the Santa Clause Parade along with the thousands of families who enjoyed the floats and candy. Finally in December we were happy to host the Detroit Lions Pride Plaza Watch Party with hundreds of die hard fans braved the cold to enjoy their team.

We will be continuing to work on animating and activating Dundas Place in 2025 and we look forward to working with all our community partners and local businesses again.

Thanks,

DUNDAS PLACE TEAM

WINTER

- **FEBRUARY TO MARCH**
  - Flex Street Scavenger Hunt - ***NEW***
- **FEBRUARY**
  - Lover's Lane + Lover's Lane Night Market ***- NEW***
- **MARCH**
  - Maple Lane + Maple Lane Market ***- NEW***

SPRING

- **APRIL**
  - EarthFest 2024
  - Punk Rock Flea Market
  - Vintage on the Block
- **MAY**
  - Community Art Crawl ***- NEW***
  - Free Comic Book Day
  - Witch's Veil Night Market
  - Soca Saturday: Waist Line Showdown ***- NEW***
- **JUNE**
  - Forest City Slow Roll
  - Knights Memorial Cup Screening ***- NEW***
  - Community Art Crawl
  - Soca Saturday: Beach Party
  - Forest CIty FIlm Club Movie Screening
  - Forest City London Music Awards
  - London Beer Fest ***- NEW***
  - Festa Junina ***- NEW***
  - Burger Fest ***- NEW***
  - Night Market London (Canada Day)

SUMMER

- **JULY**
  - Canada Day London
  - Community Art Crawl
  - Forest City FIlm Club Movie Screening
  - Soca Saturday: Let's Go Back 80s
  - South Asian Cultural Festival
- **AUGUST**
  - Community Art Crawl
  - Latin Community Festival
  - Forest City FIlm Club Movie Screening
  - Vintage on the Block
- **SEPTEMBER**
  - Falcon Awesome Street Party ***- NEW***
  - Community Art Crawl
  - SoCon 2024
  - Independence Fest
  - Harrison Pensa Food Truck
  - Extravabandza + That Vintage Market ***- NEW***
  - Car Free Day ***- NEW***
  - Knights Home Opener ***- NEW***
  - Salsa Friday Final Party
  - Punk Rock Flea Market
  - Soca Saturday: Tropical Storm

FALL

- **OCTOBER**
  - Community Art Crawl
  - Pupusas Festival ***- NEW***
  - Soca Saturday: London Revived
  - Forest City Film Festival Red Carpet
  - Vintage on the Block
  - Witch's Veil Night Market
  - Spooky Sunday Street Market
  - Downtown Candy Crawl
- **NOVEMBER**
  - Community Art Crawl
  - London Santa Parade ***- RETURNED***
- **DECEMBER**
  - Dia de las Velitas
  - Detroit Lions vs. Chicago Bears Watch Party ***- NEW***
  - Candy Cane Lane
  - Window Music ***- NEW***

WEEKLY PROGRAMMING

- **MAY - SEPTEMBER**
  - Street Salsa Fridays
  - Summer Saturdays Street Market
- **JUNE - AUGUST**
  - City of Music Concerts
- **JUNE - SEPTEMBER**
  - Sunday Jazz
- **JULY - OCTOBER**
  - Book Nook + Art Cart ***- NEW***
  - Games in the Lane



SoCon 2024



Book Nook



Did de las Velitas

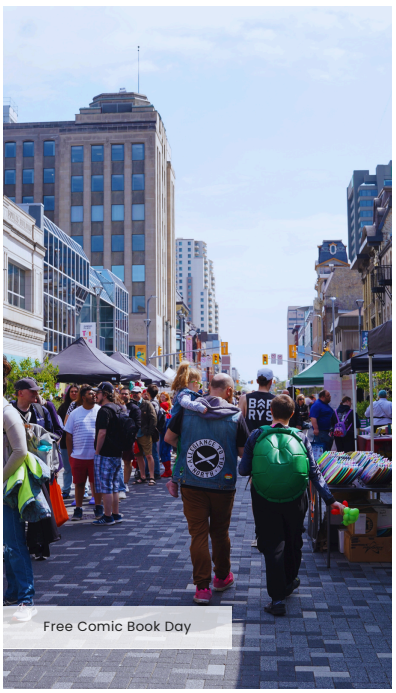


Vintage on the Block

DUNDAS PLACE



Spooky Sunday Street Market



Free Comic Book Day



Knights Memorial Cup Screening



Punk Rock Flea Market



Vintage on the Block

PARTNER EVENTS + PROGRAMS

EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
City of Music Concerts	London Music Office	Market Lane	12	1900
Street Salsa Fridays	Latin Passion Dance Academy	Market Lane	21	5250
Sunday Jazz	London Ontario Jazz Hub	Market Lane	12	1200
Screening under the Stars	Forest City Film Club	Market Lane	3	150
Window Music	London Music Office	Various Locations	9	N/A
Free Comic Book Day	Heroes Comics	Marquee Block	1	
Downtown Candy Crawl	Canada Life Place	All BLocks	1	750



Window Music



Downtown Candy Crawl

FREE COMIC BOOK DAY

Dundas Place worked with Heroes Comics' Free Comic Book Day by organizing a mini market alongside their activations- ***May 4***

STREET SALSA FRIDAYS

Free salsa classes and street dance party organized with Latin Passion Dance Academy Friday nights at Market Lane - **Fridays, May 3 to September 27**

SUNDAY JAZZ

Talented musicians and jazz groups bought to perform at Market Lane every Sunday afternoon with London Ontario Jazz Hub - ***Sundays, June 2 to August 25***

SCREENING UNDER THE STARS

Summer outdoor screenings of classic movies once a month in partnership with the Forest City Film Club and the Good Foundation Theatre - ***June 12 / July 10 / August 7***

CITY OF MUSIC CONCERTS

London Music Office featuring a different partnership with local groups each week for live music and performances - ***Thursdays, June 6 to August 29***

DOWNTOWN CANDY CRAWL

A downtown London trick-or-treating experience for families with Canada Life Place, Downtown London Business Association and the participation of various businesses of Dundas Place - ***October 27***

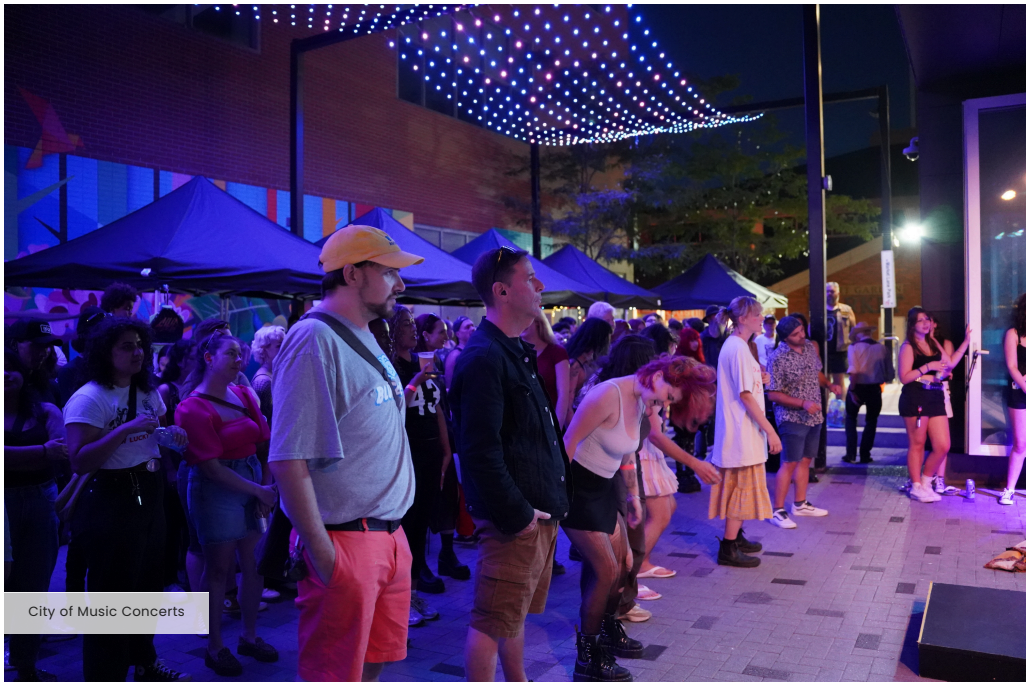
NEW

WINDOW MUSIC

Organized with London Music Office, live holiday performances at windows of different businesses' on Dundas Place at different times - ***Friday to Sunday, December 6 to 22***



Sunday Jazz



City of Music Concerts



Street Salsa Fridays



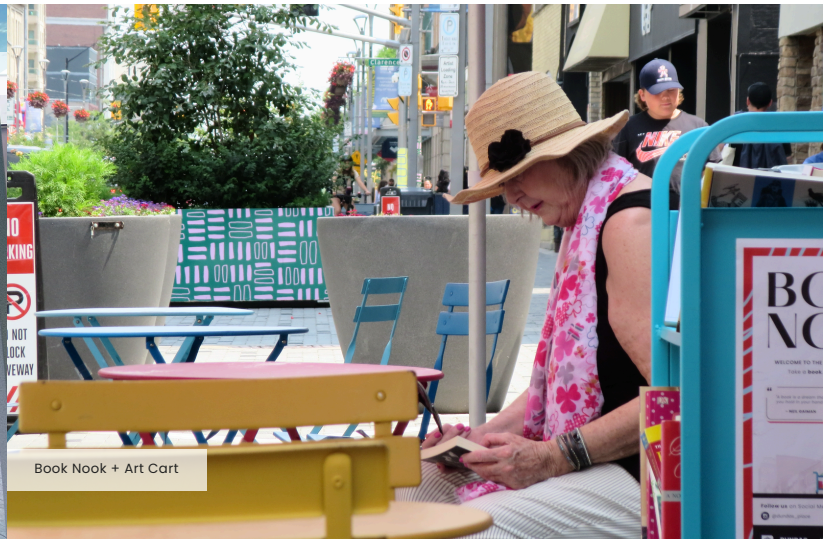
Free Comic Book Day

DUNDAS PLACE EVENTS + PROGRAMS

EVENT	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
Lover's Lane Night Market	Market Lane	1	700
Maple Lane Market	Market Lane	1	1000
Memorial Cup Screenings	Event Block	4	1200
Summer Saturdays Street Markets	Market Lane	13	3700
Book Nook + Art Cart	Fanshawe + Marquee Block	33	700
Games in the Lane	Market Lane	11	220
Car Free Day	All Blocks	1	3000
Spooky Sunday Street Market	Fanshawe + Marquee Block	1	3000



Summer Saturdays Street Market



Book Nook + Art Cart

NEW

LOVERS LANE NIGHT MARKET

Lover's Lane Night Market was a Valentine's celebration with romantic jazz performances, an ice sculpture and photo spots - ***February 10***

NEW

MAPLE LANE MARKET

Maple Lane Market took place featuring free maple taffy, educational activities, maple history, games for children and more - ***March 16***

NEW

MEMORIAL CUP SCREENING

Londoners gathered to watch outdoor screenings of the London Knights in the Memorial Cup tournament- **May 24 - *June 1***

SUMMER SATURDAY MARKETS

A mini market and activities every week featuring music and a unique lineup of vendors each time - ***Saturdays, May to September***

NEW

BOOK NOOK + ART CART

A pop-up reading corner with chairs, tables, an art cart and a take-one-leave-one book cart - ***Tuesdays, Wednesdays and Fridays, July to October***

GAMES IN THE LANE

Weekly activation featuring giant games and music in Market Lane - ***Thursdays, July to October***

NEW

CAR FREE DAY

Car Free Day transformed all four blocks of Dundas Place into a "Play on the Street" celebration of a traffic-free downtown London - ***September 22***

SPOOKY SUNDAY STREET MARKET

A spooky-themed street market for the Halloween week with vendors, photo spots, games, dance, music and trick or treating opportunities - ***October 27***



Games in the Lane



Lover's Lane Night Market

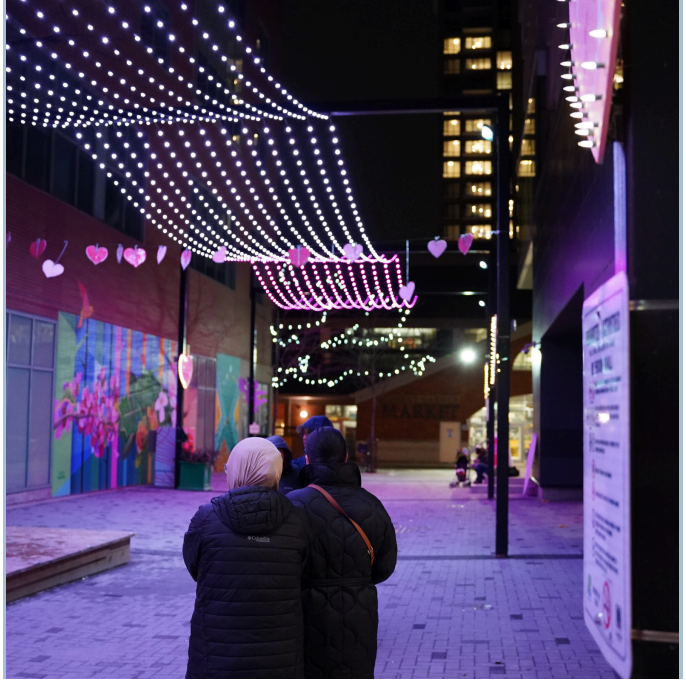


Summer Saturdays Street Markets



Spooky Sunday Street Market









LOVERS ' LANE

For Valentine's week, Market Lane was transformed into "Lovers' Lane," featuring charming cupid cutouts, heart-filled chain decor, an ice sculpture and a large interactive photo spot with a cozy bench for couples to take pictures and leave a memory making it a romantic celebration for all who visited and encourage selfies and to enjoy the décor.

February 7-14





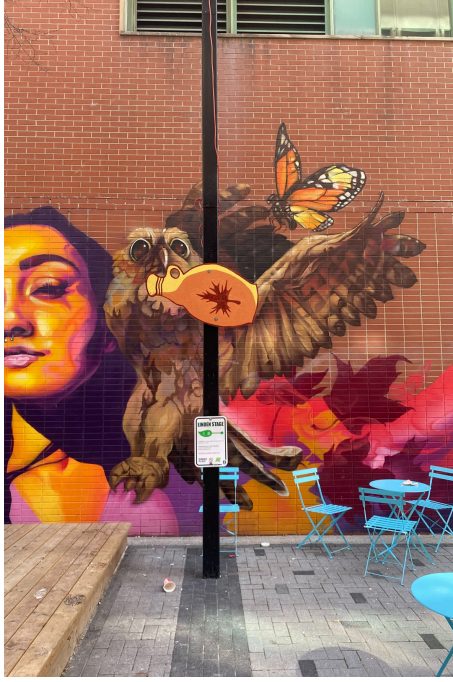












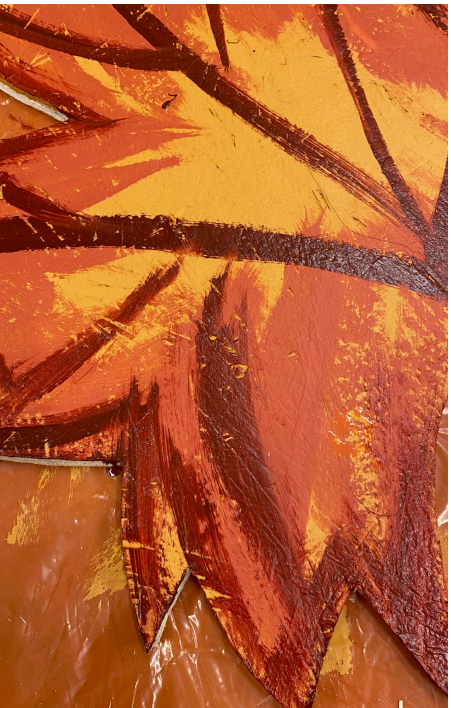


MAPLE LANE

March being maple month, Market Lane turned into Maple Lane featuring vibrant maple leaf décor, maple collection jar cutouts and a dedicated photo spot with a crafted maple tree creating a warm atmosphere for capturing memories and highlighting the season's sweetness in time for March break.

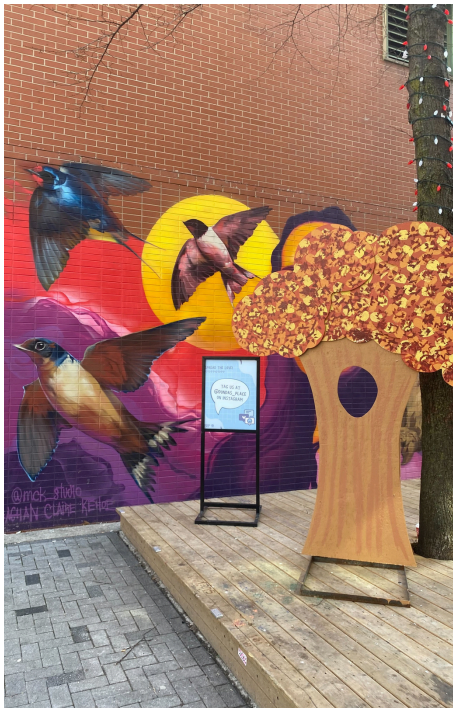
March 9-17

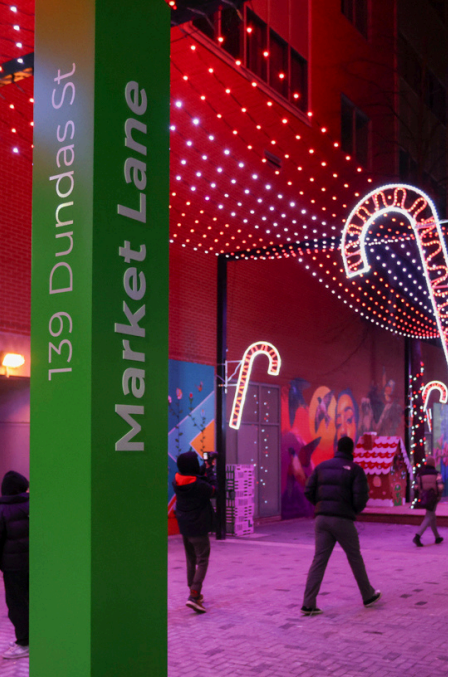


















CANDY CANE LANE

Candy Cane Lane came back for the holiday season with a gingerbread house, a candy cane archway for memorable photos, a special Santa express mailbox, magical candy cane themed lights, and candy cane and ginger bread decor. The pavement featured red and white candy cane stripes to add more color.

December 1-31











SPECIAL EVENTS

EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	DATES	APPROX. ATTENDEES
Soca Saturdays	London Artisan Connection	Market Lane	May 11 / June 8 / July 13 / September 28 / October 19	500
Community Art Crawl	TAP Centre for Creativity	Marquee Block	First Friday of the month, May - November	700
FCLMA Kick-Off Party	London Music Hall of Fame	Marquee Block	June 8	1000
Beer Fest	Stereo Caliente Entertainment	Event Block	June 14-15	8750
Festa Junina	Dau Brasil	Event Block	June 22	2000
Burger Fest	Stereo Caliente Entertainment	Event Block	June 29	3200
Canada Day	London Heritage Council	Event Block	July 1	20,000
South Asian Cultural Festival	The Cultural Gully	Event Block	July 27-28	7000





EVENT	PRIMARY PARTNER ORGANIZER	LOCATION	DATE	APPROX. ATTENDEES
Latin Community Festival	CulturX	Event Block	August 2-4	10000
Falcon Awesome Street Party	Fanshawe Student Union	Fanshawe Block	September 4	800
SoCon 2024	The Sober Connection	Event Block	September 14	2000
Independence Fest	CulturX	Market Lane	September 15	600
Extravabandza	London Arts Council	Event Block	September 21	1000
London Knights Home Opener	Canada Life Place	Event Block	September 27	700
Pupusas Festival	CulturX	Market Lane	October 12	500
Dia de las Velitas	CulturX	Market Lane	December 7	520
Detroit Lions Pride Plaza	Canada Life Place	Event Block	December 22	1000



London Knights Home Opener



Dia de las Velitas

NEW

SOCA SATURDAYS

An event series featuring different themes each Saturday with local artisans and Soca music - **May 11 / June 8 / July 13 / September 28 / October 19**

NEW

COMMUNITY ART CRAWL

A monthly Community Art Crawl, providing a platform for local artisans and artists to showcase their skills and products - ***May to November***

FOREST CITY LONDON MUSIC AWARDS

London Music Hall of Fame hosted the kick-off party to its award season with live music from local artists and performances - ***June 8***

NEW

BEER FEST

An event by Stereo Caliente Ent. promoting beer culture and food pairing with over 20 craft brewers and visitors from all over London - ***June 14 and 15***

NEW

FESTA JUNINA

A traditional festival celebrating community, heritage, and the joy of life organized by London-based carnival musician Daubian Oliveira - ***June 22***

NEW

BURGER FEST

Another event organized by Stereo Caliente Ent. featuring local chefs, businesses, craft beer gardens and more - ***June 29***

CANADA DAY

London Heritage Council's 9th annual Canada Day celebration with London's local artists, performers, vendors and fireworks shows - ***July 1***

SOUTH ASIAN CULTURAL FESTIVAL

An event for families and friends representing south asian culture and traditional scenes as well as food and dancing - ***September 27 and 28***

LATIN COMMUNITY FESTIVAL

A three-day festival featuring music, food, games, shows, photo spots and more organized to celebrate the Latino community - ***August 2 to 4***

NEW

FALCON AWESOME STREET PARTY

A big street party for the students of Fanshawe with outdoor games, henna, caricature and balloon artists, giveaways ete. - ***September 4***

SOCON 2024

London's second Sober Connection Convention with local artisans, non-alcoholic beverages, fitness activities and fundraisers - ***September 14***

INDEPENDENCE FEST

Another CulturX event celebrating the independence of Mexico and Central America with live music, vendors and dancing - ***September 14 and 15***

HARRISON PENSA FOOD TRUCK

A Kick-Off to Fall Food Truck festival hosted annually by Harrison Pensa LLP for its staff, lawyers and management - ***September 18***

NEW

EXTRAVABANDZA

London Art Council's event showcasing London's music scene and band culture with special guests alongside That Vintage Market - ***September 21***

NEW

LONDON KNIGHTS HOME OPENER

A London Knights fan fest featuring inflatable games, face-painting, happy hour concessions and Knights players on the red carpet - ***September 27***

NEW

PUPUSAS FESTIVAL

CulturX's third event of the year celebrating flavors and culture of El Salvador with live music, activities and pupusas - ***October 12***

DIA DE LAS VELITAS

Day of the Little Candles, a Colombian tradition, celebrated with food, vendors and by lighting candles and lanterns with family and friends - ***December 7***

NEW

DETROIT LIONS PRIDE PLAZA

A Detroit at Chicago watch party in and outside of Canada Life Place with merch giveaways, cheerleader performances, photo spots and more - ***December 22***

STREET MARKETS

EVENT	PRIMARY ORGANIZER	LOCATION	TIMES / YEAR	APPROX. ATTENDEES
Punk Rock Flea Market	Rebel Remedy	Marquee + Library Block	2	10000
Vintage on the Block	Chaotic Closet	Marquee + Library Block	3	4500
Witch's Veil Night Market	Seven Sisters	Fanshawe Block	2	10000
Night Market London	London Heritage Council	Event Block	1	5000



Punk Rock Flea Market



Vintage on the Block

PUNK ROCK FLEA MARKET

The Punk Rock Flea Market, organized by Rebel Remedy and partners showcases alternative culture through handmade goods and art with live performances and talent as a vibrant hub for punk-lovers from all over London - ***April 20 / September 28***

VINTAGE ON THE BLOCK

A seasonal vintage market bringing together vintage clothing and houseware vendors from the local community and surrounding areas with an all-star lineup every event - ***April 27 / August 31 / October 26***

WITCH'S VEIL NIGHT MARKET

Seven Sisters takes over Fanshawe Block with witch and magic-themed vendors, haunting decorations, costume contests, fire performers, psychic readers, live DJ music and other occult-themed activities - ***May 4, October 26***

NIGHT MARKET LONDON

London Heritage Council's family friendly interactive, nighttime festival celebrating the people of London with local artists, street performers, food and drink vendors, artisans and small businesses and other activities - ***June 30***


Beer Fest

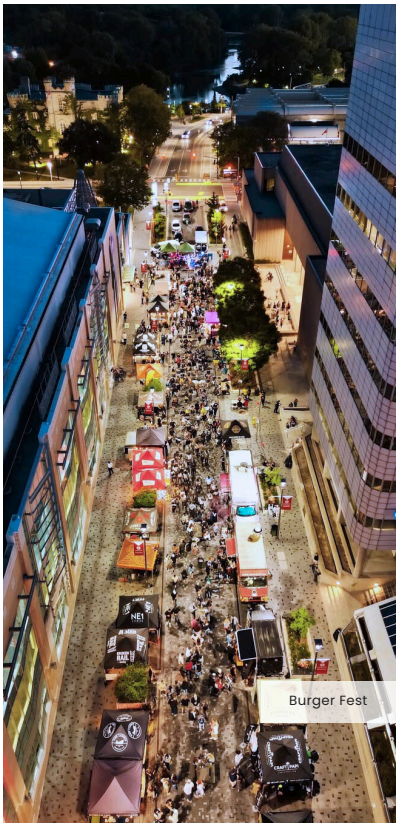

Beer Fest

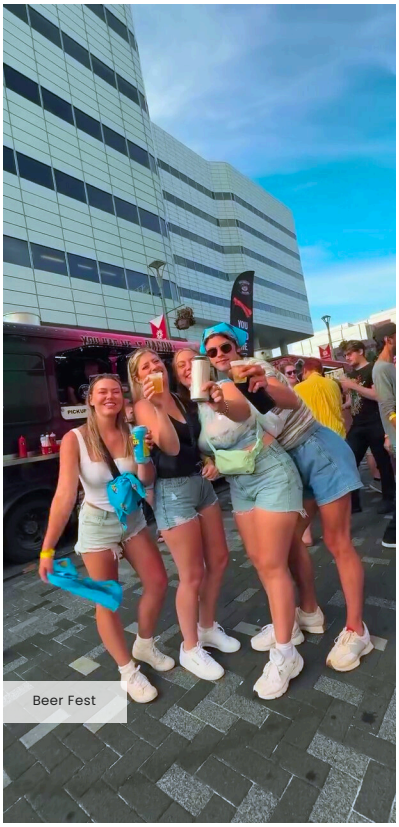
APRIL - JUNE

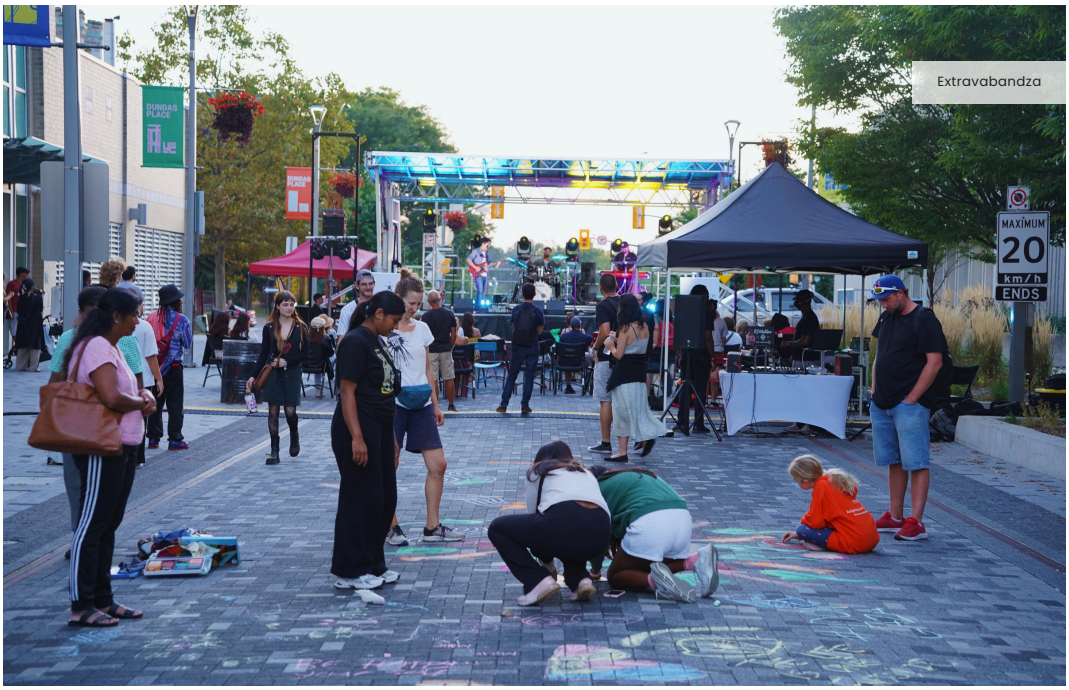

Free Comic Book Day


Free Comic Book Day


Festa Junina

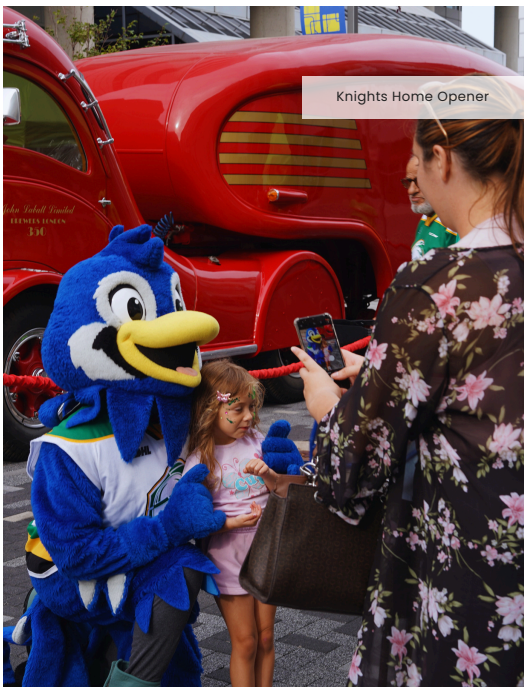

Burger Fest

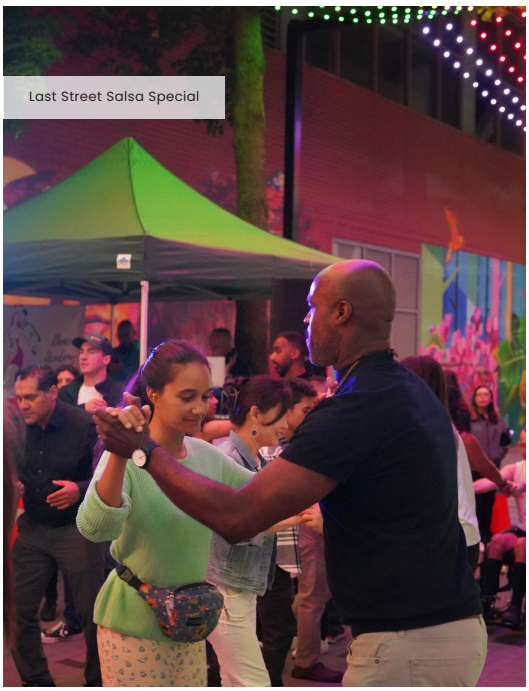

Beer Fest



Extravabandza


Extravabandza


Knights Home Opener

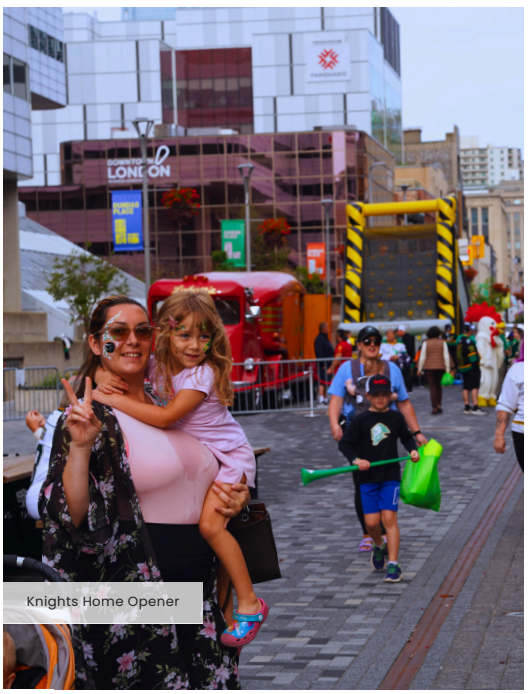

Last Street Salsa Special

JULY TO SEPTEMBER


Independence Fest



Extravabandza + That Vintage Market



Knights Home Opener



Forest City Film Festival Red Carpet


London Santa Parade



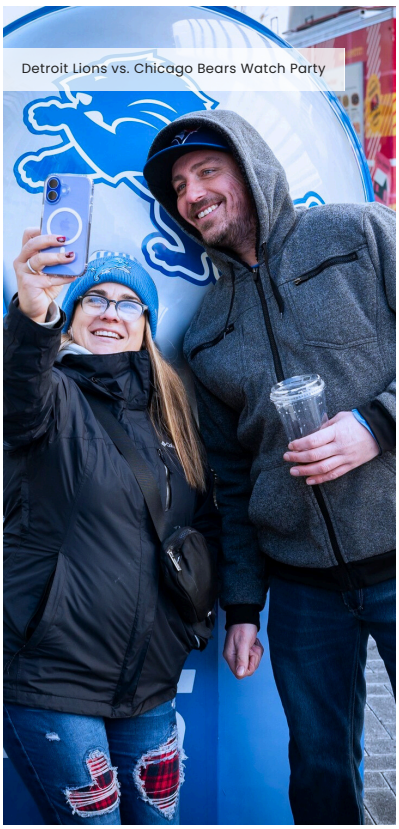
Detroit Lions vs. Chicago Bears Watch Party


Pupusas Festival

OCTOBER TO DECEMBER


Pupusas Festival


Dia de las Velitas

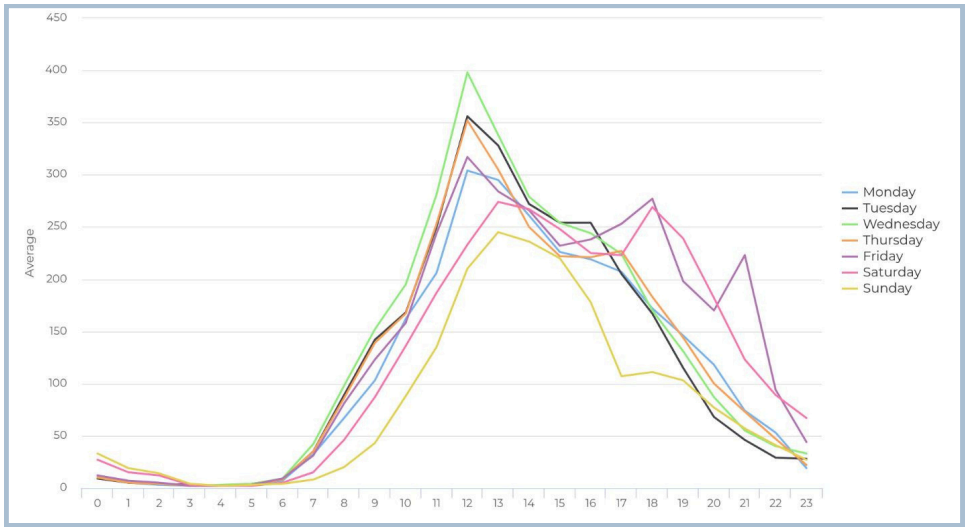

Detroit Lions vs. Chicago Bears Watch Party

TRAFFIC COUNTER DATA

In early 2024 a new traffic counter was installed on Dundas Place close to Market Lane. This traffic counter tracks all modes of transportation, including pedestrians, cars, cyclists, trucks, and buses. In the table and carts below, a summary of the numbers are shown. The numbers reveal that the **lunch hour is the busiest time** of day for pedestrians on Dundas Place with Wednesday as the day with the highest foot traffic. A **second peak** takes place in the evening between **5pm and 11pm, especially on Fridays and Saturdays.**

MEASURE	COUNT
Total Pedestrians	980,300
Average Pedestrians per Day	2,809
Total Cyclists	55,692
Total Cars	1,162,134
Average Cars per Day	3,330
Average All Modes per Day	6,355
Total All Modes	2,217,771

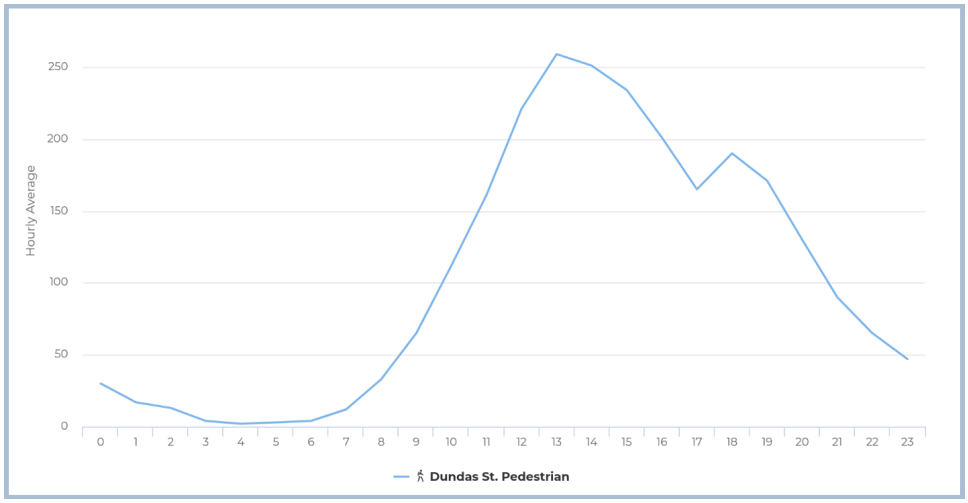




HOURLY PROFILES BY DAY

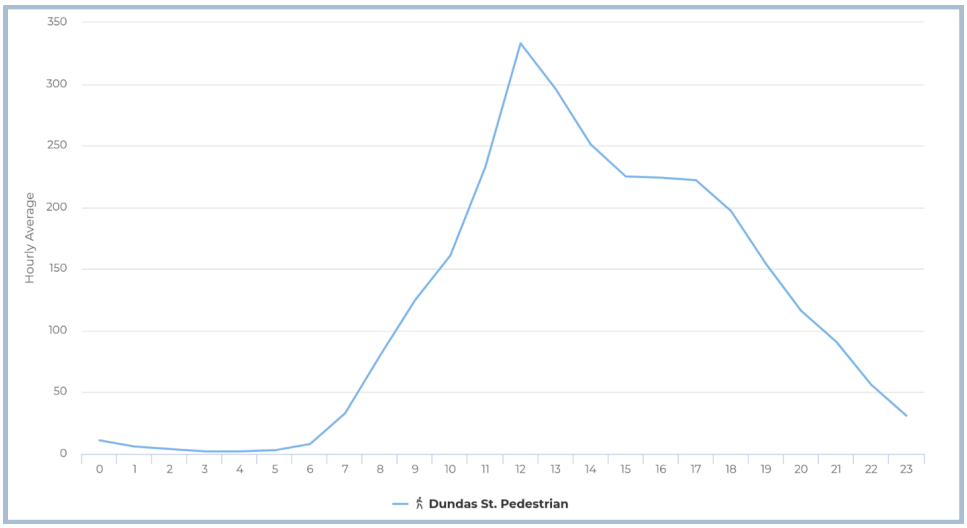
January 1, 2024 - December 31, 2024

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday



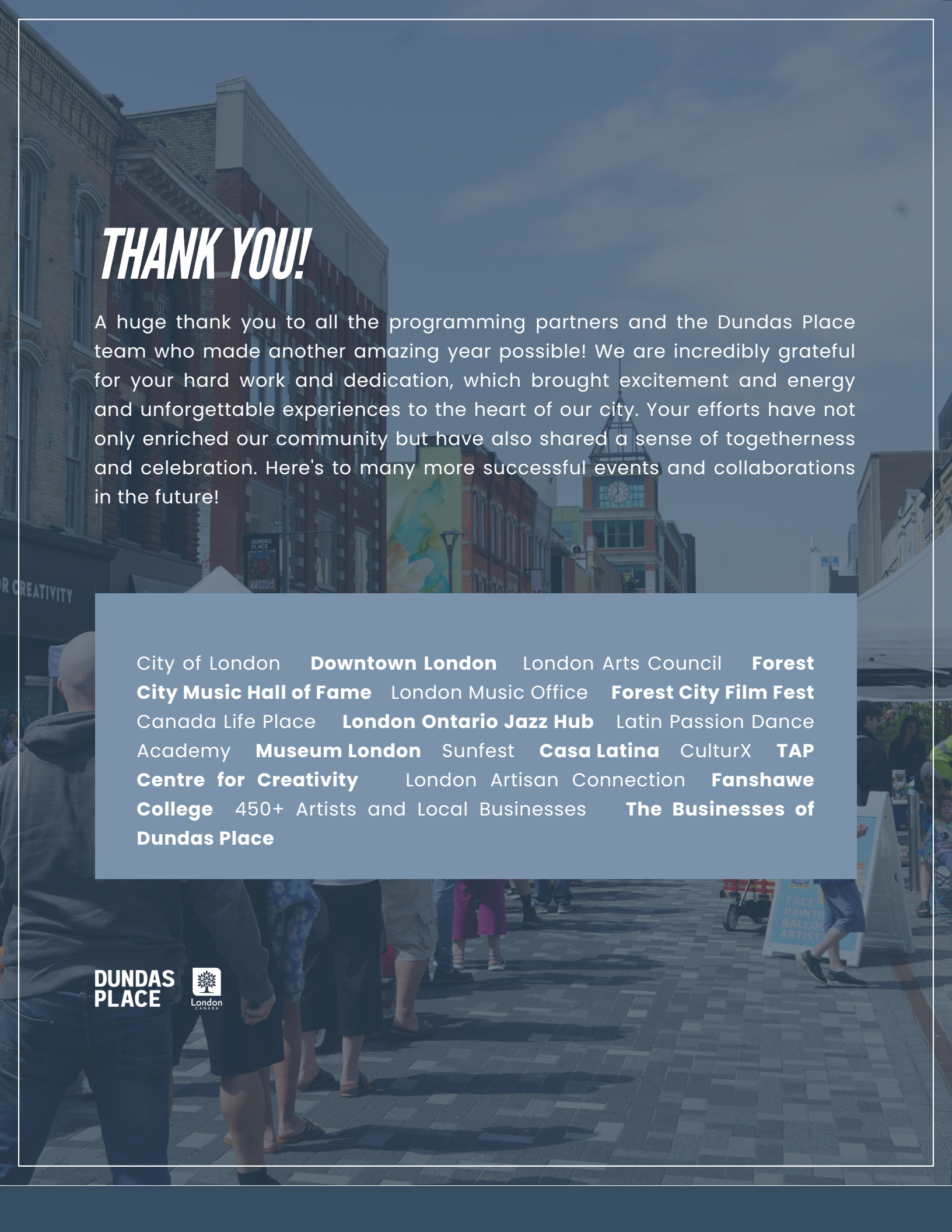
HOURLY PROFILE - WEEKEND

January 1, 2024 - December 31, 2024
5/7



HOURLY PROFILE - WEEKDAYS

January 31, 2024 - October 31, 2024
5/7



THANK YOU!

A huge thank you to all the programming partners and the Dundas Place team who made another amazing year possible! We are incredibly grateful for your hard work and dedication, which brought excitement and energy and unforgettable experiences to the heart of our city. Your efforts have not only enriched our community but have also shared a sense of togetherness and celebration. Here's to many more successful events and collaborations in the future!

City of London **Downtown London** London Arts Council **Forest City Music Hall of Fame** London Music Office **Forest City Film Fest** Canada Life Place **London Ontario Jazz Hub** Latin Passion Dance Academy **Museum London** Sunfest **Casa Latina** CulturX **TAP Centre for Creativity** London Artisan Connection **Fanshawe College** 450+ Artists and Local Businesses **The Businesses of Dundas Place**

DUNDAS PLACE

London CANADA