



FOR IMMEDIATE RELEASE

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Downtown London BIA Awarded Outstanding Achievements at 2025 OBIAA Awards Night

*Four prestigious awards recognize Downtown London's innovation
and impact on the community*

LONDON - The Ontario Business Improvement Area Association (OBIAA) proudly hosted the 2025 BIA Awards Gala on Monday, March 31, celebrating the exceptional achievements of Ontario's Business Improvement Areas (BIAs). This year's theme, *Illuminating Success: Your Night to Shine*, highlighted BIAs as the guiding lights of their communities, underscoring their dedication, innovation, and transformative efforts.

With a record-breaking 55 submissions, the 2025 BIA Awards recognized BIAs for excellence in revitalizing and strengthening their local economies. The winners were chosen based on OBIAA's key pillars, including downtown revitalization, advocacy & governance, operations, business retention, economic resilience, streetscaping & public realm improvements, special events, marketing, and communications. This year's award recipients set new standards for creativity, impact, and community engagement.

Downtown London's Success at the 2025 BIA Awards

Downtown London received four awards at the Gala on March 31, 2025, honoring their significant contributions to the downtown community.

1. Marketing – Award of Excellence

Downtown London – Downtown London Trails

Downtown London's interactive Trails program invites visitors to explore the downtown area through digital passports. Participants check in at local businesses to unlock special offers and earn points, which can be redeemed for Downtown Dollar Gift Cards. Themed trails like the Patio Trail and Crisp Days & Cozy Nights encourage local shopping and community engagement.

[Explore the trails](#)

2. Special Events – Award of Merit

Downtown London – Downtown for the Holidays 2023

Downtown for the Holidays is a vibrant seasonal campaign offering festive lights, events, and free activities throughout the downtown. Signature attractions include the Lighting of

the Lights, Holly Jolly Market, and New Year's Eve in the Park, alongside activities like carriage rides, skating, live music, carousel rides and experiential trails with partners Covent Garden Market, the City of London, Tourism London, and Dundas Place.

[Learn more](#)

3. **Advocacy and Governance – Award of Merit**

Downtown London – Health & Homelessness Funding

In 2024, the City of London provided Downtown London with a one-time grant of \$1.16 million to address health and homelessness challenges. This funding enabled the expansion of essential services, including doubling the CleanTeam staff, increasing the grant budget by \$623,400, and supporting businesses impacted by homelessness and social challenges.

[Learn more](#)

4. **Communications – Award of Merit**

Downtown London – Monthly Event Calendars

The Monthly Event Calendars program offers a comprehensive guide to events in Downtown London, available in both print and digital formats. This initiative helps increase foot traffic, supports local businesses, and keeps residents and visitors informed about happenings in the downtown core.

[See the event calendars](#)

Quote from Board Chair Kristin Nielsen:

"It was a night of recognition for the incredible dedication and hard work of Downtown London's staff," said Kristin Nielsen, Board Chair of Downtown London. "These events and initiatives have made a significant economic and social impact, bringing vibrancy to the downtown. From celebrating the holidays with the community to offering support to businesses facing challenges, these awards reflect the commitment to innovation and collaboration that makes our downtown so special."

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Photo caption:

"Pictured from left to right are **Laura Visconti**, Administrative Coordinator, **Tristan Hughes**, Policy and Research Coordinator **Brent Hodson**, Marketing and Communications Manager, and **Dorothy Ouellette**, Marketing and Communications Specialist of Downtown London BA, at Blue Mountain Resort, ON"



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About Downtown London

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 championing programs and investments that make London's downtown a destination of choice and an economic centre that supports the entire community.

About OBIAA

OBIAA is the network that represents unique and vibrant BIAs across Ontario. The Association supports and advocates on behalf of its members through the building and nurturing of strong relationships and partnerships. OBIAA is a leader in the development and sharing of information, tools, resources, and best practices, and is the ONE voice on common issues.