



January 22, 2024

Re: Support for the London Arts through Business Cases #P8 and #P38

1.0. About London Arts Council

The London Arts Council (LAC) is an incorporated non-profit, arms-length, umbrella Arts Council/Service Organization dedicated to enhancing quality of life and creative vitality in London. LAC works with public, private, and community partners to support all artistic disciplines across the city and educate the public on the importance and impact of the arts through a cultural, social, and economic lens for the London community.

Through the Purchase of Service Agreement with the City of London Culture Services NCWS, LAC administers the City of London's Community Arts Investment Program (CAIP), Public Art and Monument Program, the Mayor's New Year's Honour List (Arts Category), as well as various Arts in Communities Programs that provide paid opportunities for local artists, strengthen the local arts sector, promote vibrancy and diversity in London, and contribute to Londoners' well-being and safety.

2.0. Business Cases #P8: Expansion of London Arts Council's Arts in Communities Programs under Reconciliation, Equity, Accessibility, and Inclusion

The additional investment of \$450,000 is being requested through this business case to expand the capacity of Arts in Communities programs from \$50,000 to \$500,000. Through four Arts in Communities programs (Artist in Residence, London Arts Live, Cultivating Allyship through the Arts, and Youth Art Incubation), LAC will provide adequate support and equitable opportunities for Indigenous artists, equity-deserving artists, and future arts professionals by supporting their growth and development and ensuring their artistic expressions and participations, thus encouraging their social and economic contribution to the London community.

Professional artists are significantly disadvantaged financially and are one step behind the poverty level. The median personal income of professional artists in Ontario was 41% less than that of other workers (Statistics Canada 2021). Arts in Communities programs, such as London Arts Live, support hundreds of diverse artists with performance opportunities throughout London while providing inclusive and accessible cultural experiences for Londoners and visitors. These curated activations contribute to the vibrancy and safety of London, especially in the core area, by bringing people together through live art and music performances and thus changing the atmosphere and streetscape.

3.0. Business Cases #p38: City of London Community Arts Investment Program Expansion under Economic Growth, Culture, and Prosperity

The additional investment of \$345,000 is being requested to expand the capacity of CAIP arts funding streams. CAIP contributes to the creative vibrancy of London and enhances London's desirability as a

Eunju Yi 이은주 (she/her)

Executive Director | London Arts Council

267 Dundas Street, Main floor | London ON | N6A 1H2

519.439.0013 | @LdnArtsCouncil | www.londonarts.ca



London Arts Council

community of choice and visitor destination. CAIP provides direct financial support and investment for the local arts sector and its diverse artistic and musical talent for creation, production, and presentation.

However, the CAIP budget has never seen an increase in 23 years since its inception, and the demand has grown tremendously. CAIP has reached its financial allocation capacity with over \$2 million in unprecedented requests, and only 41% of applicants received funding through CAIP in 2023. Without a healthy budget for the CAIP program, our community will lose diverse artists and arts organizations that enrich the cultural life of London.

4.0. Rationale

- The arts and culture sector supports multiple segments of London's workforce, diversifies the economy, and brings economic prosperity to London. London's arts and culture sector is comprised of approximately \$7,000 arts and culture workers. Between 2011 and 2020, the total GDP contribution of the arts and culture sector in London was over \$6 billion in total, or, on average, over \$607 million annually (Creative City Network of Canada Cultural Consortium 2012–2021).
- Professional artists are significantly disadvantaged financially and are one step behind the poverty level. The median personal income of Ontario professional artists in 2020 was just \$29,600, whereas that of all Ontario workers was \$50,400, meaning professional artists' median income was 41% less than that of other workers (Statistics Canada 2021).
- Since its inception in 2001, the CAIP budget has never seen an increase. In 2023, CAIP arts funding streams received 162 applications with over \$2 million in unprecedented requests from 22 arts organizations, 42 artist collectives, and 98 artists, and only 67 applicants (41%) received funding through CAIP.
- The City of London's land acknowledgement and 2024-2027 Strategic Plan include commitments towards Truth and Reconciliation, which are reflected in the 2023 Council-approved CAIP Policy by the inclusion of artists from three surrounding First Nations.
- London's growing populations of culturally diverse communities (international migration accounted for 75% of London's increase, according to Statistic Canada 2022) and systemic barriers, discriminations, and harassments prevent their meaningful participation and contribution.
- As a UNESCO City of Music and a member of the UNESCO Creative Cities Network, London must demonstrate how our community prioritizes creativity as a strategic factor for sustainable urban development and recognizes participating in arts and cultural activities as a basic human right, as expressed in the UNESCO 2005 Convention on Diversity of Cultural Expressions.
- Given the growing demand for the arts and cultural activities for London's growing populations and increasing concerns regarding mental health crises, inflation, and financial difficulties for the arts workers and organizations, London Arts Council's request is minor compared to the significant impact on the local arts and culture sector.

Eunju Yi 이은주 (she/her)

Executive Director | London Arts Council

267 Dundas Street, Main floor | London ON | N6A 1H2

519.439.0013 | @LdnArtsCouncil | www.londonarts.ca