

TO:	CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON APRIL 14, 2014
FROM:	HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS
SUBJECT:	KEY CULTURAL PROSPERITY PLAN INITIATIVES TO BE FUNDED BY THE CULTURE OFFICE IN 2014

RECOMMENDATIONS

That, on the recommendation of the Director of Corporate Investments and Partnerships the following key cultural initiatives **BE FUNDED** from the existing 2014 Culture Office budget to further the actions of London’s Cultural Prosperity Plan:

- (a) the London Arts Council (LAC) **BE GRANTED** existing funding from the 2014 Culture Office budget for the following projects:
 - \$30,000 to administer the London Artists In Residence (LAIR) Program;
 - \$25,000 to administer London’s September 27 & 28, 2014 Culture Days weekend celebration;

- (b) the London Heritage Council (LHC) **BE GRANTED** existing funding from the 2014 Culture Office budget to administer the following projects:
 - \$25,000 to administer Trails Open London to be presented in June 2015;
 - \$10,000 to administer Museum School;

- (c) the Culture Office **BE GRANTED** \$20,000 of existing funding from the 2014 Culture Office budget to celebrate and promote London’s cultural assets, programming and other defining characteristics of London’s Cultural Prosperity Plan/Profile to create a stronger appreciation of culture in our community.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Culture Days Funding for 2012, IEPC - June 26, 2012.
- Key Cultural Prosperity Plan Initiatives Funded by the Culture Office in 2013 – June 24, 2013.

BACKGROUND

The City of London Culture Office is recommending that the following key cultural programs, administered by our community partners the London Arts Council (LAC) and the London Heritage Council (LHC), be funded through existing funding of \$90,000 from the existing Culture Office budget, to further the implementation of London’s Cultural Prosperity Plan adopted in principle by Council on March 5, 2013:

- London Artists in Residence Program (LAIR) - \$30,000
- London Culture Days - \$25,000
- Trails Open London - \$25,000
- Museum School - \$10,000

The connection of each of these programs to London’s Cultural Prosperity Plan is outlined in the Cultural Implementation Strategies attached as Appendix ‘A’ to this report. It is intended that these 4 cultural implementation strategies of the Cultural Prosperity Plan will further Council’s 2011 – 2014 Strategic Plan results of a Strong Economy and a Vibrant and Diverse Community.



LONDON ARTIST IN RESIDENCE (LAIR)

Administered by the London Arts Council "LAIR" is an annual program working in collaboration with the Ontario Arts Council, Thames Valley District School Board and London District Catholic School Board. The LAIR program was piloted in September 2013 involving 7 schools, 29 teachers, 10 artists and 678 students. Development funding was received from the Province of Ontario's "Cultural Strategic Investment Fund" (\$35,730) and London Community Foundation's "Beryl Ivey Endowment for the Arts" (\$62,700). Pilot funding for artists' fees and materials in 2013 was received from the Ontario Arts Council (\$60,200).

Building on the success of the pilot project in the spring of 2013, LAIR is now a full annual program designed to create jobs in the arts sector by employing local professional artists as artist-educators in London & region elementary schools. The program provides professional development needs for artists and teachers, creates meaningful arts experiences with students participating in both arts enhanced learning in traditional arts subjects as well as, arts infused learning in subjects such as; math, science, geography and history, supporting the delivery of the Ontario Arts Curriculum.

LAIR is now a full program with funding from the Ontario Arts Council increasing to \$116,400, LEDC is renewing (\$1,500) and expanding their commitment to the program, London Community Foundation's funding (\$30,000) is in its 2nd year and new sponsors are being pursued. For 2014 the program now involves 19 schools, 57 teachers, 19 artists, and 1254 students. The London Arts Council will again be expanding the LAIR Artist Roster in 2014 in preparation for the 2014 - 2015 school years.

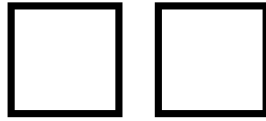
It is recommended that \$30,000 of Culture Office existing funding be put toward the salary of the coordinator for this program to continue to help create an environment where jobs are encouraged as well as, to provide training for professional artists and mentoring for emerging professional artists to participate in the LAIR program. This is an increase \$20,000 in funding for this culture sector job creation program from last year, which will continue to leverage funding from other sources.

LONDON'S CULTURE DAYS (September 28 – 29, 2014)

In 2013, London's Culture Days (LCD) was administratively funded by the Culture Office for \$25,000 and we would like to continue this funding for 2014.

Culture Days is a national collaborative volunteer movement to raise the awareness and engagement of all Canadians in the arts and cultural life of their communities. Annual, Canada-wide Culture Days events take place during the last weekend in September featuring free, hands-on, interactive activities that invite the public to participate "behind the scenes," to discover the world of cultural workers in their community. In support of these annual events, Culture Days drives a national communications and public relations campaign designed to help inspire and catalyze greater public participation in the arts and cultural life of our communities.

London Culture Days was specifically recognized as #3 for regional cities by the Culture Days National Congress for 2013. It had London Life as its lead sponsor. There were over 50 sites hosting approximately 100 activities across the city with clusters of cultural experiences at each site. Artists, Arts Organizations, Heritage Organizations and Multicultural clubs/organizations participated in the weekend long celebration of culture across the city. Last year over 45 multicultural groups/organizations/clubs participated in this event giving LCD the largest multicultural organization participation in the province. A special event/map guide was created for the weekend. 90,000 copies of these map/event guides were printed and distributed through the London Free Press on the Saturday prior to the event.



TRAILS OPEN LONDON (June 2015)

The Culture Office, in collaboration with Environment and Parks Planning of the Planning Division, engaged the London Heritage Council in 2013 to coordinate the first ever Trails Open London (TOL) to be launched June 14, 2014 for the opening of the trail season to the public. It is recommended that this start-up funding from the 2013 budget be increased (by \$10,000) to \$25,000 from the 2014 budget to continue to engage the London Heritage Council to coordinate and market Trails Open for 2015.

In its inaugural year of 2014, TOL will include participation of 16 organizations offering interactive programming at 15 different locations spread across the city. Organizations such as Agriculture and Agri-Food Canada, Upper Thames Conservation Area, ESAs, Geocaching-London Branch, Sustainable Joes, Fanshawe Yacht Club, Reforest London, London Pacers Club, Thames Talbot Land Trust and Our Street Festival will offer free educational, interactive programming throughout the event weekend for Londoners and tourists. These locations will be animated and will offer enhanced programming which will include hiking, environmental and natural heritage education, butterfly walk, guided/self-guided tours, planting activities, geocaching, fish sampling, Dragon Boat Festival, campsite demonstration and pond study.

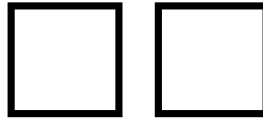
The event has been registered with the provincial office that promotes Trails Open in Ontario. TOL will have a separate upload on the provincial Doors Open website that is managed by the Ontario Heritage Trust. This is an important promotional platform as London is the 3rd most searched community on this provincial website. Last year in London, 28,000 copies of these brochures were distributed through the "Londoner". In addition to this, TOL will be promoted through a local event/map guide which will be distributed through all participating organizations, all 16 branches of the Library, Tourism London officers, the London Heritage Council Office and the City.

MUSEUM SCHOOL LONDON (MSL)

The Culture Office would like to grant the London Heritage Council (LHC) \$10,000 for the administration of the "Museum School Program" which builds the connection of children and youth to cultural heritage programs. Museum School is a collaborative program planned and delivered by 8 local museums (Eldon House, Royal Canadian Regiment, Canadian Medical Hall of Fame, Fanshawe Pioneer Village, London Regional Children's Museum, Museum London, Museum of Archeology, Woodstock Museum) in consultation with two local school boards. Elementary teachers move their classroom to a community-based setting for a week of curriculum experiential learning.

After seven years of success and growth the Museum School was transferred to the London Heritage Council to manage in February 2013. This program used to be funded for \$10,000 from the Community Heritage Investment Program (CHIP) granting program, but because the London Heritage Council took over its operation, they cannot fund themselves from a granting program that they administer. This initiative is funded through London Life, MSL's founding corporate sponsor.

The London Heritage Council is currently making a number of adjustments to MSL. For example, in February 2014 website content was reviewed on the new londonculture.ca portal. Content is currently being updated for the 2014-15 school year. In the spring of 2014 there have been ongoing consultations with school board staff with regards to improving the marketing and promotion of the program through effective school board channels in order to increase demand for the program, and in reviewing program goals and evaluation processes. Other improvements in the planning stages in 2014 include the development of website capability to have secure teacher/students sharing of experiences, resources and student work through postings and uploading of content, photographs and video.



PROMOTION OF LONDON’S CULTURAL PROSPERITY PLAN AND PROFILE

The Culture Office would like to utilize \$20,000 in funding from its existing budget for the celebration and promotion of London’s cultural assets, programming and other defining characteristics of London’s Cultural Prosperity Plan/Profile to create a stronger appreciation of culture in our community.

Specific cultural strategies for promotion will include the development of an annual progress report on culture for June 2014, which would monitor the implementation of London’s Cultural Prosperity Plan and the promotion of London’s Cultural Prosperity Plan/Profile (cultural mapping), public art, story-telling of heritage assets, etc. in electronic formats.

PREPARED BY:	RECOMMENDED BY:
ROBIN ARMISTEAD MANAGER OF CULTURE AND MUNICIPAL POLICY	HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS

CC: Andrea Halwa, London Arts Council
 Andrea McNaughton, London Heritage Council
 Andrew Macpherson, Parks Planning and Design