

**LONDON'S CULTURAL PROSPERITY PLAN
CULTURAL IMPLEMENTATION STRATEGIES APPENDIX "A"**

LONDON ARTISTS IN RESIDENCE (LAIR)

STRATEGIC DIRECTION 1.0 - Strengthen Culture to Build Economic Prosperity				
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES
Sd 1.3 Create an environment where jobs are encouraged	1.3.3 Provide greater support through existing organizations for cultural entrepreneurs with funding sources, physical space & other resources	<p>London Artists in Residents (LAIR)</p> <p>City funding for Program Coordinator salary</p> <p>LAC program in collaboration with Ontario Arts Council and School Bds LAIR creates jobs in arts sector in public Schools working alongside teachers</p>	<p>\$30,000 City 2014</p> <p>Prov of ON Cultural Strat. Investment fund \$35,750 Investment Fund \$35,750</p> <p>London Community Found. \$62,700 (2011/12) \$30,000 (2013)</p> <p>Ontario Arts Council \$116,400 (2014) \$1,500 LEDC</p>	<p>Increase jobs for culture workers 7,703 Jobs 2011</p> <p>Connect children and youth to Culture and build connection with Ed. Boards</p> <p>Pilot Project Spring 2013</p> <p>7 schools, 29 teachers (12 LDCSB & 17 TVDSB), 10 artists, 678 students</p> <p>2013/2014 School Year 19 artists, 19 schools, 57 teachers and 1254 students</p>

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LONDON CULTURE DAYS (LCD)

STRATEGIC DIRECTION 2.0 - Support Cultural Programming					
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES	
Sd 2.2	Encourage organizational partnerships & collaborations to create unique & interesting cultural experiences	London Culture Days (LCD) Celebrate and promote Culture to residents visitors and media City Funding for Administration, Marketing Programming	2013 \$25,000 City \$30,000 London Life Min of Citizen and Culture \$12,236 Tourism Ldn \$1,500 LTC promotion in buses	Awareness of Cultural Assets Vibrant Community Attraction of Visitors to London 50 Culture Days Sites in 2013 100 organizations in 2013 Attendance 60,000 Celebration of Diversity 45 multicultural groups in 2013	
Sd 2.3	Develop programming along the Thames				
Sd 2.4	Celebrate & strengthen London's diversity				
Sd 2.5	Connect children & youth to cultural programming				
	2.2.2 Leverage city-wide events as a way of promoting simultaneously occurring cultural events and initiatives 2.3.1 Work with organizations (arts, heritage, & community) to enhance cultural programming at the Forks of the Thames 2.4.1 Encourage inclusion and civic engagement 2.4.2 Educate Londoners about London's cultural diversity 2.5.1 Identify and promote existing opportunities for children & youth to develop leadership skills & connect to culture				

MUSEUM SCHOOL LONDON

STRATEGIC DIRECTION 2.0 - Support Cultural Programming

OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES
Sd 2.5 Connect children & youth to cultural programming	2.5.1 Identify and promote existing opportunities for children & youth to develop leadership skills & connect to culture	<p>Museum School London</p> <p>Heritage Education Program</p> <p>Builds connection of children and youth to cultural heritage programs</p> <p>Curriculum based program available to elementary students combines teacher planned instructional time with interactive museum led activities</p>	<p>\$10,000 City</p> <p>Other sponsors : London Life</p> <p>Thames Valley Catholic School Bd Kiwanis Forest City Kiwanis Middlesex Rotary Club Woodstock Dr. Calvin Stiller A Matheson N. De Shane</p>	<p>results in increased funding to CHIP</p> <p>8 local museums partake with 2 school boards 667 children</p> <p>27 School Classes 30 - 36 School weeks</p>

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TRAILS OPEN LONDON

STRATEGIC DIRECTION 3.0 - Leverage London's Cultural Assets				
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES
Sd 3.2 Promote London's natural heritage assets	3.2.3 Develop a Regional Trails promotional event for London - fosters eco-tourism opportunities Trails Open in keeping with Regional RTO #1 trail promotion initiatives	Trails Open London a new Trails Open Program for London to be developed by the LHC Sponsored with Parks Planning and the Culture Office In preparation for June 2015 on city owned sites City funding for: administration of program, digital home Culture Portal, and marketing	25,000 City Culture Office leveraging opportunities have been initiated	Awareness and Usage of Natural Heritage Assets Attraction of visitors to London Involvement of community groups at sites
