

2014 Service Change Case

Service	London Celebrates Canada
Initiative	Operating Budget

Financial Implications (\$ 000)								
	Change to Gross Expenditure	Change to Non Property Tax Supported Revenue	Net Change to Property Tax Levy	2014 Tax Levy Impact %	Incremental Net Change Future Years \$ (if applicable)			
					2014	2015	2016	2017
Capital Budget Impact								
Operating Budget Impact	50				50	50	50	50
Staffing Implications								
# of FT / FTEs impacted	1 (administration)							

Background

The Purpose of this Request for Additional Funding

Ongoing operational funding of \$50,000 for years 2014 through 2017 is being requested by London Celebrates Canada and the London Heritage Council for the 150th Anniversary of Canada celebration in London. The purpose of this funding is to hire the 150th Anniversary of Canada Coordinator for London. The Coordinator would report into a London Celebrates Canada Programming Committee and reside in the London Heritage Council Office. Once the Coordinator is in place a detailed Operational Programming Plan for the 150th Anniversary of Canada celebrations of London will be created which would be mutually agreeable to both London Celebrates Canada and the London Heritage Council.

London's Cultural Prosperity Plan Strategic Direction 4.0 is "*Celebrate and Promote Culture*" and this Anniversary celebration will include promotion of London's cultural assets, programming and people.

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London Celebrates Canada Mandate

Vision Statement

London Celebrates Canada is a non-profit; non-partisan community organization dedicated to the understanding and celebration of Canada's proud history and richly diversified culture.

Mission

London Celebrates Canada accomplishes this patriotic vision building momentum for the one hundred and fiftieth anniversary of Canada's confederation by engaging the community through educational programs, activities, events, exhibitions and premier Canada Day celebrations that instils pride and commitment to Canada on both an individual and community level. All London Celebrates Canada information can be located on their website <http://www.celebratecanada.info/>

On 24 September 2009 a number of Londoners met as a not-for-profit organization to coordinate activities for the promotion of Canada Day and Canada Sesquicentennial anniversary celebrations in the City of London and area. It is acknowledged that much effort from many volunteers has already been put forward by London Celebrates Canada to mobilize the community for the 150th Anniversary of Canada (Canada's Sesquicentennial).

Successful London Celebrates Canada projects and events building momentum toward Canada's Sesquicentennial include:

- 1 July 2010, 2011, 2012, 2013, 2014 - Canada Day festival in Harris Park. Annual attendance anticipated at 40,000.
- 15 February 2011, 2012, 2013 & 2014 – National Flag of Canada exhibitions throughout the City of London
- 2012, 2013 & 2014 – Partner organization to Kin Canada's Fanshawe Sugar Bush
- 2012 & 2013 – Speaker presentations commemorating the Bicentennial anniversary of the War of 1812
- 3 June 2012 – Queens Diamond Jubilee free admission concert in Victoria Park
- March 2013 – Exhibition and Canada Flag distribution at ISU World Figure Skating Championships
- September 2012 & 2013 – Participant organization in Doors Open / London Culture Days.
- July 1, 2014 – Canada Day

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The London Heritage Council Mandate

The London Heritage Council (LHC) is a not-for-profit cultural heritage umbrella organization. Its mission is to inspire, nurture, and manage innovative initiatives through collaboration and coordination throughout the region. Its programs, some of which are highlighted below and on the website www.londonculture.ca include:

- The Community Heritage Investment Program (CHIP) – is a City heritage granting investment program administered by LHC, which supports museums, heritage organizations and cultural heritage festivals as well as projects.
- London Culture Days/Doors Open London - London Culture Days/Doors Open is a two day cultural festival that celebrates our distinct identity through the discovery, exploration and participation of Londoners in our heritage, cultural heritage and artistic community. Doors Open London opens and reveals to the public, sites of architectural, historic, social and/or cultural significance throughout the London community, including private sector sites not usually open to the public. London Culture Days is the 5th largest Culture Days festival in Canada.
- Citizen Culture - is a program that encourages engagement of New Citizens, Newcomers, Londoners and Tourists with the vibrant arts, heritage and the cultural community. Citizen Culture enables New Citizens and Newcomers to become familiar with Canadian culture and cultural organizations in our community, while at the same time raising the awareness of and participation in our sector with Londoners and Tourists.
- War of 1812 Commemorative Events - LHC represented the City of London at the Western Corridor War of 1812 Bicentennial Alliance. LHC led a successful grant application to the Department of Canadian Heritage, disseminated grant contributions and coordinated commemoration events taking place in London over a two year period.
- Trails Open London - The first annual Trails Open London was launched June 13/14, 2014 with over 10,000 participants exploring 16 sites. Trails Open London provides an opportunity for all Londoners and visitors to access, discover, celebrate, and learn to protect and steward the remarkable parks, Environmentally Sensitive Areas (ESA) and trail systems that exist in London.

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- Museum School London Program - Museum School London is an award-winning, innovative approach to education whereby elementary teachers move their classroom to a community-based setting for an entire week of curriculum-based experiential learning. During the 2013/14 school year, sixty-seven classes from the public and Catholic school boards participated in Museum School allowing over 1,500 students to experience this innovative programming.
- Canada's London – LHC is a committee member for the Canada's London campaign.

Reference Documents:

- 31 August 1999 – Municipal Council recognized Celebrate Canada (London Committee) as a key organization that will be working with the City of London on upcoming Canada Day celebrations at Harris Park, as well as preparations leading up to Canada's Sesquicentennial.
- 8 April 2010 – Organization incorporated as a not-for-profit and renamed London Celebrates Canada.
- 20 December 2010 – London Celebrates Canada recognized by new Council as the City of London's key volunteer organization that will be working with the City of London on upcoming Canada Day celebrations at Harris Park, as well as preparations leading up to Canada's sesquicentennial.
- 23 November 2011 – London Celebrates Canada presents plan for Canada's sesquicentennial to London's Creative City Committee
- 7 December 2011 – Municipal Council approved Flag Day 2015 and 2017 as City of London Days at the John Labatt Centre (since renamed Budweiser Gardens)
- 23 January 2012 – London Celebrates Canada presents status report and plan for Canada's sesquicentennial to IEPC
- 31 January 2012 – Municipal Council resolved that matters related to London Celebrates Canada be referred to a future meeting of the IEPC
- 27 February 2014 – Municipal Council resolved that the municipal grant request for \$50k in ongoing operational funding be referred back to staff to report back with Celebrate Canada's plan for 2017.

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Proposed Collaboration Model



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Performance Measures Impact

Approval of this service change will result in effective management and administration for the 150th Anniversary of Canada celebration. London Celebrates Canada has prepared its documentation to be able to demonstrate that it is able to meet the City of London's Due Diligence Checklist and it reports annually concerning its progress. LCC holds an annual General Meeting which is public.

Proposed Timeline:

Year 2014

- Hire 150th Anniversary of Canada Coordinator
- Create Programming Committee and hold 2 meetings
- Begin developing a 150th Anniversary Program Plan through stakeholder meetings

Year 2015 – 2016

- Develop the 150th Anniversary Program Plan
- Obtain endorsement of LHC and LCC Boards
- Obtain endorsement of community Boards
- Work Collaboratively with the community
- Event Planning
- Develop a City of London business plan for 2016 funding for 150th Anniversary Program Plan Initiatives
- Flag Day February 7, 2015 at Budweiser Gardens

Year 2017

- Execute the 150th Anniversary Program Plan
- City of London Day February 15, 2017 at Budweiser Gardens

Performance measures for 2017 will be related to: programming, revenues and attendance.

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Impacts / Outcomes

a) Community

This proposed collaboration between the Culture Office, London Celebrates Canada and the London Heritage Council is an efficient and effective leveraging of existing resources for the development of the 150th Anniversary of Canada celebrations. The coordinator will reside in the London Heritage Council physical office and be supervised by a full-time staff person. The Coordinator will be a dedicated resource and new job for the Canada Day celebration and for a year-long celebration to take place throughout 2017. This year-long celebration will be guided by a strategic programming plan and the infrastructure of a 150th Anniversary of Canada Programming Committee. The Coordinator will take advantage of leveraging opportunities with community groups and organizations to benefit London. The community expects to find London Celebrates Canada events celebratory, well organized, inclusive and memorable.

b) Community Engagement

London Celebrates Canada and the London Heritage Council will work collaboratively on a 150th Anniversary of Canada Programming Committee. They will continue to work with London's community groups to provide programming which is representative of Canada as celebrated by all Londoners. Community Engagement will be part of the 150th Programming Plan developed by the 150th Anniversary Coordinator. This dedicated person would be responsible for engaging with the community to create more opportunities for engagement and leveraging of funding for this celebration.

Currently the London Heritage Council already engages with the community through its existing programs of: Trails Open London, Doors Open/Culture Days London, Citizen Culture, Museum School London and the Community Heritage Investment Program Funding.

London Celebrates Canada also engages with the community through its community events of Canada Day, Flag Day, Jubilee Celebration, RCMP Musical Ride, and other community events. It has developed key relationships with the RCMP, Military, First Nations, Community and Funders.

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c) Other City of London Services

The City of London Culture Office will oversee the administration the 150th Anniversary of Canada celebration and hold funding agreements with both London Celebrates Canada and the London Heritage Council. The Culture Office will engage all Divisions of the City and the City's Boards and Commissions to be part of this Anniversary.

Risks

- This celebration will take place throughout the year of 2017, which is only 2.5 years away. Without this funding being in place to hire a coordinator, the City of London will not be ready for the 150th anniversary of Canada.
- The City needs to be the first funder for the 150th anniversary of Canada to demonstrate the support of the City. Otherwise it will be difficult to leverage other senior levels of government funding when these become available.
- The coordinator is key to creating a comprehensive plan that would apply to not only London Celebrates Canada and the London Heritage Council, but to numerous other organizations and groups across the city. It is critical for the coordinator to liaise with these groups on an ongoing basis to ensure that a maximization of our community resources is used in the planning and execution of all events in the sesquicentennial year.