

<b>TO:</b>	<b>CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON JULY 21, 2014</b>
<b>FROM:</b>	<b>ART ZUIDEMA CITY MANAGER</b>
<b>SUBJECT:</b>	<b>150<sup>TH</sup> ANNIVERSARY OF CANADA CELEBRATION FUNDING REQUEST</b>

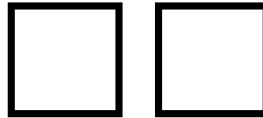
<b>RECOMMENDATIONS</b>
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That, on the recommendation of the City Manager, the following actions **BE TAKEN** with respect to the London Celebrates Canada request for ongoing operational funding for the 150<sup>th</sup> Anniversary of Canada celebration in 2017:

- a) London Celebrates Canada Business Plan for the 150<sup>th</sup> Anniversary of Canada Celebration, attached as Appendix “A” to this report **BE RECEIVED** for consideration;
- b) London Celebrates Canada, which is a not-for-profit incorporated organization of volunteers **BE PROVIDED** with \$40,000 in ongoing operational funding for four years from 2014 to 2017 for the purpose of hiring the 150<sup>th</sup> Anniversary of Canada Coordinator;
- c) The London Heritage Council **BE PROVIDED** with \$10,000 in ongoing operational funding for four years from 2014 to 2017 to cover administration expenses and supervision of the 150<sup>th</sup> Anniversary of Canada Coordinator;
- d) The City of London Culture Office **BE DIRECTED** to oversee the administration the 150<sup>th</sup> Anniversary of Canada celebration for the City of London, noting that the Office would oversee the Strategic Funding Framework Agreement with London Celebrates Canada, and the Culture Office already holds a long-term service agreement with the London Heritage Council.
- e) The City of London Culture Office, together with its community partners London Celebrates Canada and the London Heritage Council **REPORT BACK** in the future with a detailed Operational Programming Plan and funding request for London’s 150<sup>th</sup> Anniversary of Canada for the year 2017.”

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- Municipal Council Recognition of London Celebrates Canada as the City of London’s key volunteer organization that will be working with the City on upcoming Canada Day celebrations at Harris Park as well as preparations leading up to Canada’s sesquicentennial – December 21, 2010
- London Celebrates Canada Presentation to the Creative City Committee – November 23, 2011
- London Celebrates Canada use of Budweiser Gardens for the 50<sup>th</sup> Anniversary of the Canadian Flag February 2015 and Canada’s Sesquicentennial Anniversary of Confederation February 2017 – November 30, 2011
- Municipal Budget Grant Request from London Celebrates Canada – February 2013
- Municipal Budget Grant Request from London Celebrates Canada for \$50,000 in ongoing operational funding - February 27, 2014
- London’s Cultural Prosperity Plan adopted in principle by Council – March 5, 2013
- Key Cultural Prosperity Plan Initiatives Funded by the Culture Office in 2014 – April 16, 2014



**BACKGROUND**

Municipal Council at its session held on February 27, 2014 resolved that:

- vi) *“the municipal grant request from London Celebrates Canada for \$50,000 in ongoing operational funding BE REFERRED back to staff to report back with Celebrate Canada’s plan for 2017.”*

The City of London Culture Office is recommending that ongoing operational funding of \$50,000 for years 2014 through 2017 be provided for the 150<sup>th</sup> Anniversary of Canada celebration in London. This celebration will take place throughout the year of 2017, which is only 2.5 years away. The purpose of this funding is to hire the 150<sup>th</sup> 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, the Culture Office would work with this person to create a detailed Operational Programming Plan for the 150<sup>th</sup> Anniversary of Canada celebrations of London, which would be mutually agreeable to both London Celebrates Canada and the London Heritage Council. The Culture Office would report back to Council at a future date with a funding request to accommodate this programming. The Coordinator would be responsible for working with the London Heritage Council and London Celebrates Canada to leverage additional funding from senior levels of government, community sponsors and the private sector for this 150<sup>th</sup> Anniversary of Canada celebration.

The City of London Culture Office is requesting that it be given the mandate to oversee the administration of the 150<sup>th</sup> Anniversary of Canada celebration. 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. Specifically the Culture Office would oversee the Strategic Funding Framework Agreement the City would enter into with London Celebrates Canada, noting that the Culture Office already holds a long-term service agreement with the London Heritage Council (LHC). The LHC will be able to leverage its existing resources, staff, office space and programs such as Doors Open/Culture Days, Citizen Culture and Museum School to support this anniversary. In the past, the Culture Office oversaw the 150<sup>th</sup> Anniversary of the City of London with Landmarks London. The Culture Office would participate as a resource member to the Programming Committee to ensure that the Operational Programming Plan is effectively developed and implemented.

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 150<sup>th</sup> Anniversary of Canada celebrations.

<b>PREPARED BY:</b>	<b>RECOMMENDED BY:</b>
<b>ROBIN ARMISTEAD MANAGER OF CULTURE AND MUNICIPAL POLICY</b>	<b>ART ZUIDEMA CITY MANAGER</b>

CC: Randy Warden, London Celebrates Canada  
 Andrea McNaughton, London Heritage Council