

# CITY MANAGER'S OFFICE



**ART ZUIDEMA** | City Manager

# WHO WE ARE



## City Manager's Office

# WHAT WE DO

## Communications | Rob Paynter

- Strategic communications and marketing plans
- Writing/editing and plain language
- Public education/community engagement
- Media releases, media relations and media training
- Website content and design/social media
- Issues management and crisis communications

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# WHAT WE DO

## Communications | Rob Paynter

- Publication development and design
- Brand development
- Event planning and management
- Photography and video production
- Advertising advice and advertising buys
- Measurement and evaluation

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# WHAT WE DO

## Intergovernmental | Grant Hopcroft

- Advocate for the City of London's policy & funding priorities to other orders of government and organizations.
- Develop & foster effective liaison between the federal, provincial, and local governments, public sector partners & municipal stakeholders, for community benefit.
- Build partnerships & foster good relationships with other orders of government at the political and administrative level.

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# WHAT WE DO

## Intergovernmental | Grant Hopcroft

- Support city engagement in municipal interest groups including FCM, AMO, & SWEA, and the Mayor's engagement with BCMC, LUMCO & MARCO.
- Manage the London & Middlesex County Immigration Portal in conjunction with our agency and education partners.
- Maintain knowledge of provincial & federal funding programs to better leverage investment from other orders of government.

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# WHAT WE DO

## Corporate Initiatives | Kate Graham

- Supports the activities of the Senior Leadership Team and Operations Management Team, each which deal with hundreds of corporate-wide matters each year
- Manages a variety of corporate projects including the annual Report to the Community, annual surveys, research projects, community partnerships and other activities

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# WHAT WE DO

## Culture Office | Robin Armistead

- Lead cultural Planning and Policy

*Culture includes: diversity, heritage, arts, libraries, food and agriculture, eco-tourism, attraction of post-secondary talent, BIA culture districts, etc.*

- Commission, conserve and maintain cultural assets

*Public art and heritage artifacts and monuments*

- Administer cultural granting

*Community Art Investment Program and Community Heritage Investment Program*

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# WHAT WE DO

## Culture Office | Robin Armistead

- Engage in partnerships with municipal service boards and community organizations  
*Eldon House, Museum London, Tourism London, Celebrate 150<sup>th</sup> Anniversary of Canada, London Music Strategy, LMLIP*
- Service Partner Contract Management and Program Support  
*Cross Cultural Learner's Centre: Immigration Portal  
London Arts Council & London Heritage Council:  
Culture Days/Doors Open London; Trails Open London;  
Citizen Culture Program; Culture and Education  
(Museum School, London Artist in Residence);*

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# WHAT WE DO

## Corporate Investments & Partnerships | Cathy Dzedzic

- Seek out new investments, partnerships and business opportunities.  
*London Medical Innovation and Commercialization Network*
- Support the evaluation and review of potential business ideas  
*Mixed use Facility including a Performing Art's Facility  
Redevelopment of 111 Horton Street East*

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# WHAT WE DO

## Corporate Investments & Partnerships | Cathy Dziedzic

- Support internal business plan, business case, and strategy development.

*Music Industry Development Strategy  
Community Economic Strategy*

- Assist with the development/evaluation of pilot programs.

*Employment Program Support*

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# IMPORTANT TO KNOW

- We are the conduit between Council and Administration
- We work across all Service Areas
- We work with a number of different external partners

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# RECENT INITIATIVES

- LEDC Review
- Community Report
- Cultural Prosperity Plan
- London's Cultural Profile Report
- Your London Calling website
- AMO Conference
- At Your Service Videos
- Music Industry Strategy
- Industrial Land Strategy
- London Medical Innovation and Commercialization Network
- International delegations

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# UPCOMING INITIATIVES

- Increased community engagement
- Open Data initiatives
- Advocate for high speed rail between London and Toronto
- Elevate the role of culture as a tool for promoting economic growth
- The roll-out of the Federal Infrastructure Plan
- Opportunities for the City to create new strategic relationships
- London Community Economic Strategy

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