

TO:	CHAIR AND MEMBERS STRATEGIC PLANNING AND POLICY COMMITTEE MAY 11, 2015
FROM:	DIRECTOR OF COMMUNITY AND ECONOMIC INNOVATION DIVISION
SUBJECT:	THE LONDON ARTS COUNCIL AGREEMENT RENEWAL

RECOMMENDATIONS

That, on the recommendation of the Director of the Community and Economic Innovation Division, the by-law attached hereto as Appendix A, **BE INTRODUCED** at the Municipal Council meeting to be held on May 26, 2015:

- (a) to approve an agreement with the London Arts Council (LAC) to provide services including the administration of City funding for the Community Arts Investment Program Category 2 and other specified arts services as set out in this agreement for the implementation of London's Cultural Prosperity Plan; and,
- (b) to authorize the Mayor and Clerk to sign the agreement for 2015 to 2019, attached as Schedule A to the by-law.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- London Arts Council Annual Agreement, Board of Control, 2001.
- Prosperity Plan Initiatives Funded by the Culture Office, Investment and Economic Prosperity Committee, June 24, 2013
- Prosperity Plan Initiatives Funded by the Culture Office,, Investment and Economic Prosperity Committee, April, 14, 2014

BACKGROUND

The City of London Culture Office has been purchasing cultural services from the London Arts Council (LAC) through an annual agreement since 2001. The previous agreement with the LAC was in place for the term of Council from March 1, 2011 to February 28, 2014, and requires renewal. The term of this new agreement commences on March 1, 2015 and ends on February 28, 2019.

The London Arts Council provides services to the City's Culture Office through this service agreement and benefits the City as the LAC is able to leverage additional funding and sponsorship for cultural programming. The Culture Office is responsible for overseeing the implementation of London's Cultural Prosperity Plan and this Plan is also the strategic policy framework for the London Arts Council.

The London Arts Council is a not-for-profit arts umbrella organization dedicated to enhancing the quality of life and the create vitality of London. They work towards this goal through nurturing the awareness of, involvement in, and commitment to excellence at all levels of art in London. Their focus is on those programs and services that provide information, education and training, consultation and collaboration, representation, and networking opportunities for the arts community, Londoners, and visitors to our city.

FINANCIAL IMPLICATIONS

There is no new funding being requested by the Culture Office for services included in this agreement. The LAC continues to receive \$157,500 in operating funding from the City of London Cultural Office's annual base operating budget, which includes:

- \$16,000 towards assisting the City in acquisition or de-accessioning of Public Art;
- \$25,000 towards an annual arts and culture showcase weekend, London Culture Days;
- \$30,000 towards administration of the job creation London Artists in Residence Program (LAIR);
- \$86,500 towards all other service to be provided by LAC under this Agreement which includes: implementing, promoting through the culture website www.londonculture.ca, and evaluating the objectives and actions of our shared strategic document called London's Cultural Prosperity Plan. It also includes administrative funding for operating the CAIP Category 2 granting program which distributes \$450,000 in City funding to the arts community; and the ongoing consultation and/or services of the LAC related to: arts policy and guidelines and arts education and engagement.

During the last two years, with the approval of Municipal Council, the services of London Culture Days and the LAIR program have been purchased by the Culture Office for implementation of London's Cultural Prosperity Plan, which are now being included in this agreement.

LONDON ARTS COUNCIL AGREEMENT REQUIREMENTS

Financial Report

This Agreement requires the LAC to file with the City, no later than June 30th of each year financial statements and an auditor's report for the immediately preceding year, fairly representing the financial position of the LAC and the results of its operations for the period under review in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding period.

Annual Report

The London Arts Council will continue to provide an annual report to the City's Culture Office due December 30th, which provides the following background information about the implementation of London's Cultural Prosperity Plan:

Community Arts Investment Program (CAIP) Category 2

- (i) *a listing of all applications considered for funding under the Community Arts Investment Program Category 2 including the organizations applying as well as the amount of funding sought;*
- (ii) *a list of all applications funded including a brief description of the proposal of each successful applicant who received Community Arts Investment Program (CAIP) Category 2 funding;*
- (iii) *a list of any unallocated funds that shall be allocated as part of the CAIP Category 2 allocation process for the following year;*
- (iv) *a report on any conflict of interest, complaints or concerns which were raised during the timeframe being reported; and,*
- (v) *a descriptive report on analysis of the overall impacts of this granting program and process on arts for London, based upon the evaluation forms received from CAIP Category 2 recipients of the previous year.*

Arts Services

London Culture Website www.londonculture.ca annual statistics concerning:

- The number of users accessing the website;
- The most accessed web pages;
- A summary of the overall outcomes of the London Culture Website.

London Culture Days celebration attendance, number of sites, types of programming at each site, volunteers, annual successes and challenges, complaints, leveraged funding from other sources; and,

London Artists in Residence (LAIR) program, number of schools, teachers, artists and students; types of artists and leveraged funding from other sources.

Marketing and Promotion Requirements

The following additional marketing and promotion clauses have been added to strengthen this agreement, noting that the London Arts Council has been following this practice of acknowledgement for many years:

- (a) LAC shall acknowledge, in a form as directed by the City Manager, the support of the City in all marketing and promotional materials (including but not limited to specific programs funded by the City on www.londonculture.ca, flyers, postcards, posters, programs, banners) related to the Services provided by it under this Agreement; and,
- (b) The LAC shall require all recipients of funding as a condition of granting funds under Community Arts Investment Program Category 2 to use the City's logo, in a manner as directed by the City Manager, in their marketing and promotional materials related to the project, program or activity for which the CAIP funding was provided.

CONNECTION WITH THE STRATEGIC PLAN FOR THE CITY OF LONDON

This agreement with the LAC furthers the "Leading in Public Service" Area of Focus of the Strategic Plan for the City of London. Specifically it relates to 5. Excellent Service Delivery D. Keep looking for new opportunities to share services and supports between the City and its Agencies, Boards and Commissions – lead and foster shared service agreements.

CONCLUSION

The Culture Office will continue to directly work with the LAC to implement, promote through the culture website www.londonculture.ca, and evaluate the objectives and actions of our shared strategic document called London's Cultural Prosperity Plan.

This agreement has been prepared with the assistance of Legal Services, Finance Division and Risk Management.

PREPARED BY:	RECOMMENDED BY:
ROBIN ARMISTEAD MANAGER OF CULTURE AND MUNICIPAL POLICY	KATE GRAHAM DIRECTOR OF THE COMMUNITY AND ECONOMIC INNOVATION DIVISION