



TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE JUNE 16, 2015
FROM:	KATE GRAHAM DIRECTOR, COMMUNITY AND ECONOMIC INNOVATION
SUBJECT:	THE LONDON HERITAGE COUNCIL AGREEMENT RENEWAL

RECOMMENDATIONS

That, on the recommendation of the Director, Community and Economic Innovation, the by-law attached hereto as Appendix A, **BE INTRODUCED** at the Municipal Council meeting to be held on June 25, 2015:

- (a) to approve an Agreement with the London Heritage Council (LHC) to provide services including the administration of City funding for the Community Heritage Investment Program (CHIP) and other specified heritage 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 Heritage Council Annual Agreement, Board of Control, April 9, 2008
- London Heritage Council Agreement, Finance and Administration Committee, March 9, 2011
- 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

City Council defined a new vision for London in its *2015-2019 Strategic Plan*: “A leader in commerce, culture and innovation – our region’s connection to the world.” Culture is a part of this vision, and also features strongly in the several parts of Council’s Strategic Plan:

- **“Strengthening our Community”** 2. Diverse, inclusive and welcoming community B. Support all Londoners to feel engaged and involved in our community. For example, the LHC encourages all Londoners to be included and engaged with London’s heritage, and together with the London Arts Council operates a Citizen Culture Program for new Canadians and newcomers to London to attend cultural activities happening at various locations across our community;
- **“Strengthening our Community”** 4. Amazing arts, culture and recreation experiences A. Fund and partner with the community and celebrate Canada’s 150 Anniversary in 2017; and, D. Fund and Partner with the London Heritage Council to strengthen culture in London. For example, the LHC provides the community office infrastructure that hosts the 150th Anniversary of Canada coordinator;



- **“Building a Sustainable City”** 6. Heritage conservation B. Protect and celebrate London’s heritage for current and future generations - London’s Cultural Prosperity Plan, and the London Plan. For example, the LHC is celebrating built heritage through Doors Open London Event and natural heritage and eco-tourism through the Trails Open London program. The LHC contributes to the protection of heritage through the operation of Heritage Fair each February, ongoing restoration and interpretation of the Brick Street Cemetery and being a non-voting resource member of the London Advisory Committee for Heritage.
- **“Growing our Economy”** 1. Diverse and Resilient Economy F. Promote Culture as a key part of economic growth and quality of life – London’s Cultural Prosperity Plan, and the London Plan. For example, the LHC is responsible for the development and promotion of the heritage assets of London, which attracts and retains residents and visitors to London; and,
- **“Leading in Public Service”** 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. The LHC is a service agency of the City that operates as a programming extension of the Culture Office, as we work to implement London’s Cultural Prosperity Plan. The LHC, as a community not-for-profit organization, is able to leverage additional funding for its heritage programs.

London City Council invests in culture in London in many ways. One investment is through support for the LHC. The City of London, through the Culture Office, has purchased cultural services from the LHC through a multi-year Agreement since its creation as a not-for-profit organization in 2008.

The London Heritage Council is a cultural heritage umbrella organization. The mission of the LHC is to inspire, nurture and manage innovative initiatives through collaboration and coordination in the region. The LHC is the primary resource for programs and services that provide information, education, consultation, and networking opportunities for the entire heritage and cultural community, including Londoners and visitors. LHC programs currently include: Doors Open London Event, the Trails Open London program, the Museum School London program; the Citizen Culture program, and the Community Heritage Investment Program (CHIP).

In 2011, City Council authorized an Agreement between LHC and the City from March 1, 2011 to February 28, 2015 for the provision of cultural heritage services. The City’s Culture Office administers this Agreement and monitors the performance of the LHC against this Agreement. 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 LHC. Because it is a not-for-profit organization, LHC is able to leverage additional funding and sponsorship for cultural programming that would be unavailable to the City if LHC’s programs were administered directly, and provide services at a lower cost. The LHC 2014 Report of its programs and services, which includes specific measures of success, is attached as Appendix “B” to this report.

This report recommends renewal of the LHC Agreement for 2015-2019, to align with Council’s Strategic Plan and forthcoming Multi-Year Budget. A four year agreement continues the existing precedent, and will provide LHC with stability, predictability, and the ability to do longer-term planning than would be provided under a shorter term agreement.

Financial Implications

There is no new funding being requested by the Culture Office for services included in this Agreement. The LHC continues to receive \$170,500 in operating funding from the City of London Cultural Office’s annual base operating budget, which includes:

- \$25,000 towards an annual heritage showcase weekend, Doors Open London;
- \$25,000 towards the Trails Open London program, which is a natural eco-tourism initiative;
- \$10,000 towards the administration of the Museum School London program;
- \$5,000 towards restoration and interpretation needs of Brick Street Cemetery;



- (e) \$4,000 for the LHC to provide a representative to serve as a non-voting resource member of the London Advisory Committee for Heritage (LACH); and,
- (f) \$101,500 towards all other services to be provided by LHC 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 CHIP granting program which distributes \$76,300 in City funding to the heritage community; and the ongoing consultation and/or services of the LHC related to: heritage policy and guidelines, heritage education, engagement and interpretation, and the City of London Public Art Policy related to "memorials, monuments or artifacts such as the Cenotaph, and Cannons".

During the last two years, with the approval of Municipal Council, the LHC's new initiatives of the Trails Open London and Museum School London programs have been purchased by the Culture Office for the implementation of London's Cultural Prosperity Plan, which are now being included in this Agreement. Ongoing operational funds for the restoration and interpretation needs of the Brick Street Cemetery have been moved from the Community Heritage Investment Program (CHIP) to this Service Agreement, as the City owns this cemetery. The LHC has been added to the Terms of Reference for the London Advisory Committee on Heritage (LACH) as a non-voting resource, noting that existing operational funding of \$4,000 has been specified for this service.

The City of London funding to the LHC is required to contribute to the costs of the overall administration of the LHC, including the employment of its staff and administration of its cultural programming. This multi-year service agreement permits the LHC to leverage additional funding from other sources to put towards their programs and services.

LONDON HERITAGE COUNCIL AGREEMENT REQUIREMENTS

Financial Report

This Agreement requires the LHC 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 LHC 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 LHC will continue to provide an annual report to the City's Culture Office due December 30th, which will be used to provide an update about the implementation of London's Cultural Prosperity Plan. It will include the following information:

Community Heritage Investment Program (CHIP)

- (i) *a listing of all applications considered for funding under the Community Heritage Investment Program (CHIP) 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 Heritage Investment Program (CHIP) funding;*
- (iii) *a list of any unallocated funds that shall remain to be allocated as part of the CHIP allocation process for the following year;*
- (iv) *a report on any conflicts of interest, complaints or concerns which were raised during the timeframe being reported; and,*
- (v) *a descriptive report on an analysis of the overall impacts of this granting program and process on heritage for London, based upon the evaluation forms received from CHIP recipients in the previous year.*



Heritage Services

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

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

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

Trails Open London program types of programming, volunteers, annual successes and challenges, complaints, and leveraged funding from other sources;

Museum School London program collaboration statistics related to each of the regional school boards; and leveraged funding from other sources;

A description of the Brick Street Cemetery tombstone restorations and historical interpretation work undertaken and completed; and,

Heritage services provided to the City's Culture Office related to heritage policy and guidelines, heritage education, engagement and interpretation.

Marketing, Promotion and Communication Requirements

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

- (a) *LHC 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 LHC shall require all recipients of funding as a condition of granting funds under Community Heritage Investment Program (CHIP) 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 CHIP funding was provided.*

Amendment and Termination Clauses

This Agreement includes the following clauses that would permit the City to amend and/or terminate this multi-year agreement, if this was required:

The City and the LHC may agree in writing from time to time to add, eliminate, transfer or vary the Services supplied by the LHC to the City under this Agreement recognizing that a Fee paid by the City to the LHC may be adjusted to reflect such changes; and

This Agreement may be terminated at any time by either party providing sixty (60) days' notice in writing to the other or by the City and the LHC agreeing in writing at any time to the termination of this Agreement.

The Community Heritage Investment Program (CHIP) Guidelines

This Agreement includes administrative funding to the LHC for the operation of the Community Heritage Investment Program (CHIP) and the CHIP Guidelines for Project and Museum Stream Funding are included as Schedule A to this Agreement.



In summary, the recommended 2015-2019 Agreement includes new provisions to strengthen the accountability of the LHC and provide clearer alignment to Council’s Strategic Plan and London’s Cultural Prosperity Plan. It also enhances the reporting and communication requirements. The Agreement does not reflect any increase to the LHC budget from City Council, and provides Council with the predictability of a flat-line budget for the next four years. This report recommends that City Council approve a renewed LHC agreement for 2015-2019.

CONCLUSION

Culture is an important part of City Council’s *2015-2019 Strategic Plan*. Through an Agreement with the London Heritage Council, Council is able to efficiently and effectively deliver programs which support cultural heritage in London, and invest in specific strategies identified in the *Strategic Plan*.

The Culture Office will continue to directly work with the LHC 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, COMMUNITY AND ECONOMIC INNOVATION

cc: London Heritage Council