



2014 REPORT

City of London – City Hall
c/o City Manager’s Office
300 Dufferin Avenue
London, Ontario
N6A 4L9

Attention: Robin Armistead, Culture Manager – Culture Office

Please find the following information specific to the reporting requirements of the London Heritage Council 2014 annual reporting to the Culture Office.

- PART 1: CHIP – Community Heritage Investment Program**
Schedule ‘A’ – all applications considered and funded in 2014

- PART 2: London Cultural Prosperity Plan**
Schedule ‘B’

- PART 3: London Heritage Portal**

- PART 4: Doors Open London**

- PART 5: Museum School London**

- PART 6: Trails Open London**

- PART 7: Heritage Fair**

- PART 8: Citizen Culture**

- PART 9: CANADA’S 150TH BIRTHDAY – LONDON CELEBRATION**

If you require further information please contact me at 519.661.2500 Ext.5063 or ahalwa@london.ca

Sincerely,

A handwritten signature in black ink that reads "Andrea Halwa". The signature is fluid and cursive.

Andrea Halwa, Interim Executive Director
London Heritage Council

PART 1

Community Heritage Investment Program

The Administration of the Community Heritage Investment Program (CHIP)

Through this funding the program seeks to encourage public awareness and increase access to high quality experiences and activities in London's heritage and culture sector, as well as increase partnership and collaborative projects and events.

Funded by the City of London, the goals of the Community Heritage Investment Program (CHIP) are to:

- Provide project funding to not-for-profit heritage and cultural heritage organizations or individuals within the London heritage and culture sector.
- Encourage public awareness and increase access to high quality experiences and activities in London's heritage and culture sector.
- Support initiatives and events that foster heritage and culture in London.
- Increase partnership and collaborative projects and events in the heritage and culture sector.

Each year, a panel of Londoners working and/or volunteering in the heritage sector jury submissions for the Community Heritage Investment Program (CHIP). This is a transparent process professionally administered by the London Heritage Council on behalf of the City of London. The London Heritage Council reviews both the application process and jurying methods on an annual basis to stay current with trends and funding initiatives in the sector. CHIP funding assists heritage organizations and professionals to leverage funding from other government grants (Provincial and Federal) as well as, foundations, sponsors and individual donors.

2014 Reporting items

- a) a listing of all applications considered and funded under the Community Heritage Investment Program:

Schedule "A" attached

- b) a list of any unallocated funds that will remain with LHC to be allocated as part of the 2015 CHIP allocation process:

\$628.00 to be distributed in 2015 CHIP process

- c) a report of any conflict of interest complaints or concerns which were raised during the time frame being reported:

No conflicts were raised.

- d) a descriptive report on the overall impacts for heritage in London as a result of the provision of the previous year's allocation of the City of London's LHC Community Heritage Investment Program:

The London Heritage Council in consultation with the Culture Office of the City of London completed work on a CHIP *Museums Operating Grant Stream*. The Stream supports London museums who are either currently funded through the Canadian Museums Operating Grant Program (CMOG) or preparing to enter the CMOG stream. The London Heritage Council introduced this stream in response to and in consultation with local Museum operators within the City of London. The CHIP CMOG Stream will be introduced for the 2015 granting cycle with results shared at the end of 2015.

PART 2
London Cultural Prosperity Plan

Cultural CITY OF LONDON
Prosperity
Plan

The London Heritage Council consults with and provides updates to the City of London - Culture Office on an ongoing basis throughout the calendar year. In 2013, the Culture Office, London Arts Council and London Heritage Council embarked on the development of a Cultural Prosperity Plan engaging the general community of London, arts and heritage stakeholders and community partners.

This document is the Work Plan and Strategic Framework for the London Heritage Council in its work with the City of London on behalf of London's heritage community and Londoners.

Please find the document attached:

Schedule "B" attached.

PART 3

London Heritage Portal (www.londonculture.ca)

Research, Creation, Production and Funding for LondonCulture.ca

The inception of the www.londonculture.ca was a result of the London Arts Council and London Heritage Council co-locating to create a central hub of collaboration between the two entities as a cultural, social, and information heart of our community. It is an excellent resource for heritage information for the City of London, locals and visitors and is linked to many provincial and federal organizations drawing attention to heritage resources, events, information and programs in our city. The culture portal is administered by the London Heritage Council and London Arts Council supporting culture in London and promoting the work of the both the Corporation of the City of London in the area of culture and community. It is also the virtual home for the London Heritage Council.

By the joining forces, the Councils are able to leverage dual funding to develop and further improve the culture portal, making programs more accessible to the community at large, while cross promoting all the activities and programs of the councils' and our sectors.

Since March 2014, the site has seen a substantial increase in new visitors to our site (+71.38%). During its peak, 1 in 50 Londoners accessed our website in September 2014. With a bounce rate of 47.26% on average this number is impressive to the number of people landing on our portal and staying on the site for longer periods of time.

Continuing towards growth, it is our intention to build out components of our directory to promote arts and heritage within our community. This section of the site allows artist, venues and heritage profiles to be self-promoters, have access to a broader audience and a place where Londoners can search for those organizations.

Citizen Culture Pass is a unique channel on the portal. This program gives valued newcomers and new Canadians a free pass to explore arts and history in the city of London and supports newcomers to become more familiar with the arts and heritage organizations in our community.

280 new immigrants have signed up for the Newcomers' Pass to date since its launch in 2014 and are experiencing many of our participating arts and heritage sites like The Grand Theatre, Aeolian Hall, London Pro Music and Palace Theatre just to name a few.

In our efforts to create a comprehensive listing of events happening in London, the London Arts Council, the London Heritage Council have partnered with Tourism London to build the arts and heritage event content on the LondonTourism.ca website; making it a more robust resource for this information. To date; arts event listings are now one of the highest accessed areas of the site.

All of this information coincides with the London Heritage Council social media platforms as another expression of pushing the information outward. London Heritage Council uses social media outlets Facebook and Twitter (3,738 followers) on daily basis to link to LondonCulture.ca to its followers and encourage "sharing" and "retweeting" local heritage activities, programs and organizations in our community.

As a beacon for information sharing and promoting culturally driven events, programs and employment throughout our community, LondonCulture.ca is a platform that is a community portal for arts and heritage. That places a priority on promotion of culture in the City of London.

Significant funds are raised to support LondonCulture.ca including funding from the Provincial Government, Ontario Trillium Foundation, London Community Foundation, Federal Government, Private Sponsors and donors.

PART 4

Doors Open London



A North America wide Event

Beginning in April communities throughout Ontario open their doors to hundreds of fascinating heritage sites – including commercial buildings, courthouses, theatres, museums, places of worship, gardens and natural heritage sites. What makes this eagerly awaited province-wide program so attractive is many of the participating sites are normally closed to the public and admission is free to the event. Doors Open Ontario has delivered valued experiences to the people attending events and substantial rewards to the communities that host them. It has provided a means for communities to rediscover and re-evaluate their heritage through the efforts of local volunteers. The Doors Open concept continues to spread across North America with events now being held in Newfoundland, Alberta, Massachusetts, Western New York State, New York City and Denver.

London's Provincial Representation

In its thirteenth year, Doors Open London is one of the first communities in the province to host Doors Open. And in 2014, we welcomed organizers from around the province as we hosted the Doors Open Ontario Symposium in London.

Proud of our provincial recognition and standing, the Doors Open London Event is one of the largest events in the province and has the highest percentage of uptake from the local population. Doors Open London is the fifth most searched community out of 1100 web pages on the provincial Doors Open portal.

Doors Open aims to:

- Tell the Story behind every door
- Facilitate people's understanding and enjoyment of their local architecture
- Discover first hand Ontario's hidden heritage treasures
- Promote Civic pride

Doors Open London has also been highly successful in generating awareness of local heritage, increasing tourism and stimulating the local economy.

Goals of Doors Open in London

While supporting the provincial goals; locally Doors Open London provides the heritage sector an opportunity to recruit new volunteers as well as, provides Londoners a chance to get to know their city and help newcomers and new immigrants to become more familiar with their new community. We have seen increased participation from students in the Doors Open weekend.

For museum and heritage organizations, Doors Open London endeavors to provide an additional promotional and marketing platform which in turn helps them to reach out to a wider audience that they might not otherwise have access to. These opportunities benefit the organizations beyond the event weekend. As a result of the experience that visitors have during the event weekend, they are encouraged to attend more heritage events throughout the year, volunteer with organizations, support local heritage activities and get involved in a more meaningful way with the heritage in London.

According to research conducted provincially by Ontario Heritage Trust, since the program launched there have been over 5 million visits to 582 Doors Open events - if you stacked each Doors Open site on top of each other; it would reach 108 km high - 1/3 as high as the International Space Station!

Doors Open has measurable impact in encouraging the year-round participation and engagement of Canadians in the heritage of their communities. During the 2014 Doors Open weekend, over half a million Canadians participated in 200 communities, 94 municipalities and in 1258 sites across the province.

The immense popularity of Doors Open events reveals people's curiosity about buildings and history. Heritage buildings are the cultural artefacts that surround us. And like all artefacts, they reveal something about our society, our values and our history - they remain the tangible evidence of our past. But unlike other artefacts found in museums and galleries, buildings are part of our everyday lives. They define our living spaces. The Doors Open event captures our imagination by allowing us the opportunity of entering inside those spaces - to eagerly venture through doors and discover the inner workings of a place, - why it is there, who designed and built it, its purpose today, its story within a neighborhood, what secrets it may hold.

Participants

Last year co-presenting the weekend for the third year in a row with Culture Days (London Arts Council) we had 50 locations spread across the city that offered a vast range of cultural experiences. The 50 locations hosted a number of cultural clusters/ hubs that were created as a result of partnering and collaboration of various organizations, individuals and professional artists. In total we had over 100 organizations participating that included 35 multicultural groups, as well as, professional artists showcasing their expertise and talent throughout the weekend at various sites.

Attendance

Approximate annual attendance 30,000 visitors participated in the weekend event

Support (cash \$96,050.00)

- Building Community through Arts and Heritage Grant Federal Government
- Citizenship and Immigration Canada
- City of London \$25,000
- London Life
- Tourism London \$1500

Support (in-kind \$20-30,000)

- London Transit
- Digital Echidna
- Link Advertising
- Media

In addition to this all participating sites/ organizations incur a cost to put interactive enhanced programming at their sites that is offered to visitors only for this weekend. Organizations that normally charge admission incur some revenue loss as they offer free admissions hence every participating organization and individual artist has in-kind investment in Doors Open London.

Collaborations

A major feature of Doors Open London is the collaborations and partnering that various organizations and artists have in order to create cultural hubs that offer interactive, enhanced programming for visitors for throughout the weekend. It is a weekend when we see heritage organizations collaborating with art organizations to offer a unique experience to visitors for that weekend.

Special programming that visitors might not experience in any other weekend.

Below are some examples of such collaboration and partnering:

1. London Clay Art Centre which is a heritage building partnered with Poetry Slam to offer special programming for that weekend
2. London Convention Centre partnered with Light of East Ensemble and Gallery Painting Group to offer enhanced programming for that day
3. Canadian Medical Hall of Fame partnered with Medical Artifacts Collection at Western University
4. Attic Books collaborated with 2 individual artists to offer special programming

5. Eldon House collaborated with an individual visual artist to feature a special screening of paintings depicting World War 1
6. London Children's Museum collaborated with CARABANTU Canada to offer multi-cultural and multi-disciplinary art collaborations
7. The LOOK Festival was a collaboration of community base organizations
8. Boyle Community Centre collaborated with African Canadian Federation of London & Area to offer visitors to interactive and learn about African culture
9. Carling Heights Optimist Community Centre collaborated with London Multicultural Community Association to offer a one of a kind mosaic of ethnic cultural experiences
10. North London Community Centre collaborated with the Indian, Pakistani, Nepalese, Bhutanese, Bangladeshi and Sri Lankan communities to present the South Asian Showcase
11. Kiwanis Seniors Community partnered to present a Latin American cultural showcase
12. East Lions Artisan Centre presented programming that featured a collaboration of effort by various art based organization such as the London District Weavers & Spinners, Artisans London Decorative painters, miniaturists, wildflower knitting
13. London Waldorf School partnered with London Chapter Sweet Adelines International Inc
14. The art and craft fair at Grosvenor Lodge saw a partnering of various art base organizations

Quotes from attendees

Feedback from various participating organizations as well as visitors have indicated that they view this weekend as a great example of community gathering and an excellent opportunity to learn more about London and its hidden gems. ESL teachers promote the weekend to their students as a weekend that will help them to learn more about their new community. They encourage the students to go out during this weekend to experience the culture sector in London which will in turn help them to acclimatize to their new city/home.

Below are quotes from attendees that visited various sites during the event weekend:

"Thanks. Hussars Museum is very educational"

"Fun, educational, and informative."

"Great event for kids, families and everyone." Thank you so much and keep up the great work.

"It is refreshing to see cultures come together and allow all to enjoy what they have to offer."

"An excellent chance to enjoy the city"

"Loved it! Very worthwhile"

"Getting to know my city better! Free!"

"I found this very educational and uplifting.

"This is a great opportunity to learn about our city. I've lived here for 30+ years and there are still so many places I haven't been to!"

"Excellent Latin American representation in London."

"Loved it! Continue on. Great guides."

A few more reasons why we have Doors Open in London...

Participation in Doors Open London has led to promotion for a number of small museums and heritage organizations. Small museums depend on the outcomes of this weekend to assist with grant applications and programming for their space. The visitors they receive during this weekend constitute a major portion of their total attendance for the entire year. A number of them receive donations during the weekend that help them financially such as; Banting House National Historic Site that received 3 new sponsors during the weekend from visitors visiting the museum for the very first time.

PART 5

Museum School London Program



JOB CREATION – CULTURE INFUSED LEARNING – IMPACTING CHILDREN – TEACHER PROFESSIONAL DEVELOPMENT

1. MSL Program Description & History
2. MSL Program Statistics 2013-15
3. 2014-15 Teacher Testimonials
4. MSL Funding

More information at www.londonculture.ca

Program Description

For 10 years Museum School London has enabled teachers and students to spend a full week learning in many of London's museums and heritage sites. During the 10 year history of the program, MSL has reached more than 5000 students.

MSL currently works with 8 London-area museums and heritage sites: the Canadian Medical Hall of Fame, Eldon House, Fanshawe Pioneer Village, London Regional Children's Museum, Museum London, Museum of Ontario Archaeology, the Royal Canadian Regiment Museum, and the Jet Aircraft Museum and receives the support of the Thames Valley District School Board, the London District Catholic School Board, London Life, and the City of London.

MSL pairs teachers with museum/heritage professionals to co-develop and co-deliver a week of experiential education. Through the program students have the opportunity to gain meaningful connections to local history and heritage and teachers have the opportunity to receive professional development in authentic heritage spaces.

All programming is tailored to the Ontario Curriculum and through our diverse MSL sites we are able to offer curriculum connections in the Culture, Health and Physical Education, Language, Mathematics, Science and Technology, and Social Studies.

MSL was founded by a collective of London-area museums, in 2013 the London Heritage Council was given leadership of the program in order to provide an umbrella approach to bringing the collective together. In that time we have obtained additional development funds, added three new museum sites to the program, and, for the first time, expanded MSL to serve more than 1000 students in a single year.

The London Heritage Council also provides program administration and development including, resource and website development, program promotion, evaluation and reporting, application processing and accounting.

The program goals are to:

- Increase youth engagement with London's history, heritage, and culture
- increase opportunities for collaboration between teachers, heritage professionals and their local heritage community
- increase opportunities for generalist elementary teachers to develop a better understanding of the creative process and specific grade level expectations, in order to more effectively deliver heritage-infused curriculum
- provide local museums and heritage sites with opportunities to engage with students and teachers

Program History

Founded as the result of a collaboration amongst London-area museums in 2005, the first Museum School London pilot program involved 178 elementary students from the Thames Valley District School Board and the London District Catholic School Board. Since then more than 5,000 students have experienced Museum School London.

After managing the program for seven years, the Canadian Medical Hall of Fame transferred management of the program to the London Heritage Council in 2013. Since 2013 LHC has worked to build upon the existing MSL program, striving to make the program more sustainable and accessible. To that end LHC has added three additional museum sites to the program, secured increased funding from London Life, and created a bus subsidy to further reduce the cost of participating in the program.

For the first time in the program's history, MSL has a significant wait list for the upcoming program year. This nearly 100% increase in program applications speaks to LHC's success in removing barriers to school participation in MSL.

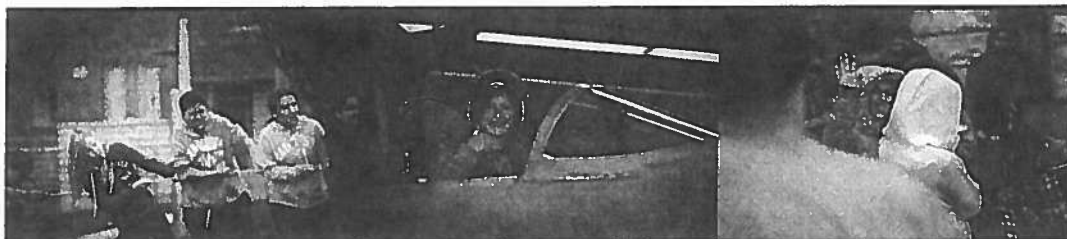
London Artist in Residence (LAIR) Program Participant Statistics 2013-15

School year	Classes	Students
2012-2013	27	667
2013-14	30	750
2014-15	30	750
TOTAL	87	2167

NOTE: We are currently processing applications for the 2015/16 school year. To date we have had 58 applications for 36 total spots – this number of applications is unprecedented in MSL's 10-year history.



Teacher Testimonials



"This program met a number of Ministry expectations including social science, language, drama, math, and art. The program was an extremely enriching experience. Students learned through hands-on experience what the life and times of an early settlement would have been like. This cannot be taught or learned through media as effectively as learning from the expert staff at Fanshawe Pioneer Village."

"I hope this program is able to continue in the future – it plants seeds in the fertile soil of future generations, allowing kids to make a difference and believe in themselves!"

"Museum School London creates a rich student learning experience unlike anything a teacher could create in the classroom."

"My three years as a teacher bringing a class to the Museum School program changed my view on education forever. Data proved that attendance, attention, and academics all improved through the program. Whether it was students being inducted into the Canadian Medical Hall of Fame, innovators at the Museum London, or pioneers for a week, our grade 7 students grew! Students were able to flourish because school was not seen or felt in the traditional sense. Students deeply reflected on their experiences in these authentic situations as "the best they ever had". Students got to meet new people, try new experiences, put themselves in other people's shoes, all while having fun and learning together. The planning and execution of these weeks made me a better educator because it allowed me to creatively design a week exclusively for the students involved. There was no roadmap or document that needed to be followed just uniquely meeting students' needs aligned with all that the wonderful Canadian museum had to offer."

Museum School London Funding

Support (cash \$86,750)

- London Life
- Thames Valley District School Board
- London District Catholic School Board
- City of London (\$10,000)
- Service Clubs and Individual Donations

PART 6

TRAILS OPEN LONDON



Trails Open London provides Londoners and visitors access to environmentally significant areas and trails that exist in London. Discover, learn to protect and enjoy the remarkable parks in our own backyard. The participating green spaces are animated and offer enhanced programming that include, but not be limited to, hiking, environmental and natural heritage education, meditation breathing and yoga, biking trails, butterfly watching, guided/self-guided tours and tree planting activities.

In its first year of education programming and events happening throughout the year, London Heritage Council in collaboration with City of London's Culture office and Environmental & Parks Planning Division launched Trails Open London to include free access to all programming.

Organizations such as Geocaching, Friends of the Coves, Agriculture and Agri-Food Canada, Thames Valley Trails Association, Upper Thames Conservation Authorities, London Pacers Club and Reforest London participate and offer enhanced programming. Sites spread across the city offering enhanced programming that educates and brings attention to our natural heritage as well as to organizations that are environmentally focused. The sites promote trail use, natural heritage conservation and stewardship, physical activity and a healthy lifestyle.

PART 7

LONDON HERITAGE FAIR – LONDON CELEBRATES NATIONAL HERITAGE WEEK

London Heritage Council (LHC) in partnership with London Public Library hosted London's 2nd annual Heritage Fair titled "Every Home Has a Story, Tell Us Yours" at Central Library on Saturday, February 15th 2014 from 9-4pm. It was an exciting one day event that invited the public free of cost to participate, learn, and explore the history and architecture of homes in London and their own. The fair kicked-off "Heritage Week" in London.

The event was inaugurated by a keynote address at Stevenson & Hunt Meeting Room. Dr Robert Shipley, Chair of Heritage Resource Centre, Associate Professor in the School of Planning at University of Waterloo and Research Fellow at Oxford Brookes University in Oxford, England was the guest speaker. Shipley discussed how our homes, neighborhoods and landscapes create city with a unique sense of place. He also spoke about the new province wide initiative, "Building Stories" which enables people to share stories about historic landmarks and homes.

As part of the Heritage Fair, museum, local heritage and preservation organizations had informative displays in the Hudson Bay passageway at Central library. LHC had an information booth at this fair. There were 17 organizations such as Western Public History Program, Woodfield Association, Old South Association, London Room, London & Middlesex Historical Society, SOHO, Eldon House, Palace Theater, Royal Canadian Regiment Museum, Architectural Conservancy of Ontario- London Branch and London Clay Art Centre all profiled in the Exploration Zone that was set up as part of the Fair

Programming for the fair was divided into 2 sessions. In the morning session, there were informative, forty-five minute audio-video presentations by experts on different aspects of history and architecture of homes. Topics such as Architectural Styles, London's Heritage map, Tapping into London Room and Mid-Century Architectural Styles were covered in this session. In the afternoon, public were invited and encouraged to have free 15 minute consultations with the experts that deal with various aspect of heritage, preservation and stories of their homes. We had experts from Using Western Archives, Your Home's Genealogy, Using the Land Registry Office, Architectural Conservancy and London Neighborhoods at this session.

Our 2nd annual heritage fair was very successful and over 600 people attended the fair. We distributed feedback forms to participants as well as the visiting public and the over whelming response has been that they would like the fair to become an annual event.

LHC in partnership with London Public Library will once again host London's 3rd annual Heritage Fair titled "Honoring our Veterans" at Central Library on Saturday, February 21st 2015 from 9-4pm. This one day event will honor veterans and will invite the public free of cost to participate, learn, and explore the history of our veterans here in London. The fair will close "Heritage Week" in London.

CITIZEN culture

Citizen Culture is a program administered by the London Arts Council and the London Heritage Council that gives an opportunity to our community to explore arts & heritage in the City of London and to become more familiar with arts and heritage organizations. It encourages engagement in cultural experiences at participating cultural institutions in London.

Citizen Culture is the only collaborative program of its kind in Canada that encourages New Canadians, Newcomers, Londoners and Tourists to become more familiar with the arts and heritage community here in London. The program helps to create a bridge between the community and the culture sector. Since its launch in November 2012 it has led to a wider audience reach for the culture sector connecting them with audiences that they might not have otherwise been able to reach.

Citizen Culture supports volunteering opportunities/joining arts & heritage boards, learning new skills and accessing jobs in the culture sector. And to participate in the vibrant and developing arts & heritage community of London.

Stats related to Citizen Culture:

New Canadians

Launched in October of 2012, the London Arts Council and London Heritage Council through their joint program *Citizen Culture* worked in collaboration with the Institute for Canadian Citizenship to bring their national program **Cultural Access Pass** to London. This program offers new Canadians and up to 4 of his/ her dependent children (less than 17 years of age) in their first year of Citizenship, a year of free multiple admissions to participating organizations across the country. As part of this program they also receive a 50 % discount on VIA Rail. In consultations with settlement agencies in London, London was the first community to roll out these passes through the settlement agencies and the London Arts Council/London Heritage Council Office. After consultations with over 25 arts and heritage organizations, London was also the first community to include ticketed organizations as part on this pass. This was a pilot project for ICC and subsequently other communities have also included ticketed organizations. **To date over 764 passes have been printed in London.** Bringing this program to London has helped our culture sector to reach out to visitors from across the country as part of this national program as pass holders from anywhere in Canada are able to access London arts and heritage institutions.

Newcomers

After consultation with over 60 multi-cultural organizations, settlement agencies and ESL teachers and over 25 arts & heritage organizations, it was indicated that a pass for the new Canadians would not be enough to reach out to the ethnic community in London. A pass similar to the one that is rolled out nationally for new Canadians would also be beneficial to welcome Newcomers moving to and residing in London, Canada. The pass is now available to anyone who has been in Canada for 5 years or less and is resident of London; irrespective of their visa status they qualify for the pass. **London is the only community** that has a pass of this kind. As a result of the various consultations that were done, it was decided that this pass also include spouses of the pass holder as well as not limit the number of children. The passes are rolled out through the settlement agencies and London Arts Council/London Heritage Council Office. Since its launch in November 2013 over 280 passes have been accessed in London.

Promotions

As part of ongoing promotion for the pass, we have organized a number of outreach initiatives. We have visited various ESL classes to promote the pass and have also touched based with various settlement workers to promote the pass to their clients. As part of promoting this program, we have met with "Social Workers in School" from various settlement agencies that have helped us to reach out to the newcomers in our community through their school going kids. We have also held information sessions at Learning Circles and also at Conversational Circles. We have created and distributed informative postcards promoting the program in 5 major languages (English, French, Arabic, Mandarin and Spanish). We have created and distributed special brochures that promote the program amongst Newcomers.

The program is promoted on our portal (www.londonculture.ca).

Support (Cash support \$155,850)

- Federal Government
- Provincial Government
- City of London (\$30,000)

Support (in-kind support)

- Digital Echidna
- Link Advertising
- Institute for Canadian Citizenship
- London Cross Cultural Learner Centre (pick up location)
- South London Neighbourhood Resource Centre (pick up location)
- Media promotion various outlets

CANADA'S 150TH BIRTHDAY – LONDON CELEBRATION

150th Anniversary of Canada (London, ON)

The London Heritage Council, with the City of London Culture Office, and London Celebrates Canada, is a lead partner in the London, ON Canada 150 programming portfolio.

London Heritage Council will house and support the 150th Anniversary of Canada Coordinator, who will oversee the assembly of the 150th Anniversary of Canada Programming Plan, and compiles informational resources for the 150th Anniversary of Canada Programming Committee, and community organizations. The Coordinator will meet with community leaders, agencies, and networks to impart an understanding of the Canada 150 context, and to provide up-to-date information as it pertains to funding opportunities, existing 150 activity in London, and to identify and encourage opportunities for collaboration. The goal for 2017 is to provide Londoners with a robust 12-month calendar of Canada 150 activity, and to communicate this information via a central digital hub.