

TO:	CHAIR AND MEMBERS CORPORATE SERVICES COMMITTEE MEETING OF AUGUST 23, 2016
FROM:	KATE GRAHAM, DIRECTOR, COMMUNITY & ECONOMIC INNOVATION
SUBJECT:	ONTARIO150 PROGRAM APPLICATIONS

RECOMMENDATION

That, on the recommendation of the Director, Community & Economic Innovation, the following actions be taken with respect to the Ontario150 Programs:

- a) The following projects **BE SUPPORTED** as the City of London’s submission for Ontario150 funding:
 - a. ‘Youth Leadership Skills Program’ for the Ontario150 Partnership Program;
 - b. ‘London Celebrates SESQUI’ and ‘A Year of Birthday Parties on Dundas Street’ for the Ontario150 Community Celebration Program; and
 - c. ‘Community Kitchen Project’ for the Ontario150 Community Capital Program.

- b) Civic Administration **BE DIRECTED** to take all necessary steps to submit the City of London’s application for funding in advance of the program deadline.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- 150 Anniversary of Canada Celebration Funding Request (IEPC, July 21, 2014)
- Canada 150 Funding Programs (CSC, May 25, 2015)
- Canada 150 Community Infrastructure Program Contribution Agreement (April 26, 2016)
- Canada 150 Community Infrastructure Program Intake Two (CSC, June 20, 2016)

BACKGROUND

2017 will be an exciting year as Canadians celebrate 150 years since Confederation. Ontario, as a founding province, will also be celebrating this historic milestone. Celebrating the sesquicentennial is recognized in Council’s *2015-2019 Strategic Plan* as a specific strategy towards providing “amazing arts, culture and recreation experiences.”

Many plans are already underway for celebrations in London, led by the Canada 150 Coordinator, Lia Karidas (519 6612500 ext. 8468), the Canada 150 Programming Committee, and supported by the lead partners of the London Heritage Council, the City’s Culture Office, and London Celebrates Canada. More details about London’s celebrations are available online at www.londoncelebrates.ca.

The Government of Canada and Government of Ontario are both making significant investments to celebrate the sesquicentennial. There have been two application intake processes to date for Government of Canada funding. During the first intake period, the City of London submitted four applications and was successful in securing more than \$750,000 for three projects (Harris Park Pavilion, Victoria Park Cenotaph and Westminster Ponds Boardwalk). The second intake period occurred in June 2016, and an additional 11 projects totaling more than \$1.83 million were submitted. No decisions have yet been announced on the second round of funding.

On July 6, 2016, the Ontario Government announced three new funding programs in recognition of 150 years of Ontario as a province within Canada. The Ontario150 Program aims to “showcase Ontario’s innovative spirit, our culture and our community diversity [...] while laying the groundwork for a strong economic, social and cultural legacy for Ontario’s next 150 years.” This report provides an overview of the three Ontario150 Program funds, and recommends projects for submission.

Ontario150 Program Overview

There are three application-based Ontario150 grant programs, led by the Ontario Ministry of Tourism, Culture and Sport:

- **Ontario150 Community Celebration Program** —a \$7 million fund to help communities celebrate this historic year. This program supports up to \$70,000 at 75% of total eligible costs. Organizations can submit a maximum of two applications with one initiative per application. Applications are due on September 2, 2016.
- **Ontario150 Partnership Program** — a \$5 million fund to support new partnerships and collaborations that engage, enable and empower youth as the next generation of Ontario leaders. This program supports up to \$100,000 at 75% of total eligible costs. Organizations can submit a maximum of one application for one initiative. Applications are due on September 30, 2016.
- **Ontario150 Community Capital Program** — a \$25 million fund through the Ontario Trillium Foundation, to renovate, repair and retrofit existing community and cultural infrastructure to increase access, improve safety and maximize community use. This program supports up to \$500,000 at 50% of total eligible costs. Applications are due on September 14, 2016.

Based on the above, the City of London is eligible to submit a total of four applications seeking a maximum of \$740,000 in funding. The City of London would need to fund the remaining share of each project, should the applications be successful.

Recommended Projects

Administration has reviewed the eligibility criteria, funding parameters and timelines in detail for each program and, through this report, is recommending the following four projects for submission:

1. Youth Leadership Skills Program – Ontario150 Partnership Program

This youth leadership skills program seeks through partnerships to reach diverse youth who may experience barriers to participation in current leadership programs in the city. By developing and expanding partnerships with social service organizations working with low socio-economic and/or ethnically diverse communities, we will improve the likelihood of identifying talented young people, through referrals, who might benefit from participation in recreation leadership training. The program would be free of charge to referred participants.

Further partnerships would be developed and expanded to provide practical experiences in leading recreation activities to participants. The end goal is to improve/increase the base of skilled youth recreation leaders in London. Particular emphasis will be given to engaging ethnically diverse youth who may experience financial or awareness barriers often preventing participation in training opportunities that could lead to part-time employment and increased personal resiliency skills.

The program and the partnership networks created and expanded, will celebrate the diversity of our community while building the capacity and diversity of local young people as the leaders of tomorrow.

2. London Celebrates SESQUI – Ontario150 Community Celebration Program

Canada's vast and diverse landscape reaches farther than the eye can see—or so you thought. In 2017, SESQUI, a multimedia dome village travelling across Canada, invites Canadians to come in and take a look “around” the country through an immersive, interactive experience. SESQUI is a Canada 150 pan-Canadian Signature Initiative and will be visiting 30 communities in Canada during 2017, including London.

The City of London, Western University, and Canada 150 London are partnering to bring SESQUI to London, Ontario for 5 days at the end of May or beginning of June 2017. Situated on Medway Lot (behind Elgin Hall) at Western University, SESQUI will draw Londoners to one of Canada's most beautiful university campuses for a once-in-generation experience, which is free to the public.

Ontario150 Community Celebration Program funding would support unique local marketing and programming for Londoners as a part of their SESQUI experience. To augment the multimedia show taking place within the dome, Ontario150 would support an outdoor festival, live entertainment, community engagement, and educational opportunities for school groups. It is proposed that there would be complimentary shuttling services for Londoners to the SESQUI site from multiple departure points. These shuttles would be animated according to the theme of the SESQUI experience, and offer interpretive programming as attendees are transported to the destination. The “journey” to SESQUI will be the perfect introduction to the Canadian adventure that awaits its visitors.

3. A Year of Birthday Parties on Dundas Street – Ontario150 Community Celebration Program

150th birthdays don't come along every day, and reaching a milestone this significant requires many celebrations! This project envisions one year of birthday parties in the core of London in celebration of Ontario and Canada's 150th birthday. These free outdoor events would animate the historic Dundas Street once per month throughout 2017. Each event would be hosted by a different community organization as a unique way to feature Ontario's innovative spirit, culture and diversity in London.

Dundas Street has witnessed the significant evolution of London and Ontario over the past 150 years, and remains a cherished and historic site in the community. It is an ideal location to draw Londoners together for a year of community birthday parties.

Ontario150 Community Celebration Program funding would support the costs associated with administering the events. This includes funding to support organizers of each event, paying local artists and musicians, and promotions.

4. Community Kitchen Project – Ontario150 Community Capital Program

Food may ultimately end up in the stomachs of Londoners; but it often starts' at the 'heart' of our community. Kitchen facilities at community centres in neighbourhoods across London are the centres of community events and celebrations; provide the food service support for groups renting community centres; provide (healthy) food education programming; and often host food based outreach programs to isolated residents. Through these activities, residents make connections with their neighbours, diverse cultural groups interact with one another, and neighbourhoods come together to celebrate Ontario 150.

Funding from the Ontario150 Community Capital Program would support refurbishing and renovations of one such kitchen at Carling Heights Optimist Community Centre (CHOCC improving, updating, and expanding its food preparation and service facilities). This will result in increased capacity to serve the diverse population and community who make CHOCC their hub for recreation and for community gatherings, and will allow an expansion of existing services to include food and cooking programs.

Next Steps

Should Council support these recommended projects, the Culture Office will work with relevant community partners, Service Areas and the Finance Division to complete the application forms, letters of support, and budgets for each application to meet the deadlines. Additional Council approval will be required to authorize funding agreements should the applications be successful.

CONCLUSION

The Governments of Canada and Ontario, and the City of London are all making investments in recognition of the historic milestone ahead in 2017. London City Council's *2015-2019 Strategic Plan* specifically references the importance of London celebrating Canada's 150th Anniversary. These proposed projects will also further other Plans such as the London Plan, London's Cultural Prosperity Plan, the London Music Strategy, London's Community Economic Roadmap, London's Strengthening Neighborhoods Strategy, the Immigration Strategy, and Our Move Forward - London's Downtown Plan.

Many London organizations are working together through the Canada 150 Programming Committee to ensure that Londoners have every possible opportunity to come together in celebration. Projects funded by the Governments of Canada and Ontario and City of London will provide unique experiences and making a lasting investment for the community.

Acknowledgement with appreciation is extended to those who assisted in preparing this report including contributions from the Canada 150 Coordinator, the Canada 150 Programming Committee, Western University, and the Canada 150 lead partners of the London Heritage Council, London Celebrates Canada, and the City of London.

PREPARED BY:	RECOMMENDED BY:
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- cc. Senior Leadership Team
- London Heritage Council
- London Celebrates Canada
- Western University