

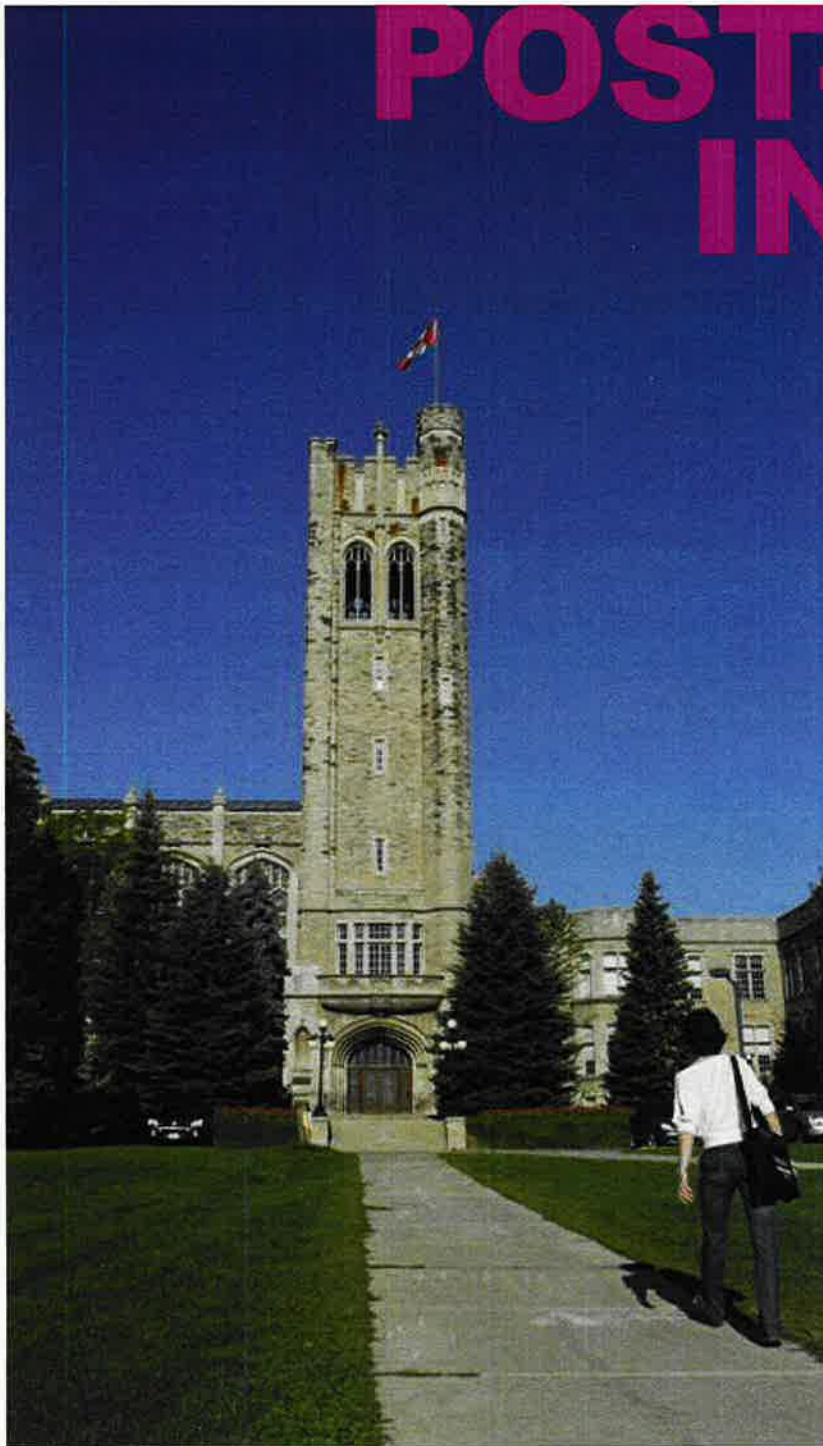
CULTURAL ASSETS



London possesses a wide array of cultural assets, from its theatres, museums, and significant built heritage, to the many grassroots arts and cultural organizations that contribute to the richness of the city's cultural scene. However, there is a strong sense that these assets are not well known by Londoners. It is felt that greater support for these cultural assets is necessary, particularly in terms of marketing and promotion.

Photo source: London Heritage Council

POST-SECONDARY INSTITUTIONS



London's post-secondary institutions play an important role in fostering and enhancing the culture of London, and they are also fundamental to positioning it as a leading edge creative learning centre. Stronger and deeper synergies between these post-secondary institutions and the municipality, as well as between these institutions, the business community, and the city's many cultural organizations, will have a strong positive impact on London's cultural prosperity.

THAMES RIVER



Although the Thames River is widely recognized in London for its historical and cultural significance, it is poorly integrated into the urban fabric of the city. In particular, there is an opportunity to revitalize the Forks of the Thames, the location of London's founding, and to turn it into a thriving cultural attraction that the city can be proud of with active uses and programming.



BUILT HERITAGE

London's vernacular architecture is unique for its extensive use of yellow brick. This important stock of historic architecture, including many designated heritage districts, along with the city's 13 museums, are living artifacts that tell London's unique story, and contribute greatly to the its identity. There is a sense that more should be done to preserve, enhance, and promote these important cultural assets.



CELEBRATING DIVERSITY

London is a city of great diversity that welcomes people of different nationalities, ages, sexual orientations, faiths, and abilities. There is a sense that London's diversity should be better celebrated as a key feature of its identity by engaging these groups. In addition, more inclusive platforms for community engagement will generate new opportunities for interaction and exchange among London's diverse population.



SPORTS

Sports are one of the many ways in which culture is consumed in London, but often is not recognized as being a cultural activity. There is an opportunity to promote the cultural significance of sports in London, and to explore ways of leveraging sporting activities as a gateway to other facets of culture.

CULTURAL CORRIDORS

London's Cultural Corridors - Downtown, Old East Village, and Richmond Row - possess many of the ingredients necessary to make them vibrant and attractive places, including beautiful heritage buildings, affordability, and unique opportunities to shop, eat, and consume culture. Strengthening these key Cultural Corridors by attracting new businesses, residents, and visitors will be an important local driver of culture.



NEIGHBOURHOODS



London is a city with many distinct and vibrant neighbourhoods, and it is in their neighbourhoods that Londoners experience culture most often. There is a distinct opportunity for collaboration between City Departments and the communities themselves to ensure that culture is a priority in terms of neighbourhood development, and that the cultural assets of London's neighbourhoods are protected, nurtured, and enhanced.



TALENT

London's celebrated post-secondary institutions already attract some of the brightest young minds from all over Canada and internationally to study in the city. Unfortunately, only a small fraction of them choose to stay in London after graduation. Similarly, businesses find it difficult to attract and retain experienced creative sector workers and other professionals. Capitalizing on the full potential of London's creative economy will mean a shift in thinking towards an understanding that investments in culture will help to lure talented workers to the city and keep them here. Connecting this vital pool of talent to the amenities in London will help to build the city's economic and cultural prosperity.



ECONOMIC IMPACT

"Culture is a powerful contributor to economic prosperity, but this fact is not well understood in London. Nationally, Statistics Canada reports that culture contributes over \$84 billion to Canada's GDP. While the City is currently working on establishing a clearer understanding of the economic impact of culture on the local economy, it is clear that a values shift needs to occur, particularly in terms of understanding that spending on culture is a valuable investment rather than an expense.



FOOD & AGRICULTURE

London is located in a prosperous agricultural region, and has a strong historic connection to agriculture and food production. As a culinary city, with over 600 restaurants and a vibrant community of gastronomic professionals including farmers, producers, shopkeepers, market managers, cooking instructors, culinary retailers, artists, and writers, London is working to advance the local food culture. These assets suggest that there is a significant opportunity to market London as a vibrant, year-round culinary tourism destination, with authentic and diverse offerings of unique local products and cultural experiences.



CAPTURING TOURISM POTENTIAL

According to Tourism London, the tourism sector has a significant economic impact on the city, largely in the form of wages and salaries for Londoners. London's unique geographic advantage, in close proximity to major metropolitan centres such as Detroit and Toronto, suggests that there is immense potential to strengthen the city's attraction as a tourist destination. Better promotion of the city's cultural assets outside of its borders will help to capture this potential in the future.

CULTURAL LEADERSHIP

It is widely believed that London is well positioned to become known as a cultural leader both regionally and nationally. However, there is a sense that not enough is being done to promote and enhance the city's strongest cultural assets in order to make this happen. In general, becoming a cultural leader will mean creating the bold new partnerships recommended in the *Mayor's Economic Prosperity Report*, including new collaborations between the public and private sector, and with the business community, both locally and globally.



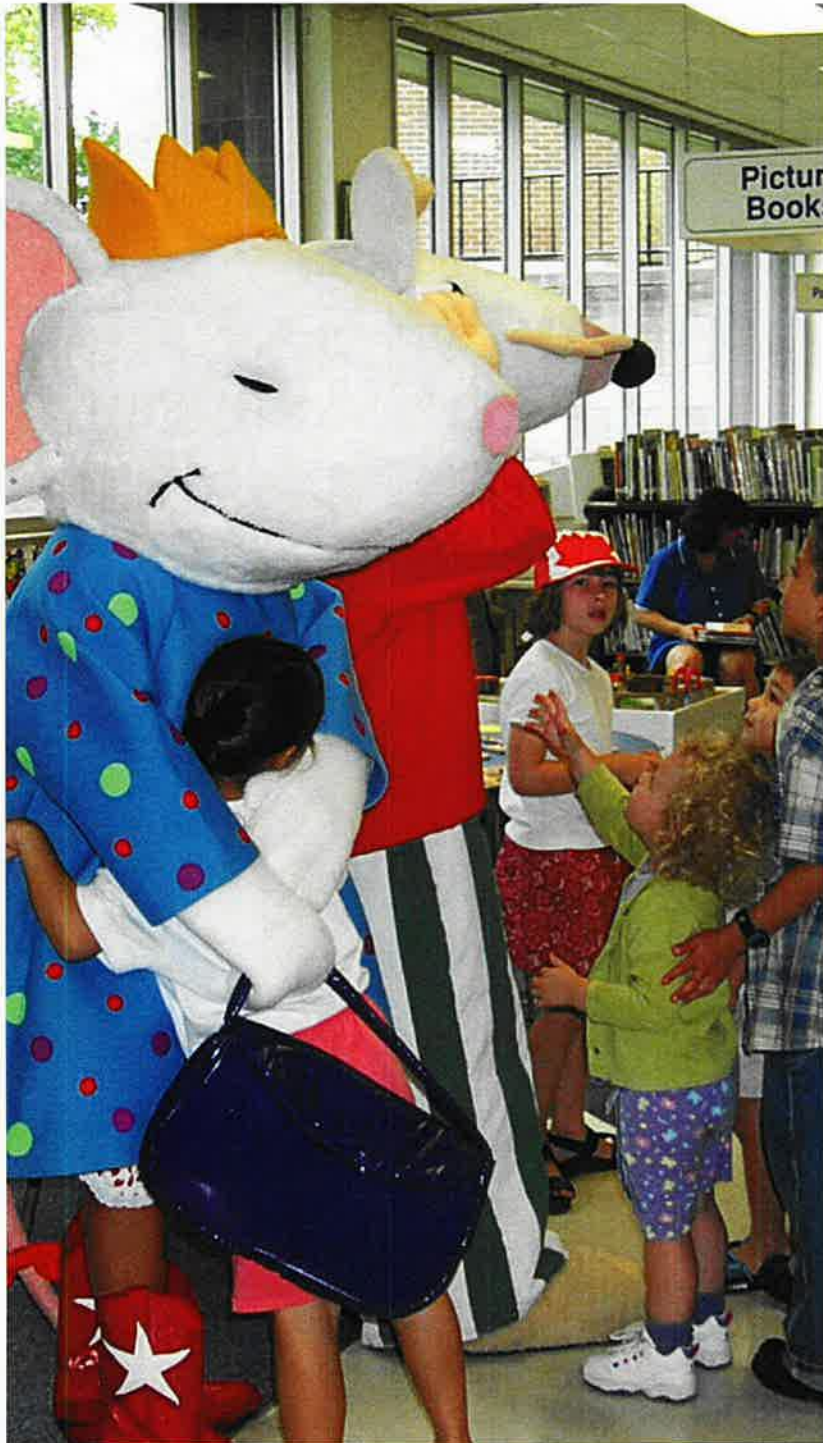
Photo source: London Heritage Council

CULTURAL PRODUCTION

London has a large pool of talented and accomplished cultural producers who are recognized across Canada and around the world for their work. Although these people bring significant economic benefits to the city, they are not widely appreciated and, consequently, many are not heavily engaged in the local cultural scene. There is immense potential for the cultural sector to be a driver of urban manufacturing, which can support healthy and vibrant Cultural Corridors.



Photo source: London Arts Council

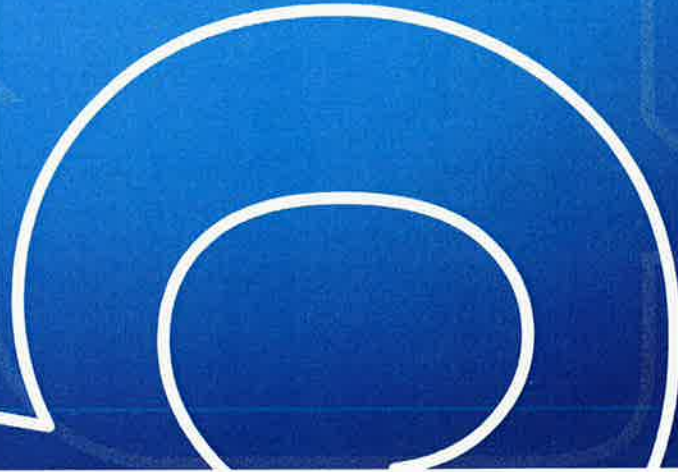


LIBRARIES

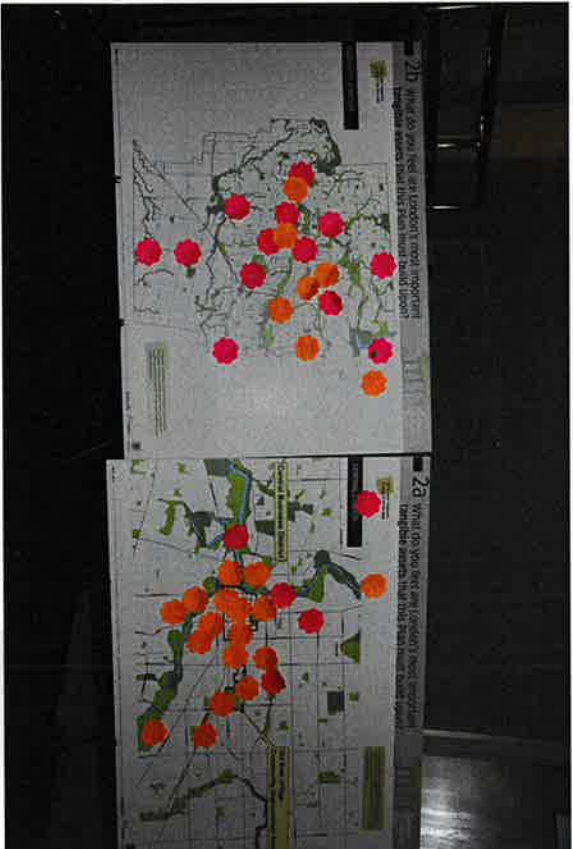
London's Public Library is a thriving and vibrant institution that plays a vital role in making culture accessible to Londoners. More popular than ever, London's libraries have become a "one stop shop" for culture, featuring exhibit space and music practice rooms, as well as skills development programs and support for new immigrants. There is an opportunity for the Library to apply even more of a cultural lens to the work that it does, and to take advantage of opportunities for expanded partnerships to meet the growing demand for cultural programming and to promote neighbourhood development.

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CONSULTATION OUTCOMES



PLANNING CULTURE PARK

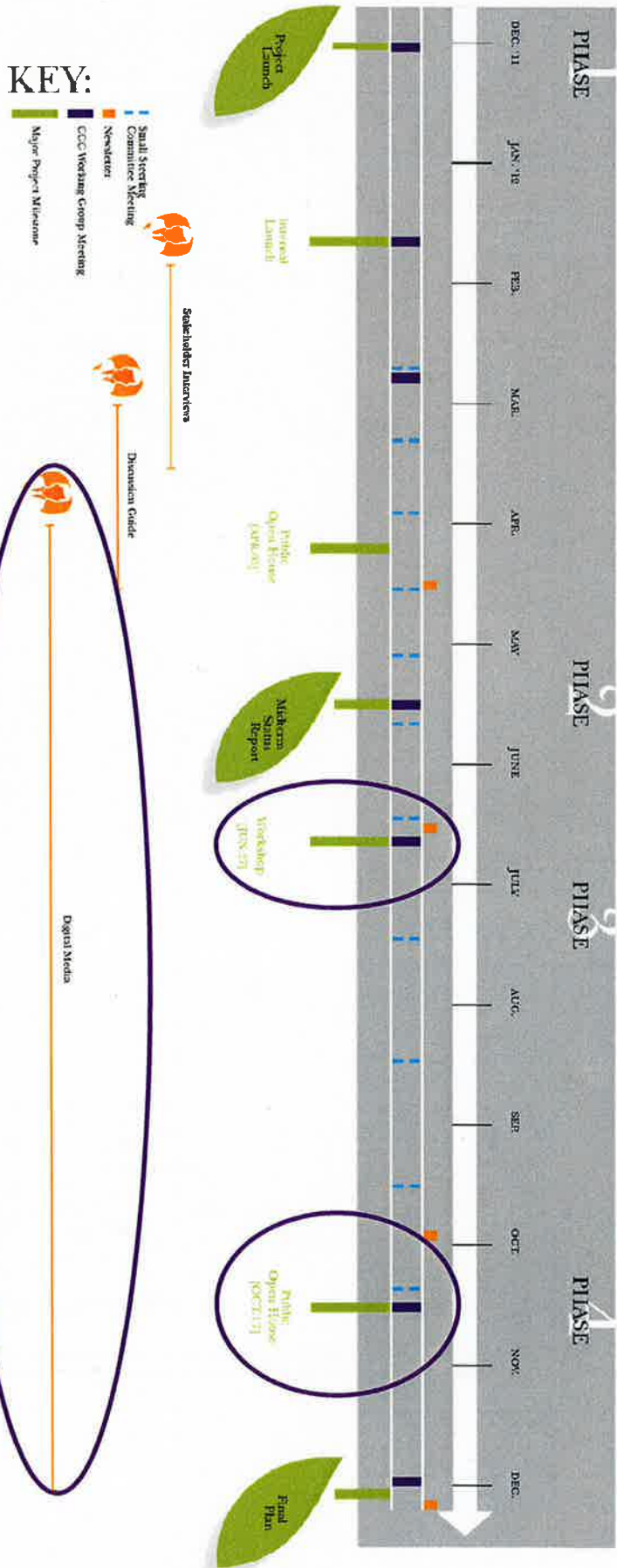


HOW WILL THE FEEDBACK BE USED?

- To further refine the cultural drivers – merge some, perhaps remove others that were less popular (e.g. Sports)
- To develop a definition of culture to be used through the rest of the process
- To develop a draft Vision to be vetted at the June 27th Workshop
- As input into the June 27th Workshop

NEXT STEPS

Project Timeline



Cultural Prosperity Plan

CITY OF LONDON



THANK YOU!