



Cultural Prosperity Plan

CITY OF LONDON

May 3rd, 2012

Mid-Term Status Presentation

DIALOGTM



OUTLINE

1 APPROACH TO CULTURAL PLANNING

2 IMPLICATIONS FOR THE CITY OF LONDON

3 PROJECT SCOPE & CONSULTATION STRATEGY

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5 CONSULTATION OUTCOMES

6 NEXT STEPS

APPROACH TO CULTURAL PLANNING

one

SUPPORTING ECONOMIC DEVELOPMENT THROUGH CULTURE



London Clay Arts Centre.
Source: London Heritage Council

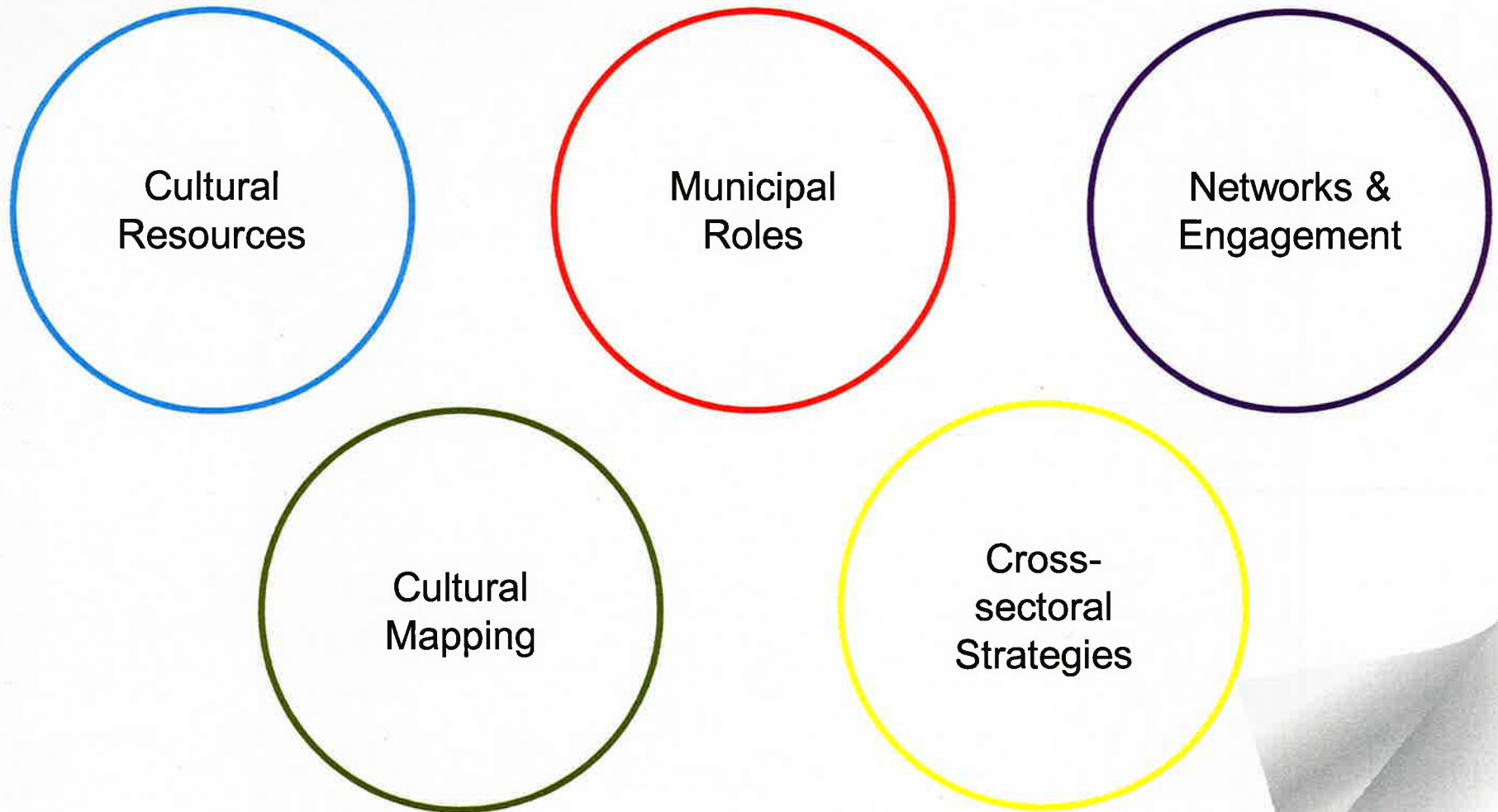
CREATING LIVEABLE AND SUSTAINABLE MUNICIPALITIES



SUPPORTING
THE CREATION
OF A VIBRANT
DOWNTOWN
& HEALTHY
NEIGHBOUR-
HOODS



DEFINING FEATURES OF A CULTURE PLAN



CULTURAL RESOURCES

Creative Cultural Industries:

- Photography
- Architecture
- Graphic Designers
- Libraries and Archives
- Advertising
- Radio & Television Broadcasting
- Art Dealers / Suppliers
- Pottery & Ceramics
- Bookstores & Music Stores
- Theatre Companies
- Commercial Galleries
- Publishing Industries
- Film/Video/Sound Recording

Community Cultural Organizations:

- Community Arts Organizations
- Historic and Genealogical Societies
- Aboriginal (Cultural) Organizations
- Multicultural (Cultural) Organizations

Space and Facilities:

- Digital & Media Studios
- Film/Video-Sound Recording Studios
- Broadcast Studios
- Libraries & Archives
- Architectural Offices
- Design Studios
- Theatres
- Performing Arts Facilities
- Visual Arts Facilities
- Museums
- Art Galleries

Cultural Heritage:

- Cemeteries
- Buildings
- Aboriginal Heritage Sites
- Archaeological Sites
- Heritage Districts
- Historic Corridors
- Industrial Heritage Sites
- Living History Sites
- Cultural Landscapes
- Historic Sites

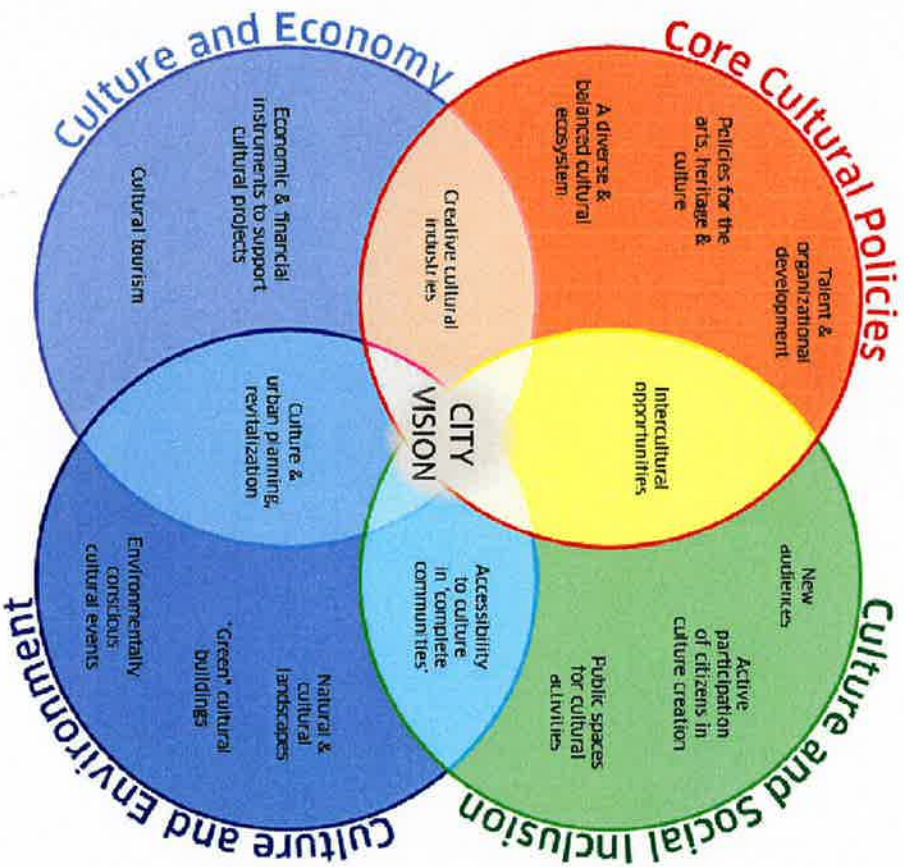
Natural Heritage:

- Scenic Destinations
- Farms & Orchards
- Gardens & Forests
- Bird/Wildlife Sanctuaries
- Botanical/Zoological Gardens
- Conservation Authorities
- Natural History Sites
- Nature Parks
- Waterfalls
- Parks

Festivals & Events:

- Aboriginal Events
- Craft Festivals
- Film Festivals
- Multicultural Festivals
- Performing Arts Festivals
- County Fairs
- Gallery & Studio Tours
- Public Art Tours
- Cultural Heritage Tours

BUILDING CULTURAL INTEGRATION



IMPLICATIONS FOR THE CITY OF LONDON

2

two

The City of London Cultural Prosperity Plan is an opportunity to celebrate the city and leverage the cultural investments into economic growth.



Build upon initiatives currently underway; broaden understanding and collaborations; capacity-building.

THE CHURCH KEY
BISTRO - PUB

PATIO OPEN



Differentiate London from other cities in Ontario and North America and enhance the region as an attractive market and destination.

LONDON PUBLIC LIBRARY
CENTRAL LIBRARY



PROJECT SCOPE & CONSULT- ANTION STRATEGY

3
three

PROJECT SCOPE

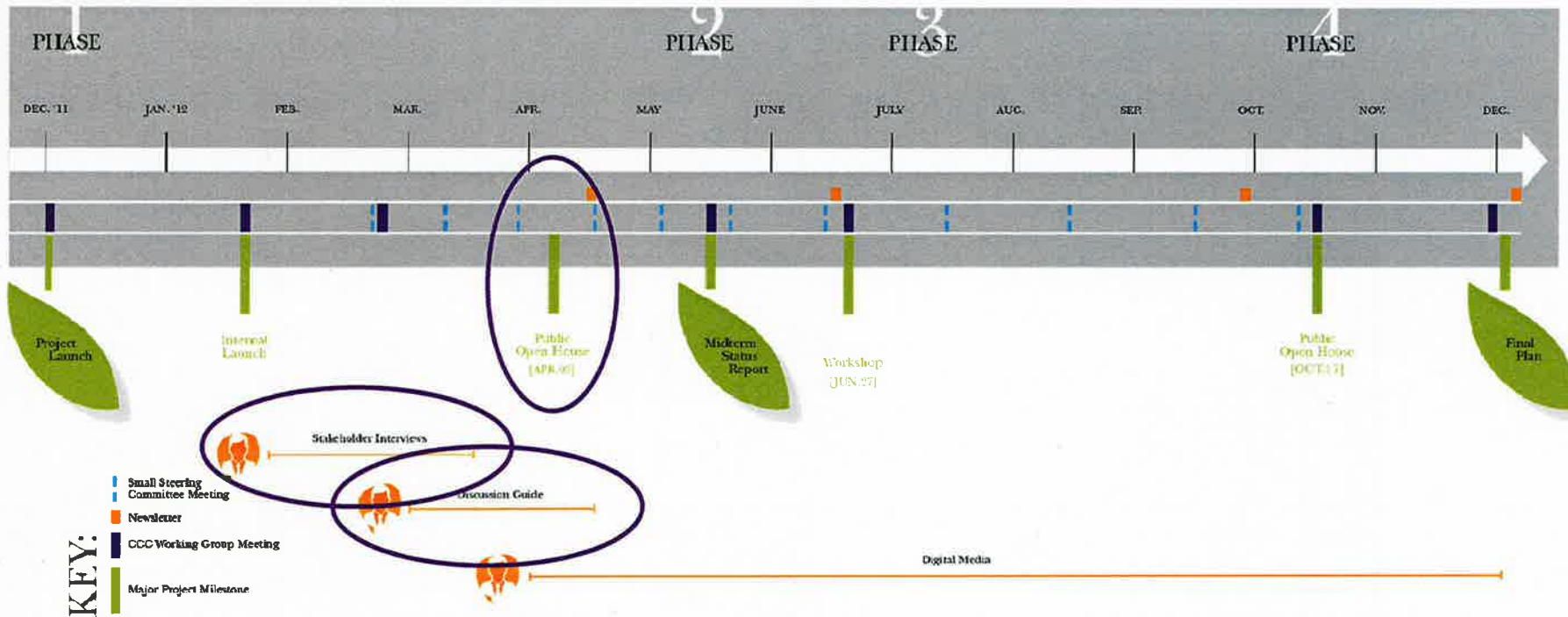
- Comprehensive analysis and assessment of London's current cultural resources;
- A comprehensive vision, goals and objectives, strategies and measures plan;
- The integration of culture with key economic prosperity initiatives including cultural corridors;
- The integration of culture with key cultural sectors; and
- Review of the most effective governance model for Culture at the City;
- The identification of future opportunities and directions.

CONSULTATION STRATEGY

- Creative City Working Group Meetings
- Small Steering Committee Meetings
- Stakeholder Interviews
- Discussion Guide
- Open Houses
- Twitter
- Webpage

CONSULTATION STRATEGY

Project Timeline



CONSULTATION REACH

- Arts and Heritage Managers, Creative City Committee Working Group, Stakeholder Interviews – 45+
- Discussion Guide – 200+
- Cultural Planning Fair – 330+
- Twitter – 150+

DISCUSSION GUIDE

5 questions:

1. What does culture mean to you? What does it include?
2. What do you feel are the City of London's most important assets that this Plan must build upon?
3. What is your vision for culture for the City of London?
4. How can the city become more culturally vibrant?
5. If, 5 years from now, 5 things have changed about the city for the better, what would they be, and what will have been done to make them happen?



DISCUSSION GUIDE

City Manager's Office

Corporate Communications

Asset Management

Community Services

Senior Management

Planning Division

Richmond Row

Downtown London

London Public Library

Western Students

Library Settlement Partnership
Management Team

London Short Film Showcase

London Advisory Committee on Heritage

Tourism London

Arts & Heritage Managers

London Fuse

Big Viking Games

Emerging Leaders

Homophobia/Biphobia/Transphobia
Working Group

YMCAWO

London Heritage Council Board

London Musicians Association

Montessori House of Children Staff and
Students

Old South Community

London Arts Council

Forest City Gallery Artists

South London Community Centre /
Thames Valley District School Board ESL
Students

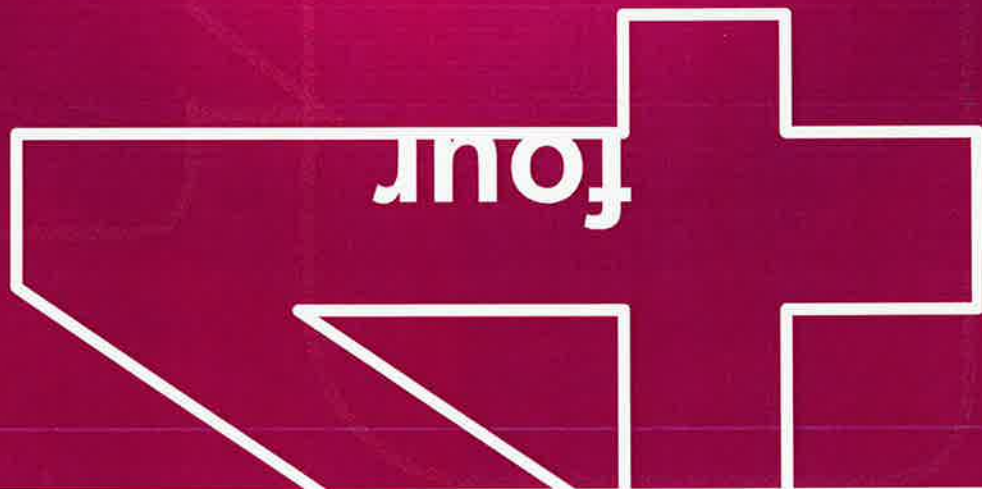
Aeolian Hall

CULTURAL PLANNING FAIR



- April 3rd, 2012 @ London Convention Centre
- 330 + participants
- Project status presentation; Ignite! Culture presentations; Interactive Panels

CULTURAL DRIVERS



DIALOG

THE CULTURAL DRIVERS REPRESENT BOTH OPPORTUNITIES AND CONSTRAINTS. THEY WILL BE USED TO DRIVE THE CONVERSATION FORWARD THROUGHOUT THE PLANNING PROCESS, AND WILL ALSO BE USED AS A RATIONALE TO DEVELOP THE VISION, PRINCIPLES, AND STRATEGIC DIRECTIONS OF THE PLAN.