



<b>TO:</b>	<b>CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON JUNE 26, 2012</b>
<b>FROM:</b>	<b>MARTIN HAYWARD CITY TREASURER, CHIEF FINANCIAL OFFICER</b>
<b>SUBJECT:</b>	<b>CULTURE DAYS FUNDING FOR 2012</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the City Treasurer, Chief Financial Officer, the London Arts Council **BE GRANTED** \$50,000 in one-time funding from the Culture Office for 2012 for the purpose of administering London’s September 28 – 30 Culture Days weekend celebration.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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<b>BACKGROUND</b>
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Culture Days is a collaborative pan-Canadian volunteer movement to raise the awareness, accessibility, participation and engagement of all Canadians in the arts and cultural life of their communities. A National Steering Committee, together with provincial committees (known as Provincial Task Forces) self-mobilize at the grassroots level to implement concurrent, annual, province-wide public participation events that take place throughout the country over the last weekend of September. Annual, Canada-wide Culture Days events feature free, hands-on, interactive activities that invite the public to participate “behind the scenes,” to discover the world of artists, creators, historians, architects, curators, and designers at work in their community. In support of these annual events, Culture Days drives a large-scale, multi-layered, annual, national communications and public relations campaign designed to help inspire and catalyze greater public participation in the arts and cultural life of our communities.

**Culture Days in London**

London’s Culture Days, which is being administered by the London Arts Council, will take place during the September 28 – 30 weekend and cultural activities will be showcased at venues located across the London community. The London Arts Council is responsible for enhancing the local promotion and collaboration and will be working with the London Heritage Council’s “Door’s Open” event, which is happening on the same weekend. In the fall of 2011 the Mayor and additional members of City Council initiated discussions with the originators of Cavalcade/Panorama which ran successfully in London a number of years ago. As a result of this discussion, the London Arts Council was invited to City Hall to present London Culture Days to over 40 multicultural associations and clubs in order to consider participating in Culture Days, instead of creating a new separate event weekend. Please refer to Appendix “A” of this report for the attached 2012 Culture Days weekend celebration details submitted by the London Arts Council.

It is recommended that the London Arts Council be provided with \$50,000 in existing funding from the Culture Office budget for 2012 for the purpose of administering London’s Culture Days weekend celebration.



The Culture Office is a partner with the London Arts Council in this Culture Days initiative and it is recognized that this celebration requires funding this year to ensure its success.

<b>PREPARED BY:</b>	<b>PREPARED BY:</b>
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<b>RECOMMENDED BY:</b>
<b>MARTIN HAYWARD CITY TREASURER, CHIEF FINANCIAL OFFICER</b>

CC: London Arts Council