

IDEAS AND PROPOSALS SUBMITTED TO IEPC

Idea: Thread Community

Submission Type: Organization

Description:

LondonFuse, Our Street London, and Neighbourgood Guide are three web based community led projects in London. Although each is distinct, they are connected by a London based Digital Agency called Thread Development. Over the past three years, the company and other volunteers have donated time, energy, and money to the development of these not for profit organizations with great success. With over 1000 members and 6000 unique hits a month, Londonfuse.ca has become the number one site in the city to promote arts and cultural events. Our Street London has organized, supported, and funded a total of 9 Car Free Day events in the downtown and other neighbourhoods around the city. Neighbourgoodguide.ca is the most successful outcome of the London Strengthening Neighbourhood Strategy and has become the number one source for information on London's many great and diverse neighbourhoods.

Our idea is to integrate these three projects into one entity called Thread Community. Thread Community will be the City of London's main partner in the endeavour to retain and attract the best and brightest talent. We are already working hard to promote and support arts and culture. We are already promoting quality urban places and spaces in the downtown and across the city. We are the number one community champion for better transit, cycling and walking. We are already working hard to celebrate and support strong and healthy neighbourhoods. We want to partner with you to enhance London's quality of place in order to retain the world class talent we already have and entice innovative employees and entrepreneurs to choose our city over others.

What is the status of this idea – is anything already happening?

We have begun the process of acquiring funding for this idea. We are currently working on the Project Plan and developing the right team to execute.

Who are the partners that would need to be involved? What are their roles?

Thread Development - Web development, branding and identity, marketing Pillar Non-profit Network - Strategy consultation London Strengthening Neighbourhoods Strategy - Represent neighbourhood interests Our Street London - Community support, volunteer resources, promotional avenues London Community Foundation - Funding Downtown London - Funding, office resources, promotion Urban League of London - Charitable status for funding, community connections

Cost to implement: \$250,000

Funding Requested from City (\$) if any: \$125,000

Will this idea move forward without City of London funding? Yes

Will your idea create jobs? Yes

How many jobs will be created? 5-10

Full or Part-time: Full time (32 hrs/wk+)

Permanent or Temporary: Permanent

Job Level: Management

Job Salary: \$40,000-60,000 (\$20-30/hour)

What sector(s) will this create job(s) in? Cultural industries

Is there anything else you can tell us about your idea that will create jobs?

Thread Community will facilitate the creation of jobs by making London more attractive to high skilled talent. There is currently no single entity leading the campaign to enhance London's quality of place. IEDC funding will help to evolve Thread Community into this role. We are very interested in working very closely with the LEDC, Chamber of Commerce, WU, Fanshawe College, and the City of London to enhance London's quality of place AND to celebrate the quality places London already has.

Will this idea leverage investments from others? What kind? How much?

IEDC funding will help Thread Community to leverage funding from provincial as well as private sources. We intend to request \$200,000 from the Ontario Trillium Foundation and \$150,000 from the London Community Foundation.

Will this idea stimulate spin-off benefits? What type? How? Where?

By focusing on Retaining & Attracting Talent, Thread Community will generate many spin-off benefits. The overarching spin-off benefit of Thread Community is serving to inform a unique identity for London Ontario. Strong local identity is integral to a vibrant local economy.

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Will this idea build new or existing partnerships? How?

Thread Community will build on new and existing partnerships, namely the Urban League of London (existing) and the Pillar Non-Profit Network (new). The Urban League of London represents London's community voice and is in need of some youthful vigour. The Pillar Non-Profit Network represents London's Non-Profit voice and is seeking to support social enterprise.

Will this idea benefit emerging or established industry sectors? How?

This idea will benefit both emerging and established industry sectors that employ high skilled and creative workers. Thread Community and it's three projects (www.londonfuse.ca, www.ourstreet.ca, and www.neighbourgoodguide.ca) will help emerging and established companies showcase London's quality of life to perspective young creative/skilled workers.

Will this idea fuel transformative change in London's economy? If so, how?

YES!!! By enhancing and promoting London's quality of life, we will help to entice innovative employees and entrepreneurs to choose our city over others. This is fundamental to the future of London's economy.

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