

**2ND REPORT OF THE**  
**CREATIVE CITY COMMITTEE**

Meeting held on June 20, 2012, commencing at 12:02 p.m.

PRESENT: Councillor J.P. Bryant (Chair) and Councillors J.L. Baechler, P. Hubert and H.L. Usher and P. Ingram and H. Lysynski (Secretary).

ALSO PRESENT: R. Armistead, B. Benedict, L. DaSilva, A. Hallam, A. Halwa, E. Hobin, S. Hubbard-Krimmer, S. Jones and S. Quigley.

REGRETS: Mayor J. Fontana, Councillor D. Brown, J. Binder, S. Merritt, R. Muñoz-Castiblanco and D. Pollock.

**I YOUR COMMITTEE RECOMMENDS:**

Creative City Granting Program 1. (2) That, on the recommendation of the Manager of Culture and Municipal Policy, the following actions be taken with respect to the Creative City Fund Granting Program:

- a) the Program **BE DISBANDED**; and,
- b) the 2012 budget in the amount of \$75,000 **BE PLACED** into the operating budget of the Culture Office, for allocation to the implementation strategies identified in London's Cultural Prosperity Plan, when created; it being noted that the Creative City Committee received a report, dated June 20, 2012, from M. Hayward, City Treasurer, Chief Financial Officer, with respect to this matter.

Culture Days 2. (Add) That London's Culture Days Weekend Celebration, to be held September 28 to 30, 2012, **BE PROVIDED** with one-time funding of \$50,000 from the Culture Office's existing budget; it being noted that the Creative City Committee received the attached presentation from A. Halwa, Executive Director, London Arts Council, with respect to this matter.

**II YOUR COMMITTEE REPORTS:**

ReThink London 3. That the Creative City Committee (CCC) heard a verbal presentation from S. Galloway, Urban Designer, with respect to ReThink London. The CCC established a Working Group to assist the Culture Office and the Planning Division in reviewing the best cultural practices and policies of other cities and reporting back at a future meeting of the CCC.

Cultural Prosperity Plan Sub-Committee 4. (i) That the Creative City Committee was advised by R. Armistead, Manager of Culture and Municipal Policy, of the following matters, relating to the Cultural Prosperity Plan:

- a) the Cultural Prosperity Kick-off event held on April 3, 2012 was successful;
- b) the Culture Plan consists of 15 cultural drivers, which are being subdivided into three different cultural priority categories; and,
- c) the Working Group is working on the vision, strategies and direction for the Culture Plan.

Honouring Prominent Citizens Sub-Committee 5. (ii) That the Creative City Committee was advised by R. Armistead, Manager of Culture and Municipal Policy, that the Honouring Prominent Citizens Sub-Committee is in the process of nominating Mitch Baran for a Lifetime Achievement Award. The CCC asked the Manager of Culture and Municipal Policy to look into the Jubilee Medal that other cities are awarding their prominent citizens.

1st Report of the CCC 6. (1) That the Creative City Committee received and noted the 1st Report of the Creative City Committee from its meeting held on May 3, 2012.

CCC Agenda 7. (Add) That the Creative City Committee amended its meeting format to include a heading for "Upcoming Events".

Next Meeting

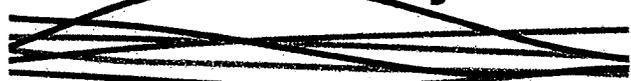
8.  
of the Chair.

That the Creative City Committee will hold its next meeting at the Call

The meeting adjourned at 1:45 p.m.

## Appendix 'A'

**LONDON**  
**culture**days.ca



5<sup>th</sup> Largest in Canada

**CELEBRATING ARTS + CULTURE  
 FROM COAST TO COAST TO COAST**

### CULTURE DAYS BACKGROUND

In 2007, inspired by the success and impact of Quebec's *Journées de la culture* weekend, leaders of Canada's largest arts organizations (as participants in The Canadian Arts Summit) commissioned a feasibility study to assess the viability and appropriateness of launching an annual cross-country celebration of arts and culture. *Journées de la culture*, produced annually by Culture pour tous since 1997, is a three-day internationally-recognized Canadian event model for promoting public participation and engagement in arts and culture.

In response to this growing recognition that a vibrant arts and cultural sector **contributes directly to a healthy and economically viable society**, Culture Days weekend, the Pan-Canadian celebration of arts and culture was created. Since its launch in 2010, Culture Days has generated enthusiastic interest, participation and support from a rapidly growing network of artists, organizations, municipalities and media as well as the private and public sectors across the country. In London, the London Arts Council (LAC) manages all aspects of this signature cultural event as well as serving on the Ontario Task Force as a resource to the provincial and national Culture Days Organizers.

### CULTURE DAYS PHILOSOPHY

Culture is everywhere and is a part of every moment of our lives. We celebrate Culture Days to recognize the special place that arts and culture occupies in our lives. Culture Days is a collaborative movement that relies on participation. **Everyone has a role they can play**, as a citizen, as a businessperson, as a cultural professional, on behalf of an organization, or in any other imaginable way.

The mission of Culture Days is to:

- Highlight the importance of arts and cultural activity to a community's quality of life.
- Help the public become aware of the many opportunities available to participate in arts and cultural activities in every community.
- Draw attention to the different cultures, heritages, cultural workers, and artists that contribute to the development and vitality of our communities.
- Inspire Canadians with experiences that remind them of the benefits of cultural engagement for their own well-being.
- Promote and reveal the creativity of our citizens, creators, organizations, and communities through marketing and public awareness campaigns.
- Encourage cross-disciplinary and cross-sector collaborations creating a legacy of strong connections between citizens, cultural workers, artists, and their communities.
- Allow the arts, cultural and the general community to build lasting relationships with each other, and support the continued growth and sustainability of Communities.

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## **LONDON CULTURE DAYS 2012 – THE EVENT**

London Culture Days 2012 will take place on September 28, 29, 30. The weekend will feature different events happening at different times throughout the day and evening. Embracing the core vision that every individual- regardless of age, location or experience- has the right to access and participate actively in arts and culture, London Culture Days offers hundreds of free hands-on and interactive activities inviting Londoners and visitors to participate "behind the scenes" and discover the cultural life of their community. Culture Days directly facilitates interaction between creators and citizens thereby increasing the understanding and appreciation of our arts and cultural mosaic.

Over 100 organizations spread across the city will feature over 150 activities that engage Londoners in the world of the arts, multi-cultural, and heritage sectors. In collaboration with heritage buildings of Doors Open London 2012 (administered by the London Heritage Council), all 16 branches of London Public Library and the City of London Parks and Recreation Department – Community Centres, arts organizations & venues, artists studios and cultural groups who may not have a venue or space of their own will be matched with suitable venues for their performances, demonstrations and workshops.

An exciting new aspect of London Culture Days 2012, is the participation of 35 of London's multicultural groups (please see attached a full list of confirmed participants). These organizations add an extra dimension to London Culture Days by highlighting the artistic and cultural traditions of the growing diverse communities within London bringing together new comers, immigrants, current and prospective citizens of London with the vibrant arts and cultural community that surrounds them daily. This will enable new immigrants\* and citizens to easily become involved with their community (e.g. volunteer opportunities, participation in programs, attendance at performances, special events, festivals, tours etc.) Promoting the varied and inclusive arts/culture sector of a community facilitates change, shares knowledge/learning experiences and creates lasting benefits for all.

With London Culture Days 2012 and Doors Open London taking place in partnership over the same weekend, and coinciding with Western University Homecoming, **September 28, 29 and 30** will be the largest celebration of arts, heritage and culture ever seen in London. This mega weekend of cultural recognition and celebration offers the arts, heritage and multicultural sectors of London the opportunity to collaboratively and collectively showcase the artistic and cultural life of our community.

London Culture Days 2012 will execute a multi-layered marketing and promotion campaign to our target market of cultural populations, tourists, families, university/college populations and young professionals (ages 25 - 45) and those loyal participants to whom Culture Days has become a much anticipated yearly event.

We will continue with our strong web presence at [www.culturedays.ca](http://www.culturedays.ca) as well as on Facebook and Twitter, which is vital to ensure that younger markets find the event accessible and relevant. LAC will be promoting the event on the arts portal at: [www.londonarts.ca](http://www.londonarts.ca)

London Arts Council (London Culture Days) along with the London Heritage Council (Doors Open London) are collaborating to create and distribute a free event map guide that is accessible to the public at both Tourism London locations, at all sixteen branches of the London Public Library, at all London Culture Days and Doors Open London site locations, and at our shared office. The intent is also to have copies of the map guide distributed (155,000 copies) in the London Free Press as it was last year through Doors Open London.

## HISTORY

### **LONDON CULTURE DAYS 2011 – NAMED 5<sup>TH</sup> LARGEST CULTURE DAYS IN CANADA!**

Celebrated on the weekend of September 29<sup>th</sup> to October 1<sup>st</sup>, 2011 we grew to over 65 registered London Culture Days activities, London's celebration was the fifth largest in the Canada. This was the first year for a special partnership between the London Public Library and the London Arts Council with all 16 branches of the Library open for London Culture Days activities. This partnership enabled individual artists and smaller cultural groups to take their practice out of private studios into the accessible spaces of library branches allowing the public to discover and engage with their work. London was one of only three communities in Ontario to undertake a launch event, which took place at Museum London the evening of Friday, September 30. Themed "A trip around the world" the event showcased 91 performers from London's multicultural community. London Culture Days has given Londoners a comprehensive opportunity to become aware of and participate in the rich and diverse arts and multicultural life London has to offer.

### **LONDON CULTURE DAYS 2010**

In its inaugural year, Londoners celebrated Culture Days along with dozens of other Canadian communities, and kicked off a whole year of celebrating arts and culture in our city. London Culture Days activities were held across the city on September 24 to 26. The concept was to have the public participate in free, hands-on, interactive activities as they discovered the cultural life of their local community. The London Arts Council coordinated and promoted over 50 activities within London Culture Days. It was a weekend to celebrate and engage in the arts and culture that enrich our everyday lives, and to invest in London's vibrant arts sector.

## LIST OF ORGANIZATIONS INVOLVED IN THE WEEKEND

|    | NAMES  | CATEGORY        |
|----|--|-----------------|
| 1  | Aeolian Hall Performing arts Centre          | Arts/Heritage   |
| 2  | Agriculture & Agri-Food Canada               | Heritage        |
| 3  | Air Force Asociation of Canada, 427 wing     | Heritage        |
| 4  | Arts Project                                 | Arts/ Heritage  |
| 5  | Artfusion                                    | Arts            |
| 6  | African Canadian Federation of London & Area | Multicultural   |
| a  | Kenya  |                 |
| b  | Ethopia                                      |                 |
| c  | Somalia                                      |                 |
| d  | Sudan  |                 |
| e  | South Sudan                                  |                 |
| f  | Nigeria                                      |                 |
| g  | Congo  |                 |
| h  | Gambia                                       |                 |
| i  | Eritrea                                      |                 |
| j  | South Africa                                 |                 |
| k  | Burundi                                      |                 |
| l  | Ghana  |                 |
| 7  | Amundsen Exhibition                          | Arts            |
| 8  | Attic Books                                  | Arts/Heritage   |
| 9  | Ann Van Meyl                                 | Artist          |
| 10 | Banting National historic Site of Canada     | Heritage        |
| 11 | Beacock Public Library                       | Culture         |
| 12 | Ben Benedict                                 | Artist          |
| 13 | Boyle Community Centre                       | Cultural Centre |
| 14 | Brassroots                                   | Arts/Heritage   |
| 15 | Brick Street Cemetery                        | Heritage        |
| 16 | Byron Masonic Hall                           | Heritage        |
| 17 | Byron Public Library                         | Arts            |
| 18 | Canadian Medical Hall of Fame                | Heritage        |
| 20 | Carling Heights Community Centre             | Cultural        |
| 21 | Canadian Association of Latin America        | Multicultural   |
| a  | Colombia                                     |                 |

|    |                              |               |
|----|------------------------------|---------------|
| b  | Mexico                       |               |
| c  | Brazil                       |               |
| d  | El salvador                  |               |
| e  | Argentina                    |               |
| f  | Peru                         |               |
| g  | Chile                        |               |
| h  | Ecuador                      |               |
| i  | Guyana                       |               |
| j  | Paraguay                     |               |
| k  | Uruguay                      |               |
| 22 | Carson Public Library        | Arts          |
| 23 | Central Library              | Arts          |
| 24 | Cherryhill Public Library    | Arts          |
| 25 | Christ Anglican Church       | Cultural      |
| 26 | Church of Transfiguration    | Cultural      |
| 27 | Citi Plaza                   | cultural      |
| 28 | City Art Centre              | Arts          |
| 29 | Coves Enviromental Area      | Heritage      |
| 30 | Crouch Public Library        | Arts          |
| 31 | Delta London Armouries Hotel | Heritage      |
| 32 | East London Public library   | Arts          |
| 33 | Eldon House                  | Heritage      |
| 34 | Fanshawe Pioneer Village     | Arts/Heritage |
| 35 | Fringe Show                  | Arts          |
| 36 | Fired up Glass works         | Arts          |
| 37 | First Hussars Museum         | Heritage      |
| 38 | Forest City Gallery          | Arts          |
| 39 | German Canadian Club         | Heritage      |
| 40 | German language School       | Multicultural |
| 41 | Glanworth Public Library     | Cultural      |
| 42 | Golden Harps Steel Band      | Multicultural |
| 43 | Grand Theatre                | Arts/Heritage |
| 44 | Grand Wood Park              | Heritage      |
| 45 | Home County Festival         | Arts          |
| 46 | Hodgson's Originals          | Arts          |
| 47 | Idlewyld Inn                 | Heritage      |
| 48 | Jalna Public Library         | Cultural      |
| 49 | Jet Aircraft Museum          | Heritage/Arts |
| 50 | Jewish Community Centre      | Multicultural |
| 51 | Kilworth United Church       | Heritage      |

|    |   |                    |
|----|---|--------------------|
| 52 | Korean Canadian Society                           | Multicultural      |
| 53 | Karen Scheussler Singers                          | Arts               |
| 54 | Landon Public Library                             | Cultural           |
| 55 | Lambeth Public Library                            | Cultural           |
| 56 | London Arts Dance Academy                         | Arts               |
| 57 | London Chinese Cultural Centre                    | Multicultural      |
| 58 | London Clay Art Centre                            | Arts/Heritage      |
| 59 | London Cross Cultural Learner Centre              | Multicultural      |
| 60 | London Fire Station No 4                          | Heritage           |
| 61 | London Health Science Centre, Power Plant         | Heritage           |
| 62 | London Life Insurance Company                     | Heritage           |
| 63 | London Model Railroad group Inc                   | Heritage           |
| 64 | London Muslim Mosque                              | Multicultural      |
| 65 | London Police Services                            | Heritage           |
| 66 | London Regional Children's Museum                 | Heritage/Arts      |
| 67 | London Celebrates Canada                          | Cultural           |
| 68 | London Transit                                    | Heritage           |
| 69 | London Ukrainian Club                             | Multicultural      |
| 70 | Light of East Ensemble                            | Multicultural/Arts |
| 71 | London Talbot Toastmasters                        | Arts               |
| 72 | Marconi Club of London                            | Multicultural      |
| 73 | Mashup Kids Inc                                   | Cultural/Arts      |
| 74 | Masonville Public Library                         | Cultural/Arts      |
| 75 | McIntosh Gallery                                  | Arts/Heritage      |
| 76 | Medical Artifact Collection at Western University | Heritage           |
| 77 | Medway Community Centre                           | Cultural           |
| 78 | Michael Gibson Gallery                            | Arts               |
| 79 | Montessori House of Children                      | Heritage           |
| 80 | Museum London                                     | Arts/Heritage      |
| 81 | Museum of Ontario Archaeology                     | Heritage/Arts      |
| 82 | North London Optimist Centre                      | Cultural           |
| 83 | Ontario Genealogical Society                      | Heritage           |
| 84 | Palace Theatre                                    | Arts/Heritage      |
| 85 | Polish Hall                                       | Multicultural      |
| 86 | Pond Mills Public Library                         | Cultural           |
| 87 | Professional Writers Association Of Canada        | Arts               |
| 88 | Penn Kemp   | Artist             |
| 89 | Portuguese Club of London                         | Multicultural      |
| 90 | Railway Caboose                                   | Heritage           |
| 91 | Royal Canadian Regiment Museum                    | Heritage           |

|     |  |               |
|-----|--|---------------|
| 92  | Sherwood Public library                    | Cultural      |
| 93  | Sol- Luna Belly dancers                    | Artists       |
| 94  | Sheila Horrell ( SOHO Culture)             | Multicultural |
| 95  | St Paul's Cathedral                        | Heritage      |
| 96  | St Peter's Cathedral Basilica              | Heritage      |
| 97  | St Peter's Seminary                        | Heritage      |
| 98  | South Asian Showcase                       | Multicultural |
| a   | India                                      |               |
| b   | Pakistan                                   |               |
| c   | Sri lanka                                  |               |
| d   | Nepal                                      |               |
| e   | Bhutan                                     |               |
| 99  | Stoney Creek Library                       | Cultural      |
| 100 | Secrets of Radar                           | Heritage      |
| 101 | Turkish Community                          | Multicultural |
| 102 | Unlab                                      | Arts          |
| 103 | Waverley Retirement Residence              | Heritage      |
| 104 | Westmount Public Library                   | Cultural      |
| 105 | Walter Sayers                              | Artist        |
| 106 | Wolseley Barracks                          | Heritage      |
| 107 | Woodland cemetery, Mausoleum & Crematorium | Heritage      |

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**London Arts Council**

## **LONDON ARTS COUNCIL**

The London Arts Council (LAC) is London's non-profit umbrella organization for the arts community. LAC's mandate is to enhance the quality of life and the creative vitality of London, through programs and services offered to the arts community, Londoners and visitors. Working with public, private and community partners, LAC nurtures, builds and sustains awareness of, involvement in, and commitment to excellence through the creation of, exposure to and participation in all levels of arts and culture within the City of London. And provides: information, education, investment, consultation and networking opportunities to the London arts community, citizens, municipal departments and visitors.

Our programs and services include:

**LondonArts.ca** - created and manage the area's definitive Arts Portal - offered free of charge to all arts organizations, individual artists and arts venues and their events – accessible promotion of our City's artistic community.

**Community Arts Investment Program - Category 2 (CAIP)** – for eleven years, manage, administer and further develop, on behalf of the City of London, an annual municipal investment in London's arts organizations, individual artists and collectives – supporting and sustaining London's artistic vibrancy.

**Artists in Education Program** – in conjunction with Federal, Provincial, Municipal and Private financial support, LAC has envisioned, is implementing and investing in a program that will bring London artists, their projects, and programming to students of all ages within the TVDSB and LCDSB – building lifelong relationships with arts and culture.

**Public Art** - Shaping the policy of, process for and the subsequent administration of the City of London's Public Art initiative – beautifying, defining and enhancing our city.

**Arts Managers Meetings (AMM)** - Chair roundtable discussions with London's arts organization managers monitoring the "State of the Arts" – in London, the Province and Nationally – building capacity, identifying opportunities and encouraging collaboration.

**Viz Biz Program** - coordinate a Visual Arts rotation highlighting the works of London's visual artists within the LAC and Mayor's offices – promoting London's many exceptional artists, both established and emerging.

**City of London Poet Laureate** – implemented and inaugurated London's first Poet Laureate position – joining 33 communities across Canada commissioning a Poet Laureate.

**Chris Doty and Greg Curnoe Endowment Funds** – administered by the LAC, investments award outstanding artists who contribute to our community – Chris was a writer, historian, filmmaker, director who was passionate about London's stories and Greg strongly believed in advocacy for professional artists and a vibrant community life.

**Mayor's New Years Honours List - Arts Award** – honouring those who have contributed so much to our quality of life through their dedication to the arts within our city.

**Timeraiser** – along with our community partners with United Way, GenNext and Pillar Non-Profit – the event is part volunteer fair, part silent art auction, and part night on the town. The big twist is rather than **bid money, you bid volunteer hours**. \*Artists are paid for their artwork.