

IDEAS AND PROPOSALS SUBMITTED TO IEPC

Idea: Destination Arts

Submission Type: Individual

Description: London has a rich cultural and arts tapestry. There are a wide variety of programs which feature arts education for youth. Some of these programs are free and other require a nominal fee. If we weave together these opportunities and promote the city as a destination point where children and youth can get these extra opportunities, there will be a tremendous economy develop out of this. London is already known as a good place to raise a family, but the extra benefit of a rich arts education is a greater attraction for parents.

What is the status of this idea – is anything already happening? Many opportunities exist including: The London Potter's Guild; El Sistema Aeolian; The Palace Theatre; The Grand Theatre; Art for All Kids

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

Partners would include all of the organizations offering art enrichment programs and built infrastructure to promote it. This infrastructure would be The City of London, Tourism London, private corporate sponsors.

Cost: \$100,000

Funding Requested from City (\$) if any: \$60,000

Will this idea move forward without City of London funding? As most of the programs involved in delivering art enrichment services are run on tight budgets, the city and sponsors would have to invest in the structure and marketing around this project. The cost could be much less if we use existing organization structures like the London Arts Council and City Staff.

Will your idea create jobs? Yes

How many jobs will be created? 51-100

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

Permanent or Temporary: Permanent

Job Level: Mid-level

Job Salary: Salary of \$20,000 - \$40,000 (\$12-\$20/hour)

What sector(s) will this create job(s) in? Educational services

Is there anything else you can tell us about how your idea will create jobs? There are two aspects to job creation here. One involves the families which will move to London to gain access to these opportunities for their children and find or create jobs, the other aspect is the growth of the arts education sector.

Will this idea leverage investments from others? What kind? How much? Yes. I believe that Corporate Sponsors, Foundations and Granting organizations which already support many of these programs will feel motivated to give more as the profile of this "Destination Arts" offering grows.

Will this idea stimulate spin-off benefits? What type? How? Where? This idea will help re-brand the City overtly. Although London is already an arts destination, that branding doesn't convey well outside of the city or is recognized by the majority of its residents.

Will this idea build new or existing partnerships? How? This idea will build many new partnerships. It will connect arts education organizations together with links to educational institutions.

Will this idea benefit emerging or established industry sectors? How? This idea will benefit both emerging and established industry. Each arts education organization will definitely grow with this initiative. Other will begin or develop as a result of this opportunity.

Will this idea fuel transformative change in London's economy? If so, How? In order for London to transform away from its negative branding (such as the economic challenges), it not only has to come up to par with other cities, but it has to excel far beyond them. This involves a vision and values shift which is promoted regularly in all aspects of our lives. The rhetoric we use, the visible signs, the marketing tools and message and the pride of our citizens will be our tools.

Contact:

Clark Bryan
435 McMahan St., London, ON N5Y 0A2