

London: Destination Arts

Enticing families to move to London
by promoting our rich tapestry of
Arts Education Programs

London's existing hidden treasure

“ a large number of existing arts education programs for children, youth and emerging adults

“ Most of these programs fly under the radar: they are only marketed within London and often not well



*Parents want great art
education opportunities for their
children*

proven

“ it is the cultural offering of a city which drive economic growth.

“ Business owners consider moving into a city based on many factors. One of them is whether the city itself if a place they would like to live in

“ Entrepreneurs stay and work in cities which feature “values of creativity”

The United Nations Development Program Report

“culture provides the social
basis that allows for:

- stimulating creativity
- innovation
- human progress
- well-being
- human development
- **economic growth**
- fulfilling intellectual,
emotional, moral and
spiritual life

Other studies

- Enhancing understanding and capacity for action
- Creating and retaining identity
- Modifying values and preferences for collective choice
- Building social cohesion
- Contributing to community development
- Fostering a civic participation

Other Studies

- Personal development;
- Social cohesion;
- Community empowerment and self-determination;
- **Local image and identity;**
- Imagination and vision; and
- Health and well-being.

What's already happening:

Child and Youth Fee based programs:

- Music for Young Children (MYC): 6 teachers in London
- London Children's Museum
- London Potter's Guild
- The Arts Project
- The Aeolian School of Music
- Grand Theatre High School Project

Child and Youth fee-based programs:

- Nancy Campell Collegiate Institute (Suzuki)
- Conservatory Canada
- Palace Theatre Youth programs
- Mashup Kids
- ArtVenture
- Fridge Door Live Theatre Company Summer Camp
- Amabile Choirs of London
- Contemporary Dance Collective
- East Village Arts Co-op (EVAC)
- El Studio Tango
- Ontario Registered Teachers Association
- FoundSound Rhythm Workshops & Classes

Child and Youth Free Programs

- Arts for All Kids
- London Life Community Music Program
- El Sistema Aeolian
- Musical Futures
- Investing in Children
- Pierson School for the Arts
- St. Mary's Choir School
- H.B. Beal Secondary School
- Sunfest
- Home County Music Festival

Programs for Emerging Adults

- The Ontario Institute of Recording Technology (OIART)
- Faculty of Music UWO
- Music Industry Arts (MIA) Fanshawe College
- Conservatory Canada

Partners

- Participating network of organizations
- City of London: Tourism, Culture department
- Corporate Sponsors
- Media

Roles

- Research all existing opportunities
- Build partnerships, networks, associations
- Produce a marketing plan
- Develop a few measuring tools; surveys for newcomers, program enrolment changes, additional staff hiring, increased funding for programs etc.
- Articulate the marketing plan

Results

- 50-100 permanent full time jobs in the arts industry
- 200+ part-time jobs in the arts industry
- Mid-level salary
- Sectors: Educational services, teachers, administration
- Jobs created by new residents: thousands

Investments

- Larger investments from granting agencies and governments
- Bigger marketing opportunity for corporations and thus more investment from them for this project.
- Meets the criteria of many foundations: youth, education and inclusiveness

City Branding

- “London, City of the Arts”
- is already a reality. Promoting the opportunities from this reality will give the overt branding to both our residents and potential residents.
- This is a branding about specific opportunities, not just “The City of Opportunity”.
- We will build pride amongst London citizens and create branding which has a proven track record of success around the world.

Transformative Change

- “ Positive, progressive branding in line with other successful cities throughout the world
- “ Value shift
- “ Focus on the arts rhetoric shift
- “ Positive progressive branding

“a liberal arts education is not so much about filling you up with knowledge as it is about ‘teaching you how to think’ and...about the choice of what to think about”

These capacities will make our London soil fertile for investment, economic prosperity, growth....and most importantly

Community, Vision, Passion, Wisdom, Personal Growth and Happiness

After all, if its only about economic prosperity,
what's the point?