

**13TH REPORT OF THE**  
**INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE**

Special meeting held on July 19, 2012, commencing at 9:11 AM, in the Council Chambers, Second Floor, London City Hall.

**PRESENT:** Councillor J.B. Swan (Chair), Councillors D. Brown, S. Orser, B. Polhill and P. Van Meerbergen and C. Saunders (Secretary).

**ABSENT:** Councillor M. Brown.

**ALSO PRESENT:** J.P. Barber, J. Braam, H. Filger, J.M. Fleming, K. Graham, M. Hayward, M. Henderson, G.T. Hopcroft, M. Ribera and P. Yeoman.

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**I. DISCLOSURES OF PECUNIARY INTEREST**

1. That it **BE NOTED** that Councillor J.B. Swan disclosed a pecuniary interests in clause 2i) of this Report pertaining to Orchestra London by indicating that he is employed by Orchestra London.

**II. CONSENT ITEMS**

None.

**III. SCHEDULED ITEMS**

2. Investment and Economic Prosperity Proposals

**a) Investment and Economic Prosperity Process Overview**

Recommendation: That it **BE NOTED** that the Investment and Economic Prosperity Committee declined a presentation from Martin Hayward, City Treasurer, Chief Financial Officer providing an overview of the process to evaluate economic prosperity proposals as the same presentation had been given at the July 18, 2012 meeting of the Investment and Economic Prosperity Committee.

**b) Tourism London - Tourism as an Economic Generator**

Recommendation: That the following actions be taken with respect to the proposals, submitted by John Winston, General Manager, Tourism London, regarding tourism as an economic generator:

- i) Tourism London **BE REQUESTED** to convene a meeting with London's hospitality industry to discuss the possible establishment of a Community Attraction/Event Development Fund and provide an update with respect to this matter to the Investment and Economic Prosperity Committee (IEPC) in the Fall of 2012; and,
- ii) the remaining proposals submitted by Tourism London **BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria;

it being noted that the IEPC received a delegation from John Winston, Tourism London regarding these matters.

**c) London Convention Centre Space Enhancement**

Recommendation: That the proposal entitled "London Convention Centre Space Enhancement", submitted by Lori Da Silva, General Manager and Chief Executive Officer, London Convention Centre, **BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria, subject to the submission of a financial plan in support of the proposal; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Lori DaSilva, London

Convention Centre.

d) **Employment Sector Council London-Middlesex Proposal**

Recommendation: That the proposal entitled "Employment Sector Council London-Middlesex", submitted by Carol Stewart, Project Manager, Employment Sector Council London-Middlesex, **BE SUPPORTED AND REFERRED** to the Civic Administration for evaluation in accordance with the established criteria and to provide a potential source of financing for the initiative; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Anne Langille and Carol Stewart, Employment Sector Council London-Middlesex.

e) **London-Middlesex Immigrant Employment Council Job Match Network**

Recommendation: That the proposal entitled "LMIEC Job Match Network", submitted by Jennifer Hollis, Project Manager, London-Middlesex Immigrant Employment Council, **BE SUPPORTED AND BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria and to provide a potential source of financing for the initiative; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Jennifer Hollis, London Middlesex Immigrant Employment Council.

f) **Old East Village BIA - Accelerating Economic Prosperity**

Recommendation: That the proposal entitled "Accelerating Economic Prosperity in London's Neighbourhoods", submitted by Sarah Merritt, Manager, Old East Village Business Improvement Area, **BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria, subject to the provision of additional information with respect to the financing of the initiative; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Sarah Merritt, Old East Village Business Improvement Area.

g) **German Solar Corporation - Solar Panels**

Recommendation: That the proposal submitted by Dennis German, President, German Solar Corporation, to utilize municipal rooftops for the installation of solar panels **BE SUPPORTED IN PRINCIPLE AND BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria and the City of London's Procurement of Goods and Services Policy with a report back to the Investment and Economic Prosperity Committee (IEPC) in September 2012; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Dennis German, German Solar Corporation.

h) **560 & 562 Wellington Street Residential Condominium Project**

Recommendation: That the proposal entitled "Auburn Developments Inc. - 560, 562 Wellington Street, London Residential Condominium Project", submitted by Stephen Stapleton, Vice President, Auburn Development Inc., **BE RECEIVED**; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Steve Stapleton and Hugh Handy, Auburn Developments.

i) **Orchestra London - Music London**

Recommendation: That the proposal entitled "Music London", submitted by David Canton, Chair, Facility Planning Committee, Orchestra London, **BE REFERRED** to the Civic Administration to evaluate and report back on the proposed governance structure of Centennial Hall and for evaluation in accordance with the established criteria; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from David Canton, Orchestra London.

j) **My Sisters' Place - Prosperity Through Resiliency**

Recommendation: That the proposal entitled "Prosperity Through Resiliency", submitted by Susan Macphail, Director of Women's Mental Health Resources, My Sisters' Place **BE REFERRED** to the Strategic Funding Process: it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Susan MacPhail, My Sister's Place.

k) **Community Thread**

Recommendation: That the proposal entitled "Community Thread", submitted by Ryan Craven, Program Coordinator, London Fuse, it **BE REFERRED** to the Civic Administration for evaluation in accordance with the established criteria, subject to the submission of a business plan that demonstrates financial sustainability; it being noted that the Investment and Economic Prosperity Committee received the attached presentation from Ryan Craven, London Fuse.

**IV. ITEMS FOR DIRECTION**

None.

**V. DEFERRED MATTERS/ADDITIONAL BUSINESS**

3. **Maintain VIA Rail Passenger Service**

Recommendation: That the following Resolution BE APPROVED with respect to the proposed reductions to VIA Rail service in the Windsor/Sarnia/London/Toronto corridors to replace clause 4 of the 12th Report of the Investment and Economic Prosperity Committee:

WHEREAS VIA Rail has announced reductions to service in the Windsor/Sarnia/London/Toronto corridors, to take effect in July and October 2012;

AND WHEREAS VIA Rail's mandate is to provide safe, efficient, more environmentally sustainable and cost effective passenger transportation;

AND WHEREAS our passenger rail network is an integral and vital part of our national transportation infrastructure and is vital to our economic prosperity;

AND WHEREAS rail is the most environmentally friendly and most energy-efficient mode of passenger transportation;

AND WHEREAS Southwestern Ontario corridor passenger rail services provide an effective and attractive travel alternative to Highways 401, 402 and regional highways, reducing congestion and vehicle emissions;

AND WHEREAS communities, our residents and our businesses rely on timely, convenient rail links to Toronto and other corridor communities;

BE IT RESOLVED THAT VIA Rail be petitioned to maintain and improve rail service and frequency in these Southwestern Ontario corridors; and

BE IT FURTHER RESOLVED THAT a meeting be requested with VIA Rail to explore improvements to passenger rail services in the Southwestern Ontario corridors; and

BE IT FURTHER RESOLVED THAT copies of this resolution be sent to VIA Rail, the Minister of Transport, Infrastructure and Communities, the Minister of State (Transport), the Minister of Industry, the Ontario Minister of Transportation, the Ontario Minister of Economic Development and Innovation, area MPs and MPPs, FCM, AMO, SWEA, and other corridor communities.

**VI. ADJOURNMENT**

The meeting adjourned at 3:45 PM.



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20/07/2012



City of London  
Investment and Economic Prosperity Committee  
July 2012

LCC PLEDGE

**The London Convention Centre  
will be the preferred venue for  
customized knowledge transfer  
and entertainment experience by  
delighting guests with every act.**



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## LCC PURPOSE

**To contribute directly to London's economy by attracting and hosting conventions, conferences and multi-day meetings.**



## LCC SUPPORT

### **How Does the LCC support London and area?**

- Attracting events related to areas of economic priority
- Creating forums for interactions between global investors and local businesses
- Drawing business and professional visitors that might not otherwise visit, creating destination exposure
- Bringing new dollars into the community strengthening the economy
- Attracting professionals in any given field enhancing local professional development and expertise
- Exposing area businesses, research and cultural products to a global audience
- Advancing regional and international cooperation by creating forums for high level exchanges and helping build relationships among participants



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**VALUE OF MEETINGS**

## Measuring the Value of Meetings and Conventions

Currently the value of meetings and conventions is undervalued as the only direct measurement is the contribution to the Tourism industry and not what is contributed to overall economic and professional development.

**ECONOMIC IMPACT**

## Economic Impact

Based on what we can currently measure, the London Convention Centre contributes \$15,000,000 to \$20,000,000 annually in direct economic benefit to London.



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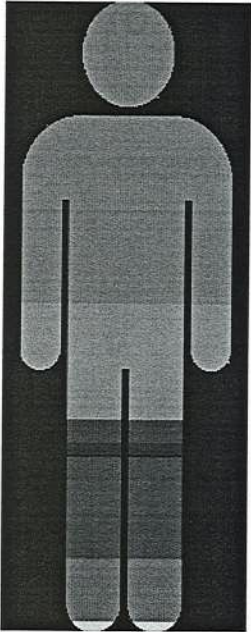
**DIRECT SPEND**

## Measuring the Direct Spend

- The average delegate/attendee spends approximately \$301 per delegate day staying 2.8 nights in Ontario on average
- Provincial delegates spend \$217 while those from the rest of Canada spend \$479
- Exhibitors on average spend \$2,481

**DELEGATE SPENDING**

Average Delegate \$301



Average	
\$124	Accommodations
\$81	Transportation
\$7	Parking
\$5	Entertainment
\$2	Recreation
\$2	Attractions
\$51	Meals & Drinks
\$26	Shopping
\$0	Personal Services
\$3	Other

**LONDON CONVENTION CENTRE**



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**SUCCESS FACTORS**

**Key Success Factors for attracting Conventions:**

- Air lift to the destination
- Quality hotels close to or adjacent to venue
- Quality Venue Space
- Cost of destination & Venue
- Attractive Destination



**VENUE SELECTION CRITERIA**

<b>Cost</b>	<b>77%</b>
<b>Meeting Space Size &amp; Quality</b>	<b>66%</b>
<b>Open Dates</b>	<b>66%</b>
Exhibit Space Size & Quality	65%
Number of Hotel Rooms Nearby	62%
Exhibit Space Rental Rates	53%
Labour Costs and Service Issues	53%
Exhibit Space Configurations	51%
Food & Beverage Quality & Costs	35%
Parking Capacity	27%
Exclusive Contracts	25%
Expansion/Renovation/Construction Issues	23%
Quality of Area Near the Venue	23%
Technology/Telecom Service and Cost Issues	17%
Venue Staff Customer Service	17%
Public Transportation Access	12%
Road Access Information	8%
Signage Issues	6%
Space for Outdoor Exhibits & Tents	6%
Other	6%



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## SALEABLE TIMES

	Canada	United States	International
Saleable Season	All Year	Mar – Oct	Mar - Oct
Saleable Weeks	52	35	35
<b>Less Weeks with Major Holidays</b>			
First Week of January	1	n/a	n/a
Easter	2	2	2
Memorial Day/ Mother's Day	1	1	1
Canada Day	1	n/a	n/a
July 4 <sup>th</sup>	n/a	1	n/a
Civic Holiday (August)	1	n/a	n/a
Labour Day/Rosh Hashanah	1	1	1
Yom Kippur	n/a	1	n/a
Simchat Torah	n/a	1	n/a
Columbus day	n/a	1	n/a
Thanksgiving (Canada)	1	n/a	n/a
Thanksgiving (US)	n/a	1	n/a
Christmas/New Years	1	n/a	n/a
Subtotal	9	9	4
<b>Total Saleable Weeks</b>	<b>43</b>	<b>26</b>	<b>31</b>



LONDON  
CONVENTION  
CENTRE

## LCC PERFORMANCE RESULTS

**Economic Impact of \$19.4 million on City funding of \$600,00 in 2011**

**Revenue growth of 11% over 2010**

**Operational surplus of \$315,731 or 6.1% of revenue, an improvement of 57% over 2010 result**

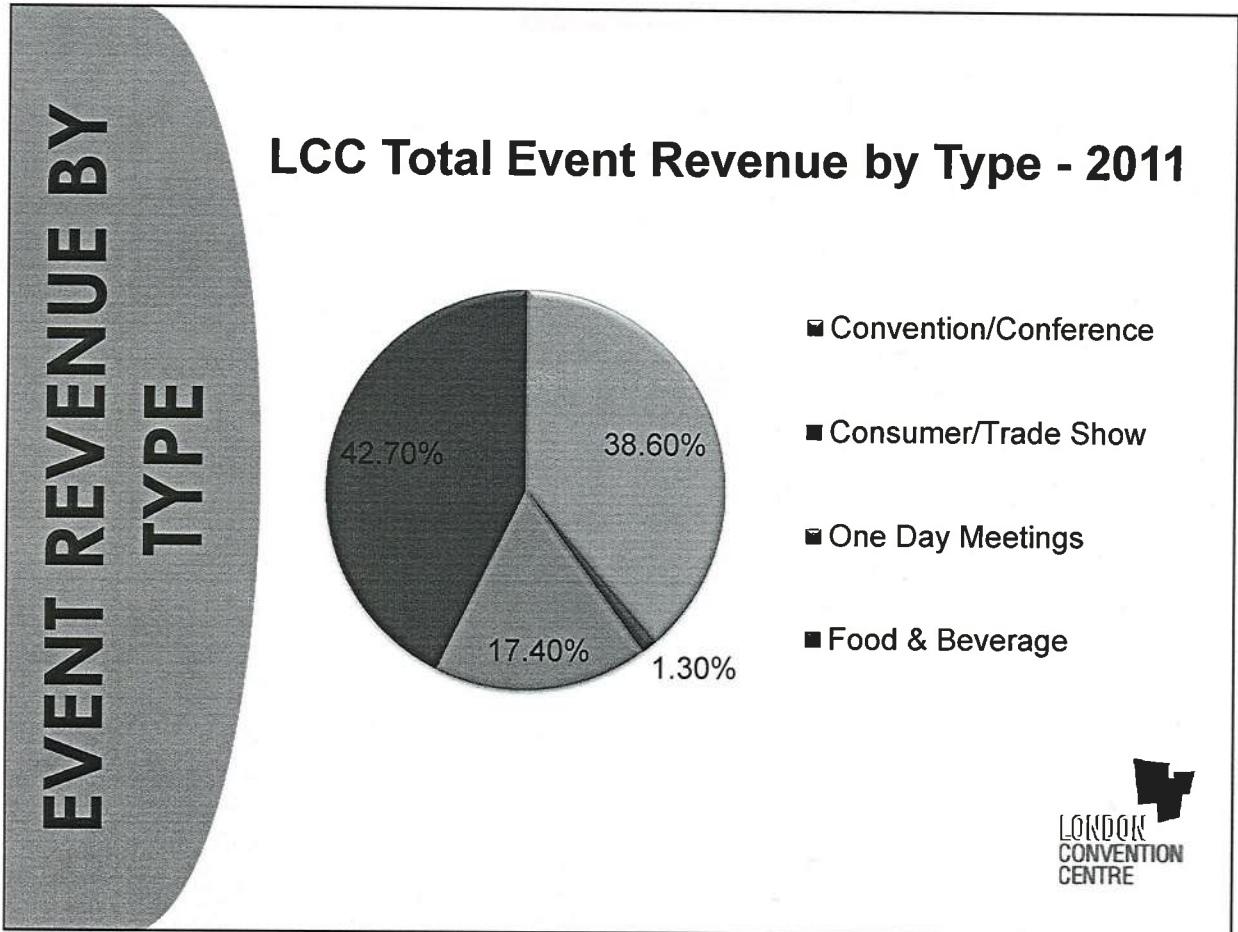
**Contributed 100% of City funding to City held LCC Capital Reserve**

**71.7% of all guests indicated that the LCC had either exceeded their expectations or they were extremely impressed and left a raving fan. A further 27% indicated that their expectations had been met.**



LONDON  
CONVENTION  
CENTRE


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- 2011 ECONOMIC IMPACT**
- ### LCC Economic Impact of \$19.4 million in 2011.
- Hosted a total of 353 events
  - 137,056 total delegate days
  - 43 conventions/conferences & multi-day meetings with money spent on accommodations, transportation, parking, entertainment, meals & drinks, attractions, shopping and personal services
  - Average convention delegate spends \$301 per day
- 

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2011 TOP 10

**1**  1200 delegates    3153 hotel room nights  
4800 delegate days = \$1.445 mm  
in economic impact

2 OAVT Annual Conference 800 Delegates = \$1 mm in economic impact

3 The Canadian Chemical Engineering Conference 750 delegates

4 Canadian Surgery Forum 700 delegates

5 Anglican Diocese of Huron 565 delegates


6 Canadian Association of Critical Care Nurses 525 delegates

7 Ontario Building Officials Association 475 delegates

8 All Our Sisters 2011 Conference 450 delegates

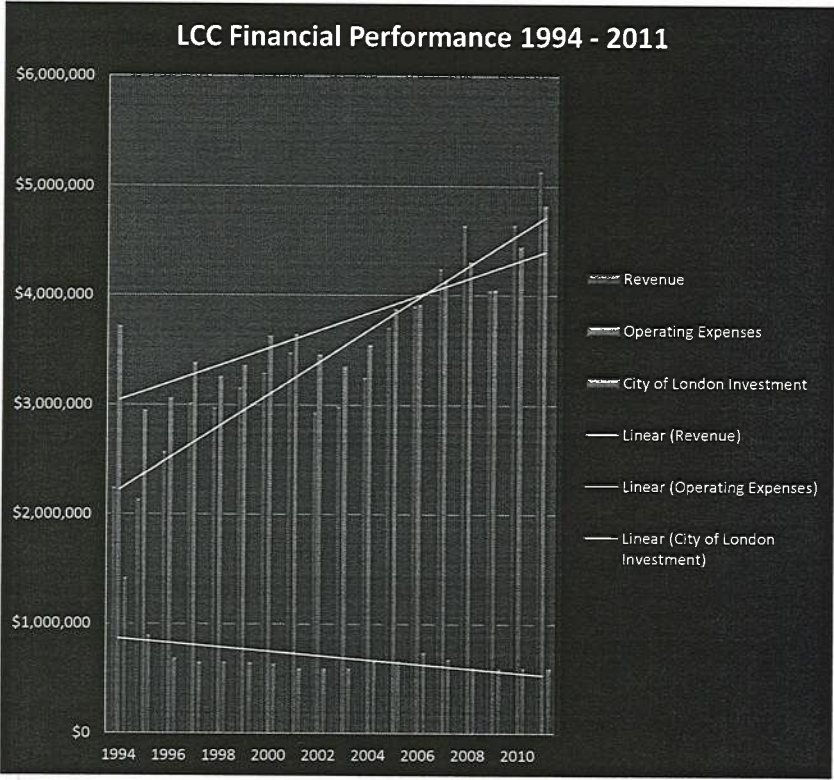
9 Ministry of Municipal Affairs & Housing 400 delegates

10 Actuarial Students National Association 350 delegates




FINANCIAL 1994 - 2011

**LCC Financial Performance 1994 - 2011**



Year	Revenue	Operating Expenses	City of London Investment
1994	\$2,200,000	\$3,000,000	\$800,000
1996	\$2,500,000	\$3,200,000	\$750,000
1998	\$2,800,000	\$3,400,000	\$700,000
2000	\$3,100,000	\$3,600,000	\$650,000
2002	\$3,400,000	\$3,800,000	\$600,000
2004	\$3,700,000	\$4,000,000	\$550,000
2006	\$4,000,000	\$4,200,000	\$500,000
2008	\$4,300,000	\$4,400,000	\$450,000
2010	\$4,600,000	\$4,600,000	\$400,000



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## LCC GOALS

- Grow by redefining the experience
- Increase the direct economic impact by attracting more conventions and conferences
- Be Southwest Ontario's gathering place



## FUTURE INVESTMENT

- Early 2012, the LCC Board commissioned a study to: review and evaluate the utilization patterns of the LCC; complete an assessment of current space; and analyze LCC's ability to meet demands of current and future clients
- Study to identify options for possible reconfiguring or expansion of the LCC
- Conduct visioning sessions with stakeholders
- Prepare Budget estimates for any recommended changes



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**STUDY FINDINGS**

- **Final report to be presented September 2012**
- **Initial findings:**
  - Current LCC occupancy is somewhat below industry averages
  - LCC occupancy is seasonal similar to most centres
  - Modest level of turnaway business exists
  - Limited number of "full Use" days 100% occupancy
  - Significant expansion not warranted
  - LCC management could capitalize on more efficient use of existing space with modest reconfiguration/renovation

**LCC INVESTMENT**

- **Preliminary cost estimates of \$3.9 - \$5.2 million for a modest renovation**
- **\$12.8 - \$17.2 million for a minor extension option**
- **Further consultation required with business plan development**
- **Final recommendations Fall 2012**



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Working Together. Building Community.

*"A dynamic service delivery system that provides opportunity for all people to meet the changing labour needs of our community."*

The Employment Sector Council London-Middlesex (ESCLM) is comprised of more than 40 organizations serving 80,000 clients in the London-Middlesex employment and training sector. Our members create a collaborative network of non-profit employment service delivery agencies, employers, trainers, educators and representatives from all three levels of government, who have decades of experience and a well-known reputation for excellence in employment services and supports to meet the needs of all community members. We serve newcomers, youth, First Nations people, older workers, people with disabilities, Francophones, and rural populations, among others in the general population, whose talents and skills are key, yet often under-utilized labour market resources for our community.

In order to promote quality and excellence, and to ensure public satisfaction and consistency in service regardless of point of client access, ESCLM members have developed shared training for employment planning, service delivery standards, information sharing agreements, and common technology platforms, and formed solid, collaborative working relationships. This translates into less duplication of information, maximization of resources, and a client-centred, modern community infrastructure. Pro-actively, we design, develop and implement strategies that address human resource issues affecting our sector. ESCLM is a unique and widely recognized centre for excellence and innovation.

**We are a main forum to identify employment needs and trends, share information, plan for services and resources, and promote community growth and development in collaboration with other labour market partners.**

**Shared efforts allow for a leveling of the playing field for all job seekers and employers, and a 'no wrong door' approach to employment services.**

**Our Agencies offer a range of employment and training supports and services to a diverse clientele. Our integrated network and cross-agency referrals provide clients with choice, respect, and individual need-based service.**

**Agency members address the "whole person" in client service, considering the diversity of challenges facing clients: from child care to clothing for interviews, and from language acquisition to literacy skills.**

ESCLM members stay connected through our website, newsletters, and weekly electronic notice boards for agency job postings, events and other relevant sector information. General Membership Meetings are held twice per year at which guest speakers make presentations on special topics or discuss new ways to partner with other organizations in the community. Professional Development is coordinated for agency staff. In addition, the ESCLM has created and maintains a series of client, staff, and employer Resources identifying where to go for employment and training help and supports in London and Middlesex County.

Ongoing ESCLM community initiatives include: London-Middlesex Immigrant Employment Council, *OneClient* Service Delivery Standards for excellence in client service, Common Assessment Process training for employment planning, Links2Work.on.ca, Rapid Response Project for Labour Adjustment, the Integrating Literacy and Employment Joint Plan. ESCLM is also a significant partner on many regional and community development initiatives.

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A network of not-for-profit employment and training interests providing strategic employment solutions:

Un réseau d'intérêts en emploi et formation, fournissant des solutions stratégiques.

Association Canadienne-Francaise de l'Ontario (ACFO) London-Sarnia  
ATN Access Inc.

Canadian Hearing Society

Centre for Lifelong Learning, London District Catholic School Board  
Chippewas of the Thames First Nation

City of London

Collège Boréal

Community Living London

Community Employment Choices (Strathroy)

Daya Counselling Centre

Dorchester Employment Resource Centre

Elgin, Middlesex, Oxford Local Training Board

Employment & Training Access Centre

Fanshawe College

G.A. Wheable Centre for Adult Education, Thames Valley District School Board

Goodwill Industries, Ontario Great Lakes

Hutton House Association for Adults with Disabilities

Labourers' International Union of North America, Local 1059

LEADS Employment Services London, Inc.

Literacy Link South Central

Literacy London

London Cross Cultural Learner Centre

London Economic Development Corporation

London Employment Help Centre

London Military Family Resource Centre

London Public Library

London Training Centre

LUSO Community Services

Middlesex County Library

Ministry of Community and Social Services

Ministry of Training, Colleges & Universities

Nokee Kwe Occupational Skills Development Inc.

North Middlesex Multi-Service Centre

Oneida Nation of the Thames

Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

Ontario March of Dimes

Over 55 (London) Inc.

Pathways Skill Development & Placement Centre

QUEST Centre

Service Canada

Small Business Centre

South London Neighbourhood Resource Centre

Strathroy Library Employment Resource Centre

United Way of London and Middlesex

WIL Employment Connections

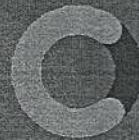
WOTCH Community Mental Health Services

Youth Opportunities Unlimited

EMPLOYMENT SECTOR COUNCIL - LONDON / MIDDLESEX

141 Dundas Street, 4<sup>th</sup> Floor • London, Ontario N6A 1G3 • Tel.: 519 / 663-0774 • Fax: 519 / 663-5377 • www.esclm.ca • info@esclm.ca

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# ONE CLIENT

Working together. Building community.



## ONE CLIENT

Working together. Building community.

Discover the Power of One.

- Network Building Protocols
- Building Organizational Capacity
- Service Delivery Standards Evaluation

Put OneClient to work, today.

Learn how OneClient can help to strengthen your agency and your network.

Contact ESCLM today.



**Employment Sector Council**  
London-Middlesex

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Phone: 519 663-0774  
Fax: 519 663-5377

## Principles and Standards For Optimal Employment Service Delivery



### Who We Are

Employment Sector Council London-Middlesex (ESCLM) has a strong and reputable 20 year history of designing and delivering optimal practices for employment service delivery. The ESCLM network comprises 40+ nonprofit and public employment and training agencies, community and economic development organizations, and all levels of government. ESCLM supports a dynamic service delivery system that provides opportunities for all people to meet the changing labour market needs in our community.

### ESCLM Introduces OneClient

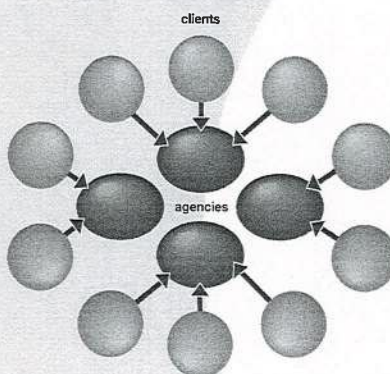
OneClient is a current and proven set of principles and standards which recognizes the unique and integrated needs of clients, employers, agencies, funders and communities:

- ✓ A set of mandates, practices and commonly accepted language to describe, compare, assess and deliver services
- ✓ Accurate assessment and measurement of standards by which employment and training services are offered within the community
- ✓ Commitment to improving strength and organizational capacity through clear and objective definition and application of locally agreed upon principles.

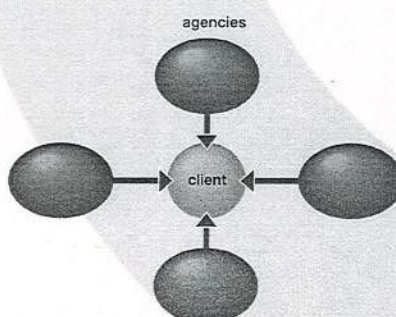
The ESCLM network has adhered to the OneClient model for over a decade.

OneClient ensures a current, high quality, consistent and client-centred approach to agency capacity and network building.

#### Before OneClient:



#### After OneClient:



### Who Benefits? Everyone!

**Clients:** OneClient ensures high quality and easily accessible services are provided in all employment and training components, and provides a set of standards against which clients can choose service options. Critically, OneClient delivers the optimal approach to guarantee clients are readily transitioned into the workforce.

**Agencies:** OneClient supports developing resources, tools, best practices and measuring outcomes for exceeding service delivery objectives of consistency and continuous improvement. OneClient agencies realize improved intake, service delivery and efficiency and the benefits of gaining from and contributing to a strong sector network.

**Employers** benefit through access to a well-prepared and qualified pool of workers, and an enhanced relationship with certified agencies and proven resources to assist with their hiring needs and requirements.

**Your Community:** OneClient aligns and strengthens employment and training services with consistent, benchmarked service delivery across all partner agencies, critical for building an integrated employment sector network.

OneClient is THE benchmark for employment services, clients, agencies, employers and funders.



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**ESCLM MEMBER AGENCIES**

- Association Canadienne-Francaise de l'Ontario (ACFO)
- ATN Access Inc.
- Canadian Hearing Society
- Centre for Lifelong Learning
- Chippewas of the Thames First Nation
- City of London
- Collège Boréal
- Community Living London
- Community Employment Choices
- Daya Counselling Centre
- Dorchester Employment Resource Centre
- Elgin, Middlesex, Oxford Local Training Board
- Employment & Training Access Centre
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- G.A. Wheable Centre for Adult Education
- GAIN Centre, Strathroy
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- London Employment Help Centre
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- Middlesex County Library
- Ministry of Community and Social Services
- Ministry of Training, Colleges & Universities
- Nokee Kwe Occupational Skills Development Inc.
- North Middlesex Multi-Service Centre
- Oneida Nation of the Thames
- Ontario March of Dimes
- Over 55 (London) Inc.
- Pathways Skill Development & Placement Centre
- QUEST Centre
- Service Canada
- Small Business Centre
- South London Neighbourhood Resource Centre
- Thames Valley District School Board
- United Way of London and Middlesex
- WIL Employment Connections
- WOTCH Community Mental Health Services
- Youth Opportunities Unlimited



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**Working Together.  
 Building Community.**

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**ESCLM**  
**"RAPID RESPONSE"**  
**EMPLOYMENT & TRAINING SERVICES FOR COMPANY LAYOFFS AND ACTION CENTRES**

**WHO WE ARE**

Employment Sector Council of London Middlesex (ESCLM) is comprised of 40+ organizations serving more than 80,000 clients in the employment and training sector.

Our members represent a collaborative network of non-profit & public employment service delivery agencies, employers, trainers, educators and representatives from all three levels of government.

**RAPID RESPONSE & NEEDS ASSESSMENT**

The ESCLM is prepared for the possibility of large scale lay offs and plant closures in the London area.

The ESCLM has a pool of qualified employment counsellors available to quickly and efficiently provide initial employment needs assessments to recently laid-off or soon to be laid-off employees.

These professionals use high quality & consistent assessment tools (Common Assessment Process), have accurate knowledge of community resources and experience working with adult clients.

**EMPLOYMENT SERVICES**

Whether you have employees that want help deciding on a career path or help forming effective job search strategies, ESCLM member agencies can provide an array of services, programs and workshops to help your employees move forward.

**BENEFITS OF WORKING WITH US**

**SIMPLIFY YOUR SEARCH**

- The ESCLM is the one point of contact for employment and training services in London and area

**ACCESS SERVICES FOR A DIVERSE CLIENTELE**

- ESCLM member agencies offer specialized services to a diverse clientele including immigrants and newcomers, older workers, persons with disabilities, First Nations people, youth, Franco-phone, youth and rural populations.

**GET FLAT RATES FOR SERVICES**

- All ESCLM members use the same assessment tools and charge the same fee for both one-to-one sessions and group workshops.

**ONGOING EMPLOYMENT SUPPORT**

Employment counsellors are available to provide one-to-one counselling in the following areas:

- Career decision-making
- Barriers to achieving desired career plans
- Educational & training requirements
- On-going job coaching

**JOB SEARCH TECHNIQUES**

Your staff can prepare for job searching and a return to work with workshops that include:

- Deciding on a career path
- Job Market Information
- Help with résumé and cover letter writing
- Successful networking techniques
- Information interviews
- Cold Calling
- Improved interview skills

**SPECIALIZED INTERESTS**

For your staff members that have specific interests or require specialized training on-site, our agencies offer:

- Information on self-employment
- Basic computer training
- ESL language assessment and training
- Information on Government Programs

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## Process Objectives

1. To provide the community with a common approach to assessing clients.
2. To standardize how agencies assess client needs.
3. To enhance professionalism and consistency in the community and build partnerships.
4. To reduce duplication of time/effort.
5. To utilize a consistent and uniform assessment process no matter where clients enter the system.
6. To make referrals that will be appropriate to the client's needs.
7. To ensure that each client completes a goal-oriented action plan with clear outcomes and time frames.
8. To clearly monitor client progress.
9. To facilitate the case management process.



## COMMON ASSESSMENT PROCESS

Best Practices  
for Your  
Client Assessment  
and Employment  
Action Planning



Common  
Assessment  
Process

EMPLOYMENT SECTOR COUNCIL  
LONDON-MIDDLESEX

141 Dundas Street, 4th Floor  
London, Ontario N6A 1G3

www.esclm.ca

## Class Objectives

1. Learn the steps in the common assessment model for employment action-planning and acquire the skills that support the process.
2. To enhance and demonstrate competency in the employment planning process.
3. To provide an opportunity to practice individual or group facilitation skills in presenting a portion of the employment planning process.



Employment  
Sector Council  
London-Middlesex

Employment Sector Council  
London-Middlesex (ESCLM)

c/o The Skill Centre  
141 Dundas St., 4th Floor  
London, ON N6A 1G3  
Tel.: 519 / 663-0774  
Fax: 519 / 663-5377  
www.esclm.ca  
info@esclm.ca

## How We Can Help

ESCLM's Common Assessment Process (CAP) is a standardized model for building collaborative client information-gathering and action planning sessions.

CAP provides a consistent, employment planning and interview format that spans community partners, resulting in a more coordinated, professional approach to the employment planning process.

Using a co-operative approach, both counsellor and job-seeker client interact to gather information about the client's employment situation, identify and assess client needs, and prepare an action plan which will help the client with his/her employment needs. By standardizing as much of the information gathering process as much as possible, clients will only have to provide their vital information once, regardless of the number of agencies they visit.

Since 1996, ESCLM has provided CAP training to over one thousand people from more than 80 community agencies.

CAP training is considered a key competency in the London and Middlesex region, and is utilized by professionals in the employment and training sector to ensure consistent, effective, and respectful information gathering and action planning.



Common  
Assessment  
Process

EMPLOYMENT SECTOR COUNCIL  
LONDON-MIDDLESEX

### 3 Training Modules:

- Individual Assessment
- Group Facilitation
- Front Line and ERC Staff Workshops

### Apply the Skills...

Focuses on practicing Communication and Relationship-Building Techniques

### Explore the Factors for Employability...

Personal & Environmental  
Job/Work Objective  
Skills & Requirements  
Job Search Skills  
Employment Maintenance



## Steps in the Common Assessment Process

1. Establish collaborative relationship
2. Define consumer context
3. Explore current vocational/career expectations
4. Identify/assess job-specific skills & qualifications
5. Assess readiness to seek & maintain employment
6. Synthesis of information & formulation of options
7. Establish action plan
8. Follow-up.

**"Common assessment is a valuable information gathering tool for the employment and training field."**


*Elisabeth K. White  
Manager, Employment Initiatives  
Community Programs & Strategies  
City of London*

**"The ESCLM CAP model helps clients to help themselves and to give themselves permission to work through the steps. It also supports both the client and counsellor to stay focused and on track by encouraging goal setting and measurement."**

*Nancy Griffiths  
W/L Employment Connections*

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2012-07-20



# SOURCE LOCALLY. HIRE GLOBALLY.

## Advancing London's Economic Prosperity through Newcomer Talent Attraction & Retention

Presentation to:  
Investment & Economic Prosperity Committee  
By Gus Kotsiomitis, Chairperson & Jennifer Hollis, Project Manager  
On behalf of London-Middlesex Immigrant Employment Council (LMIEC)  
July 19, 2012




1 SOURCE LOCALLY. HIRE GLOBALLY.

## About LMIEC

The LMIEC is a business-led organization with the purpose to connect local employers to Canadian newcomers and, in turn, grow our local economy.

The LMIEC:

- Connects business with no-cost tools to recruit and retain a skilled workforce.
- Convenes regional employers to identify emerging gaps and priorities in talent attraction and retention.
- Delivers strategies to bridge labour market supply and demand thereby strengthening our region's economic growth.



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## LMIEC bridges labour supply & demand

### Labour Market Supply

- Community initiative linking employers to no-cost resources available through employment and training sector
- Partnership project of WIL Employment Connections
- Advisory Committee of community partners including City of London and London Economic Development Corporation

### Labour Market Demand

- Strategically led by Governance Council of 12 employers reflecting London's cross-section of industry sectors including SMEs (Chaired by Gus Kotsiornitis)
- Growing pool of over 250 Employer Leaders/Participants engaged
- Reaching well over 1,000 business representatives through events and speaking engagements to-date



L M I E C

3

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## Immigrants can help business compete

- Skilled immigrants provide local companies a global advantage in an increasingly competitive business environment.
- Attracting and retaining international talent is key to strengthening our regional economy and meeting its future workforce needs.
- Skilled immigrant talent will also drive opportunities for expansion into global markets and emerging domestic ethno-cultural markets.
- Newcomers drive innovation in Canadian businesses, expand trade relations and increase foreign direct investment.



L M I E C

4

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## Immigrants will fill labour shortages

- 1 in 5 Londoners are, or have been, an immigrant to Canada.
- This percentage will only grow ~ Immigration source of 100% net labour growth in the years ahead (Statistics Canada):
  - Aging population
  - Declining birth rate
- Cities in Southwestern Ontario competing against larger municipalities, other provinces and other countries for this emerging talent pool; GTA, Montreal and Vancouver attracting 7 out of 10 recent immigrants.



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## Immigrants will fill skill shortages

- Up to 70% of new jobs will require post-secondary education in the new economy.
- Over 50% of recent immigrants have a university degree – twice the proportion of the Canadian born population (22%)
- Attracting and retaining newcomers = Strengthening the talent pool for this economic region's traditional manufacturing base as well SMEs in emerging industry sectors.



6

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## But for London business to compete . . .

- As a community, we need to provide London companies the tools & resources to attract and retain top talent.
- Some of the tools and resources available to strengthen our economic position in the global competition for talent include:
  - Skills International
  - Access Centre for Regulated Employment
  - LMIEC Mentorship for Immigrant Employment Initiatives
  - Global Experience @ Work
  - Internationally Trained Worker Loan Program
- See *Top Ten Opportunities to Leverage International Talent* and LMIEC website ([www.lmiec.ca](http://www.lmiec.ca)) for more information on resources available. *Source Locally. Hire Globally.*



7

SOURCE LOCALLY. HIRE GLOBALLY.

## LMIEC Job Match Network

- New tool launched by LMIEC with buy-in of 10 community partners.
- Addresses skill gaps to better balance labour market demand and supply.
- Qualified talent proactively attracted, screened and short-listed for job opportunities that are presently going unfilled.
- Enhances growth of knowledge-based industries:
  - Advanced Manufacturing
  - Life Sciences
  - Information Technologies
  - Education & Financial Services

Funded by:



Canada


8

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## Driving Economic Prosperity

**Catalyzes  
4 of the 5  
areas of  
focus for  
Economic  
Prosperity**



9
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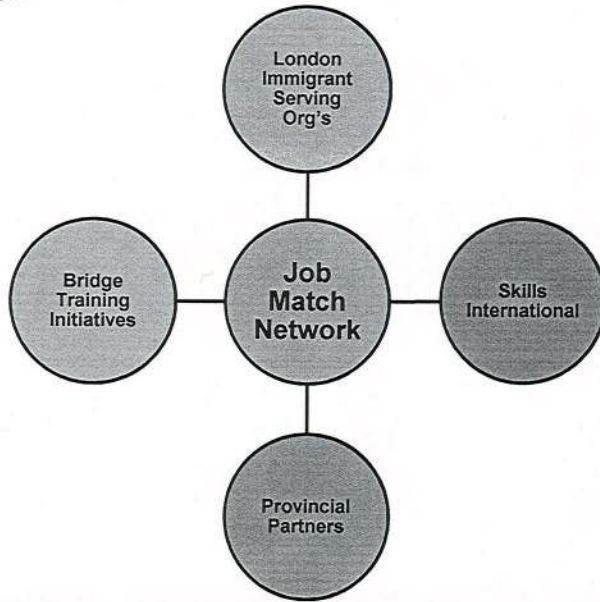
## Sourcing Talent: Before LMIEC Job Match Network



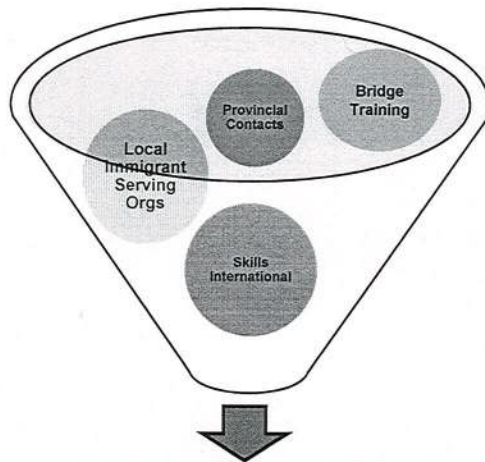
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## Sourcing Talent: After LMIEC Job Match Network



## Streamlined Candidate Screening & Marketing



**Screening, Matching and Marketing  
Newcomer Top Talent from All Referral Sources**





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## LMIEC Job Match Network Underway

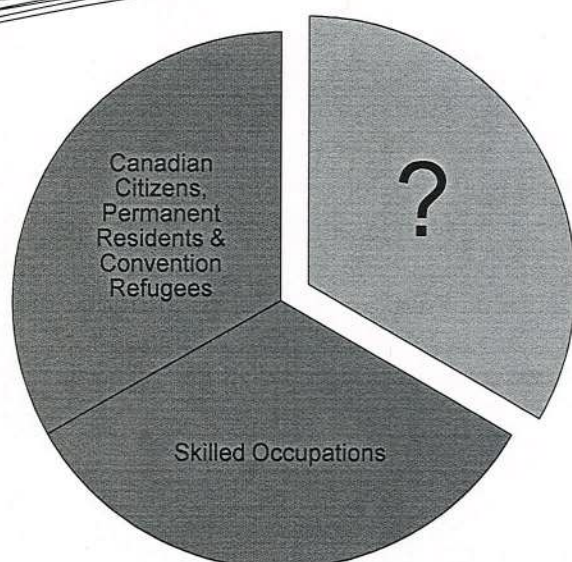
- Funding announced by MPs and MPPs on June 29, 2012.
- 100 internationally trained individuals will be matched to open job opportunities over the course of the next two years.
- Supports *all* talent retention in our community. Helping employers connect with qualified talent at the right time, results in spin-off job growth for all.
- Proactively attracts talent to our community for emerging job opportunities, resulting in future job growth for *all*.



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## Who is missing from the talent equation?



Current funding restrictions exclude:

- International Student Graduates
- Candidates with Work Visas
- Refugee Claimants
- Overseas Candidates
- Candidates settled in other Provinces
- & Matching across all occupational areas



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## Advancing a Talent Strategy for our City

The LMIEC invites the City of London to consider an investment of \$50,000 in the Job Match Network to:

- Advance a talent retention and attraction strategy for our City.
- Connect London business with 100% of the newcomer talent available.
- Support the salary of a Sales & Marketing Advisor that will screen, match and market candidates from the presently "ineligible" groups of candidates to job opportunities across all occupational areas in our City.



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## Building Upon What Works

The LMIEC Job Match Network, and in turn a future investment from the City of London, builds upon what works by:

- Leveraging the full suite of London Region tools and resources available for attracting and retaining newcomer talent.
- Enhancing the supply of qualified talent for job opportunities today, and building the Skills International candidate bank for job growth into tomorrow.
- Supporting the work of other local initiatives including the Hire One Strategy, ESCLM Job Developers' Network, Student-2-Business Conference and London Middlesex Local Immigration Partnership.



16

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## Contact information

**London-Middlesex Immigrant Employment Council**  
@ The Skill Centre  
141 Dundas Street, 4<sup>th</sup> Floor  
London, ON N6A 1G3  
519-663-0774  
[info@LMIEC.ca](mailto:info@LMIEC.ca)  
[www.LMIEC.ca](http://www.LMIEC.ca)



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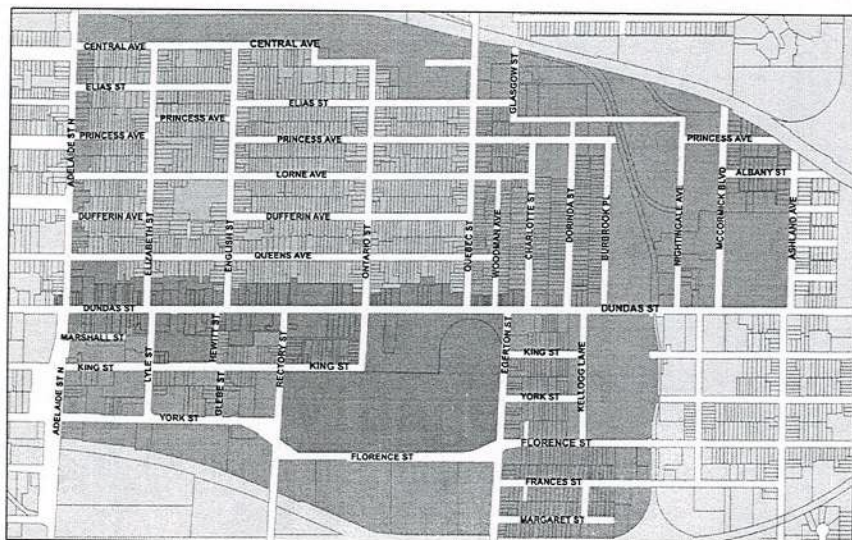
# Accelerating Economic Prosperity in London's Neighbourhoods

## The Idea - A First of its Kind in Canada: A Neighbourhood Economic Development Corporation



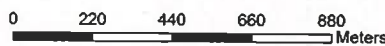
# The Old East Village

## Heritage District & Community Improvement Plan Area



**The Old East Village, London, Ontario**

- Old East Village Community Improvement Plan Area
- Old East Village Heritage Conservation District
- Old East Village Community Association



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## The Idea:

### A Neighbourhood Economic Development Corporation

- The Goal:
  - To create a more resilient and sustainable local economy
- The Objective
  - Mobilize new private and public investment capital for impact ventures focused on high potential sectors: food, arts and culture, green energy.
- The Strategy
  - Create a Neighbourhood Economic Development Corporation (NEDC)
  - Create a Local Economic Development Plan (LEDP)



3

## The Opportunity:

### A Neighbourhood Economic Development Corporation

- The Old East Village is revitalizing and taking the next steps
- The City can be a part in the creation of Canada's first Neighbourhood Development Corporation
- Replicate this model and apply to other neighbourhoods
- *"London can become a model city for the rest of Canada"*
  - MaRS Centre for Impact Investing



4

# Actions and Outcomes:

## A Neighbourhood Economic Development Corporation

- Actions
  - Acquire and redevelop property
  - Finance impact ventures in agri-food/agri-business, arts and culture and green energy.
  - Mobilize new private capital for neighbourhood projects
- Outcomes
  - Generate positive social and environmental impact alongside strong economic returns with a focus on: jobs, wealth creation, investment, quality of life and neighbourhood resiliency

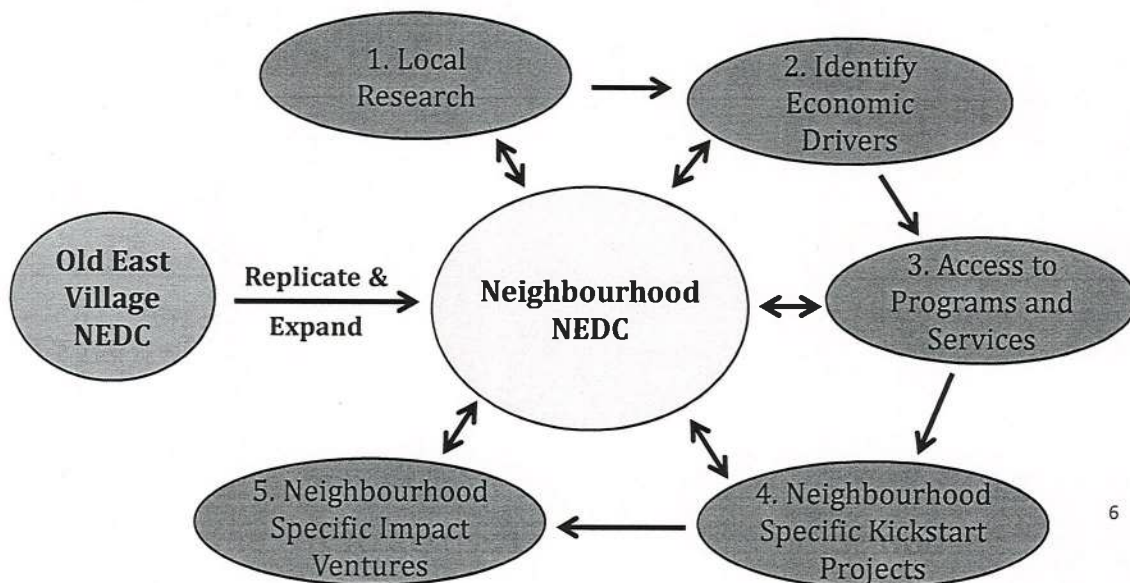


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# Development Process:

## A Neighbourhood Economic Development Corporation

- Expand the NEDC across London's neighbourhoods



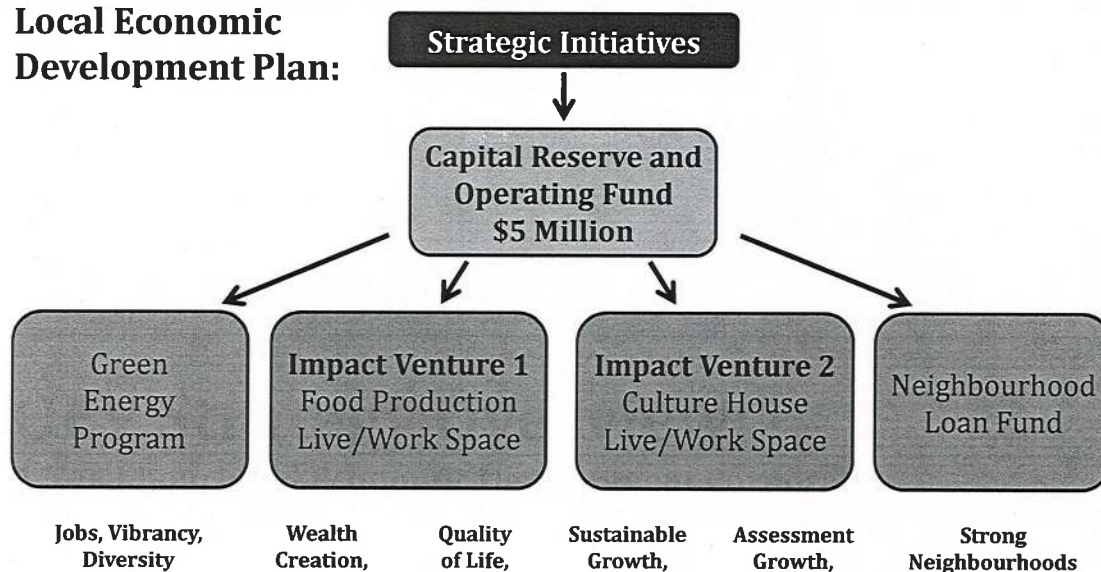
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## OEV Strategy Overview:

A Neighbourhood Economic Development Corporation

Local Economic  
Development Plan:



Accelerating Economic Prosperity in London's Neighbourhoods

7

## Resourcing:

A Neighbourhood Economic Development Corporation

- **City Contribution:** \$500,000 annually for 10 years.
- **Objective:** Multi-sectoral investment collaborative from philanthropic, private, and government sector alongside earned revenues
- **Target:** Create a \$5 million Capital and Operating Reserve Fund in first 3 years.

8

2f

## The Future:

A Neighbourhood Economic Development Corporation

- **REALITY:** The OEV, with its associate organizations is moving forward with the first NEDC of its kind in Canada
- **OPPORTUNITY:** The City of London can be a forefront partner in implementing the NEDC by providing funding for 10 years ...the choice yours

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## Additional Information:

A Neighbourhood Economic Development Corporation

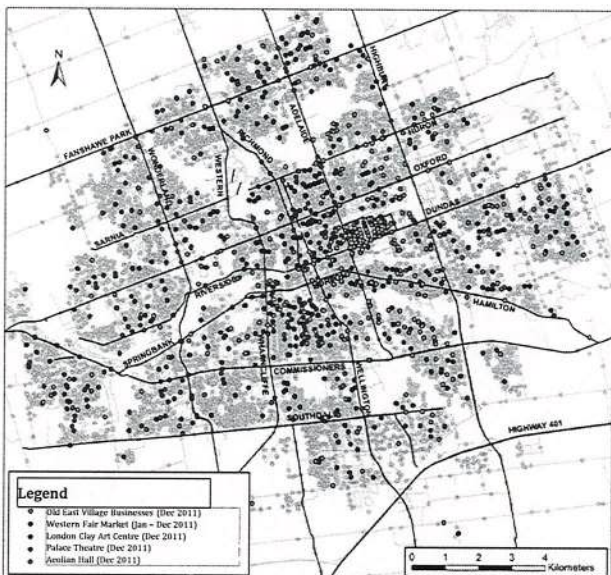
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# Community Research:

## Postal Codes of OEV Businesses and Arts Groups Patrons

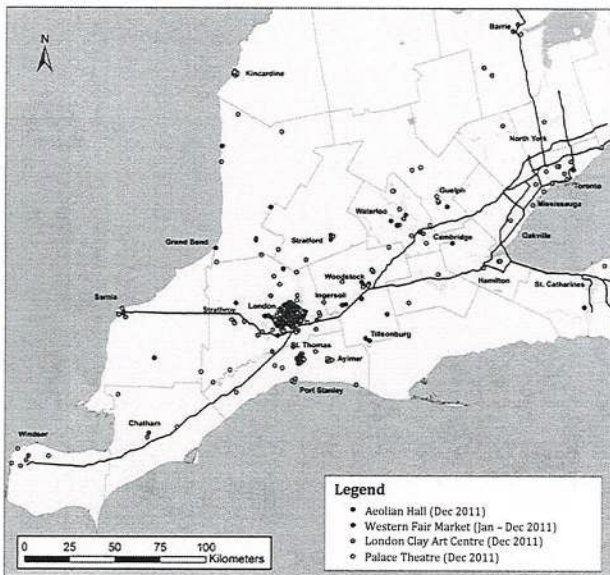


### 2011 Western Fair Market Surveys:

- 2,400 weekly market visitors, 122,000 annually
- \$4.9M / Year is spent at the Western Fair Market
- \$2.25M / Year is spent by market vendors locally
- \$1.8M / Year is also spent by market visitors in the community
- Total market impact: \$8.9M / Year

# Community Research:

## Postal Codes of OEV Arts Patrons in SW Ontario



### Old East Village

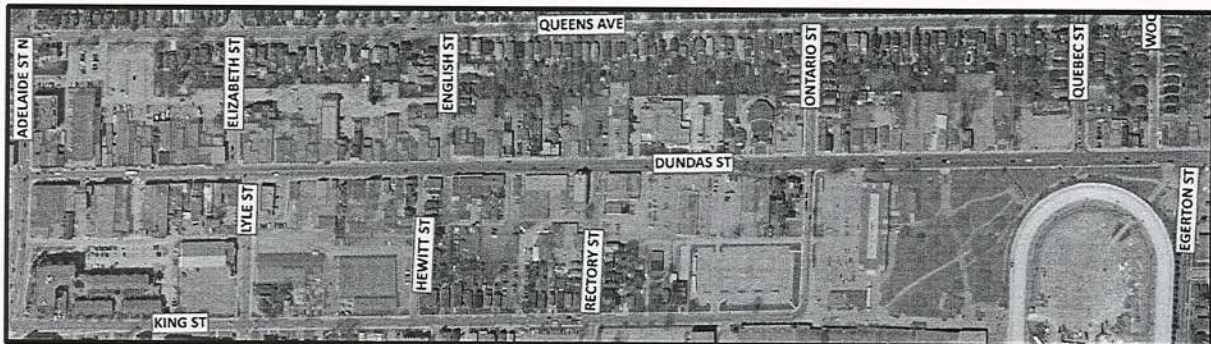
#### Arts and Culture Annual Visitors:

- Aeolian Hall: 30,000
- London's Clay Art Centre: 13,500
- Palace Theatre: 10,500
- Western Fair Market 122,000

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## Investment Activity:

Old East Village Investment activity (2005-2012)



- Green in the above map illustrates investment and business activity. All of the highlighted properties have either been bought or sold and/or utilized private property owner investment or a range of incentive programs that have been available to remediate buildings or create new developments. Included in the investment activity are investments made as part of the London Hydro's Power Saving Blitz, and energy conservation and efficiency retrofitting program. The highlighted properties also include places where new businesses have moved into the neighbourhood.

### Leveraging

For every \$1 of Municipal investment in CIP, the BIA has leveraged \$7.50 in private investment

For every \$1 of Municipal investment in the CIP the BIA has leveraged \$20 for other programs. 13

## Kickstart Projects:

A Neighbourhood Economic Development Corporation

Strategic  
Initiatives



1. Food Production  
Live/Work Space

- Food Production Centre
  - Informal peer mentored food business acceleration occurring at the Western Fair Market
  - Support and accelerate this process
  - Create entry and mid level jobs through **Business Retention, Growth and Expansion**
  - **Develop Labour Force** by supporting the training through the creation of entry and co-op level jobs

2f

## Kickstart Projects:

A Neighbourhood Economic Development Corporation

Strategic  
Initiatives



2. Culture House  
Live/Work Space

- Old East Village Culture House
  - Support London's goal to grow arts and culture in the city of London, and become a cultural destination city
  - **Retain and Attract Talent** in London by creating a community culture house with display space, performance venues and live-work space for culture workers and artists
  - Cultural and creative youth programs to **Develop Labour Force** of the future
  - Build social well-being at the grassroots level and foster **Community Economic Development**

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## Impact Ventures:

A Neighbourhood Economic Development Corporation

Strategic  
Initiatives



Initiative  
Loan Fund

- Neighbourhood Loan Fund
  - Provide development incentives
  - Foster alternative business and investment models such as: co-ops and neighbourhood loan funds
  - Support Agri-Food business incubation to create the Food District
  - Support **Business Retention, Growth and Expansion** of social enterprises, connect with angel investors
  - Build the businesses at the grassroots level and foster **Community Economic Development**

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## Impact Ventures:

A Neighbourhood Economic Development Corporation

Strategic  
Initiatives



Green Energy  
Program

- Green Energy Program
  - Build on success of Ontario Hydro energy retrofit program and sustainable energy developments
  - Aggregate commercial and residential rooftops in Old East Village to install rooftop solar panels
  - Incent geothermal installations in commercial and residential neighbourhood
  - **Develop Labour Force** by creating educational and training opportunities in sustainable energy
  - Create sustainable energy jobs through **Business Retention, Growth and Expansion**

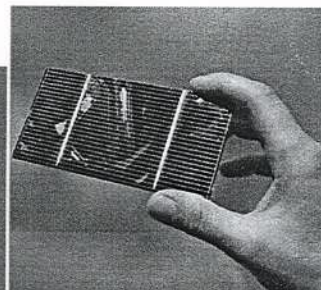
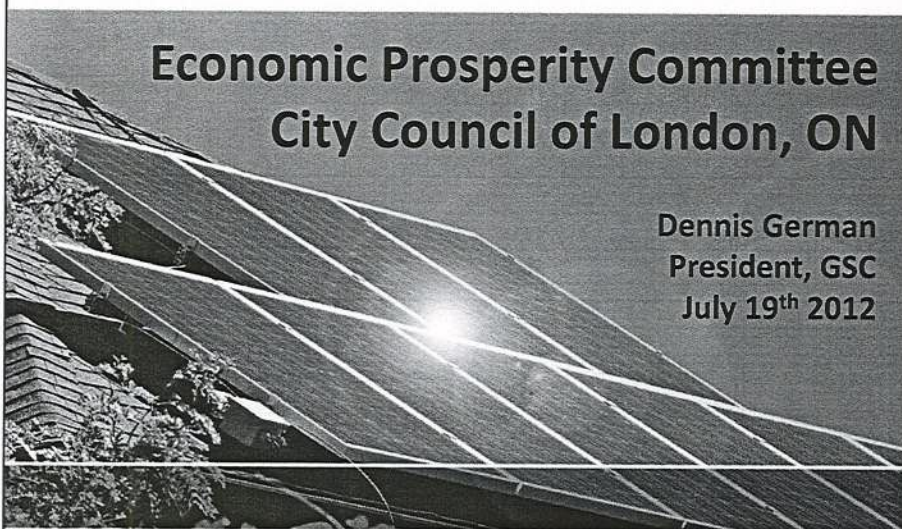
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## Economic Prosperity Committee City Council of London, ON

Dennis German  
President, GSC  
July 19<sup>th</sup> 2012



## Overview

- I. The Mission
- II. The Plan
- III. The Company
- IV. The Projects
- V. The Financials
- VI. The Future



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## I. Mission

- **Stimulate the LOCAL Economy.**
  - Local Developer
  - Local Installers
  - Local Manufacturers
  - Local O&M
- **Develop LOCAL, Sustainable & Renewable Energy Production Facilities throughout the City of London.**
- **Create incremental LOCAL Cash Flow for the City of London by taking advantage of Provincial Renewable Energy Programs.**



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SOLAR  
CORPORATION

## II. Plan

- **City of London allows GSC to Utilize Municipal Rooftops.**
- **GSC will Plan, Develop, Install and Maintain Solar Arrays on City Rooftops under the Ontario Green Energy Act.**
- **Initial Development will include 10 Municipal Buildings, creating over 6MW of Solar Power Production Capacity.**
- **City of London to determine the amount of participation in these projects:**
  - As Landlord (Lessor)
  - As Partner in a Public Private Partnership



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SOLAR  
CORPORATION

## II. Company

- GSC is a proven Solar Developer established in 2009.
- Headquarters in London, ON.
- Shareholders in GSC:
  - Mr. Dennis German
  - German based Deutsche Solargesellschaft Group (DSG).
- International experienced Partners:
  - DSG-Group
  - 18 MW of solar arrays world wide (~ \$ 142 million).
- GSC's current Ontario Solar Pipeline:
  - 1.5 MW under Construction (~ \$ 9 million)
  - 12 MW in Development (~ \$ 50 million)



## II. Projects

### 10 well shaped Municipal Rooftops in London

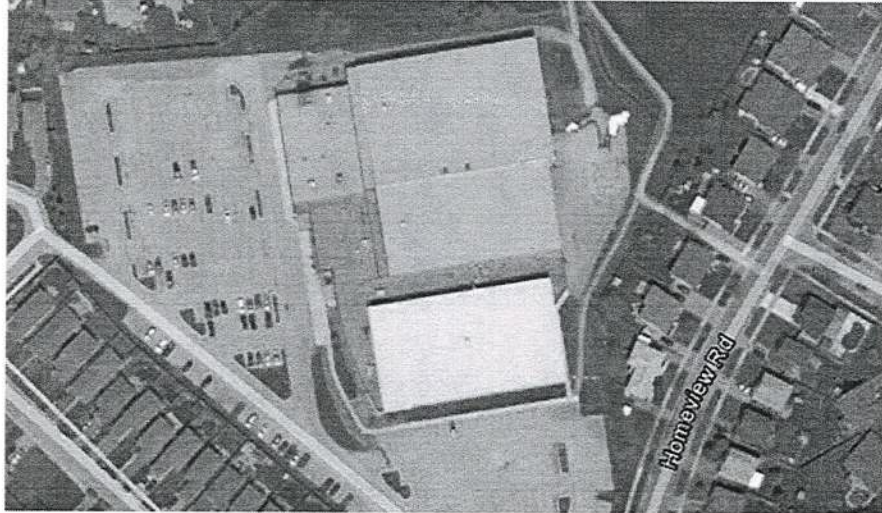
Project	Building	Address	Est. Array Capacity (KWdc)	Estimated CO2 Offset (tons p.a.)
#1	Western Fair Grounds	900 King Street	1,500	1,837.5
#2	Board of Education	300 Clarke Street	1,500	1,837.5
#3	London Transit Commission	450 Highbury Ave .	1,200	1,470.0
#4	Western Fair Grounds	845 & 865 Florence Street	500	612.5
#5	Earl Nichols Arena	799 Homeview Road	400	490.0
#6	Farquarson Arena	411 Tecumseh Ave E	400	490.0
#7	Argyle Arena	1948 Wavell Street	350	428.8
#8	Carling Arena	675 Grosvenor Street	350	428.8
#9	Victoria Hospital	391 South Street	250	306.3
#10	Vanier Seperate School	1011 Viscount Street	250	306.3
<b>TOTAL</b>			<b>6,700</b>	<b>8,207.6</b>



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## II. Project Example

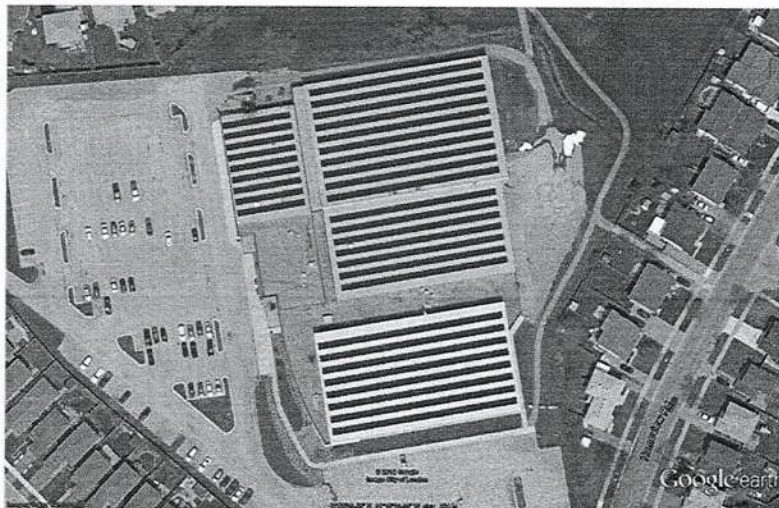
Project #5 – Earl Nichols Arena – estimated 400 kW(dc) solar array



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CORPORATION

## II. Project Example

Project #5 – Earl Nichols Arena – Layout Solar Array



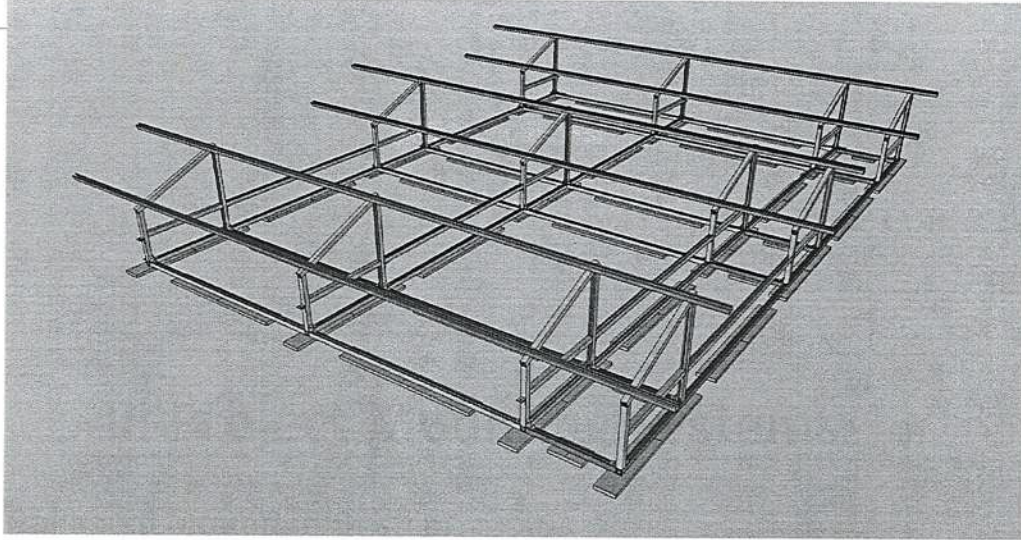
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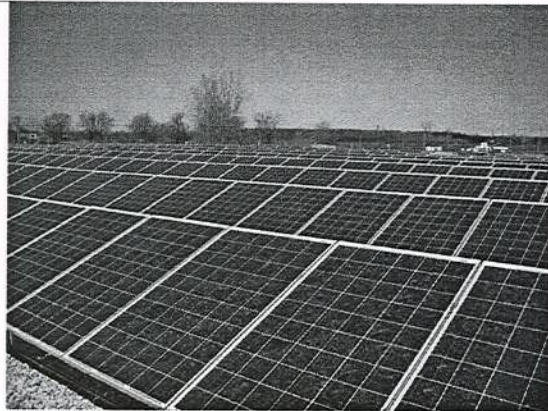
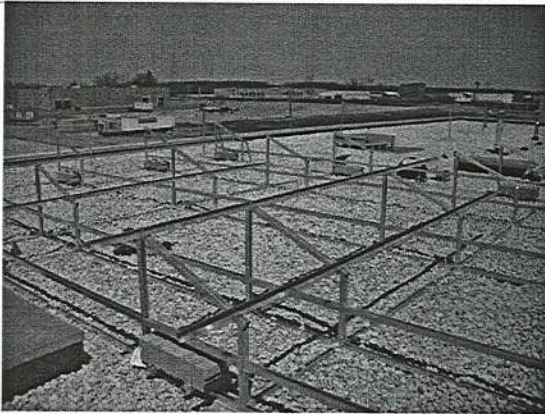
## II. Project Mounting Systems

### 1. Ballasted Mounting System



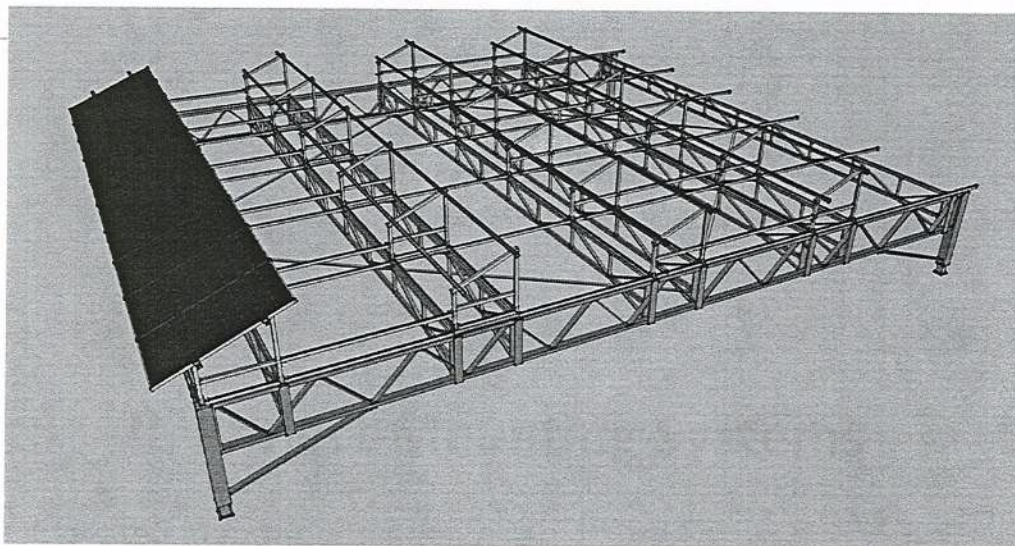
## II. Project Mounting Systems

### 1. Ballasted Mounting System



## II. Project Mounting Systems

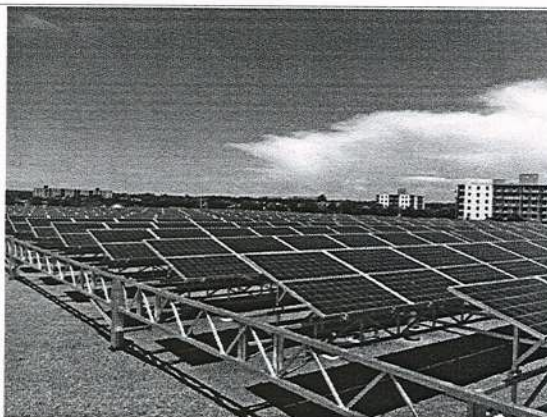
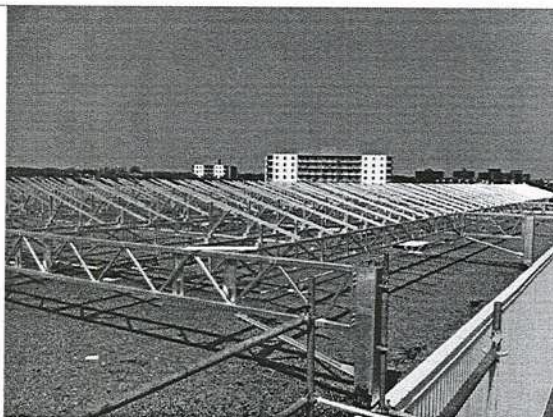
### 2. Elevated Mounting System



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CORPORATION

## II. Project Mounting Systems

### 2. Elevated Mounting System



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SOLAR  
CORPORATION

### III. The Financials

#### Option 1 – Lease

The City of London leases the building rooftops for 20 years and receives rent payments as follows:

- PV array size 100-500 kWac: 0.45 \$/sqft occupied space p.a.
- PV array size > 500 kWac: 0.40 \$/sqft occupied space p.a.

In total this represents additional income to the City of London of:

- Annually : \$ 361,800.00
- 20 Years : \$ 7,236,000.00



### III. The Financials

#### Option 2 – Public Private Partnership

The City of London enters into a Joint Venture with GSC and holds 15 % of total shares in the projects

- Net Present Value of the rent (NPV, approx \$3.8mm) will be credited toward the cities percent equity in the project. The balance in % Revenue will be paid as rent over the next 20 yrs.
- Further conditions:
  - GSC takes full responsibility as EPC-Contractor (including construction financing) until each single project reaches COD
  - No financial risk for the City of London in regards to development costs.
  - Long Term Debt Financing will be arranged by GSC and City of London.
- O&M to be performed involving employees of the City of London.



## IV. The Future

- After completion of the Phase 1, GSC sees a further potential of many MWs on additional Municipal rooftops in the City of London.
- After the 20 year FIT Contract period, the PV-arrays will continue to create inexpensive, clean electricity for the City of London. PV Systems use no fuel!
- Sustained job Creation of a LOCAL work force in London:
  - O&M activities
  - further Project Development
  - Expansion of projects abroad
- Additional CO2 savings during the extended life of the solar array network.
- The proposed Phase 1 portfolio leads to CO2 e Savings of approximately 8000 tons per year, which leads to total saving of 320,000 tons of CO2 over the life cycle of those PV projects.



## German Solar Corporation



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London, Ontario, N5V 0  
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Fax: + 1 (519) 457 -7676  
email: dgerman@  
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2h

# LONDON INVESTMENT AND ECONOMIC DEVELOPMENT COMMITTEE

July 19, 2012

AUBURN DEVELOPMENTS INC.  
560, 562 WELLINGTON STREET, LONDON  
RESIDENTIAL CONDOMINIUM PROJECT



WELLINGTON ST. PROJECT

THANK YOU FOR THE INVITATION!

INTRODUCTIONS:

- HUGH HANDY, ASSOCIATE, GSP GROUP
- STEVE STAPLETON, VICE-PRESIDENT,  
AUBURN

2h



WELLINGTON ST. PROJECT

## THE COMPANY:

- AUBURN DEVELOPMENTS – LOCAL FAMILY AND DEVELOPER
- SUCCESSFUL AND ATTRACTIVE PROJECTS
- NEW RESIDENTIAL HIGH RISE BUILDINGS AND ADAPTIVE REUSE
- COMMITTED TO SUSTAINABLE GROWTH AND HEALTH OF LONDON

Company

Site + Context

Proposal

Process

Impact



WELLINGTON ST. PROJECT

## THE SITE AND CONTEXT:

- SITE – CORNER OF WELLINGTON AND WOLFE
- CURRENT SITE OF AUBURN HEAD OFFICE
- OVERLOOKING VICTORIA PARK
- FRINGE OF WOODFIELD HERITAGE NEIGHBOURHOOD
- CITY HALL AREA IN TRANSITION
- CLOSE TO DOWNTOWN LONDON

Company

Site + Context

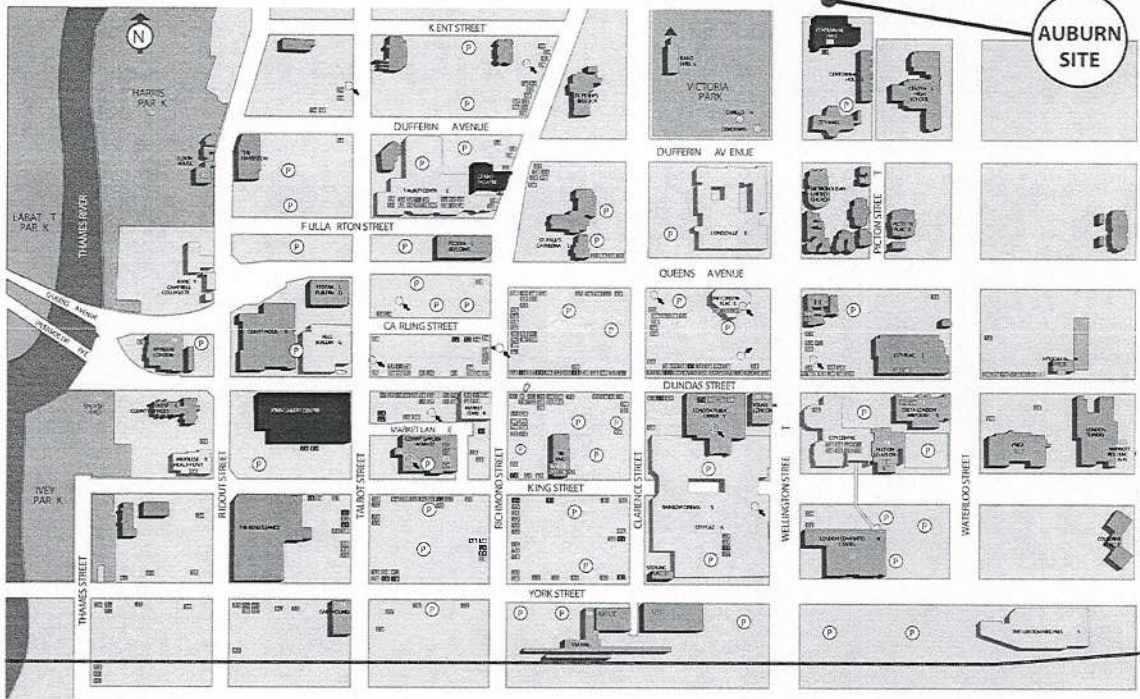
Proposal

Process

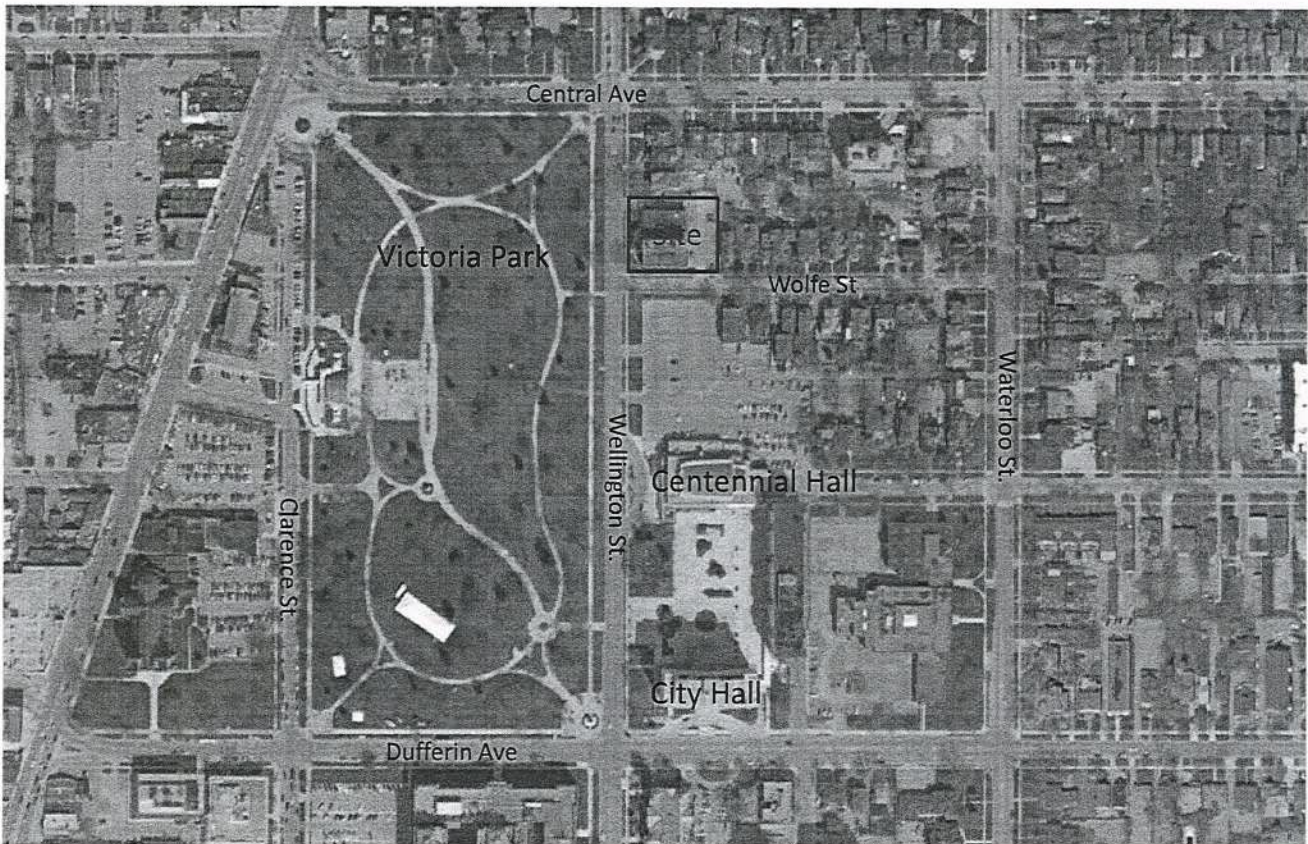
Impact

2h

# DOWNTOWN LONDON



Company    Site + Context    Proposal    Process    Impact



Company    Site + Context    Proposal    Process    Impact

2h



## THE PROPOSAL:

WELLINGTON ST. PROJECT

- 25 STOREY RESIDENTIAL CONDOMINIUM TOWER
- LANDMARK/SIGNATURE PIECE OF ARCHITECTURE ON DOWNTOWN SKYLINE
- ASSIST IN SUPPORTING THE VISION AND EVOLUTION OF DOWNTOWN LONDON

Company

Site + Context

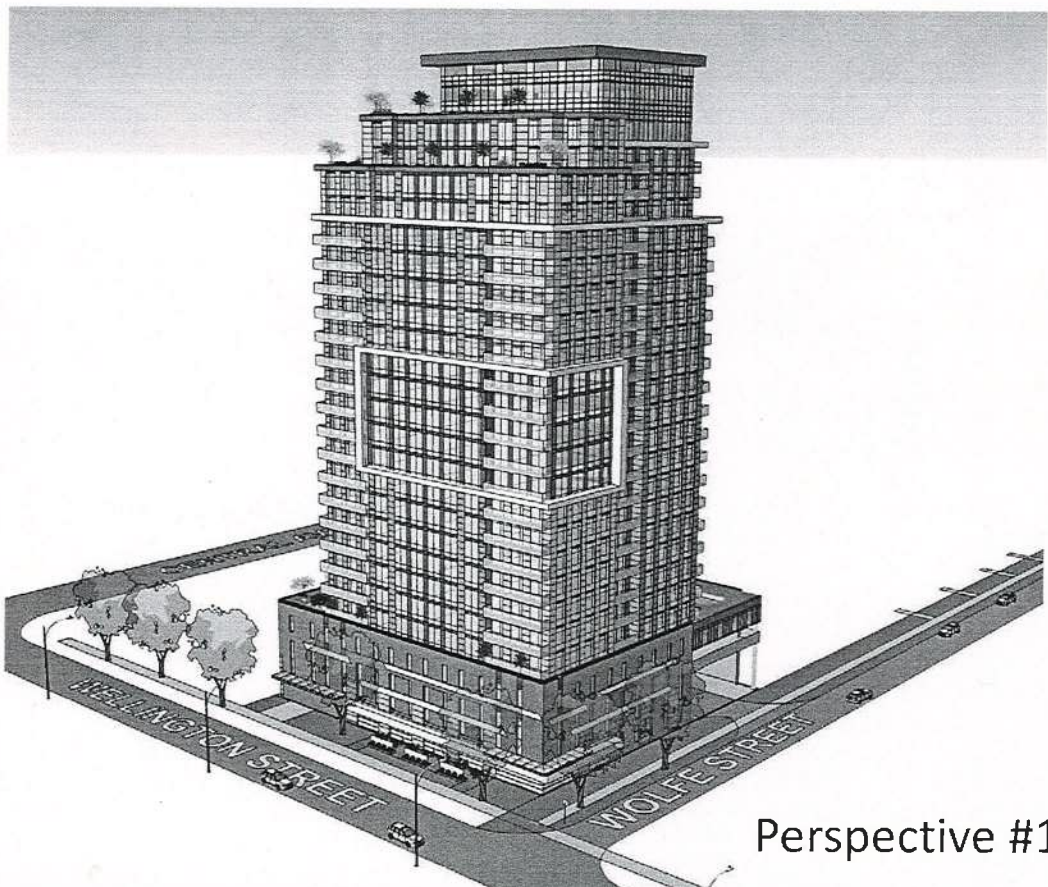
Proposal

Process

Impact



WELLINGTON ST. PROJECT



Perspective #1

Company

Site + Context

Proposal

Process

Impact



2h



WELLINGTON ST. PROJECT

## THE PROPOSAL:

- 188 UNITS (34 - 1 BED/DEN; 34-2 BED; 120-2 BED/DEN)
- 280 PARKING SPACES - 2 UNDERGROUND LEVELS; 4 ABOVE
- ACCESS – FROM WELLINGTON AND WOLFE

Company

Site + Context

Proposal

Process

Impact



WELLINGTON ST. PROJECT

## THE PROPOSAL:

- GROUND FLOOR COMMERCIAL/PATIO AREA - WELLINGTON
- GROUND FLOOR - LOBBY, AMENITY AREA, PARKING ACCESS, INDOOR BIKE PARKING, ETC.
- PODIUM ROOF TOP – OUTDOOR POOL AND TERRACE
- TOWER ROOF TOP – LOUNGE AND TERRACE

Company

Site + Context

Proposal

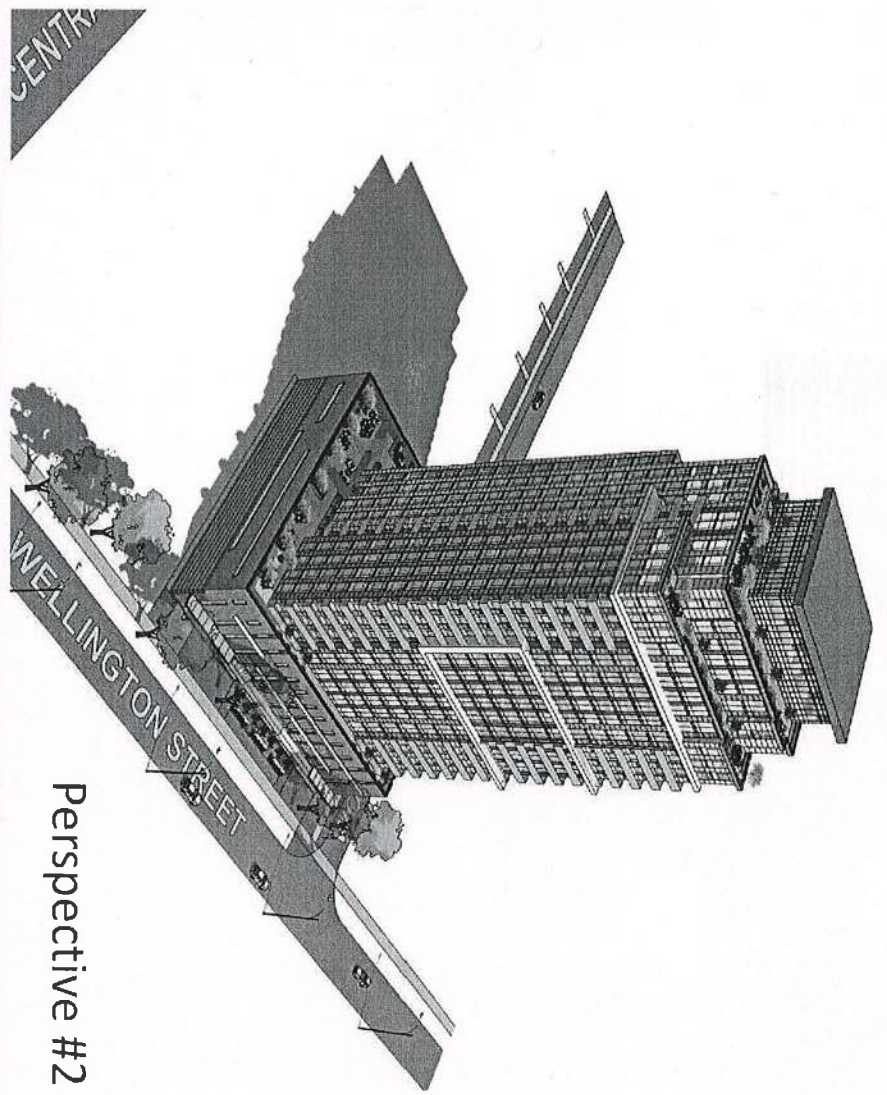
Process

Impact

2r



# WELLINGTON ST. PROJECT

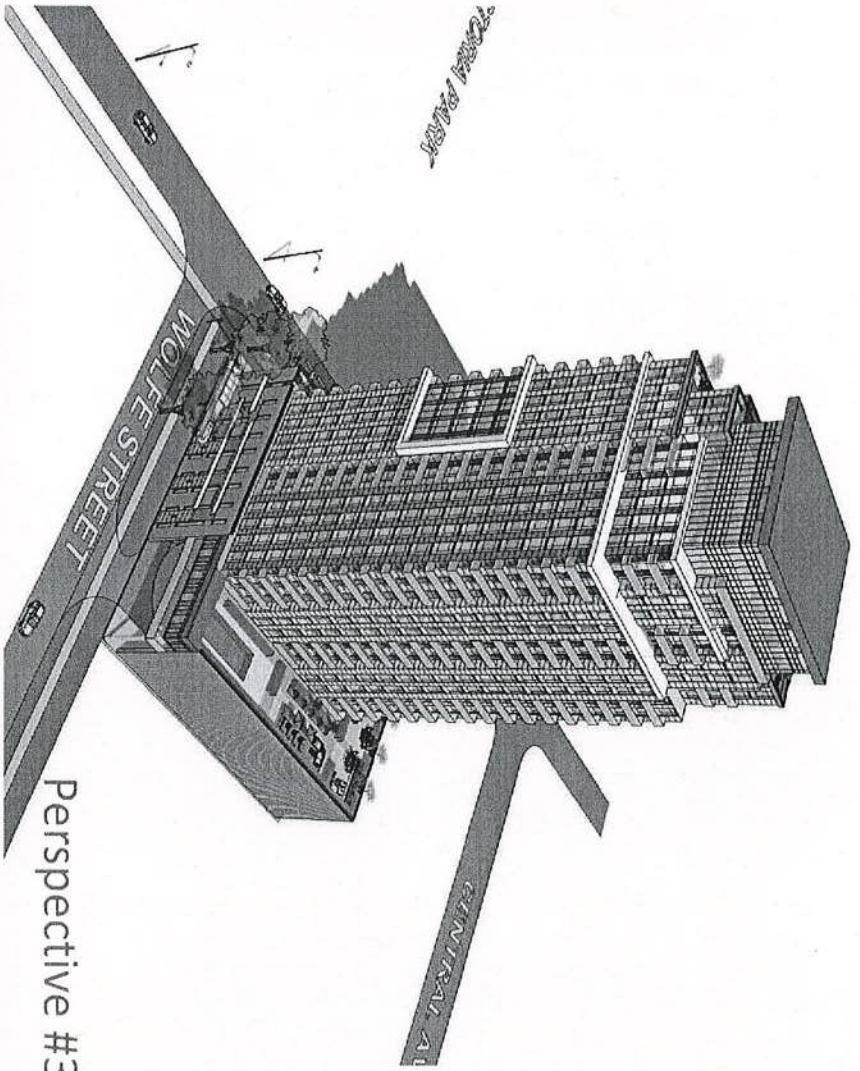


Perspective #2

Company Site + Context Proposal Process Impact



# WELLINGTON ST. PROJECT



Perspective #3

Company Site + Context Proposal Process Impact

2h



WELLINGTON ST. PROJECT

## THE PLANNING PROCESS:

- OFFICIAL PLAN AND ZONING APPLICATIONS REQUIRED
- TECHNICAL STUDIES TO SUPPORT APPLICATIONS
- INITIAL CONTACT WITH CITY STAFF
- CURRENTLY - REFINING PLANS AND IDEAS
- NEXT STEP - FORMAL PRE-CONSULTATION

Company

Site + Context

Proposal

Process

Impact



WELLINGTON ST. PROJECT

## THE ECONOMIC IMPACT:

- DC CHARGES – 34 X \$9,821/1 bed units and 154 X 13,762/2+ beds = APPROX 2.4 MILLION
- 80-100 FULL TIME CONSTRUCTION JOBS - 1 yr. duration (on-site and off-site)
- 5 PERMANENT FULL TIME JOBS
- ESTIMATED TAXES – \$500,000/YEAR

Company

Site + Context

Proposal

Process

Impact

2h

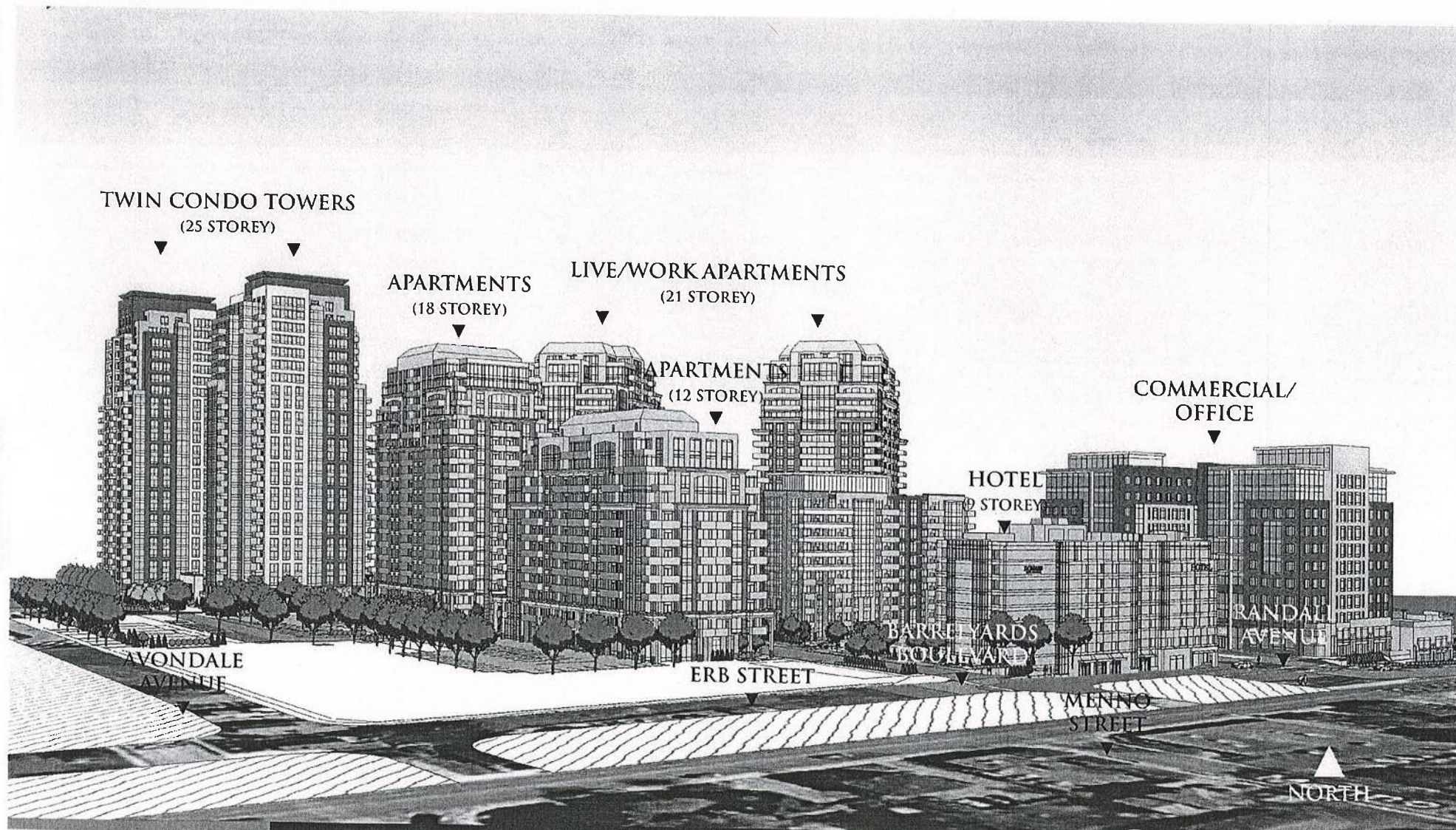


WELLINGTON ST. PROJECT

THANK YOU FOR YOUR TIME!

QUESTIONS/ANSWERS

28



# THE BARRELYARDS

PERSPECTIVE VIEW LOOKING FROM SOUTH OF ERB STREET



27



# THE BARRELYARDS

PERSPECTIVE VIEW LOOKING FROM NORTH OF FATHER DAVID BAUER DRIVE



**1. Public Art Form - Barbed Wire**

As the contractor and the public art installation within the open space, this form should be considered as a public art form. It should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



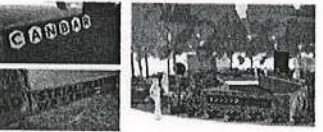
**2. Industrial Artwork - Site (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space of the site. The piece should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**3. Industrial Artwork - CAMMILL Industrial Storage - (Corner Collection)**

This piece should be installed in a visually prominent space within the central open space, such as the corner of the industrial storage area. The piece should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**4. Public Art Form - Barbed Wire**

Functional public art in the form of barbed wire construction with wood slatting in prominent spaces will be used to provide additional security and safety. This piece should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**5. Public Art Form - Tree Planter Boxes**

Functional public art in the form of tree planter boxes with wood slatting in prominent spaces will be used to provide additional security and safety. This piece should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**6. Public Art Form - Logcubes**

This piece should reflect the installation of the barbed wire within the barbed wire of the site. The piece should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



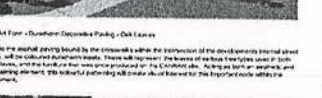
**7. Public Art Form - Industrial Storage - (Corner Collection)**

Located within proposed tree planter boxes in both Stages 1 and 2, these features will include the existing barbed wire fence for containment, and the barbed wire fence to be installed along the barbed wire fence. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**8. Public Art Form - (Corner Collection) - (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**9. Public Art Form - (Corner Collection) - (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**10. Industrial Artwork - (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**11. Public Art Form - (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**12. Industrial Artwork - (Corner Collection)**

The artwork piece and public art form should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



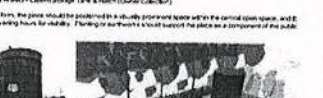
**13. Industrial Artwork - (Corner Collection)**

The artwork piece and public art form should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



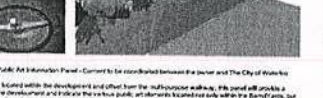
**14. Industrial Artwork - (Corner Collection)**

The artwork piece and public art form should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



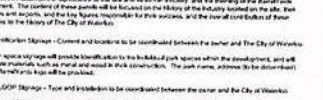
**15. Industrial Artwork - (Corner Collection)**

The artwork piece and public art form should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



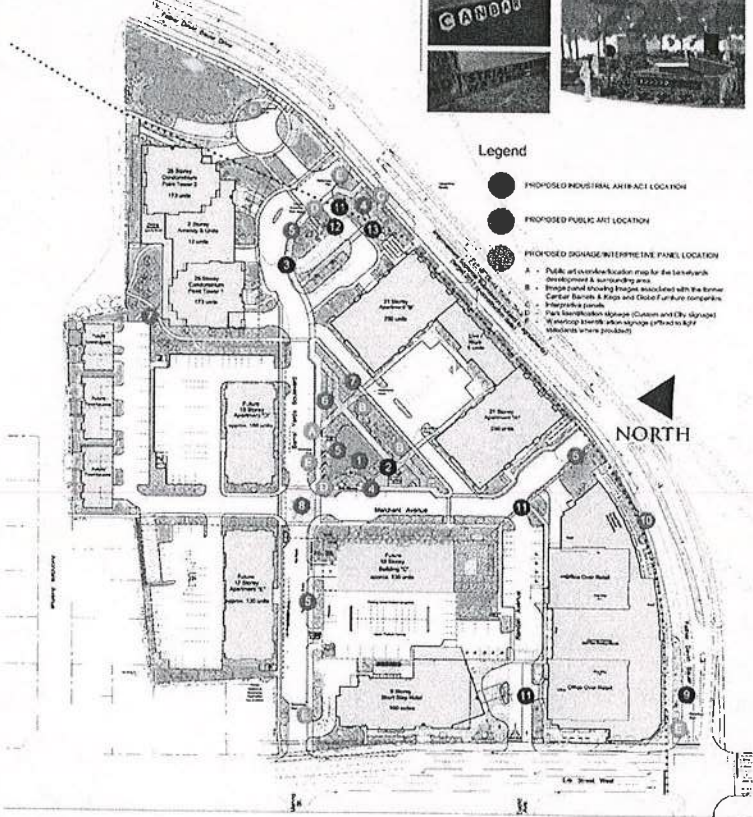
**16. Overall Public Art Installation Panel - (Corner Collection)**

Overall public art installation panel should be coordinated between the contractor and the City of Auburn. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



**17. Public Art Form - (Corner Collection)**

Large in form, the piece should be installed in a visually prominent space within the central open space, and it should be designed to be a public art form that is visually appealing and functional. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.



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**HISTORY MOVING FORWARD  
PUBLIC ART APPROACH FOR THE BARRELYARDS DEVELOPMENT**



The Barrelyards development is a unique opportunity to create a public art program that is both functional and aesthetically pleasing. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.

The public art master plan should be coordinated between the contractor and the City of Auburn. The contractor should be responsible for the installation of the barbed wire and the contractor should be responsible for the installation of the barbed wire.

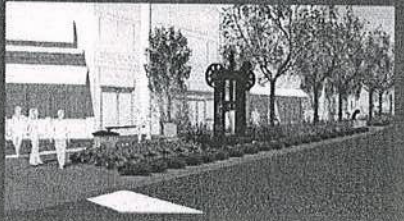


**Public Art Master Plan Notes**

1. Public Art Commission should be established and approved by the City of Auburn.
2. Public Art Commission should be established and approved by the City of Auburn.
3. Public Art Commission should be established and approved by the City of Auburn.
4. Public Art Commission should be established and approved by the City of Auburn.
5. Public Art Commission should be established and approved by the City of Auburn.
6. Public Art Commission should be established and approved by the City of Auburn.
7. Public Art Commission should be established and approved by the City of Auburn.
8. Public Art Commission should be established and approved by the City of Auburn.
9. Public Art Commission should be established and approved by the City of Auburn.

**General Notes**

1. Contractor shall be responsible for the installation of the barbed wire and the contractor shall be responsible for the installation of the barbed wire.
2. Contractor shall be responsible for the installation of the barbed wire and the contractor shall be responsible for the installation of the barbed wire.
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**THE BARRELYARDS  
PUBLIC ART MASTER PLAN**





# Music London

## THE VISION

### Music London

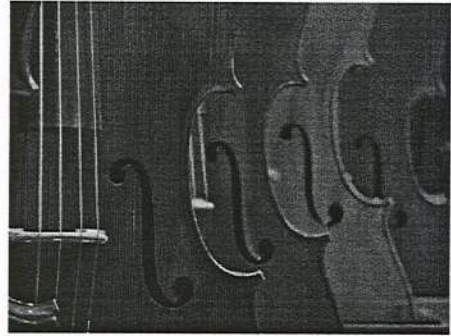
A community initiative that invests in Londoners' musical talents, interests and contributions to our quality of life.





## THE REQUEST

1. Appoint a community board of directors to govern Centennial Hall.
2. Endorse the Music Hall Civic Task Force



## The Music Hall

- To improve opportunities for Londoners', young and old, to develop their musical talents and interests here in London.
- To improve opportunities for London's diverse community musical groups, to realize their potential.
- To create partnerships and operating synergies that improve performance offerings and venue sustainability.
- To increase the range and quality of musical offerings to reach new audiences.
- To contribute the menu of visitor / tourist experiences available in London.

## THE PLAN

- Centennial Hall reaches its life expectancy in 2017. Recommendation is not to reinvest but to replace (NOVITA REPORT)
- Aligns with Canada's 150 Birthday and the emerging cultural grants program
- Will take 5 years to plan, fundraise, design, construct and commission
- Need to start the planning now to be ready for 2017

## THE STEPS

### Phase I – December 2012

- Feasibility and business planning, building on the extensive work completed to date

### Phase II - 2013

- Community partnerships development
- Venue selection and partnership finalization

### Phase III – 2013 to 2016

- Fund Development Program
- Design and construction

## A COMMUNITY FOCUS

- A community music hall that supports the growth and development of the musical talents of our youth and adults.
- Potential venue for a diverse array of community musical and choral groups:
  - Amabile Choirs
  - London Pro Musica
  - Gerald Fagan Singers
  - Karen Schuessler Singers
  - Regional, provincial, national and other musical events

## COMMUNITY LEADERSHIP

- Community Task Force to assess and lead this project
- Task Force has provided the \$75,000 for the feasibility and business planning phase
- Task Force membership to date:

Perry Ferguson

Vito Frijia

Andy Spriet

Alan Patton

Geno Francolini

Gordon Thompson

Ian Dantzer

Jamie Crich

David Canton

Jim Good

Ali Soufan

Brian Ohl

Betty Anne Younker

Susan Agranove

(2)

## COMMUNITY GOVERNANCE

- Builds Community champions and support, utilizes all the community's talents and capacities.
- Enhances opportunities for capital fundraising and annual giving and sponsorships
- Parallels city models, eg: London Convention Centre
- Builds on models used for Centre in the Square in Kitchener and the new Burlington Performing Arts Centre
- Builds greater community engagement and ownership

## THE MOTION

1. Appoint a community board of directors to govern Centennial Hall.
2. Endorse the Music Hall Civic Task Force



2j



*My Sisters' Place*  
a safe, supportive community for women facing homelessness

## Prosperity Through Resiliency

A Proposal for the Investment & Economic Prosperity Committee

★ ★ ★ ★

★ ★ ★ ★

A program of WOTCH Community Mental Health Services



### What we do

- \* MSP is a safe, supportive community for women experiencing or at risk of homelessness
- \* Our programs address the underlying issues of mental illness, addiction, street involvement, abuse, trauma, health, poverty & hunger which cause and contribute to homelessness
- \* We believe in women's resilience and welcome women with dignity and respect



(2)

\* *My Sisters' Place is considered an essential service by the City of London*

## *MSP Data*

- \* New, unique database shows we are actively engaged with 650 women in the first six months of 2012.
- \* In that time period we had 9,038 day visits, 1,297 weekend visits and 1,996 evening visits.
- \* The number of daily visits to MSP has risen from 40-50 a day to 90-110 in three years.



(2j)

## Accessibility

- \* 84% of homeless women reported having at least one serious physical health condition (*Street Health Report 2007*).
- \* Almost half of the women who come to MSP have a physical disability that stops them from participating in programs off the main floor.
- \* The Ontario Government has made accessibility mandatory in public buildings.

## Capital Campaign Projects

- \* Elevator: \$500,000
- \* Coach House: \$240,000
- \* Increasing Capacity in our building: \$260,000
- \* Total= \$1,000,000

## Fundraised to Date

- \* Financial Donations Raised: \$325,000.00
- \* Gifts in Kind from local businesses: \$150,000.00
- \* Total: \$475,000.00

\* Local supporters include:



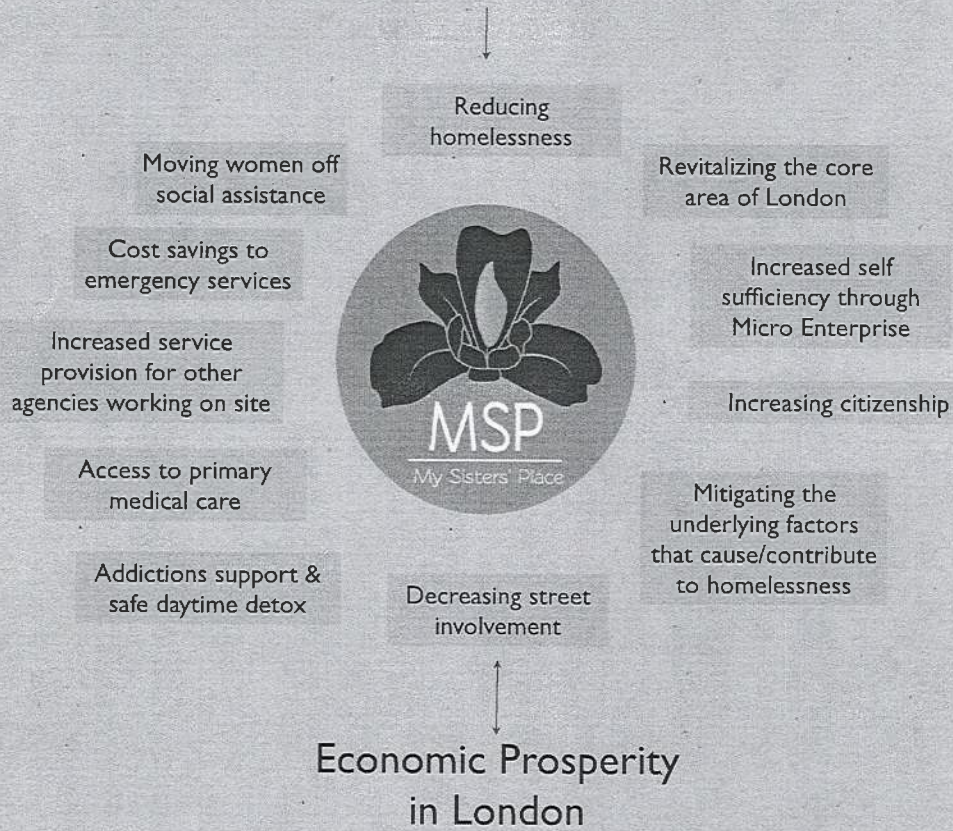
## Why \$200,000?

- \* Our overall capital campaign goal is \$1,000,000. Support from the City for this project will encourage other donors to help us meet our goal.
- \* We have already raised approximately \$300,000 of the \$500,000 needed for the elevator.
- \* \$200,000 would allow us to complete the elevator.



2j

## Accessibility and Increasing Capacity



## Job Creation

- \* Contracting to local businesses and trades to complete work
- \* Job skills development through volunteer opportunities
- \* Increase partnerships with post secondary professional training
- \* Increased capacity for Micro Enterprise program where women learn to create small businesses and encourage financial independence

## Reducing Impact on Emergency Services

- \* Increasing capacity at My Sisters' Place gives street involved women a safe place to be and access community supports.
- \* Community partners have identified the need for safe day spaces, daytime detox centres and harm reduction support (*London CArES Report 2009*).
- \* Engaging more women that are street involved reduces the need for London Police Services intervention.

## Micro Enterprise

- \* ME Program empowers women to learn a full compliment of skills that may lead to employment or entrepreneurial opportunities.
- \* Motivated by increased financial independence and a sense of purpose, women who participate in the ME Program have achieved incredible outcomes including achieving stability, securing housing, gaining community employment and earning a small income.
- \* ME ensures economic prosperity by creating small business opportunities and through training and skills development.
- \* There is currently a waiting list for the program. Spaces will be available through increased program space with the capital campaign Coach House project.



2j

## Silke's Story

◆ The days are long the nights are much longer  
I have a roof over my head and air conditioning finally. the fact is I'm not homeless anymore and I have no judgement towards homeless people today  
I've been there and I know first hand just how it is living out there on the streets.  
waiting in libraries or at the mall or sitting on the park bench on a hot or much worse a wet cold day.  
panhandling for food or an addiction or the daily coffee.  
I used to drink I don't anymore I've been 11 months sober now amen to that

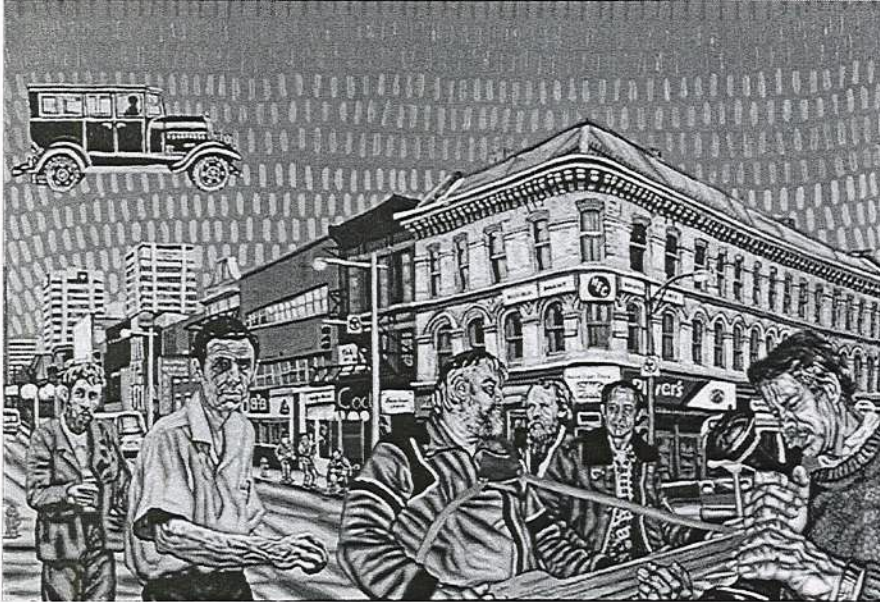
I'm a single girl living in a bachelor apartment and I love it.  
I have goals to go back to school in the future. I want to accomplish a degree in social services or working in the department of law.  
yea right no for real these are my goals and there's nothing wrong with that  
I have some resources out there that I don't use to often but I will if need be.  
I have awesome support from Kim Tremblay at "My Sisters' Place"  
I've been working with Kim for a decent number of years and she has been a great amount of help god bless her.

I gotta hand it to her and give her a lot of credit for all her support and putting up with me.  
I started small and still building myself to somewhere I should've of been 10 maybe even 20 years ago.  
but everything happens for a reason and I'm here to share my story of my trials and tribulations.  
my faults mistakes and sorrows my happiness and setbacks and errors and surprises and gifts in this life.

I like who I am and I'm not perfect I do have my days  
days where I say to hell with everybody to hell with it all  
and I admit sometimes I feel like picking up a drink but I know to well the consequences I will suffer the next day.  
and yea my problems will still be there the next day, so I don't drink because of that.  
I pick myself up again and hold my head high and get back on the positive track.  
I'm here to tell you that life isn't a bowl of cherries it can be tough it can be sweet but everything happens for a reason and  
where you are and where I am we are here for reason.  
take care of yourself and I hope my words have inspired you to a degree.

2k

## COMMUNITY THREAD



The London Six by John Boyle, 1984

A presentation for the  
Investment and Economic Prosperity Committee

on July 19, 2012  
by Ryan Craven, M.Sc.

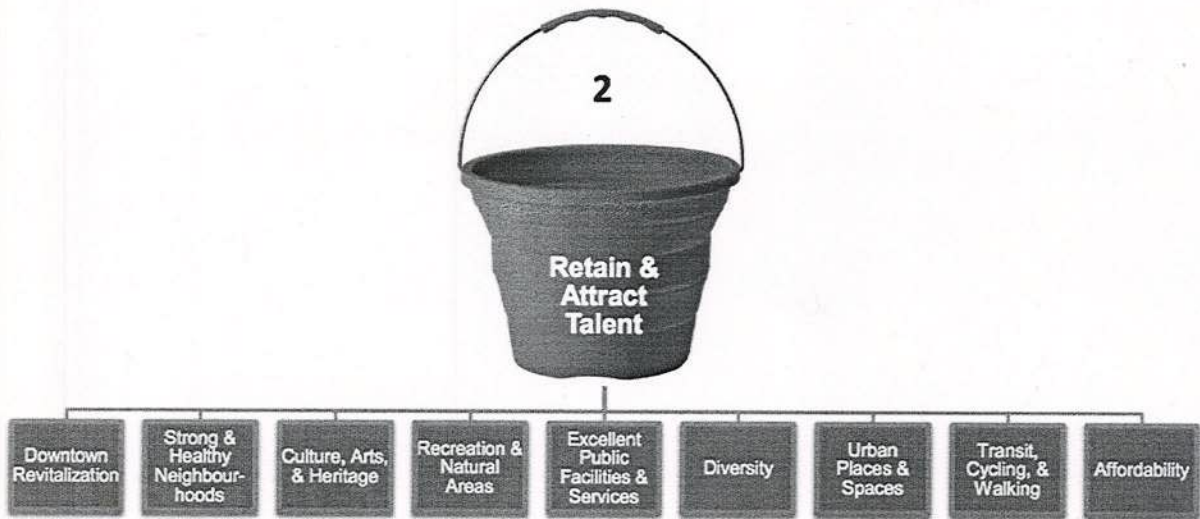
### THE QUESTION:

*“How do we move London's economy forward faster? How do we retain good employers and employees and attract new ones? And how do we ensure our investments benefit the community in the short and long term?”*

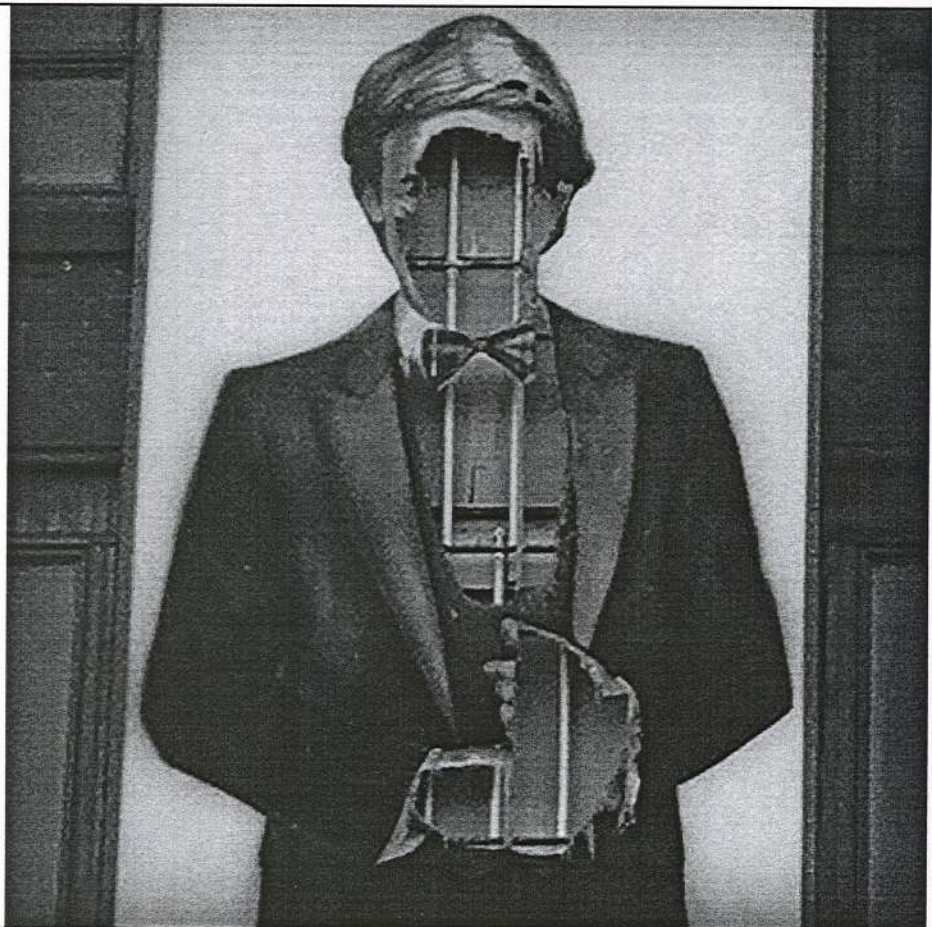
*-Committee chair Coun. Joe Swan.*

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## THE FOCUS:



## THE GAP



2k

# THE IDEA



# Our Street



LONDON Events Articles Videos Photos My Fuse 4

**BILLY BERT YOUNG**  
FUSE TV

**The Aeolian Benefit Concert - Celebrating Community**  
On, Thursday, August 16, 2012, The Aeolian Performing Art Centre will host a Benefit Concert with all proceeds going to...  
Read More

**R L Raymond's "Weakdays"**  
Now available - R L Raymond's new chapbook "Weakdays" WEAKDAYS R L Raymond Poetry, 22 pages, Corrupt Press, 2012. The thing I like about Weakdays is that it doesn't pretend to be anything...  
When: Tuesday 10th July - Monday 1st October | 5:00pm

**Yellowteeth: An Interview with Kevin Brasier**  
Kevin Brasier is a name many of you may know. He's played in a couple of the most noted bands in the city over the past...

What's Up  
Rima Dreema left the comment yay momo! on Fuse TV Interviews Grounders at NXNE 2012  
Rima Dreema left the comment YAI NO BUNNY! on Town Ship, All Aboard: An Interview with...  
Rima Dreema left the comment

Post: Event Photos Video Article Music Messages (15 new) Notifications (279 new)

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Arts > CELEBRATE Celebrate London Clean and Green Culture Music > Uncategorized

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celebrate london  
London - a city worth celebrating!

Top Level Sponsor  
Celebrating London

Home NEWS CELEBRATE! Community Contact Events Worth Celebrating Projects > Sponsors and Partners

JUN  
6  
celebrate london susan  
**Londoners Remembering D-Day**  
The 1st Hussars Regiment held a Service in Victoria Park on June 4th – to remember and honour those Londoners who made the ultimate sacrifice on the beaches of Normandy – June 6th – 1944. Lest we forget. Click here to see part of the...

JUN  
5  
celebrate london susan  
**London Cares Curbside Food Drive Is COMING!!!!**  
Get ready to support the London Cares Curbside Food Drive – it starts June 8th in Zone F! It's easy to participate. Put your non-perishable food items in a clear bag or a grocery bag and tie with a bright ribbon. Leave it beside your blue box on your recycling day and VOILA you've done it. Check for you date in your Waste Management Calendar – Look for the big red...

recent posts

- Londoners Remembering D-Day
- London Cares Curbside Food Drive Is COMING!!!!
- Local Band Celebrates Release of First Video
- Celebrating LIVE
- Celebrating Covent Garden Market

about celebrate london!

MAY  
arts celebrate culture music susan

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Find Your Neighbourhood View London's Little Gems

**Districts and Neighbourhoods**  
The City of London has forty two districts and your neighbourhood will be contained within one or more of them.

Step 1: Select the district that contains your neighbourhood on the map or in the list below.

Step 2: If you can't find your neighbourhood, this means it hasn't been created yet. You can create it by clicking Create.

Create

Map data ©2012 Google - Terms of Use

Neighbourhoods



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Find Your Neighbourhood   View London's Little Gems

**Mark a Little Gem**

Little Gems are the parts of your neighbourhood that make it unique and special.

Mark a gem and show us what is great in your neighbourhood.

Map data ©2012 Google

**Little Gems**



**Our Street**

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**NEIGHBOURGOOD**  
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Find Your Neighbourhood View London's Little Gems

LITTLE GEM

**Novack's**

2  
Like

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**Neighbourhood**  
Downtown

**Mark a Little Gem**  
Little Gems are the parts of your neighbourhood that make it unique

**THE ASK**



**COMMUNITY  
THREAD**



celebratelondon



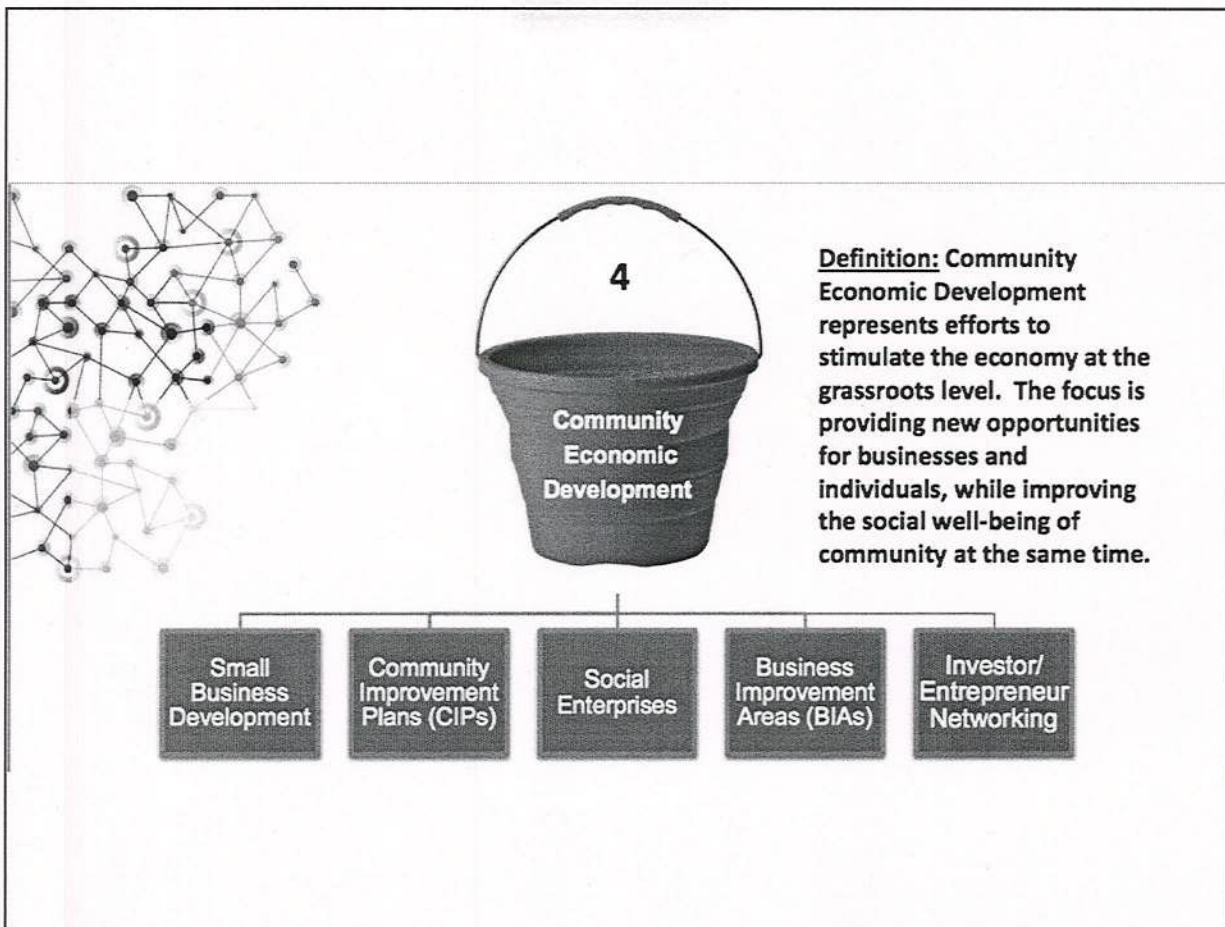
**LONDON  
FUSE**

**Our Street**



**NEIGHBOURGOOD  
GUIDE**

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## THE PLAN

- INTEGRATE WEBSITES
- ONLINE ADVERTISING
  - 2.6 Billion Canadian online advertising in 2011
- CITY WIDE CALENDAR OF EVENTS & NEIGHBOURHOOD PRINT PUBLICATION
  - Advertising
- LOCAL MEMBERSHIP DISCOUNT CARD
  - Discount at local businesses

2k



**COMMUNITY  
THREAD**

2k

*Thank you for your time and consideration*



**Our Street**



Dundas and Richmond, home of Community Thread, 2012