

<b>TO:</b>	<b>CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON WEDNESDAY FEBRUARY 20, 2019</b>
<b>FROM:</b>	<b>SCOTT STAFFORD MANAGING DIRECTOR OF PARKS AND RECREATION</b>
<b>SUBJECT:</b>	<b>LONDON'S CULTURAL PROSPERITY PLAN UPDATE</b>

That, on the recommendation of the Managing Director of Parks and Recreation, the following London's Cultural Prosperity Plan Update Report, attached as Appendix "A" **BE RECEIVED** for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- Creative City Task Force Report, June 2005.
- Application to the Ministry of Tourism and Culture Creative Communities Prosperity Fund, May 30, 2011.
- Agreement with the Province Of Ontario for Creative Community Prosperity Funding To Develop a Cultural Prosperity Plan and Cultural Profile / Cultural Mapping Project, October 24, 2011.
- London's Cultural Profile Report and London's Cultural Prosperity Plan, March 5, 2013.

<b>BACKGROUND</b>
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It has been six years since March 2013 when London's *Cultural Prosperity Plan and Profile* was adopted in principle by London City Council as a guiding strategic framework for the culture sector. This *Plan and Profile* will continue to be in place for the next five years and will be enhanced by looking at key areas of focus to assist the culture sector to be successful in London. This report is an opportunity for Council to be updated on the progress to date of the implementation of this *Plan and Profile*, and to celebrate its successes.

London has a unique decentralized community partner approach to the delivery of cultural services connected by the City of London's Culture Office. The Culture Office is the central access point for cultural services of the city and is responsible for promoting collaboration, communication and the sharing of knowledge and resources for the culture sector. Great things happen by engaging and supporting our key partners and cultural community around a cultural common agenda of "What is Culture?" defined by Londoners as (through extensive public consultation and input from all facets of the cultural community for the creation of *London's Cultural Prosperity Plan and Profile*):

- Arts
- Cultural Districts and Neighbourhoods
- Cultural Industries
- Diversity
- Food and Agriculture
- Heritage
- Libraries
- Post-Secondary Institutions
- Sports
- The Thames River
- Tourism

## **CULTURAL LEADERSHIP AND ALIGNMENT**

### **Federal and Provincial Cultural Planning**

The Government of Canada has revised its culture policy through the release of the Creative Canada Policy Framework in September 2017 recognizing the benefit of having a strong creative sector and its impact on Canada's identity, economy and place in the world. Culture has a significant economic impact – it provides 630,000 jobs for Canadians and contributes \$54.6 Billion per year in economic activity. In 2016 the federal government made a historic investment of \$1.9 Billion over 5 years to the Culture Sector.

*London's Cultural Plan and Profile* was developed through a matching \$100,000 grant from the Ontario Ministry of Tourism, Culture and Sport Creative Communities Prosperity Fund. The purpose of this funding was to encourage cultural planning in municipalities.

The Province of Ontario adopted its first Ontario Cultural Strategy in May 2016. The Culture Strategy sets out four overarching goals for the next five years: promote cultural engagement and inclusion, strengthen culture in communities, fuel the creative economy and promote the value of the arts throughout government. The Ontario Cultural Strategy emphasizes the importance of local governments in Ontario by recognizing that culture is unique to every municipality and highlights the unique role that local governments have in supporting Ontario's diverse municipalities.

### **The London Plan**

*London's Cultural Prosperity Plan and Profile* has been aligned with The London Plan specifically in the City Building Policies of:

#### Culturally Rich and Diverse City

Build on the following strengths to elevate London's profile as a regional cultural centre:

- economic growth through culture
- provide employment and learning opportunities
- foster creativity through cultural programming, promotion and celebration
- celebrate and strengthen the diversity of London, which encourages inclusion and civic engagement
- leveraging London's cultural resources, assets and public spaces
- Identify, protect, conserve and celebrate its' cultural heritage
- Advance opportunities to attract and retain newcomers

#### Cultural Heritage

Focus on three areas of cultural heritage planning including:

- general policies for the protection and enhancement of cultural heritage resources.
- specific policies related to the identification of cultural heritage resources including individual heritage resources, heritage conservation districts, cultural heritage landscapes, and archaeological resources.
- specific policies related to the protection and conservation of these cultural heritage resources.

### **City of London's Cultural Operating Budget**

Culture is its own distinct sector (both for Profit and Not-For-Profit) which contributes to the economic development and well-being of London. The Culture Sector, (including the London Public Library, Centennial Hall, Museum London, Eldon House and Arts Culture, Heritage Advisory and Funding) makes up approximately 4% of the City's operating budget.

## LONDON'S CULTURAL PROSPERITY PLAN AND PROFILE

### London's Cultural Prosperity Plan

*London's Cultural Prosperity Plan* is a strategic framework, which provides a collective vision and direction for the culture sector.

#### Vision

*Culture is at the Heart of our Thriving and Vibrant City*

*Culture is recognized by our city for its important role in building economic and community growth, attracting and retaining talent, informing municipal decision-making processes, and elevating the profile of London as a regional cultural centre. Our culture is an expression of our identity, our shared histories, values, beliefs, and traditions - and is enriched by the diversity of our city. It is alive and celebrated. Culture is a highly valued and fundamental aspect of our everyday life, is supported by our strong spirit of collaboration, and contributes to the vibrancy of our city. We will build on the successes we have achieved, and forge new directions.*

Strategic Directives - The Plan is a shared community strategic framework for cultural initiatives that has been vital to enhancing London's competitive advantage and achieving the Plans' four Strategic Directives:

1. Strengthen Culture to Build Economic Prosperity
2. Support Cultural Programming
3. Leverage our Cultural Assets
4. Celebrate and Promote Culture

### London's Cultural Profile

*London's Cultural Profile* was created as a companion background document to London's Cultural Prosperity Plan and provided the business case to guide future cultural investment for London. The Profile comprised of the following three reports:

- Cultural Resource Mapping, which was added to the City's Geographic Information System (GIS);
- The Economic Impact Calculation of Culture, which calculated the direct economic contribution of the Culture Sector for London; and
- Cultural Facility Planning in London, which was intended to provide an overview of the current state of community cultural facilities and identified that the City of London needs to take a leadership role in planning for cultural facility development and maintenance.

*London's Cultural Profile* has given the cultural community unprecedented access to measures that we have never had before such that it established culture as a contributing sector to the local economy. - \$540 million per annum (excludes capital expenditures); \$1,475 per capita; 7,703 cultural jobs in 2011, with workers making \$329 million; 4.2% of all workers in London were employed in arts and cultural occupations, according to 2006 figures, while the Canadian average was 3.3%.

## CELEBRATION OF CULTURAL INVESTMENT SUCCESSES

*London's Cultural Prosperity Plan* four Strategic Directives, and Objectives have all been actioned. The following outcomes of *London's Cultural Prosperity Plan* are happening:

- Making the economic case for culture as an important contributor to London's employment and attraction/retention of a talented creative workforce;
- Continued investment in culture has resulted in increased leveraging of funding from other sources;
- Creativity has been fostered through cultural programming, interpretation, promotion and place-making;
- Creating an atmosphere that is welcoming of diversity;
- Maintaining and preserving the city's cultural assets and knowledge; and,
- Building awareness of London's vast array of cultural programming, assets and attractive creative places.

Over the past five years, key implementation highlights, outlined in London's Cultural Prosperity Plan Update Report, attached as Appendix "A", have included:

#### Investing in Culture to Builds Economic Prosperity

- Culture has been recognized as a sector which contributes to the economic growth of London and the attraction and retention of talent and entrepreneurship. Steady growth in the culture sector of London is reflected in measurement initiatives of the Creative City Network of Canada Cultural Consortium, Kelly Hill Indirect Investment Study, London Music Census and Municipal Benchmarking of Canada (MBNC) Initiative;
- Stable funding to heritage and arts organizations is provided through the City of London's two culture granting programs: the Community Heritage Investment Program (CHIP) and the Community Arts Investment Program (CAIP) CAIP provides up to \$750,000 toward development, operational, and project-based funds for local arts organizations, collectives, and individuals. CHIP provides up to \$75,000 toward operational funding for museums, and community and individual heritage projects. This leverages additional funding and allows organizations to employ more staff, expand their programming, and increase their hours of operation.

#### Animating London through the Arts

- Professional artists participate in each London Arts Council (LAC) initiative, collaborating on the development and delivery of in-depth, arts-infused programs across various sectors, including: education, arts and entertainment, environment and health. Features of the LAC programs are available on the LAC website, [www.londonarts.ca](http://www.londonarts.ca).
- London has a growing reputation as an important production hub for music. The London Music Strategy adopted by Council in 2014 is being implemented by the London Music Officer with the Business of Music Committee and its key strategic partners of the London Arts Council, Tourism London and the London Economic Development Corporation (LEDC).
- The Grand Theatre is one of only 13 Category "A" professional Theatres in Canada. Since the year 2000, the Grand Theatre has received stable annual funding support of \$500,000 from the City of London.

#### Diversity

- *London's Cultural Prosperity Plan* is guided by the principles of inclusion and creating neighbourhoods that prosper because everyone feels welcomed. The 2017 Canada Immigration Plan will enable close to one million people to immigrate to Canada by 2020. London's Newcomer Strategy Mission is: "to successfully attract, integrate and retain Newcomers, in particular, international students, skilled workers and entrepreneurs, to and into the local economy and society". This Strategy is closely connected to the objective of *London's Cultural Prosperity Plan* to "attract and retain talent including youth, new immigrants and creative professionals".
- The Citizen Culture Program was created in 2012 by the London Heritage Council and London Arts Council. Citizen Culture affords newcomers and new Canadians an opportunity to explore history and the arts through a free access pass at 22 participating cultural organizations.

#### Preserving Our History, Telling Our Stories

- Since its release in 2015, the Truth and Reconciliation Commission (TRC) Report has acknowledged that "Virtually all aspects of Canadian society may need to be reconsidered." The City of London has been working with local First Nations - the Chippewa's of the Thames First Nation, Oneida Nation of the Thames, Munsee-Delaware First Nations to develop training for City of London staff. This training program includes: information about Indigenous communities that the City serves or is connected to The Truth and Reconciliation Commission History, culture and needs of First Nations lived experiences of urban Aboriginal communities.

- We have rich history and stories to tell through the development of Cultural Heritage Interpretive Signage such as: Burrigge Block, Whiskey Row, Richmond Row, Hunt Dam, Historical Bicycle Signage, Building Stories and History Pin on-line databases.
- A new independent Eldon House Municipal Service Board of the City of London was created in 2013 to administer the City's oldest historical home and collection. It was an opportunity to actualize its full potential and proactive stewardship of the architectural integrity of the house, its property and artifacts going forward.
- The London Heritage Council exists to help cultural and heritage organizations to find new, innovative ways of connecting with their community and Londoners to connect with their heritage. It offers yearly programming such as: Doors Open, Trails Open, Museum School, Heritage Fair, Brick Street Cemetery maintenance and interpretation, Inventory of existing Plaques along the Thames River. The London Heritage Council works to support London's heritage sector through advocating for the critical role that cultural and heritage institutions play.
- The City of London together with its community partners London Heritage Council and London Celebrates Canada led the commemoration of Canada 150. The City was successful in receiving two rounds of Canada 150 Infrastructure Funding to mark the 150th anniversary of Canada for such projects as: Harris Park Pavilion (\$495,000), Victoria Park Cenotaph (\$158,242), Westminster Ponds Boardwalk (\$98,901), Constitution Park (\$230,000) Covent Garden Market Ice Rink (\$200,000), Kiwanis Park (\$590,000), Queen's Park (\$16,000). In 2017 the City of London was successful in receiving two Ontario 150 grants for SesquiFest (\$70,000) and the Targeted Youth Leadership Program (\$55,000).
- Fanshawe Pioneer Village as a living history community museum, has received ongoing operational funding of \$1,882,392 over the last five years (\$380,598 each year and \$360,000 in 2017) from the City's Community Grants Program (previously called the Strategic Funding Framework).
- There has been much adaptive reuse and maintenance of heritage assets such as: the Normal School, Blackfriars Bridge, The Factory, Seven Heritage Conservation Districts.

#### Investing in Shared Creative Spaces

- The London Public Library is revitalizing branch libraries to ensure that it continues to provide accessible and welcoming spaces throughout the city. The downtown Central Library has undergone a \$4.5 million revitalization to update its functionality, look and feel, and opened its doors to the CBC and the City's Culture Office. Creative spaces are also being developed at the Central Library and in neighbourhood library locations that will offer Londoners access to the tools needed to explore their creativity.
- Museum London Centre at the Forks is Southwestern Ontario's leading institution for the collection and presentation of visual art and material culture. In September 2017, Museum London launched the Centre at the Forks capital campaign with a goal of raising \$3.5 million to fund a new dynamic learning space that is flexible, innovative and fully accessible.
- The Public Art/Monument ongoing lifecycle maintenance and preservation is now part of the City's Capital Budget. In 2017, restoration work was done on twelve Public Art/Monument assets including: the Cenotaph – Victoria Park, Holy Roller Clean up, Don Guard Memorial, 3 War Cannons – Victoria Park, Woman's Memorial, Canadian Veterans, Japanese Centennial Sculpture, London Wall, Good Hands, Jubilee Square Fountain, and the King George Plaque.

Many public art/monument projects are completed or currently underway such as: the LAV III Monument placement at Wolseley Barracks, the Simcoe School WWI Memorial, the Tricar Azure Artwork, the Bostwick Community Centre Artwork, the East Lions Community Centre Artwork and the Residential Schools artwork(s).

- The Neighbourhood Decision Making funding program has been designed to unleash the potential of all residents to make their neighbourhoods culturally vibrant, beautiful and connected places. This program offers a total of \$250,000 to residents across the city by asking for their ideas to make their neighbourhoods even better. In

the first two years of the program, multiple cultural projects have been funded including: a community movie theatre in Glen Cairn, murals on utility boxes in Ward 13, Clay Mosaics along Dundas Street in Old East Village, South London Canada Day Celebration, and an Outdoor Piano in Market Lane.

#### A Healthy Core is our Cultural Showpiece

- Cultural Infrastructure Development and Investment has happened in the Core of London such as: the London Convention Centre Renovation, London Public Library Renovation, The London Music Hall, Fanshawe College, Museum London, and Dundas Place.
- The Music, Entertainment and Culture (MEC) District Strategy was adopted by Council. Old East Village participated in the development of London's Cultural Prosperity Plan as an example of a successful organically developed culture district. Dundas Place is being developed as a transformative project for Downtown London and a blueprint for the success of Culture Districts.

#### Celebrating Culture

- London has a track record of successfully hosting large-scale cultural events such as: the World Figure Skating Championship, Canadian Country Music Week and Marquee Festivals such as: Sunfest, Home County Music and Art Festival, Rock the Park, Forest City London Music Week, and London Fringe Theatre Festival.

#### **Longer Term Actions Not Yet Fully Developed**

There were some specific longer term actions included in *London's Prosperity Plan* intended to implement the *Plan's* objectives, which have not been fully developed such as:

- 1.1.3 Create a philanthropic strategy (*philanthropy is currently conducted by cultural organizations individually*);
- 2.3.1 Work with organizations to enhance cultural programming at the Forks of the Thames (*Council approved \$5-million toward inaugural Forks of the Thames Back to the River revitalization project, which should include cultural programming in the future*);
- 3.3.1 Explore the feasibility for a municipal civic history space, including archives (*Museum London and the London Public Library London Room currently provide heritage collection and record space*);
- 3.7.1 Create affordable live/work space for artists and artisans through tax incentives (*Toronto is exploring the creation of a new property class, but currently there is no legislation to do what they are proposing*); and
- 4.4.1 Develop a way-finding strategy that includes improved signage to cultural destinations (way-finding is to be implemented as part of the approved Music, Culture and Entertainment (MEC) District Strategy).

#### **Governance – Ensuring Effective Stewardship**

*London's Cultural Prosperity Plan* contained a Governance Discussion Section, which indicated that effective stewardship is required to ensure the *Plan* generates a sustained legacy for London. The Culture Office has worked to promote culture within other municipal plans and service area collaborations such as: City Council's 2015-2019 Strategic Plan, the London Plan, the Our Move London – the Downtown Master Plan, the Economic Roadmap, and Neighbourhood Decision Making.

Heritage coordination has been strengthened with both the Culture Office and the London Heritage Council (LHC) serving as non-voting resources to the London Advisory Committee for Heritage (LACH). The LHC hosts regular Museum Manager's meetings to discuss heritage issues. The Culture Office serves in a non-voting capacity to the Eldon House Board and works closely with Museum London on heritage issues.

Achieving stewardship still requires a strengthened governance model for culture, which would enhance collaboration on cultural issues with a broader range of community partners. The Creative City Committee was disbanded after *London's Prosperity Plan and Profile* was created and collaboration now occurs on a project by project basis.

## PROPOSED KEY AREAS OF FOCUS GOING FORWARD

*London's Cultural Prosperity Plan* continues to provide a strong framework for the culture sector to foster creativity, vibrancy, investment and to build awareness of London's vast array of cultural programming, assets and quality places for Londoners and visitors. Benefits of culture include:

- Contributes to an overall sense of place and identity;
- Builds social cohesion and collaboration;
- Creates vibrant and creative cities; and,
- Provides cultural innovation.

The following are key areas of focus for *London's Cultural Prosperity Plan* going forward:

- Strike a closer balance between cultural initiatives that provide direct economic benefit and those that enhance quality of life including: heritage identity, and arts community health and well-being;
- Develop a talented and creative workforce through attraction and retention;
- Encourage the growth and investment in London's cultural industries and host common tables for these areas of focus such as: the Business of Music Committee, the Screen Industry Committee, and regular arts and heritage stakeholder roundtables;
- Support culture worker employment/increased standard of living through: cultural entrepreneurship, cultural internships, heritage trade fairs, part-time job programs such as Learning through the Arts, Museum School and London Arts Live, affordable housing, and support to newcomers;
- Tell the stories of all Londoners to reflect the diversity of London and Region and our identity through a variety of mediums such as: social media and arts videos, public art/monuments, heritage plaques and signage, heritage districts, the Culture City Program, Emancipation Day, and Indigenous story-telling;
- Encourage more investment in the culture sector for London through granting and investment in shared accessible creative spaces such as: libraries, performance spaces, museums, talent incubators (a place to start), Music, Entertainment and Culture (MEC) districts, My Dundas Place, and neighbourhood parks; and,
- Promote Culture and continue to build awareness of London's vast array of cultural programming, assets, creative places and events.

The Culture Office, its key partners and cultural community will continue to build upon achievements and initiatives currently underway, broaden understanding and collaborations, and focus on capacity building of the culture sector for London.

## CONCLUSION

Culture is for Londoners. It is an expression of our identity, our shared histories, values, beliefs and traditions – all enriched by the diversity of our city. *London's Cultural Prosperity Plan and Profile* provides the opportunity to build upon the promotion and celebration of London and leverage existing cultural investments and creative cultural spaces such as: London's 15 incredible museums, heritage buildings, districts, signage and plaques, 18 London Public Library branches, hundreds of kilometers of pristine hiking trails, pathways and parks, 50 plus live music venues and a multitude of summer festivals, and many art galleries, arts venues and outdoor public art/monuments.

With an established cultural infrastructure, London serves as training ground and supplier of creative professionals from internationally recognized post-secondary educational institutions. Our creative industries provide an innovative cultural community that attracts big business and large cultural events such as the 2019 JUNO Awards.

Culture is a highly valued and fundamental aspect of our everyday life, which is supported by our strong spirit of collaboration with key cultural community partners and contributes to the vibrancy and economic prosperity of London.

**Acknowledgements:**

Thank you to our cultural partners, the cultural community, and for the contributions of Mr. Brian Nelles and Lashbrook Marketing & PR to the creation of this Update Report.

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Attachment:

Appendix "A" – *London's Cultural Prosperity Plan Update Report*