

Our City, Our Culture

LONDON'S CULTURAL
PROSPERITY PLAN REPORT 2018





Dancers from La Troupe Folklorique Grecque
Syrtaki during SesquiFest's Centennial '67 Day.

Contents

Our Culture is an Expression of Our Identity	5	Connecting Heritage to Community	27
Investing in Culture Builds Economic Prosperity ..	6	Enhancing our Cultural Heritage	28
External Investments	7	Eldon House. London's Oldest Residence	29
London is Open for Business	8	Interpreting Our History	30
City of London Investments and Incentives	9	Canada 150 London	31
CAIP Development Acceleration Stream	10	London is a Welcoming City.....	32
Cultural Tourism Attracts Visitors	12	Public Art / Monuments	33
Animating London Through the Arts	14	Revealing London's Identity	34
The London Arts Council (LAC)	15	Restoration Gaining Momentum	35
Learning through the Arts	16	Investing in Shared Creative Spaces	36
Art in our Community	17	Museum London Centre at the Forks	37
Health Programs	17	London Public Library: Promoting Creativity and Heritage	38
London is a Music City	18	A Healthy Core is London's Cultural Showpiece	41
The Grand Theatre. World-Class Talent	20	A Blueprint for Success	43
Honouring Indigenous and First Nations	22	Celebrating Culture	44
Call to Action	23	Tourism London. Big and Exciting Events Happen Here	45
Preserving our Heritage. Telling our Stories	24	Festivals that Define Us	47
The London Heritage Council (LHC)	25	Bringing Neighbourhoods to Life	49
With Education Comes Passion	26	Outcomes of London's Cultural Prosperity Plan ...	51

LONDON'S CULTURAL PROSPERITY PLAN REPORT 2018
Information current to December 31, 2018

Cover Photo:
London resident contributing ideas for Dundas Place,
London's first flexible street.
(Photo by Ryan Nemis)

Back Cover Photo:
Oxford Street Bridge mural by London artist Tracy Root.
(Photo by Paul Lambert)

City of London is committed to providing a publication that is accessible to the widest possible audience, regardless of ability. We are actively working to increase the accessibility and usability of our publications and in doing so adhere to many of the available standards and guidelines. An accessible online PDF is available for download here: www.londonculture.ca



Community members participate in a life-drawing class at TAP Centre for Creativity (formerly The ARTS Project).

Our Culture is an Expression of Our Identity

Culture builds dynamic cities. It connects commerce, imagination and innovation.

London's culture is an expression of our identity, and of our shared histories, values, beliefs and traditions—all enriched by the diversity of our city. It is alive and celebrated. Culture is a highly valued and fundamental aspect of our everyday life, supported by our strong spirit of collaboration with key partners and contributes to the vibrancy of London.

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.

Established in 2013, London's Cultural Prosperity Plan is a shared community strategic framework for cultural growth and development. This report highlights our successes since its inception.

- 1 Hula hoopers on Dundas Street during the "My Dundas" launch event.

(Photo by Ryan Nemis)

- 2 Walter J. Blackburn Memorial Fountain at the Forks of the Thames River.

(Photo by Bob Bailey)

- 3 Festival-goers have their photo taken with an RCMP officer during SesquiFest.

(Photo by Craig Glover)



Investing in Culture Builds Economic Prosperity



Artists from multidisciplinary collective Public Displays of Art (PDA) collaborate with musical groups Wormwood and the Koine Project in Market Lane during Nuit Blanche.

1



External Investments

Federal Cultural Funding

The City of London was successful in receiving **two rounds of Canada 150 Infrastructure Funding** to complete seven cultural renovations.

- Constitution Park (\$230,000)
 - Covent Garden Market Ice Rink (\$200,000)
 - Harris Park Pavilion (\$495,000)
 - Kiwanis Park (\$590,000)
 - Queens Park (\$16,000)
 - Victoria Park Cenotaph (\$158,242)
 - Westminster Ponds Boardwalk (\$98,901)
- In addition, the London Heritage Council received \$8,000 to celebrate the completion of the Westminster Ponds Boardwalk in October 2017

Provincial Cultural Funding

In 2017, the City of London was successful in receiving **two Ontario 150 grants** to support **festivals and programming** to celebrate Canada's 150th anniversary.

- SesquiFest (\$70,000)
- Targeted Youth Leadership Program (\$55,000)

Each year, two of the City's Boards receive **Community Museum of Ontario grants**, awarded to those who engage the public in interpretation of the Province's past.

- Museum London (\$54,000 per year)
- Eldon House (\$24,000 per year)

2



3



- 1 From Far & Wide perform during SesquiFest's Best of Ontario Day.
(Photo by Craig Glover)
- 2 MaracaTall make their way down Dundas St during SesquiFest's Centennial '67 Day.
(Photo by Craig Glover)
- 3 Re-enactors perform at the Fanshawe Pioneer Village annual War of 1812 re-enactment event.
(Photo by Mark Spowart)



Community members enjoy an exhibition by a graduate of the Emerging Artists Studio Program at TAP Centre for Creativity (formerly The ARTS Project).

(Photo courtesy of TAP Centre for Creativity)



DIRECT ECONOMIC IMPACT OF CULTURE TO LONDON

\$540M
GDP per annum

7,703
cultural jobs

(Source: *The Economic Impact of Culture Calculation 2011*)



DID YOU KNOW?

London's Total Cost Culture Services per capita was \$16.53 in 2016

(Source: *MBN*)

Annually, London hosts 2.1M overnight visitors and 4.5M day visitors

(Source: *Tourism London*)

London is Open for Business

Cultural investment results in jobs, sustainability and business growth

The City of London's responsibility is to invest in, to lead the creation of and to facilitate the execution of the appropriate policies that convey the indisputable message that, culturally, the City of London is "Open for Business," and committed to the sectors' sustainability.

Measurement

Together with the development of London's Cultural Prosperity Plan, London's Cultural Profile was developed to measure culture's impact on London's economy using:

1. Cultural Resource Mapping located on the City's GIS system
2. A cultural facility planning survey

3. The Economic Impact of Culture for London

Direct Investment

The City of London's Culture Office participates in a Canadian municipal data measurement consortium along with 18 municipalities across Canada. Coordinated by the Creative City Network of Canada, its purpose is to safeguard, fund and share new cultural data with participants. This consortium draws on Statistics Canada data to develop comparable economic impact statistics for municipalities within the consortium.

The Culture Office also participates in the Municipal Benchmarking Network Canada Initiative (MBN), a voluntary collaborative initiative of 16 municipalities working together to achieve service excellence. Culture and its service delivery is specific to each municipality, reflected in the investment measures.

Indirect Investment

In October 2017, the City of London participated with seven other additional municipalities across Canada in a research study by Hill Strategies of indirect cultural investments by municipalities. The following 11 types of indirect cultural investments were reported upon: in-kind services for special events, below market or nominal rent of municipally owned spaces, property tax rebates, line of credit/loan guarantees, fund management/investments, community capacity building, below market rates for advertising, formal arts cultural or heritage districts, heritage conservation incentives, modified planning regulations and density bonusing. On average, municipalities provide support in 8 of the 11 areas. London is above average with 10 indirect supports.

City of London Investments and Incentives

City investments strengthen the link between culture and business

London's Cultural Prosperity Plan emphasizes the importance of making investment in the culture sector, which the sector can leverage to obtain additional funding that permits them to employ more staff, expand their programming and increase their hours of operation.

Investments

Stable funding is provided through the City of London's two culture granting programs:

1. The Community Arts Investment Program (CAIP)

Administered by the London Arts Council and funded by the City of London, CAIP provides:

- Operating and project funding for non-profit arts organizations
- Project funding for professional artists living within the city of London

Project Goal: Encourage public awareness and appreciation of the arts, increase access to quality local arts programming and enhance London's desirability as a community.

2. The Community Heritage Investment Program (CHIP)

Administered by the London Heritage Council and funded by the City of London. CHIP provides support for the culture and heritage sector through:

- Funding for not-for-profit organizations or individuals
- Increased awareness and access to high quality experiences and activities
- Initiatives and events that foster heritage and culture in London
- Partnerships and collaborative projects and events

Project Goal: Create unique opportunities for Londoners to learn about the city's rich heritage and to create a welcome and inclusive society for all.

Operational Funding

Through a City of London multi-year funding agreement, The Grand Theatre has received ongoing operational funding of \$2,500,000 over the last five years (\$500,000 each year). With yearly attendance of over 100,000, theatre-goers have a major indirect impact on downtown businesses such as restaurants, pubs, and hotels.

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).

Incentives

Incentives are another important tool that the City of London has to stimulate the private sector.

The Heritage Community Improvement Plan

- Tax Increment Grant
- Development Charges Equivalent Grant

The Downtown, Old East and SoHo Community Improvement Plans

- Façade Improvement Loan Program
- Tax Grant Program
- Upgrade to Building Code Loan Program
- Combined Residential Development Charges Grant and Tax Grant Program

**WHAT'S
NEXT?**

NEW PROGRAM GUIDELINES APPROVED

New program guidelines for Community Improvement Plan Financial incentive programs permitted through the Downtown, OEV, SoHo, and Industrial Lands were approved by Council in December 2017.



CAIP Development Acceleration Stream

Since 2015, the Community Arts Investment Program (CAIP) has included a Development Acceleration Stream of granting to increase capacity and expand programming.

Six organizations received total funding of \$302,000 through the 2017 Community Arts Investment Program Development Acceleration Stream. The cumulative operating budgets of these six organizations was \$2,986,377. The city's investment through CAIP represents an overall 10% toward the total.

To learn more, visit: www.londonarts.ca/past-recipients

Aeolian Hall Performing Arts Centre
\$55,000

The ARTS Project
\$50,000

Fringe London Theatre Festival
\$55,000

Home County Folk League
\$40,000

Palace Theatre
\$52,000

Sunfest
\$50,000

1 The Palace Theatre: 350-seat proscenium theatre, 75-seat "black box" venue, and home to the London Community Players, mandated to provide high-quality community theatre productions.

2 Aeolian Hall: Named one of the Top 10 Halls in Canada by the CBC Radio 3 Searchlight Contest.

3 TAP Centre for Creativity (formerly The ARTS Project): Non-profit art gallery, theatre, and studio space providing a venue for emerging and developing artists to create and for the public to see their work.



THE RESULT:

1,062 events

\$1,126,052
total leveraged
funds

\$1,599,038
total earned
revenue

28
full-time jobs

14
part-time jobs

8
contract
positions

472,000
audience
participants

1,650
volunteers

THE VALUE OF VOLUNTEERS

A total of 110,897
volunteer hours
were logged in
2017. At a rate
of \$25/hour the
approximate value
is \$2.7M.

Students participate in the Community
Collaboration Initiative at TAP Centre for
Creativity (formerly The ARTS Project).

(Photo by Ryan Hunt)



London Convention Centre
A premier indoor venue which brings in 350 events and 120,000 people annually.



TOURISM IN LONDON
GENERATES ANNUALLY

\$740M
in economic activity

8,200
full year jobs

2.1M
overnight visitors

4.5M
day visitors

Cultural Tourism Attracts Visitors

Cultural Tourism has a positive and sustainable economic and social impact.

Culture is recognized as a significant economic driver in cities, providing direct employment opportunities through industry-specific jobs and businesses and creating compound spending in the hospitality and service sectors. It plays a significant role in defining a city's image and brand through the preservation of its cultural and historic heritage.

Tourism London

As an organization committed to the promotion and enhancement of the city's cultural attractions and events, Tourism London strategically positions London as a music and culture city. Tourism London aligns itself with building a sustainable, wealth-generating culture sector.

Culture City X

The London Arts Council's Culture City is an arts-focused cultural tourism program. In alignment with London's Economic Roadmap, it is a valuable addition to bid packages assembled by London hotels, conference centres, host committees, and other groups seeking to attract visitors to London.

WHAT'S NEXT?

ADULT CONFERENCE AND EVENT PROGRAM

It is expected that Culture City will provide direct employment opportunities with spinoff benefits such as increased hotel and restaurant bookings and boosts to other hospitality, retail and service businesses.



Community members enjoy musical performance at Home County Music and Art Festival.

(Photo by Valter Daggetti)

Animating London Through the Arts



Movement artists from multidisciplinary collective Public Displays of Art (PDA) animate a building undergoing renovation in Old East Village.



Students paint a banner at TAP Centre for Creativity (formerly The ARTS Project), an organization funded by the Community Arts Investment Program's Development Acceleration Stream.

(Photo by Ryan Hunt)

The London Arts Council (LAC)

“Dedicated to enhancing the creative vitality of London by advocating for the London arts community and by nurturing the awareness of, involvement in, and commitment to the excellence of art at all levels in London.”

Inclusive, not exclusive.

Through grants, programming, services and arts advocacy, the LAC supports the community as a whole. This means supports reaching as many London artists, residents and visitors as possible and ensuring the accessibility of the city's arts to diverse participants and audiences.

CAIP Highlights

Administered by LAC, Community Arts Investment Program (CAIP) funding has been used to provide consistent development grants for six major London art institutions, consistent operating grants for 10 other art organizations and project grants for 52 different arts ventures undertaken by arts organizations and 121 different ventures undertaken by professional artists and artist collectives.



\$750,000
CAIP 2017 spending

78
Successful
CAIP 2017
applications

Learning through the Arts



Artist Education Classroom Experience (AECE) program, designed in 2012 and funded in part by the City of London, creates opportunities for London-based professional artists and teachers to collaboratively develop and co-deliver arts projects in elementary schools in the Thames Valley District and London District Catholic School Boards. The program focuses on students' exploration and practice of the creative process as it transfers to other academic subjects that require critical analysis, problem-solving and divergent thinking. Artists who join the London Artist in Residence (LAIR) roster are also invited to participate in the full breadth of LAC education and health programs, meaning that LAIR has become a key job creation platform for the arts in London. In 2017, LAIR funded 13 London-based artists to develop and deliver art-infused projects in over 100 classrooms across 32 different schools, reaching approximately 2,775 students.



Culture City Youth introduces young hearts and minds to city-building through the frame of arts. The program's five-day, multi-venue field trips offer students and teachers opportunities to learn from professional artists, city and community leaders and social innovators and engage in hands-on experiences that cannot be replicated in the classroom.



The Youth / Artist Mentorship Project (YAMP) was an 8-month pilot program aimed to develop a culture of teaching and learning across London's horizon of established artists, aspiring artists, and young people. In each of five YAMP teams, a professional artist helped emerging artists develop their arts-education skills and emerging artists brought their own passions and abilities to teaching young people about expressive diversity and innovation.



The Community Arts Venue Education (CAVE) Program and its beyond-the-classroom approach immerses students in local non-profit arts organizations, showcasing the occupations and opportunities that are possible within the arts sector, allowing students to experiment with a variety of art forms under the instruction of professional artists.

(Photo courtesy TAP Centre for Creativity)

Art in our Community



London Arts Live, supported by CAIP, is a pop-up art program that places some of London's best performance-based professional artists in unique public venues. The program introduces artists to new audiences, supports local businesses and offers Londoners new opportunities to engage with and experience the arts.



The Poet Laureate, supported by CAIP, is both an ambassador for literary arts in London as well as London's literary representative, inspiring emerging artists to further poetic aspects of their craft and contributing to London's sense of identity and belonging.



The Indigenous Artist in Residence, supported by CAIP, is an ambassador for the arts in London, promoting awareness and appreciation of all art disciplines in London and fostering collaboration between disciplines and communities.

(Photo courtesy Erik Mandawe)



The Public Art Program facilitates the creation of public art in London, which bolsters civic pride, provides focal points for community celebration, creates meaningful employment for artists and attracts tourism and investment. Through this program, the LAC (in a decade-long partnership with the City of London Culture Office) administers the City's Public Art Policy by evaluating public art sites, convening juries for artist selection and overseeing installations.

Health Programs



Ageing Well with the Arts was a 10-week pilot project aimed to enhance the quality of life for seniors in short- and long-term care facilities through authentic art-making experiences. In 2016, the project featured ten experiences at six locations, each lead by a professional artist and designed using creative process and life-long learning principles.



Belong to Song is a weekly drop-in music jam for those with lived experience of mental illness. Each session is attended by 20 to 25 participants in various stages of recovery with a wide range of musical abilities. Peer facilitators and professional musicians engage with participants, improving their self-esteem, reducing stigma about mental illness, and building community through group music-making.



POESY performs during SesquiFest's Centennial '67 Day.
(Photo by Craig Glover)



In 2017, **3 of 5** JUNO nominated engineers were London educated

Winning Engineer, Jason Dufour was a graduate of Ontario Institute of Audio Recording Technology (OIART)

(Source: Canadian Academy of Recording Arts and Science 2017)

London is a Music City

Music is good for business. London isn't the only Ontario municipality vying to be a "Music City", but it has some major advantages.

The Talent

London is home to Western University, Fanshawe College and the Ontario Institute of Audio Recording Technology (OIART), three world-class post-secondary schools with 875 music students, making London a music production hub. Opportunities for mentorship, coaching and entrepreneurship are a big draw for savvy young professionals. These support systems help develop a different way of thinking and encourage entrepreneurial growth, attracting creative industries and a class of workers that support new emerging economies situated around cultural centres.

The Industry

In Canada, sound recording and music publishing is a \$561 million dollar industry with over 11,000 jobs. Canada is the 3rd largest music exporter. London has a unique opportunity to incubate and retain more of the industry we already educate. Live Music is revered by the Ontario Chamber of Commerce as one of three economic advantages for the province. Live Music contributes the equivalent of 20,000 full-time jobs to the Ontario economy.



6 music industry showcases featuring 29 artists (2017)

16 professional development workshops (2017)

7 Music City Exchanges featuring 13 artists (2017)

46 music industry organizations brought into London (2017)

374 attendees to three Education & Business Development Events hosted during Jack Richardson London Music Week 2017

215 guests registered for London Music Career Day

4,620 live music events (2015)

\$7M in royalties by 1,203 music writers and publishers in London (2016)

875 students studying the music industry in London (2015)

The Leadership

The London Music Strategy was developed by London's Music Industry Development Task Force, comprised of 22 individuals who represent a range of sub-sectors, and all genres of music, for the purpose of strengthening London's music industry. Council further affirmed the importance of this work by recognizing The London Music Strategy in the 2015-2019 Strategic Plan in the focus area of "Growing our Economy: Diverse and Resilient Economy". The London Music Office (LMO) was created in November 2015 to implement the key priorities of the London Music Strategy together with the Business of Music Committee and key strategic partners of the London Arts Council, Tourism London and LEDC.

The Data

The 2016 London Music Census helped identify the city's music industry vibrancy by establishing baseline measures to track in future years. It also identified gaps, most notably in artist development, publishing and entertainment law. The census also led to the development of a detailed directory of London's musical assets, now collectively listed. London's music sector also aligns with other creative industries including the technology sector, food and beverage and screen industries.

The Venues

With a total seating capacity of 52,000 in 52 music venues, London has many versatile and unique venue options. From low-cost indoor venues such as: The Wolf Performance Hall, Centennial Hall and The London Music Hall to large-scale stages at Budweiser Gardens and the Western Fair District and outdoor options at Harris Park and Queen's Park, London is positioned to attract proposals for large-scale music events, tradeshows and concerts from around the globe.

WHAT'S NEXT?

LONDON MUSIC STRATEGY

Encouraging young creative talent to stay in London after graduation is a key priority of the London Music Strategy. New SOCAN research released in 2018 reveals that 7 in 10 city-dwelling Canadians younger than 35 feel it is important to live in a neighbourhood with a vibrant local arts scene that includes music.



Running ensemble of the Grand Theatre's production of *Chariots of Fire*.

(Photo by Christina Kuefner)



THE GRAND PROVIDES FULL-TIME AND PART-TIME JOBS FOR

110+ people each year and an additional

110+ guest artists throughout each season



DID YOU KNOW?

Each year, the Grand Theatre mounts approximately 15 productions and presentations, totalling over 210 performances.

The Grand spends close to \$1.5M locally each year.

The Grand Theatre. World-Class Talent.

The Grand Theatre is an incorporated non-profit organization with its own Board of Directors, managing its operations independent of the City of London. It is the only professional theatre in London and one of only 13 "Category A" theatres in all of Canada. The heritage building houses both an 839-seat theatre (Spriet Stage) and a 150-seat theatre (McManus Stage).

In October 2015, the City made a commitment to continue to provide annual funding of \$500,000 to the Grand Theatre through a multi-year stand-alone operational agreement.

The Grand Theatre contributes to the London community through its multitude of community outreach and education activities, such as the following:

- The COMPASS New Play Development Program, which commissions, develops and premieres London/Canadian stories.
- The High School Project (HSP), which gives over 100 London and area students annually a unique opportunity to act, sing, dance, design, stage manage and build in a professional theatre setting with a nationally recognized director, choreographer,

music director and professional crew and designers. In 2017, the Grand established a partnership with the Sheridan College Music Theatre program to add another dimension to the HSP experience.

- Apprenticeships that produce trained, experienced theatre professionals, for which The Grand is recognized as a leader in the national theatre community. Well over 50 apprentices have trained at the Grand and have gone on to full-time employment in many arts venues.



Company of the Grand Theatre's
production of *A Christmas Carol*.
(Photo by Claus Andersen)

Honouring Indigenous and First Nations



A young man dances at the Annual Harvest Festival & Pow Wow at the Museum of Ontario Archaeology during Doors Open London 2017.



The fire in the Museum of Ontario Archaeology's longhouse is tended during their Annual Harvest Festival & Pow Wow on the weekend of Doors Open London 2017.

(Photo by Craig Glover)

Call to Action

Truth and Reconciliation Report

Since its release in 2015, the Truth and Reconciliation Commission Report has acknowledged that 'virtually all aspects of Canadian society may need to be reconsidered'. Here's how the City of London is responding:

Intercultural Competency Training Packages

In response to the Report's Call to Action #57, 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 Nation – to develop an educational training package for City of London staff, which includes information about the following:

- Indigenous communities that the City serves and is connected to
- The Truth and Reconciliation Commission and its Report
- The histories, cultures and current concerns of First Nations
- The lived experiences of urban Aboriginal communities

CALL TO ACTION #82

Residential Schools Monument: TRC Call to Action #82 advises the creation of highly visible and public residential school monuments in provincial and national capitals. London's City Council has approved the creation of a prominent memorial honouring the Survivors of the residential schools system, their families and their communities.

Artist in Residence: The London Arts Council has commissioned an Indigenous artist as its first Artist in Residence, a new investment through the City of London Community Arts Investment Program (CAIP).

Cultural Community of London: The Cultural Community of London is working with First Nations. For example, the Museum of Ontario Archaeology hosts an annual Harvest Fest and Pow Wow in September.

London Public Library Indigenous Services Team: This team builds relationships with First Nations to ensure that all services and practices support the Canadian Federation of Library Associations' Truth and Reconciliation Committee and align with the Library's User First Philosophy.



DID YOU KNOW?

There are at least eight different Indigenous languages spoken by residents of London. 2.56% of London residents identify as Indigenous, and a further 1.14% identify as having some Indigenous ancestry.

(Source: Statistics Canada)

Preserving our Heritage. Telling our Stories.



Visitors at the Elgie Log House,
Fanshawe Pioneer Village.

(Photo by Ryan Hunt)

The London Heritage Council (LHC)

Connecting Heritage to Community

“Bringing Londoners together to celebrate our shared stories.”

Londoners have saved lives, explored space and changed the world. Our museums and heritage organizations share these amazing stories, showing why the past is very much alive in our present. LHC exists to help cultural and heritage organizations find new, innovative ways of connecting with their community.

Promote community engagement

The City of London Community Heritage Investment Program (CHIP) granted \$73,500 to museums and to community and individual projects in 2017. This included operating funding for five museums and the creation of three unique community engagement events including the Fiesta London cultural festival, a solar eclipse celebration and a 12 Canada for a Seed Saving project that aims to preserve Indigenous knowledge and culture in London.



DID YOU KNOW?

There are 14 museums in London:

- First Hussars Museum
- 427 (London) Wing
- Banting House NHSC
- The Canadian Medical Hall of Fame
- Eldon House
- Fanshawe Pioneer Village
- The Hume Cronyn Memorial Observatory
- Jet Aircraft Museum
- John P. Metras Sports Museum
- London Children’s Museum
- Museum London
- Museum of Ontario Archaeology
- The Royal Canadian Regiment Museum
- The Secrets of Radar Museum



CHIP 2017 spending: **\$73,500**

6 museums

4 heritage organizations



Museum School London students learn about traditional fire-making at the Museum of Ontario Archaeology.

(Photo by Mark Spowart)



IN THE 2016-17
SCHOOL YEAR

Museum School
reached over
1,100 students in
44 classrooms

With Education Comes Passion

Museum School London

Museum School London is an award-winning collaborative education program that allows elementary school classes to spend a full week immersed in hands-on learning at one of 10 London-area museums and heritage sites. In Museum School London's 11-year history, more than 15,000 students have discovered their passion for Canada's heritage.

Brick Street Cemetery Restoration Project

The Brick Street Restoration Project will be used to create a best practices manual for conserving historic cemeteries and establishing Friends of Cemetery groups for use by the municipality.

Connecting Heritage to Community



Experts examine antiques at the 2017 Heritage Fair at Museum London.
(Photo by Ryan Hunt)

Heritage Fair

The Heritage Fair is a one-day event with the London Public Library, bringing together heritage entrepreneurs, community associations, ethnic organizations and veterans groups. The event includes exhibits, discussions and networking opportunities.

HERITAGE FAIR 2016:

22 exhibits

800 attendees



Museum Hack tour guide leads an innovative tour of The Royal Canadian Regiment Museum during Doors Open London 2017.
(Photo by Craig Glover)

Doors Open London

Doors Open London is one of the largest events in Ontario, with the highest percentage of uptake from the population. Doors Open London aims to:

- Tell the Story behind every door
- Facilitate people's understanding and enjoyment of their local architecture
- Discover first hand London's hidden heritage treasures
- Promote Civic pride

Doors Open London has also been highly successful in generating awareness of local heritage, increasing tourism and stimulating local economies. Doors Open London provides the local heritage sector an opportunity to recruit new volunteers while providing Londoners a chance to get to know their city.

DOORS OPEN LONDON 2017:

23,895 attendees



Aerial photo of accessible boardwalk in Sifton Bog.
(Photo by UTRCA)

Trails Open London

Trails Open London provides Londoners and visitors access to and educational programming about environmentally significant areas and trails in London. Participating green spaces are animated with programming to promote natural heritage conservation and stewardship and a healthy physical active lifestyle. In 2017, Trails Open London included a new partnership with Earth Day as a signature event of Canada 150 London.

EARTH DAY EVENT 2017:

Over 2,000 visitors

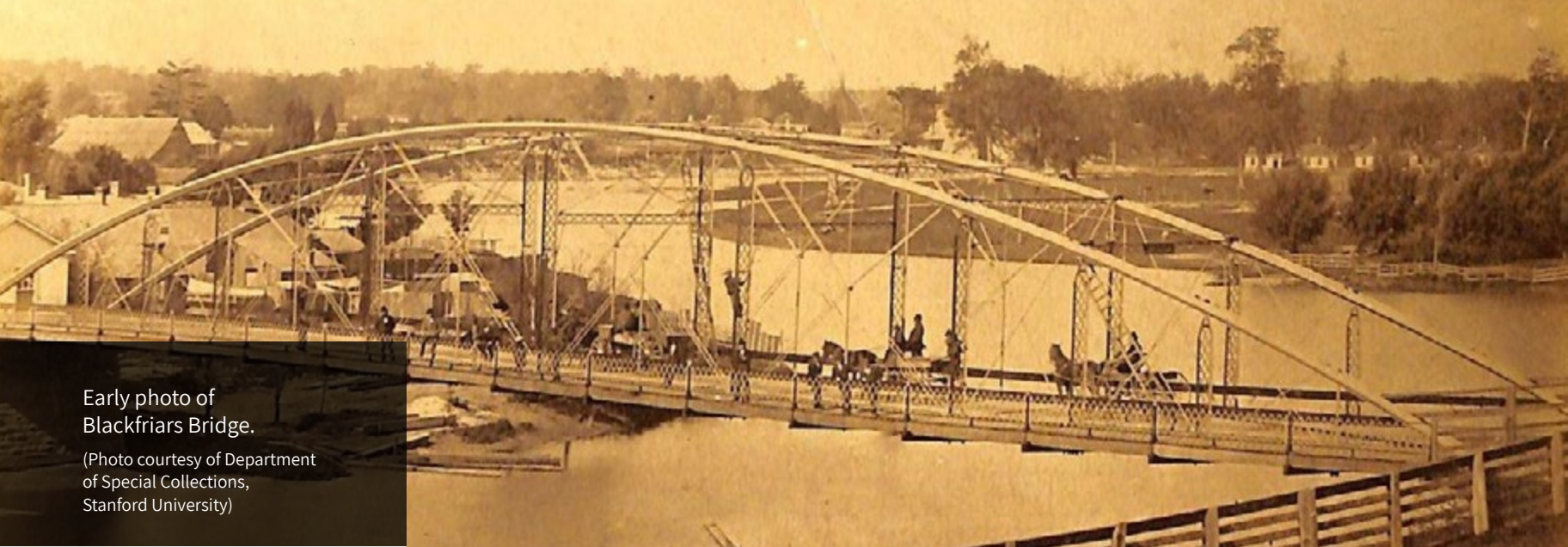
"CELEBRATING OUR
NATURAL HERITAGE"
AT WESTMINSTER
PONDS EVENT 2017:

375 visitors

WHAT'S NEXT?

LONDON CHILDREN'S MUSEUM MOVES TO THE FACTORY

The London Children's Museum has found its future home at 100 Kellogg Lane. Occupying over 32,000 square feet, the new location will be a space for children, designed by children. This bold new direction will ensure more interactive play, innovative exhibits and shared community spaces. The new Children's Museum will be a place where all children can learn, connect and grow through play.



Early photo of Blackfriars Bridge.

(Photo courtesy of Department of Special Collections, Stanford University)



DID YOU KNOW?

There were 201 heritage alteration permits processed between 2014 and 2017, the most notable of which was 128-134 Dundas Street to facilitate phase two of the construction of the Fanshawe College downtown satellite location.

The Archaeological Management Plan (2017)

- Since 1996, 298 registered archaeological sites have been identified in London (223 Indigenous sites and 75 Euro-Canadian sites)
- Since 1996, 2,366 hectares of land have been subject to archaeological assessment in London (and cleared)

Enhancing our Cultural Heritage

The City is committed to enhancing the cultural heritage of London and its neighbourhoods. This includes a strategy of adaptive re-use of existing built heritage. The cultural value of London’s extensive built heritage is one of Canada’s most significant, with over 6,000 buildings (about 3% of buildings in London) listed on the City of London’s Inventory of Heritage Resources.

Heritage Conservation Districts (HCDs)

Seven HCDs are designated under Part V of the Ontario Heritage Act for the purpose of conserving cultural heritage values. They serve to ensure that historically significant neighbourhoods and areas are protected and reflect London as a place and its people through their cultural heritage values and characteristics. HCDs are maintained so that every Londoner, present and future, can appreciate and take pride in the City’s rich cultural heritage.

London Endowment for Heritage (LEH)

The LEH is a yearly heritage grant disbursed through London Advisory Committee on Heritage (LACH) that is dedicated to promoting heritage restoration and sympathetic alterations. This funding is a mechanism to support HCDs and provides meaningful

work for many in the skilled trades as well as architects, engineers, ecologists, contractors, researchers, and artisans who are skilled in specialized restoration and preservation. In 2017 and 2018, \$47,500 was granted to 26 recipients.

Historic Properties

Heritage Planning and Facilities Divisions, together with community partner organizations such as the Heritage London Foundation and the First Hussars, continues to conserve 14 municipally-owned historic properties (including Eldon House, Elsie Perrin Williams Estate, Grosvenor Lodge and #1 Dundas Street) for current and long-term public use while providing employment opportunities for heritage tradespeople and local businesses.

Historic Bridges

London’s Blackfriars Bridge is recognized as a nationally-significant cultural heritage resource. It is a rare example of a wrought iron bowstring arch-truss bridge. Following the completion of a Municipal Class Environmental Assessment, it was decided that the 142-year-old wrought iron structure would be rehabilitated to bring it into compliance with current design requirements while recognizing and retaining as much of the heritage attributes as possible. The King Street Bridge was also designated as a heritage bridge in 2016.



Historical interpreters at Eldon House, the City of London's oldest heritage home.

(Photo by Joe O'Neil)

Eldon House. London's Oldest Residence.

A new independent Eldon House Municipal Service Board of the City of London was created in January 2013, to administer the City's historical home and collection. It was an opportunity to actualize its full potential and engage in proactive stewardship over the integrity of the house, its property, and its artifacts, going forward.

Eldon House is the best example of a fully furnished Victorian home in Canada. Located at the Forks of the Thames, Eldon House was built for founding Londoners John and Amelia Harris, who moved to the region in September 1834. Eldon House was gifted to the City of London as a historic site by the Harris family through the Harris Agreement, dated August 23, 1960.

Over the last five years, substantial renovations to Eldon House have taken place, including the roof of Eldon House and the roof and washrooms of the Interpretive Centre, as well as restoration of historic windows and completion of substantial interior repairs. A series of conservation projects have been enacted to restore and safeguard elements of the cultural property, as part of the museum's commitment to preserve and protect the collection for future generations.



Attendance for
Eldon House in
2016 was **10,805**
and in 2017
was **11,076**



Dr. Mark Tovey (left) interviews Leslie Brock (right) in Thornwood, one of London's oldest homes.

(Photo by Gerald Brock)

Interpreting Our History

Preserving our heritage goes beyond just the physical buildings in our neighbourhoods; It also includes the stories we tell.

Oral History

Dr. Mark Tovey has interviewed more than thirty Londoners living in the Victorian neighbourhoods surrounding Oxford and Richmond Streets. Dr. Tovey is a Postdoctoral Fellow in Public History at Western University working in partnership with the Culture Office at the City of London. Upon completion of his project, it will be possible to wander this part of London with a phone and hear stories of this area in the voices of the people who experienced them.

Interpretive Signage

The City's Culture Office and Communications Division have worked through the London Advisory Committee for Heritage (LACH) with many heritage partners (including, but not limited to, the LPL Historic Sites Committee, the London Heritage Council, Parks Planning, Environmental and Engineering Services and Downtown London) to create a series of Cultural Heritage

Interpretive Signage. To date, the following signage has been created and installed:

- Burr ridge Block
- Historical Bicycle Signage
- Hunt Mill
- Richmond Row
- Whiskey Row

Plaques

The volunteer Historic Sites Committee (HSC) of the London Public Library Board erects plaques, commemorating buildings, places, and people of local significance. Since 1970, the HSC has erected 74 plaques, and in 2016, London's oil industry and Dr. Edwin Seaborn were subject to plaque recognition.

WHAT'S NEXT?

CULTURAL HERITAGE INTERPRETIVE SIGNAGE

In 2017, the Culture Office worked with Parks Planning and the LHC to complete an inventory of the cultural heritage interpretive signage along the Thames River. This list will be used to identify new cultural heritage interpretive signage related to the Thames Valley Corridor Plan, such as mill sites, that could be developed in partnership with the LPL Historic Sites Committee.



London celebrated Canada's 150th with balloons – and a five-day festival
(Photo by Craig Glover)

Canada 150 London

High-impact, maximum participation projects create positive experiences.

The London Heritage Council housed the Canada 150 Coordinator for almost three years. In partnership with the City of London, celebratory signature Canada 150 events were hosted:

1. New Year's Eve (December 2016 & 2017)
2. Earth Day 150 (April 2017)
3. SesquiFest (June 29 to July 3, 2017)
4. Trails Open London Celebration (October 2017)

The Canada Day Joint Passport Program connected multiple Canada Day celebrations in London, including London Celebrates Canada at Harris Park, East London Optimists, Fanshawe Pioneer Village, Museum London, Eldon House and London Children's Museum. This, combined with festivities downtown, created a Canada Day that will go down in history. The London Heritage Council was successful with a joint application to Canadian Heritage for these festivities, and many of these partners are joining the London Heritage Council for future collaborative grant applications related to Canada Day.



Newcomers to Canada explore the Museum of Ontario Archaeology's village palisades.

(Photo by Ryan Hunt)



266 Citizen Culture passes for new citizens (2017)

80 Citizen Culture passes for newcomers (2017)

50,043 Immigration Portal visits and **3,783** visits to the LMLIP section of the Immigration Portal (2017)



DID YOU KNOW?

London is home to 83,770 immigrants, 22% of the total population.

Top non-official languages spoken in London: Arabic, Spanish and Mandarin.

Source: Stats Can 2016

London is a Welcoming City

Our community is stronger when all people can take part in all aspects of culture in economic, civic, and social life.

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 enables close to 1M people to immigrate to Canada by 2020.

The London & Middlesex Local Immigration Partnership (LMLIP)

The LMLIP is a collaborative community initiative designed to strengthen the role of local and regional communities in serving and integrating immigrants.

The London & Middlesex Local Immigration Portal

immigration.london.ca attracts and retains newcomers to London and Middlesex County and continues to be optimized with newcomer story videos and Google translation capabilities.

Citizen Culture

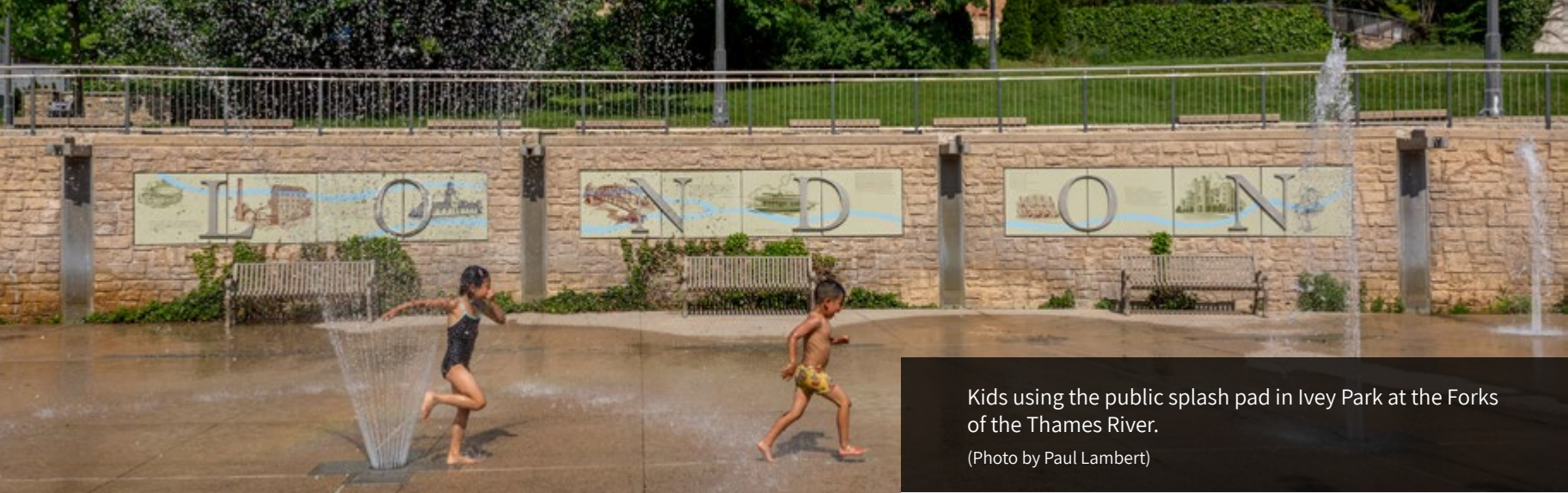
Created in 2012, Citizen Culture affords newcomers and new Canadians an opportunity to connect with the community through exploring history, art, and culture at 22 participating organizations.

Public Art / Monuments



The Terry Fox Memorial Artwork in Greenway Park includes an array of features designed to commemorate one of Canada's true heroes.

(Photos by London Arts Council and City of London)



Kids using the public splash pad in Ivey Park at the Forks of the Thames River.

(Photo by Paul Lambert)

Revealing London's Identity

Landmarks and meeting places that speak of history and remind us of greatness

Public art and monuments can challenge us, reflect our values, or simply delight. The primary purpose of the City of London's Public Art/Monument Policy, which guides the Public Art/Monument Program, is to provide a mechanism through which London acquires and maintains artworks and monuments for public space.

Education and Awareness

The London Arts Council (LAC), in partnership with the Culture Office in 2017, held London's first ever Public Art Symposium at Museum London, Innovation Works, and TAP Centre for Creativity. Bringing in artists, policy-makers and public art administrators from across Canada and the United States,

the three-day event examined how public art is being made, curated and consumed. Over 20 artists of varying disciplines including visual arts, theatre, music, culinary arts, digital media and more, performed and exhibited at the symposium.

Community-Inspired Public Art Projects

In collaboration with a City of London Heritage Planner, the City of London Culture Office and the LAC, 12 professional artists were commissioned to create a colouring book featuring London's architectural, cultural and historical landmarks.

Traffic Signal Wraps

Together with the City of London's Roads and Transportation Division, the LAC purchased digital reproductions of local artwork to be printed on vinyl wraps and attached to various traffic signal boxes at municipal streetlights and intersections.

Maintenance and Restoration

In collaboration with the Facilities and Finance Divisions, the Culture Office puts a concentrated effort into the maintenance and restoration of newly commissioned as well as existing Public Art and Monuments.

Maintenance

In 2017, 10 condition studies of Public Art/Monuments were completed as part of the City's annual Lifecycle Maintenance Program. These works were then built into the lifecycle maintenance program to ensure ongoing upkeep.

- Carolinian Forest Tree (City Hall)
- Don Guard Memorial (Jesse Davidson Park)
- Holy Roller (Victoria Park)
- King George Plaque (Victoria Park)
- London Wall (Ivey Park)
- Pro Patria (Victoria Park)
- Pump House Stone (Springbank Park)
- Release (Reginald Cooper Square)
- The Sentinel (Mitchell A. Baran Park)
- SOHO Benches (Meredith Park)

Restoration

In 2017, restoration work was done on twelve Public Art/Monument assets including:

- 3 War Cannons (Victoria Park)
- Canadian Veterans Memorial (Victoria Park)
- The Cenotaph (Victoria Park)
- Don Guard Memorial (Jesse Davidson Park)
- Good Hands (Ivey Park)
- Holy Roller (Victoria Park)
- Japanese Centennial Sculpture (Reginald Cooper Square)
- King George Plaque (Victoria Plaque)
- London Wall (Ivey Park)
- London Women's Monument (Victoria Park)

Restoration Gaining Momentum

Victoria Park Cenotaph

The City of London leveraged a substantial amount of funding through the Canada 150 Community Infrastructure Program and Veterans Affairs Canada as well as from the Royal Canadian Legion fundraising campaign to restore the Victoria Park Cenotaph. This included the restoration of the original limestone veneer structure, inner concrete core repair and waterproofing the monument and areas of segregation.

Simcoe School War Memorial

The Culture Office worked together with the LHC, Heritage Planners and Parks Planning to consult with Goodwill Industries, the SoHo Community Association, historians, the general public and the military in preparation for the refurbishment of the Simcoe School War Memorial Stone and its relocation to a new parqu岸 developed on Simcoe Street. Currently located across the street at 241 Simcoe Street, this Memorial commemorates former students of Simcoe School (also known as Governor Simcoe School) who passed away while serving for the Canadian Armed Forces in WWI.

The LAV III Monument

The purchase of the LAV III Monument, and its placement at Wolseley Barracks in conjunction with the Royal Canadian Regiment (RCR) Museum, was approved by Council in order to preserve and honour the legacy of London's Veterans and their sacrifices. The London Heritage Council (LHC) provided assistance to the Culture Office for this project, including research about the LAV III, evaluation of proposed sites, and key stakeholder consultations. The LAV IIIs used by the Canadian Army are receiving an upgrade by General Dynamics Land Systems as part of the LAV III Monument project. Leftover turrets and hulls are welded together at Militex Coatings Inc. by Fanshawe College students.

- 1 Victoria Park Cenotaph.
- 2 Simcoe School War Memorial Stone.
- 3 World War II Sherman Tank, The "Holy Roller," in Victoria Park.



WHAT'S NEXT?

PUBLIC ART PROJECTS

The City of London Culture Office and the LAC will continue to administer the commissioning of large-scale public art projects, which are on City of London property or negotiated with developers as part of height and density bonusing requirements. Currently, work is being undertaken for new public art projects, such as monuments to Residential School Survivors as well as public art projects at the Tricar Azure Condominiums, Bostwick Community Centre and East Lions Community Centre.

Investing in Shared Creative Spaces



A community member experiences an interactive arts installation at TAP Centre for Creativity (formerly The ARTS Project)



Museum London Fall Exhibition Opening Reception.

Museum London Centre at the Forks

Museum London is Southwestern Ontario's leading institution for the collection and presentation of visual art and material culture.

With one of Canada's most significant art collections (5,000+ regional and Canadian works) and one of the most important historical artifact collections in Ontario (45,000 artifacts), Museum London reflects the history of the City of London as an important regional urban centre in Southwestern Ontario.

Renovations that inspire creativity

In September 2017, Museum London launched the Centre at the Forks capital campaign with a goal of

raising \$3.5M to fund a new dynamic learning space that is flexible, innovative and fully accessible.

The renovation reimagines the Museum and will see it double programming space to 4,400 square feet, create a space to accommodate a wide array of community programming, offer visitors new media experiences to increase understanding and connection with our visual landscape, connect the Museum to the river with an expansive, two-story glass wall, construct an outdoor terrace for events on the river side

of the Museum and become fully accessible through the installation of a passenger elevator.

Programming for the future

The Centre will host classes, performances, digital imaging labs and an artist residency program, incubating the next generation of artistic innovation. Through the integration of technology, it will serve as a testing ground for new ideas created in collaboration with community partners.



MUSEUM LONDON 2016

97,755 visitors

14 exhibitions mounted

180+ volunteers contributing 10,398 hours of service

11,729 students hosted for school tours & educational programs

9,174 participants engaged through our public programming

1,792 new supporters

WHAT'S NEXT?

INDIGENOUS LEGACIES PROJECT

Museum London has initiated the Centre at the Forks Indigenous Legacies Project, co-sponsored with Atlohsa Native Family Healing Services and funded by a London Community Foundation, Community Vitality Grant. Drawing on the wealth of First Nations knowledge and talent in London and the region, the project will highlight the history of First Nations in our area and feature contemporary indigenous culture through dance, visual art and music.

London Public Library: Promoting Creativity and Heritage

Since London Public Library's (LPL) official opening in 1895, London's library system has been the cornerstone of culture and connection. Library facilities have been landmarks in the community and regular destinations for people, regardless of circumstance, age or interest. Now, with multiple branches, extensive community partnerships and outreach and an online presence, LPL is a pillar in each neighbourhood and our digital community.

More than a centre of lifelong learning and community building in London, LPL strives to provide exceptional and inspiring public spaces that belong to the community and to continually adapt to meet the needs of an ever-changing community. Here's how LPL does it:

Creative Skills

LPL supports people in gaining the essential skills needed to be successful today and into the future. With the rapid growth of technology, Londoners can access expressions of thought and creativity in multiple formats from their library and look to their library to support their own creativity and knowledge sharing. LPL programs, resources and online resources nurture and support London's growing digital and creative sectors and music- and screen-based industries.

Newcomers

For newcomers to our city, LPL's neighbourhood locations are often the first point of contact, ensuring the first experiences in London are welcoming and provide

connection to the many resources available in our city, such as housing, health care services, immigration issues, library services and classes in citizenship and in English as a second language. Often, the first piece of identification a newcomer has is a library card.

Creative Spaces

LPL 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 M revitalization to update its functionality, look and feel and has opened its doors to CBC. Also developed at the Central Library and in neighbourhood library locations are Creative Spaces that will offer Londoners access to the tools needed to explore

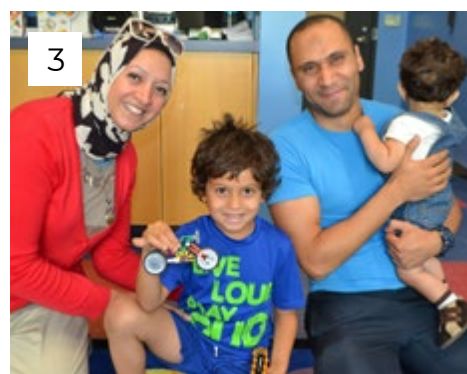
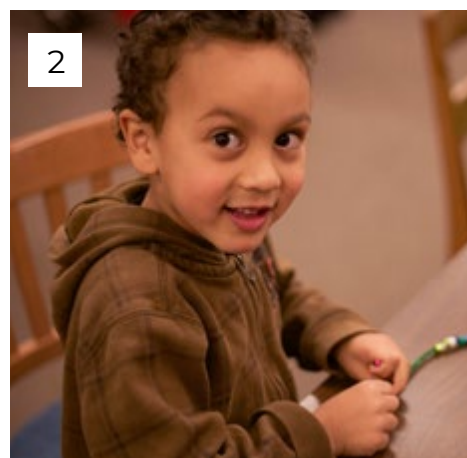
their creativity and to participate fully in a "Culture City".

Wolf Performance Hall

Meeting spaces and Wolf Performance Hall at Central Library have been updated with the latest technology and equipment to support London's professional and creative sectors.

The Ivey Family London Room

Located at the Central Library, this research facility for genealogy and local history contains a wealth of original and secondary source materials on the city of London and the county of Middlesex.





LONDON PUBLIC LIBRARY, ANNUAL IMPACT:

\$102M
in economic impact

\$1,657
in impact for every hour it is open

150,125
Active library card users

2,478,310
In-person visits

3,699,129
Items borrowed

12,835
Program sessions offered

201,178
In program attendance

Source: LPL 2016 annual report and 2014 Economic Impact Study

- 1 Formal and informal cultural events take place regularly in LPL's 16 neighbourhood locations.
- 2 Creative activities are part of the library experience whenever you visit.
- 3 Library programs bring families and neighbourhoods together.
- 4 Theatrical performance at Wolf Performance Hall, a popular venue for film festivals, concert series, lectures, dance and many other performances.

The Library offers space to gather and play and materials to read, listen to and watch while encouraging social connections.



WHAT'S NEXT?

CULTURE/ENTERTAINMENT DISTRICTS

The Music, Entertainment Culture Feasibility Study, developed as a baseline to balance residential and entertainment interests, proposes a policy framework based on location. It was led by the City's Planning and Development Services and involved many key stakeholders such as business owners, residents, industry representatives, Parks and Recreation Services, Development and Compliance, Tourism London, London Arts Council, Downtown London, and Old East Village.

A Healthy Core is London's Cultural Showpiece

As the birthplace of the city, our core is set apart from other neighbourhoods by the richness of its cultural heritage. A key component of London's Cultural Prosperity Plan is to nurture the diverse and vibrant cultural scene in the heart of London.

Our Move Forward

Approved by Council April 14, 2015, *Our Move Forward – London's Downtown Plan* integrates existing heritage and acknowledges the maintenance and creation of activity generators, a foremost consideration.

Centralized Educational Centre

Downtown London will continue to be developed as a regional, national and international education centre. In January 2014, Fanshawe's Centre for Digital and Performance Arts opened downtown and is expected to contribute over \$80M annually to the local economy and bring over 400 students and staff to the downtown. Fanshawe intends to attract 1,400 additional students to the downtown at the former Kingsmill's department store building.

Transformational Project #1

Dundas Place will run from Wellington Street to the Thames River, transforming Dundas Street into a seamless flexible street and linear public space, enabling it to easily transition functions at different times of the year. Dundas Place supports the street's development as a premier destination for cultural programming and entertainment events that can easily merge with adjacent commercial enterprises to create diverse and multi-sensory experiences.

"My Dundas" launch event held on Dundas Street to collect input and ideas for the design of Dundas Place.

(Photo by Ryan Nemis)



Over **80%** of the city-wide office area is downtown; that's more than **303 jobs per hectare**.



The Market at Western Fair District
apple vendors
(Photo by Paul Lambert)



A Blueprint for Success

The Old East Village (OEV)

The OEV Culture District has been developed through celebrating local talent, supporting resources, and integrating with London's Cultural Prosperity Plan. Through OEV's grassroots approach, the area has developed a multi-layered strategy to support culture. Along with anchor arts and culinary venues—Aeolian Hall, Palace Theatre, the Food Incubator, and EMAC Studio—the OEV also has smaller flex venues and pop-up culture spaces.

OEV's commercial corridor offers spaces for established artists, emerging talent and cultural activities. This approach allows for diverse and accessible arts and culture, enjoyed by Old East Villagers and Londoners alike.

The Market at Western Fair District

The Market at Western Fair District facilitates many cultural activities – locally grown and prepared food offerings, artisanal production and sale and pop-up musical opportunities and events. Arts and culture meets entrepreneurship every Saturday and Sunday, with a chemistry that has provided an environment for small food and artisanal businesses in the OEV to grow onto Dundas Street and throughout the city.

Over the past 5 years, the Market has broadened its cultural activities to include buskers, a greater focus on small scale hand-crafted artisans and ticketed music events, activities which have contributed to its informal reputation as a key London cultural incubator.



Celebrating Culture



Sunfest performer playing the drums in front of a large crowd. In 2017, more than 200,000 people attended the festival.



62,500 attendees gathered in front of Covent Garden Market during the World Figure Skating Championship.

(Source: Tourism London)

Tourism London: Big and Exciting Events Happen Here

Since 2013, London has successfully expanded its festival lineup, attracting a string of high-profile major events.

2013: World Figure Skating Championship

The World Figure Skating Championship was broadcast internationally and received worldwide attention. The total economic activity for the local economy was estimated to be \$32.1M. The week-long event drew 62,500 attendees, with the average overnight visitor spending 6.3 nights in London.

2015: Two new grassroots festivals

A Fest and London Ska Fest, each focused on a specific genre of music, serviced a need within the community

and provided local talent opportunities.

2016: Three new festivals

In response to a demand for niche event programming, Trackside, London Blues Fest and London Beatles Fest were created. This intensification of an already vigorous festival season is evidence of a growing music sector in London.

2016: Country Music Week

In September 2016, London's largest non-sporting event ever was broadcast nationally.

Hosted by Tourism London, the city delivered \$8.4M in economic activity to the Province of Ontario.

2017: SesquiFest

The centrepiece of Canada 150 London was a five-day outdoor celebration, led by the Culture Office and the London Heritage Council, designed to harness the spirit of nationalism. The festival included a First Nations gathering, a Pop-up City, an Explore Tent, multiple live music stages, multicultural food and performances, a skating rink and dozens of artisans and vendors.



Number of indoor events increased from 640 (2014) to 646 (2015), with attendance rising from 1.8 million (2014) to 2 million (2015)

Number of outdoor events increased from 345 (2014) to 365 (2015), with attendance rising from 767,000 (2014) to 859,000 (2015)

JUNO 2019

\$10 million+ impact on London economy

(Source: Tourism London)



SESQUIFEST:

48,000 attendees

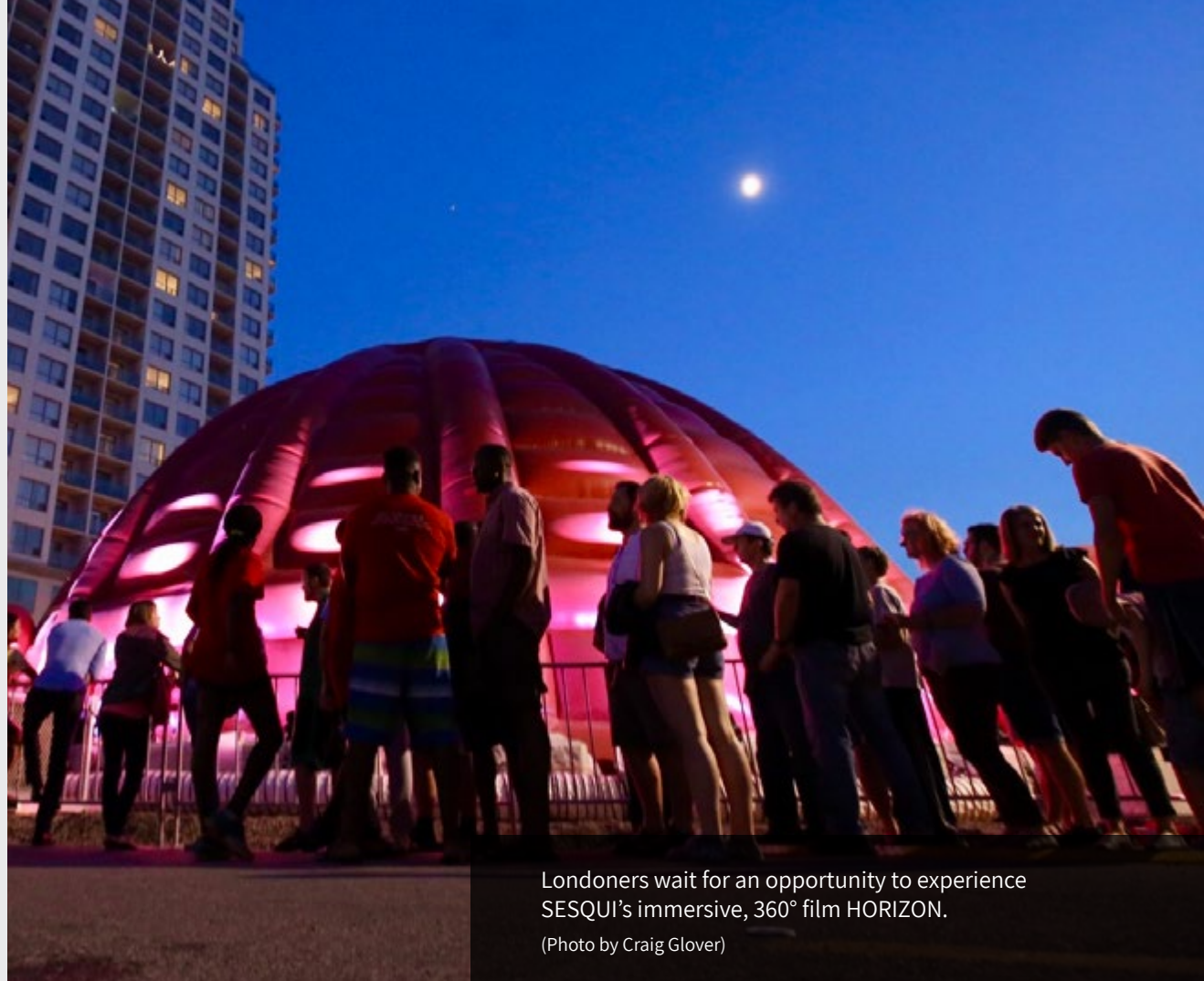
55 musical groups

21 multicultural groups

53 partnerships

782,467 impressions on social media

Source: SesquiFest (2017)



Londoners wait for an opportunity to experience SESQUI's immersive, 360° film HORIZON.

(Photo by Craig Glover)



COUNTRY MUSIC WEEK:

18,500 music fans and industry professionals

More than 4,900 people from outside London

Over 7,800 attendees at Country Music Week and the 2016 CCMA Awards Show

(Source: Canadian Sport Tourism Alliance Economic Impact Assessment)



A variety of Canadian country musicians performing during Canadian Country Music Week.

(Photo by Mike Homer)

Mike Homer

Festivals that Define Us

Since 2015, CAIP has included a Development Acceleration Stream of granting, which has provided a significant increase in investment to six mid-size arts organizations to increase capacity and focus on expanded programming. Three of these organizations host major festivals in London during the summer season.



(Photo provided by the City of London)

Sunfest

Organized by the London Committee For Cross-Cultural Arts Inc, Sunfest features thoughtful, innovative global arts programming. It aspires to hold a mirror up to its community in order to reflect the diversity and vitality of London's burgeoning multicultural population.

CAIP ACCELERATION
STREAM FUNDING
FOR SUNFEST:

\$50,000 in 2017



(Photo by Valter Daggetti)

Home County Music and Art Festival

The Home County Folk League enriches and supports the cultural life of London's four-county community (Elgin, Huron, Middlesex, Oxford) through Canadian roots-oriented music and original crafts and art at the annual summer festival and events throughout the year. In all their work, they ensure socially responsible choices and environmental leadership.

CAIP ACCELERATION
STREAM FUNDING
FOR HOME COUNTY
FOLK LEAGUE:

\$40,000 in 2017



(Photo by Mikolai Kawai)

The London Fringe Theatre Festival

The London Fringe Theatre Festival is dedicated to the promotion, production and prosperity of independent artists. It creates a unique and inclusive environment where the arts will be enjoyed in the present and developed for the future.

CAIP ACCELERATION
STREAM FUNDING
FOR FRINGE LONDON
THEATRE FESTIVAL:

\$55,000 in 2017

EVENTS IN LONDON 2018

The Province of Ontario is supporting over 300 festivals and events, creating jobs and vibrant communities. Here's what was supported in London:

1. 2018 Trackside Music Festival: June 30-July 1, 2018
2. TD Sunfest Caribbean Roots, Riddims & Reggae 2018: July 5-8, 2018
3. 2018 Rock the Park, 15th Anniversary: July 11-14, 2018
4. Forest City Beer Fest, Flight Pass Enhancement Project: August 10-11, 2018
5. London Bluesfest: August 2-26, 2018
6. The London Beatles Festival: September 21-23, 2018

Canada Day London received federal funds for events at Harris Park, Children's Museum, Museum London, Fanshawe Pioneer Village and East London.



Woodfield Street Fair.
(Photo by Kyle Gonyou)



Bringing Neighbourhoods to Life

Residents are the source of cultural vibrancy in all neighbourhoods.

Neighbourhoods are one of London's key cultural assets, serving as the dynamic backdrop to the drama of everyday life and providing the spaces where chance connections are made and creative ideas thrive.

Under the Cultural Prosperity Plan's Strategic Direction 1.0 – (Strengthen Culture to Build Economic Prosperity), objective six was “Expand existing investment mechanisms for local cultural organizations and talent”. The SPARKS! Neighbourhood Matching Fund was one of those existing investment mechanisms, and in 2017, it expanded to become Neighbourhood Decision Making, growing from a budget of \$50,000 per year to \$250,000 per year.

A Community Vote

The Neighbourhood Decision Making funding program is 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. The parameters for this funding are very broad, allowing for innovative ideas that may not fit into other types of arts, cultural or heritage funding programs. After all the ideas are received and vetted for feasibility, they are put back out to the public for a community vote.

In the first two years of the program, multiple cultural projects have been funded. These include 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.



DID YOU KNOW?

Woodfield was recognized by the Canadian Institute of Planners as 2016 Great Places in Canada Winner – Neighbourhood.



Statue of Dr. Frederick Banting at Banting House National Historic Site Canada, the birthplace of insulin.

SIR FREDERICK GRANT BANTING

M.D. M.C. F.R.S. LL.D.

NOVEMBER 14, 1891 — FEBRUARY 21, 1941

Outcomes of London's Cultural Prosperity Plan

Culture is a life experience for everyone, and as the City of London continues to make the economic case for culture, we're proud to have achieved the following outcomes of London's Cultural Prosperity Plan:

- Culture has been recognized as an important contributor to London's employment and talent attraction/retention.
- Continued investment in culture, particularly in the arts, resulting in increased leveraging of additional funding through other sources.
- Creativity has been fostered through cultural programming, interpretation, promotion and place-making.
- The City's cultural heritage and art assets and knowledge are being maintained and conserved.
- Londoners can appreciate and take pride in the city's rich culture and identity.

Thank you to the City of London's Cultural Partners

Culture plays a crucial role in the city's identity and prosperity. When we work together and continue to invest in culture, we achieve great things for London. The Culture Office would like to thank its cultural partners.

- 1 Performer singing and playing guitar at Home County Music and Art Festival.
(Photo by Valter Daghetti)
- 2 The Fourth Battalion of The Royal Canadian Regiment (RCR) marches in the parade square of historic Wolseley Barracks during The RCR's Open House in May 2018.
(Photo courtesy of The Royal Canadian Regiment Museum)
- 3 Newcomers to Canada explore the Museum of Ontario Archaeology's longhouse and learn about Canada's First Peoples.
(Photo by Ryan Hunt)





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