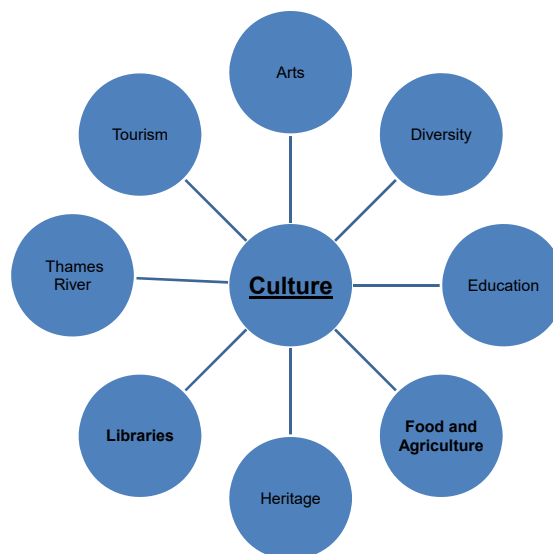




Vision

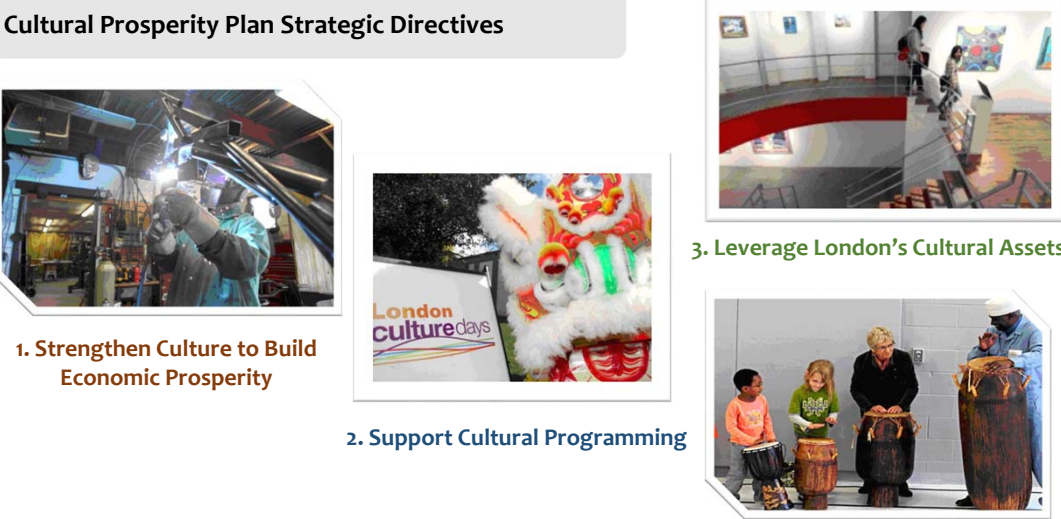
Culture is at the heart of our thriving and vibrant city and plays an important role in:

- building economic and community growth
- attracting and retaining talent
- informing municipal decision making processes
- elevating London as a Regional cultural centre



LONDON CITY OF OPPORTUNITY

Cultural Prosperity Plan Strategic Directives

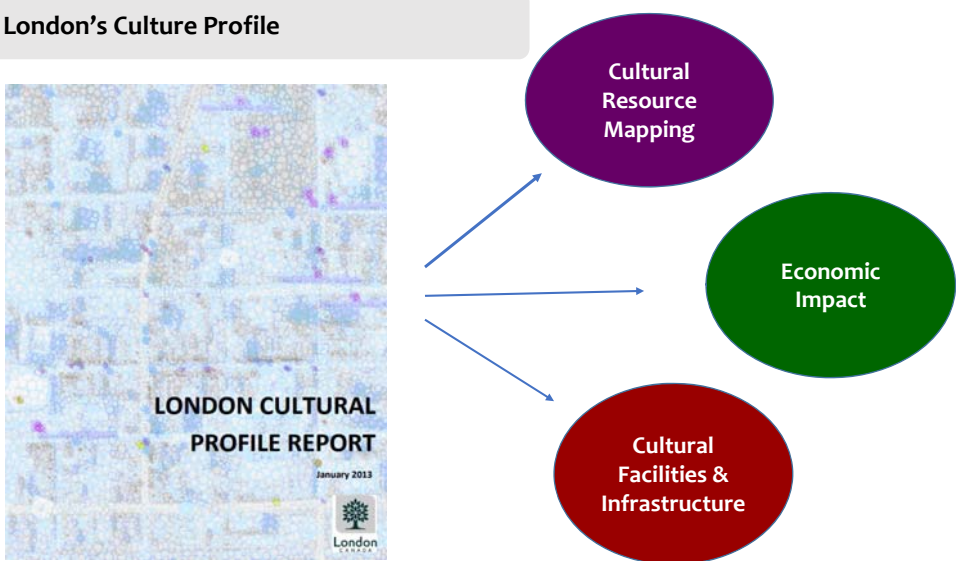


- 1. Strengthen Culture to Build Economic Prosperity**
- 2. Support Cultural Programming**
- 3. Leverage London's Cultural Assets**
- 4. Celebrate and Promote Culture**

London CANADA

LONDON CITY OF OPPORTUNITY

4. London's Culture Profile



LONDON CULTURAL PROFILE REPORT
January 2013

- Cultural Resource Mapping
- Economic Impact
- Cultural Facilities & Infrastructure

London CANADA




LONDON CITY OF OPPORTUNITY

Where are we now with Implementation?



- All Strategic Directives and Objectives have been actioned
- The economic case for culture has been made

London CANADA




Where are we now with Implementation?

- Creativity is being fostered through cultural programming and place-making
- An inclusive, welcoming atmosphere is being created
- Cultural assets are being maintained
- Awareness of culture is being built





The Culture Plan Aligns With London's Other Strategies



THE LONDON PLAN


EXCITING. EXCEPTIONAL. CONNECTED.




London Music Strategy

Submitted by:
London's Music Industry Development Task Force

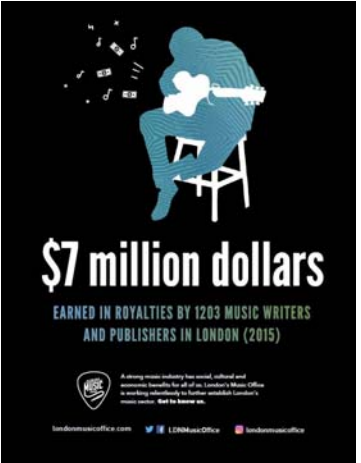
August 27, 2014





LONDON MUSIC CENSUS (2016)


- 875 post secondary students studying music
- \$7million in song writing royalties earned (2015)
- 55 live music venues (2018)
- Total seating capacity at venues, 57,000
- 4,620 live shows (2015)
- 17 commercial recording studios



\$7 million dollars
EARNED IN ROYALTIES BY 1203 MUSIC WRITERS
AND PUBLISHERS IN LONDON (2015)

A strong music industry has social, cultural and economic benefits for all of us. London's Music Office is working relentlessly to further establish London's music sector. *Let's be louder.*

londonmusicoffice.com | LDMusicOffice | londonmusicoffice



Our City, Our Culture

LONDON'S CULTURAL
PROSPERITY PLAN REPORT





Our City, Our Culture Highlights

- Investing in Culture Builds Economic Prosperity
- Animating London through the Arts
- Honouring Indigenous and First Nations
- Preserving our Heritage. Telling our Stories
- Public Art / Monuments
- Investing in Shared Creative Spaces
- A Healthy Core is our Cultural Showpiece
- Celebrating Culture

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Where are we going?

London's Cultural Prosperity Plan will be enhanced through key areas of focus:

- A balance between cultural initiatives that enhance quality of life with those that have direct economic benefit
- Investment in cultural industries
- Support to creative jobs and training
- Telling the stories of all Londoners
- Creative facilities/spaces investment





Vision for London's Creative Future?

- A vibrant city attracts and retains creative talent
- Culture is for Londoners, it tells our story
- Thank you to our key partners and cultural community - who continue to build upon their achievements

