



London's Cultural Profile Report and London's Cultural Prosperity Plan

Presentation to the Investment Economic
Prosperity Committee
February 19, 2013



London's Cultural Profile

Comprised of the following reports:

- Cultural Profile / Cultural Resource Mapping
- Economic Impact Calculation of Culture
- Cultural Facility Planning in London



Cultural Profile /Cultural Resource Mapping

Purpose of the report:

- To help understand the City's cultural resources and their locations
- Phase 1: (see maps in report)

Cultural
Industries

Cultural
Occupations

Cultural
Spaces
and
Facilities



Cultural Profile /Cultural Resource Mapping

Phase 2: (see maps in report)

Cultural
Heritage

Natural
Heritage

Cultural
Organizations

Additional
Resources



Economic Impact Calculation of Culture

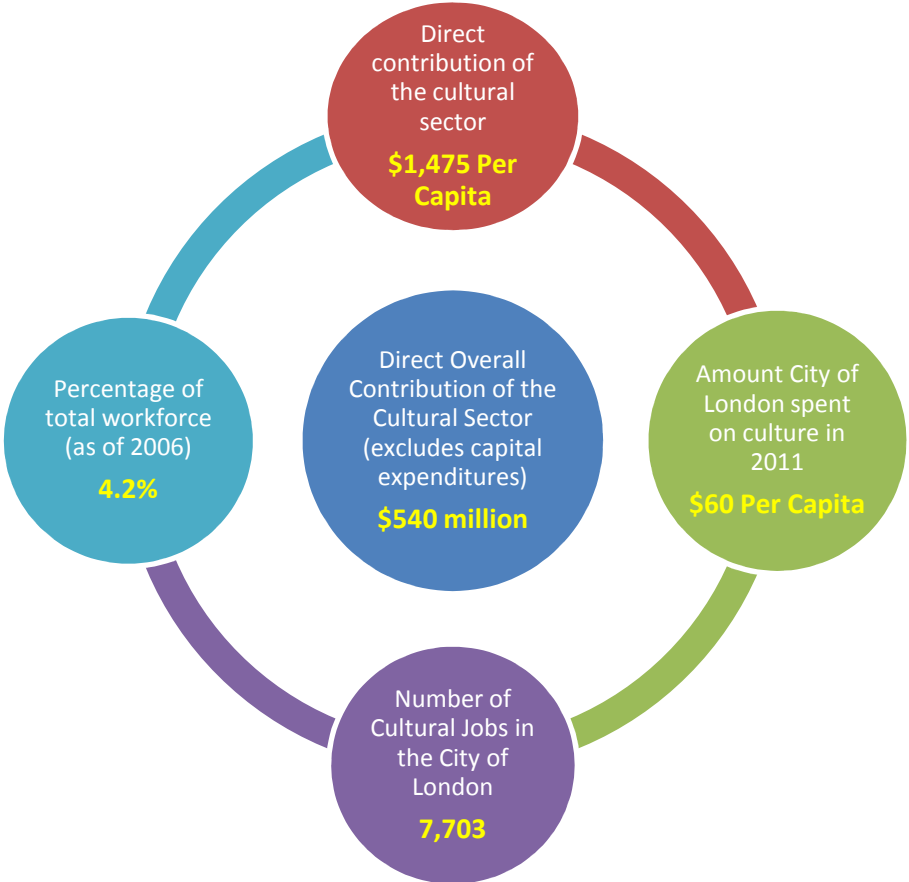
Purpose of the report:

To conduct an economic impact analysis of the cultural sector-- generate a dollar value of the direct economic contribution of a defined cultural sector for the City of London

Information compiled from published data sources, cultural community partners and public administrators



Economic Impact Calculation of Culture





Economic Impact Calculation of Culture

Comparison of Economic Contributions of Culture

City of London (2011)	London CMA (2011)	City of Toronto (2006)	Ottawa (2006)	Hamilton CMA (2001)
\$540 Million (Direct contribution)	\$580 Million (Direct contribution)	\$9 Billion (GDP estimate)	\$1.98 Billion (GDP estimate)	--
\$1,475 Per Capita	\$1,222 Per Capita	\$3,595 Per Capita	\$1,751 Per Capita	--
7,703 jobs in the cultural sector	8,345 jobs in cultural sector (as of 2006)	83,000 jobs in the cultural sector	22,500 jobs in the cultural sector	11,600 jobs in cultural sector
4.2% of total workforce (as of 2006)	3.8% of total workforce (as of 2006)	6% of total workforce	4.7% of total workforce	3.4% of total workforce



Cultural Facilities Planning

- Purpose of the report:

Provide an overview of the current state of cultural facility planning in London

Conducted through interviews with 30 cultural leaders



Cultural Facilities Planning

- **Conclusions:**

Cultural facility development has been stalled for a long time

The state of cultural facilities is a civic development issue

The City needs to take leadership – there is a need to plan for cultural facility development and maintenance



London's Cultural Prosperity Plan

What is the Cultural Prosperity Plan?

- It is a strategic policy framework document that provides a collective vision and direction for culture in London
- It will drive change in London's cultural landscape by putting forward a series of strategic directions, objectives and actions



London's Cultural Prosperity Plan

The Process:





London's Cultural Prosperity Plan

Strategic Directions:

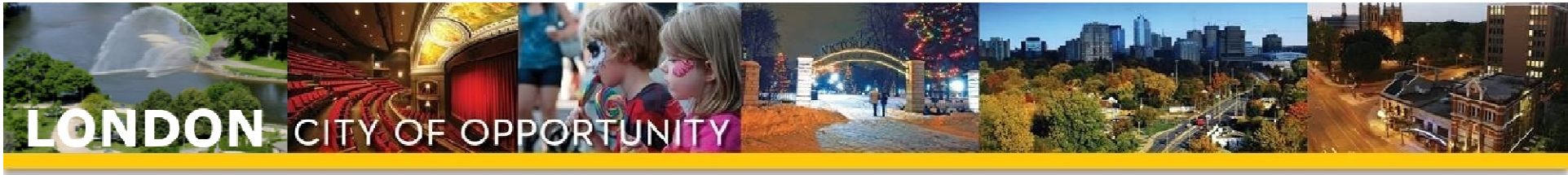
1. Strengthen the Economic Growth of Culture
2. Support Cultural Programming
3. Leverage London's Cultural Assets
4. Celebrate and Promote Culture



London's Cultural Prosperity Plan

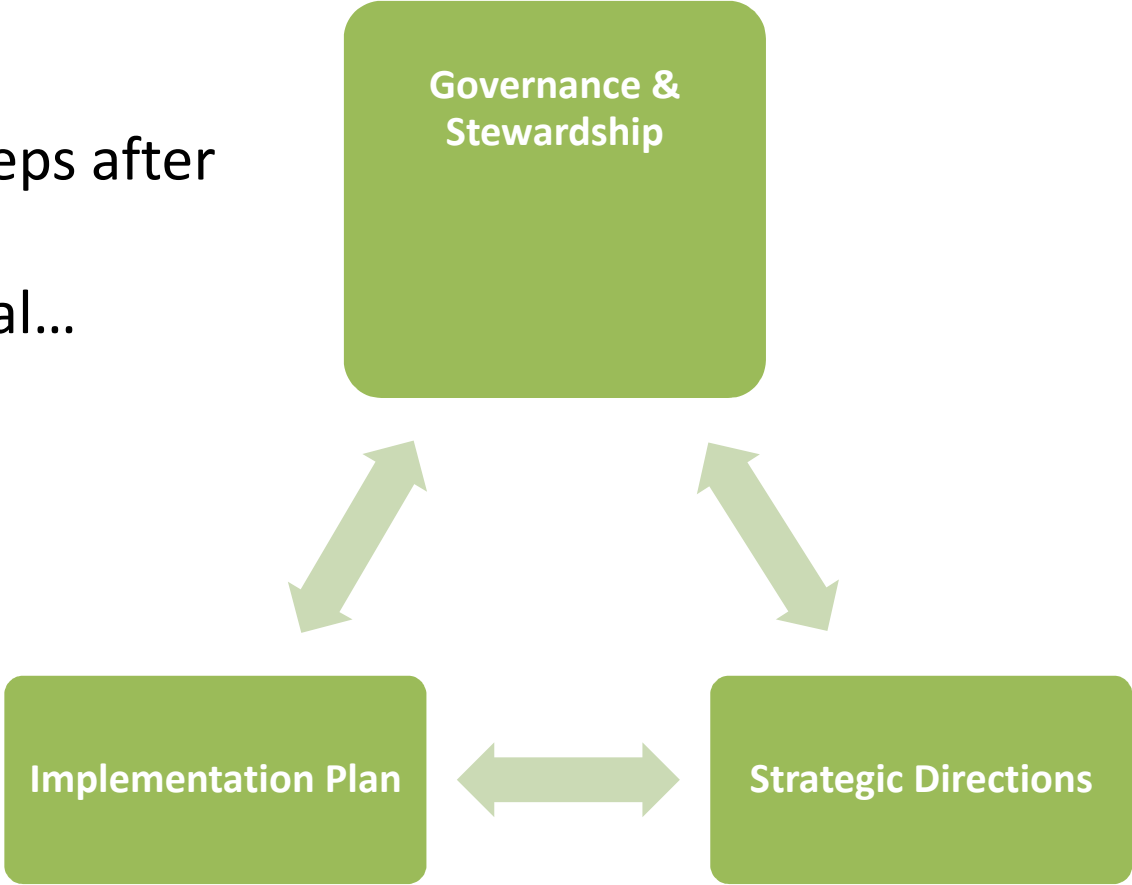
Priorities:

- Attract and Retain Talent
- Granting and Funding Sustainability
- Marketing and Promotion
- Culture and Education
- Diversity and Inclusion
- Creative Spaces – Cultural Corridor Enhancement
- Cultural Asset Feasibility Planning
- Maintenance of cultural assets



London's Cultural Prosperity Plan

Next Steps after
Council
Approval...





Expected Outcomes of the Cultural Plan and Profile

- ✓ Culture is valued as a component of economic growth and employment
- ✓ Culture benefits all residents of London as it is in our neighbourhoods, schools, community centres, libraries, etc.
- ✓ Creativity fostered through cultural programming, promotion and communication
- ✓ Cultural capital assets need to be maintained
- ✓ Greater awareness of existing cultural assets
- ✓ Continued investment in culture to yield long term reward - Invest in the cultural product, marketing and employment in the cultural sector
- ✓ There is value for the City to invest in our community so that leveraging can occur and culture can grow



3 KEY MESSAGES

- London needs to elevate its profile as a Regional Cultural Centre – *“a Place where Londoners/visitors want to be”*
- INVEST – LEVERAGE – GROW--Economic growth can be achieved through cultural sustainability
- Culture is a life experience for everyone