

## Report to Community and Protective Services Committee

**To:** Chair and Members  
Community and Protective Services Committee

**From:** Cheryl Smith, Managing Director, Neighbourhood,  
Children and Fire Services  
Kevin Dickins, Acting Managing Director, Housing,  
Social Services and Dearness Home  
Scott Stafford, Managing Director, Parks and Recreation

**Subject:** London Community Recovery Network – Ideas for Action by  
Municipal Council

**Date:** February 9, 2021

## Recommendation

That, on the recommendation of the Managing Director, Neighbourhood, Children and Fire Services, the Acting Managing Director, Housing, Social Services and Dearness Home, and the Managing Director, Parks and Recreation the following actions be taken with respect to the London Community Recovery Network:

- a) The implementation plans for the following ideas for action submitted from the London Community Recovery Network and received by Municipal Council **BE APPROVED:**
  - i) Christmas (Holiday) Market
  - ii) Downtown recovery – free transit to the downtown
  - iii) Create a regional holiday destination downtown
  - iv) Self-employment exploration training for unemployed
  - v) Increase focus on addressing food insecurity
  - vi) Public toilets and sanitation
  - vii) Support for National Child Care Framework
  - viii) Outdoor concerts
  - ix) Interactive distanced festivals and events
  - x) City of Lights: Public Art Projection Program
  - xi) London Mural and Art Walk
  - xii) Mural façade grant
  - xiii) Develop an app with augmented reality for scavenger hunts
- b) Civic Administration **BE DIRECTED** to execute the implementation plans for ideas for action in support of London's community recovery from COVID-19;
- c) The Federal Government **BE REQUESTED**, in partnership with the provinces, to develop and implement a National Child Care Framework to focus on accessibility, affordability, and equity for all families, recognizing that licensed quality child care and qualified Early Childhood Educators are essential to COVID-19 economic and social recovery;
- d) That \$1,980,000 **BE APPROVED** to implement the ideas in this report as set out in the business cases included in Appendix A, noting that Municipal Council previously authorized \$5 million to be contributed to the Economic Development Reserve Fund to support social and economic recovery measures; and,
- e) This report **BE RECEIVED**.

## Executive Summary

### 1.0 Executive Summary

Over the past few months, the COVID-19 pandemic has radically altered how Londoners work, learn, and participate in the community. COVID-19 has challenged the community in an unprecedented way, with long-lasting economic and social impacts likely to continue. In response, London City Council quickly established the London Community Recovery Network (LCRN) in partnership with leaders from London's business, industry, non-profit, and academia sectors as well as communities that have experienced disproportionate impacts from COVID-19.

Network members acknowledge that collective efforts toward London's community recovery will require a long-term commitment by the community. In the first phase of its work, Network members identified 70 ideas for action that included 37 immediate recovery ideas for the City of London to lead in the short-term. Twelve (12) of these short-term ideas are already underway by Civic Administration. The remaining 25 ideas have been received by Municipal Council with Civic Administration being directed to determine implementation plans for consideration by the appropriate standing committee.

On January 12, 2021, Council resolved that:

"b) The recommended short-term ideas for action to support London's COVID-19 community recovery, as submitted by the London Community Recovery Network (the Network) **BE RECEIVED**;

c) Civic Administration **BE DIRECTED** to determine implementation plans for ideas in Table 2, excluding those included in Table 1, and return to the appropriate standing committee for approval in early 2021, noting that with the report to SPPC on September 20, 2020 (2020 Mid-Year Operating Budget Monitoring Report & COVID-19 Financial Impacts) Council authorized \$5 million to be contributed to the Economic Development Reserve Fund to support social and economic recovery measures"

For transparency and ease of reporting, Civic Administration has developed a single report that includes ideas for action for each of the appropriate standing committees. This report to the Community and Protective Services Committee includes the following Network ideas for action for discussion and direction from the 25 ideas received for implementation by the City of London:

Idea Ref. #	Idea for Action
1.1	Christmas (Holiday) Market
2.3	Downtown Recovery – free transit to the downtown
2.4	Create a regional holiday destination downtown
3.2	Self-employment exploration training for unemployed
4.1	Increase focus on addressing food insecurity
4.4	Public toilets and sanitation
4.7	Support for National Child Care Framework
5.2	Outdoor concerts
5.3	Interactive distanced festivals and events
5.4	City of Lights: Public Art Projection Program
5.5	London Mural and Art Walk
5.6	Mural façade grant
5.8	Develop an app with augmented reality for scavenger hunts

Standing committees of Council will consider reports regarding ideas for action that overlap with the mandates of each committee. For a full list of the 25 ideas moving forward for the consideration of Municipal Council, please refer to the [December 16, 2020 SPPC report](#).

## Linkage to the Corporate Strategic Plan

The community-driven work of the London Community Recovery Network touches on numerous key areas of focus under the City of London Strategic Plan:

### Strengthening our Community

- Londoners have access to the supports they need to be successful
- Londoners have access to the services and supports that promote well-being, health, and safety in their neighbourhoods and across the city

### Building a Sustainable City

- London has a strong and healthy environment
- Londoners can move around the city safely and easily in a manner that meets their needs

### Growing our Economy

- London will develop a top-quality workforce
- London is a leader in Ontario for attracting new jobs and investments
- London creates a supportive environment where entrepreneurs, businesses and talent can thrive

### Creating a Safe City for Women and Girls

- London has enhanced the potential for women and girls to live safe lives

### Leading in Public Service

- The City of London is trusted, open, and accountable in service of our community
- Londoners experience exceptional and valued customer service

## Analysis

### 1.0 Background Information

#### 1.1 Previous Reports Related to this Matter

- London Community Recovery Network – Immediate Ideas for Action to Support London’s COVID-19 Community Recovery (SPPC, December 16, 2020)
- 2020 Mid-Year Operating Budget Monitoring Report & COVID-19 Financial Impacts (SPPC, September 20, 2020)
- First Report of the London Community Recovery Network (SPPC, July 14, 2020)
- Covid-19 Financial Impacts – Update (SPPC, June 23, 2020)
- Second Report from the Mayor’s Economic and Social Impact and Recovery Task Forces (May 8, 2020)
- Covid-19 Financial Impacts and Additional Measures for Community Relief (SPPC, April 28, 2020)
- Homeless Prevention COVID-19 Response and Funding Overview, (CPSC, April 28, 2020, Consent Item # 2.3)
- Property Tax Deferral Options (CSC, April 14, 2020)
- First Report from the Mayor’s Economic and Social Impact and Recovery Task Forces (April 9, 2020)

## **2.0 Discussion and Considerations**

### **Idea for Action #1.1 – Christmas (Holiday) Market**

#### **Background**

The London Community Recovery Network has recommended that the City of London work to initiate a Christmas (Holiday) Market in the community. This would serve as both a local and regional destination and involve local and regional artisans.

#### **Actions Underway by Civic Administration**

Based on reporting timelines, the City of London was unable to take any action on this matter in relation to the Christmas/Holiday season of 2020. It is important to note the successful Christmas (Holiday) Market that was private sector led at 100 Kellogg Lane.

#### **Next Steps**

The Christmas (Holiday) Market at 100 Kellogg Lane created a destination opportunity for Londoners through the holiday season in 2020. Other market examples include, but are not limited to, the Old South Community Organization (OSCO) Holiday Market.

Beyond sales and revenue, outdoor markets provide artisans and small businesses an opportunity to develop direct connections with customers, other vendors, and the community at large and have the potential to serve as incubators for new and/or small businesses.

Moving forward, Civic Administration will broaden this idea to encompass all seasons and opportunities for increased outdoor markets in the City, specifically on public lands, and a focus on the Core Area. During the Dundas Place road closure pilot in the summer of 2020, a very successful one-time street market was initiated by local businesses and demonstrated the potential role of outdoor markets in economic recovery.

To build on this success, Civic Administration will work with Business Improvement Areas (BIA's), Tourism London, market operators (Covent Garden Market, Community Associations, Western Fair Market, 100 Kellogg Lane, etc.), diverse communities, and other interested partners on an integrated approach for regular outdoor markets in strategic locations.

The LCRN Business Case for Idea #1.1 included in Appendix A recommends a \$200,000 allocation to support contract market management, equipment purchases, and marketing.

### **Idea for Action #2.3 – Downtown Recovery – free transit to the downtown**

#### **Background**

An annual budget of \$150,000 was approved through the Core Area Action Plan and Multi Year Budget to offer two (2) hours of free parking at on-street parking meters and municipal parking lots. This money has been set aside annually to offset the potential impacts of construction and to be utilized to offer two (2) hours of free parking associated with events. In July of 2020, this initiative was implemented through the Back to Business (B2B) initiative. A two (2) hour promotional code was created using Honk Mobile, which allows up to two (2) hours of parking at no cost to users. For customers who do not have a cell phone or home access to the internet, Honk Mobile provided an additional option whereby customers could call the parking office during business hours and pre book their parking space for two (2) hours at no cost to them.

There will be no additional financial impact for Idea for Action #2.3 – Downtown Recovery – free transit to the downtown.

Civic Administration recommends that the Manager, Municipal Law Enforcement – Parking Services be issued delegated authority to allow for implementing variable parking rates, including reduced parking rates during special events. Some events last longer than two hours requiring the parking lot client to pay an additional amount for parking beyond two hours.

Allowing the Manager to adjust parking rates based on market demand during special events will ensure City lots are at or near capacity and will further allow for competition between private commercial parking lots.

In addition, the London Transit Commission is in the process of assessing measures related to this idea for action from the London Community Recovery Network. Civic Administration will report back to the committee on the details of ideas that may be considered for implementation as appropriate.

## **Idea for Action #2.4 – Create a regional holiday destination downtown**

### **Background**

The London Community Recovery Network has recommended the City of London create a regional holiday destination downtown by creating a cohesive winter theme for décor, comprehensive rehabilitation of holiday decorations and plan for new decorations including illumination, ground displays, and lighting (in addition to Victoria Park).

### **Actions Underway by Civic Administration**

New holiday/winter lights were installed along Dundas Place for the 2020 season and the lighting of Victoria Park continued in 2020.

### **Next Steps**

Civic Administration will form a working group with all downtown partners throughout the core and retain a consultant to facilitate visioning, community engagement and final design for a renewal of, and increase in downtown holiday decorations. This will be coordinated with other winter activities including outdoor performances, Victoria Park skating rink, Covent Garden Market skating rink, and outdoor holiday markets. It should be noted that Civic Administration will continue to explore interventions that will support downtown being a destination in all seasons through the provision of thematic décor, lighting, and displays.

The LCRN Business Case for Idea #2.4 included in Appendix A recommends a \$200,000 one-time allocation to support capital purchases for increased and improved illumination, lighting, and ground displays. It should be noted that there are on-going operating cost impacts of \$60,000 associated with this item for the resourcing required to install and maintain increased illumination, ground displays, and lighting.

## **Idea for Action #3.2 – Self-employment exploration training for unemployed**

### **Background**

The London Community Recovery Network has recommended enhancement of self-employment training options to increase capacity to serve London's marginalized populations. Specifically, to work with those who are unemployed as they transition and explore self-employment as an option. The second component of the recommendation is to advocate to the province for Employment Insurance Benefits (E.I.) supported initiatives, that allow people to collect E.I. while being trained to transition to self-employment.

## **Actions Underway by Civic Administration**

Throughout 2020, in response to provincial public health measures and the associated restrictions, Ontario Works self-employment services continued to be provided by the Small Business Centre via virtual formats at a cost of \$33,899. This included online workshops and coaching sessions.

In total, 96 individual referrals were made to orientation sessions and by the end of 2020, 20 individuals had successfully completed the self-employment program and launched their business. Notably, participants in the Ontario Works Self-Employment Program tend to focus on service-oriented businesses with relatively low start-up expenditures.

In terms of self-employment supports for the broader community, an existing grant agreement between the City of London and the Small Business Centre (SBC) allocates \$177,953 annually to help advance and contribute to the City of London's Strategic Plan 2019-2023 and the Strategic Area of Focus 'Growing Our Economy.' The funding supports the SBC in providing easily accessible programs, services, resources and support for all aspects small business and self-employment.

## **Next Steps**

Going forward in 2021, enhanced promotion efforts will be implemented for the Ontario Works self-employment supports available via monthly benefit statements as well as a promotional email campaign and newsletter for clients.

Expansion of existing self-employment programs and directives for social assistance recipients, would require a decision by the Provincial government. It is also important to note that the designated allocation within the Economic Development Reserve Fund to support community recovery from COVID-19 is not intended to replace or supplement funding for Federal and Provincial programs. Aligning with the key principles and objectives outlined in the Multi-Year Budget, Council should avoid taking on services/programs where there is pressure to "fill in" for services/programs that have been reduced or discontinued by other levels of government.

In recent years, targeted provincial funding to support programs that serve to transition unemployed Ontarians to self-employment as an option for financial sustainability have declined or have been eliminated. The effects of the COVID-19 pandemic have served to exacerbate the barriers and challenges many vulnerable populations face in securing financial self-sufficiency, including those facing income barriers. As the Government of Canada and the Province of Ontario move to develop plans for economic recovery, meaningful consideration must be given to supporting those out of work to explore all options for employment, which could include self-employment. Such plans should strongly consider the reinstating of funding to support programming to this effect. With the financial impacts of COVID-19 further limiting the fiscal levers available to the municipality, it is important that other orders of government lead the creation of these programs. Civic Administration will work with the London Community Recovery Network to encourage provincial and federal governments to consider additional funding for the purposes of promoting self-employment, and the creation of new small businesses, within its advocacy on economic recovery from the COVID-19 pandemic.

There will be no additional financial impact for Idea for Action #3.2 – Self-employment exploration training for unemployed.

## **Idea for Action #4.1 – Increase focus on addressing food insecurity**

### **Background**

This idea for action seeks City support in the development and implementation of evidence-based policies, strategies, and investments that address food insecurity.

As noted in the December 2020 SPPC report, food insecurity is a multi-dimensional issue that includes food availability, stability of supply, access to resources, and the ability to utilize food. Many organizations in London are actively working on addressing the interrelated issues and impacts of food insecurity, which have been exacerbated by COVID-19; the City of London is a key partner in this collective effort through its policy, planning, and resourcing functions.

### **Actions Underway by Civic Administration**

The City of London undertakes multiple initiatives that address food insecurity such as: support for the Urban Agriculture Strategy; management of the London Community Gardens Program; investment in food-focused initiatives through the London Community Grants program; and resource support for the London Good Food Box and Harvest Bucks fresh food voucher initiatives through London's Child and Youth Network. Council approved additional resources for these latter two initiatives in 2020 through the Mayor's Social Impact and Recovery Task Force.

Additionally, Civic Administration is serving as a data partner for Idea for Action 4.3, Emergency Food Distribution, to support the Food Bank in transitioning to a new emergency food distribution model.

### **Next Steps**

As many initiatives on food insecurity are led by organizations in the community, City-led actions are focused on creating stronger conditions – built on stronger data, policies, coordination, and investments – in which this work can thrive.

In recognition of the many interrelated aspects of food insecurity, Civic Administration will form an internal cross-functional working group comprised of staff from Service Areas that have programs and projects that align with the issue. This group will be responsible for: coordinating internal work on food insecurity to facilitate a collective corporate approach; building on existing relationships with key community stakeholders; supporting the development of data-driven, evidence-informed policies; and identifying opportunities to increase community capacity and resources for undertaking food insecurity initiatives.

Working relationships with food-focused groups in the community are essential to this Idea for Action. Organizations such as the London Environmental Network, London Community Resource Centre, Friends of Urban Agriculture London, and Middlesex London Food Policy Council – which has a mandate to foster coordination, develop policy, and support programs related to food insecurity – are actively leading projects and programs that support the local food system. City efforts associated with this Idea for Action will align with existing community strategies and plans that address food insecurity.

The LCRN Business Case for Idea #4.1 included in Appendix A recommends a \$100,000 investment to support development and implementation of evidence-based policies, strategies, and investments that address food insecurity.

## **Idea for Action #4.4 – Public toilets and sanitation**

### **Background**

The London Community Recovery Network has recommended that the City of London increase the number of publicly accessible washrooms and hours of operation to 24 hours a day 365 days a year.

The City of London has many facilities where public washrooms are available including arenas, community centres, and golf courses. In addition to these examples, the City of London has approximately 23 park washrooms open throughout the city from May to mid-October (weather dependent) annually.

Park washrooms can be limited by seasonality due to a lack of appropriate winter infrastructure and some hours of operation can also be tied to park amenity use (spray pad, sport fields, etc.). The City of London has public washrooms available at the following locations: Rowntree, Basil Grover, Constitution, Mornington, Forks of the Thames (Ivey), Gibbons, Victoria Park, and once complete, the Dundas Place Fieldhouse. Covent Garden Market and the London Public Library, along with other organizations across the city who also have public washroom facilities available.

It should be noted that the City of London has year-round facilities along the Thames Valley Parkway (TVP) at Springbank West, the Pump House, and Springbank Gardens, with another one opening in Gibbons Park in 2021 that will replace a current seasonal facility.

### **Actions Underway by Civic Administration**

During the COVID-19 pandemic, Civic Administration has responded to this idea and the needs of the community by providing 26 portable washroom facilities, recognizing the inventory of accessible washrooms dropped dramatically as many organizations and businesses were closed or allowing limited access.

These facilities, identified as ‘comfort stations’, provided access to washrooms for the unsheltered homeless population who could no longer access facilities through community service organizations due to building closures.

In addition to the provision of portable solutions throughout the city, a temporary hygiene facility was provided in partnership with the YMCA between May 25 and July 16, 2020, supporting approximately 137 unique individuals during that time.

Civic Administration has also been operating a community day space through its Winter Response at Hamilton Road Senior Centre since December 21<sup>st</sup>, 2020. The space is open 7 days a week from 10am - 5pm including holidays. Individuals are offered accessible washrooms, hot meals, beverages, and snacks while enjoying a safe, socially distanced space to come in out of the cold, have rest and engage with staff to further their basic and housing needs.

With the second wave of the pandemic underway and some community service organizations having to close their doors once again, four comfort stations have been provided in communities where needs have been identified.

Homeless Prevention and Parks and Recreation were able to provide this temporary community service through COVID -19 pandemic funding which is only available until March 21, 2021.



## **Next Steps**

The City of London will continue to support residents throughout the COVID-19 pandemic with outdoor washroom facilities through existing properties and portable solutions. Recognizing the short-term nature of this idea for action, this solution provides some immediate relief and allows administration to explore long-term service level changes.

In addition to the above, Civic Administration can pilot extended hours of operation, if funding is approved, for Victoria Park and the Dundas Place Fieldhouse from 6am-10pm daily, 365 days a year. This change would result in consistent hours for members of the public in the core area and meets current standards of the Parks and Recreation by-law of activity in parks between 6am-10pm.

The LCRN Business Case for Idea #4.4 included in Appendix A recommends a \$600,000 allocation to support operational funding for staff and security for 2021 and 2022 as part of the pilot for extended hours at Victoria Park and the Dundas Place Fieldhouse.

## **Idea for Action #4.7 – Support for National Child Care Framework**

### **Background**

Economic recovery from the COVID-19 pandemic depends on a strong child care and early years system. Parents can only return to their jobs if they are able to secure child care for their children. This challenge disproportionately affects women who are more likely to be excluded from the workforce if they cannot access child care.

This Idea for Action asks the City of London to endorse the development of a National Child Care Framework. It is responsive to the Government of Canada's announcement in 2020 that "the government will make a significant, long-term, sustained investment to create a Canada-wide early-learning and child-care system" and is aligned with strategies in the London-Middlesex Child Care and Early Years Service System Plan 2019-2023.

London-Middlesex Licensed Child Care Network (LCCN), in partnership with Fanshawe College and Strive, has shared its vision for a National Child Care strategy. In an [open letter](#) dated August 10, 2020, LCCN asked that all levels of government act to create a National Child Care Strategy for Canada with the pillars of affordability, access, quality and responsiveness in mind.

### **Actions Underway by Civic Administration**

Civic Administration conducted an environmental scan of other municipalities and sector associations that have taken a position on the development of a National Child Care Framework. Additionally, Civic Administration provided support to stakeholders from the Child Care and Early Years sector to develop the following position statement for consideration by Council in advocacy efforts to the provincial and federal governments:

"City Council requests the Government of Canada, in partnership with the provinces, develop and implement a National Child Care Framework to focus on accessibility, affordability, and equity for all families, recognizing that licensed quality child care and qualified Early Childhood Educators are essential to COVID-19 economic and social recovery."

## **Next Steps**

The recommended action steps for implementing this Idea for Action are below:

- The Mayor, on behalf of Council, to communicate support for a National Child Care Framework to the Governments of Ontario and Canada using the position statement articulated above;
- Civic Administration to communicate Council-approved position statements to relevant sector associations; and,
- Civic Administration to continue to support community stakeholders in championing local child care and early years priorities, as outlined in the London-Middlesex Child Care and Early Years Service System Plan 2019-2023.

There will be no financial impact for Idea #4.7.

## **Idea for Action #5.2 – Outdoor concerts**

### **Background**

The London Community Recovery Network has recommended that the City of London utilize downtown municipal parking lots for socially distanced concerts to support local music venues and staff to continue operations.

Recognizing the current Provincial restrictions for organized event gatherings, the City of London will broaden this idea to cover both outdoor concerts and outdoor performances in all public spaces, with the latter being the most appropriate under some Provincial restrictions. It should be noted that other types of cultural programming (dance, theatre, cinema, etc.) may be included to provide Londoners a range of options.

### **Actions Underway by Civic Administration**

In the summer of 2020, the City of London supported Spectra Venue Management (Budweiser Gardens) to use a portion of the adjacent municipal parking lot as an outdoor beer garden and music venue.

In addition, the City of London worked with community partners throughout December 2020 to strategically place musicians on Dundas Place. There were 15 performances across three locations on Dundas Place with a cost of approximately \$400/performance (\$50/hour/per performer) or approximately \$6,200.

### **Next Steps**

Municipally owned lands that may be suitable for physically distanced concerts and/or performances including parking lots, park space, and streets will be identified and evaluated for potential use.

Civic Administration will continue to engage event organizers, venues, and artists to explore potential partnerships in the delivery of outdoor concerts and performances.

The LCRN Business Case for Idea #5.2 included in Appendix A recommends a \$200,000 allocation to expand the frequency, intensity, and duration of artist performance opportunities throughout the Core Area.

## **Idea for Action #5.3 and #5.8 – Interactive distanced festivals and events and develop an app with augmented reality for scavenger hunts**

### **Background**

For the purpose of this report, the above noted ideas are being put together, as they are both related to locally developed augmented reality technology applications.

### **Actions Underway by Civic Administration**

EXAR Studios is a local technology firm working on several activations for Engage ARt (EXAR's augmented reality app). Many community partners are working with EXAR, including OEV, Downtown London, Tourism London, and Museum of Archaeology to expand content offerings in the city.

### **Next Steps**

The City of London will continue to work with community partners in supporting their technology investments by providing content, access, space, or other in-kind contributions where appropriate to support increased augmented reality opportunities for Londoners.

There will be no financial impact for Idea for Action 5.3 and 5.8.

## **Idea for Action #5.4 – City of Lights: Public Art Projection Program**

### **Background**

The London Community Recovery Network is recommending that the City of London use projectors to display art and designs onto irregular surfaces and objects, making vibrant visual experiences, similar to what the City of London did for the 2013 World Figure Skating Championships.

The result is intended to be accessible art on buildings and/or surfaces in the core. Outdoor large-scale projections, a caliber that can attract national and international attention and interest in the City of London, can be enjoyed safely year-round from dusk to dawn.

### **Actions Underway by Civic Administration**

Community partners, including the London Arts Council, Downtown London and RBC Place have applied for provincial and federal funding to move this idea forward and have researched best practices in the procurement, curation and display of art and designs.

### **Next Steps**

The City of London is seeking to be a partner in funding (other levels of government, MAT, etc.) for this objective and should the allocation be approved, will work with community partners, businesses, and diverse communities to support equipment purchases and content creation.

The LCRN Business Case for Idea #5.4 included in Appendix A recommends a \$300,000 allocation to purchase projection equipment and curate content, noting that each projector can cost approximately \$100,000.

## **Idea for Action #5.5 – London Mural and Art Walk**

### **Background**

The London Community Recovery Network is recommending that the City of London create both formally guided and self-guided tours of murals, visual art exhibits, public art installations and monuments in the downtown core.

### **Actions Underway by Civic Administration**

Culture City X is an initiative started (2018) by the London Arts Council (LAC) and funded partially by the City of London, that provides opportunities through cultural industry specific jobs for professional artists and arts venues and organizations to host and present immersive experiences during tours.

Each creative experience (including self-guided tours using the latest audio technology) can be customized to suit a particular group's needs and interests such as urban tourism, conference planning, team building, event enhancement, or a get-together of friends and family.

### **Next Steps**

Civic Administration will work with community partners, including Museum London, London Arts Council, Tourism London, BIA's, and diverse communities to expand the initiative through additional funding that will implement a specific focus on murals, art exhibits and monuments.

The LCRN Business Case for Idea #5.5 included in Appendix A recommends a \$100,000 allocation to further enhance content, compensate artists, and further market the initiative.

## **Idea for Action #5.6 – Mural Façade Grant**

### **Background**

The London Community Recovery Network is recommending that the City of London create a grant for private property owners to cover blank walls that are visible from the street.

It is proposed that the London Arts Council (LAC) would oversee the completion of each mural and would contract artists selected through a fair process to complete each project. The LAC would work closely with the Downtown BIA, Old East Village BIA, and diverse communities to support the revitalization of businesses and beautify buildings in the core.

### **Actions Underway by Civic Administration**

The City of London's Culture Office, Planning Division and London Arts Council (LAC) have explored various potential delivery scenarios and we are proposing leveraging the existing public visual art expertise of the LAC to oversee the management of this private property mural façade grant initiative.

### **Next Steps**

The City of London will work with the London Arts Council to enliven blank walls that are visible from the street (including upper floors and alley facing walls) with murals. Murals include: a painting or other work of art executed directly on a wall.

This will achieve four main objectives:

1. Provide meaningful work to support local professional artists.
2. Add curated artistic vibrancy and cultural diversity to the public realm by working with businesses in downtown and Old East Village.
3. Work closely with and support revitalization of businesses and beautify buildings in downtown and Old East Village.
4. Compliment the comprehensive public art tour offerings through LAC's Culture City X– a program that supports tourism and attraction of visitors to the city of London by providing local artists with professional work throughout the year through conferences, events, and experiential tours.

The LCRN Business Case for Idea #5.6 included in Appendix A recommends a \$100,000 allocation to support London artists severely impacted by COVID 19 through gallery closures, exhibition, and art show cancellations.

### **3.0 Financial Impact/Considerations**

On September 20, 2020, the 2020 Mid-Year Operating Budget Monitoring Report and COVID-19 Financial Impacts report was presented to SPPC. Civic Administration reported that after applying the Safe Restart Agreement funding and prior to the recommendations in the report, the Property Tax Supported Budget projected surplus would be \$15.3 million. One recommendation was, notwithstanding the Council approved Surplus/Deficit Policy, that Civic Administration be authorized to allocate \$5 million of the surplus to the Economic Development Reserve Fund to support social and economic recovery measures.

As the implementation plans for short term ideas for action from the Network that require municipal implementation are developed, Civic Administration will track the estimated financial impacts. If the total amount exceeds the \$5 million allocation, options for addressing the shortfall will be presented. As the individual implementation plans return to the appropriate standing committee for approval, recommendations to access funding to support the plans will be included.

## **Conclusion**

This report was prepared as part of the City of London's response to the ideas for action identified by the London Community Recovery Network focused on accelerating community recovery from COVID-19 in the short-term. If directed, Civic Administration will begin the implementation of the plans listed herein to execute on these ideas for action.

The Network's idea generation and prioritization process has drawn on the insight and expertise of a wide variety of individuals and has led to valuable discussions related to recovery within our community.

The prioritized list of community recovery ideas would not have been possible without the efforts and contributions made by many business and community partners, members of London City Council, and all Service Areas across the City of London.

The City of London would also like to thank local Members of Parliament and Members of Provincial Parliament for providing valuable insights to members throughout the course of this phase of the work.

**Prepared and Submitted by:** **Amanda Circelli, Manager II, Evaluation and Systems Planning**

**Jon-Paul McGonigle, Division Manager, Culture, Special Events and Sport Services**

**Trevor Fowler, Manager, Neighbourhood Strategic Initiatives and Funding**

**Recommended by:**

**Cheryl Smith, Managing Director, Neighbourhood, Children and Fire Services**

**Kevin Dickins, Acting Managing Director, Housing, Social Services and Dearness Home**

**Scott Stafford, Managing Director, Parks and Recreation**

cc. **Members of the London Community Recovery Network**  
**City of London Senior Leadership Team**  
**Community Recovery Working Group**

## Appendix A

### London Community Recovery Network Ideas for Action - Business Cases

Idea #: 1.1

Idea Title: Christmas (Holiday) Market

#### Business Case Deliverables and Impact

The London Community Recovery Network has recommended that the City of London work to initiate a Christmas (Holiday) Market in the community. This would serve as a local and regional destination and involve local and regional artisans.

Strategically located outdoor vendor markets in all seasons will serve to strengthen London's Downtown and Core Area. Outdoor markets contribute to the animation of public spaces and can attract visitors and facilitate community connections which can lead to local economic development.

This Business Case recommends a \$200,000 allocation to support contract market management, equipment purchases, and marketing.

#### Business Case Financial Impacts

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

Capital Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

#### Business Case Metrics

Metric Description	Current	2021	2022	2023
Number of outdoor markets facilitated	N/A	2	2	
Number of vendors engaged	N/A	TBD	TBD	

#### What are the risks of not proceeding?

With fewer office workers and smaller indoor capacities for restaurants, the Downtown and Core Area will need to strengthen its position as a destination. Without intensive interventions like this the recovery of the Core Area economy will take longer.

**London Community Recovery Network  
Ideas for Action - Business Cases**

Idea #: 2.4

Idea Title: Create a Regional Holiday Destination Downtown

**Business Case Deliverables and Impact**

The London Community Recovery Network has recommended the City of London create a regional holiday destination downtown by creating a cohesive winter theme for décor, comprehensive rehabilitation of holiday decorations and plan for new decorations - illumination, ground displays, and lighting (in addition to Victoria Park).

A renewal of the holiday decorations in the downtown will add to London’s position as a destination community and serve to strengthen the Downtown and Core Area. More Londoners and regional residents will choose to visit the area during the holidays supporting the retailers and restaurants in their recovery.

This Business Case recommends a \$200,000 allocation to support capital purchases for increased and improved illumination, lighting, and ground displays. It should be noted that there are on-going operating cost impacts of \$60,000 associated with this item for the resourcing required to install and maintain increased illumination, ground displays, and lighting.

**Business Case Financial Impacts**

Operating Budget Impacts (\$000’s)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$60	\$60	\$60	\$180
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$60	\$60	\$60	\$180

Capital Budget Impacts (\$000’s)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$100	\$100	\$0	\$200
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$100	\$100	\$0	\$200

**Business Case Metrics**

Metric Description	Current	2021	2022	2023
Number of new displays acquired	N/A	TBD	TBD	
Private businesses participating	N/A	TBD	TBD	

**What are the risks of not proceeding?**

With fewer office workers and smaller indoor capacities for restaurants, the Downtown and Core Area will need to strengthen its position as a destination. Without intensive interventions like this the recovery of the Core Area economy will take longer.



## London Community Recovery Network Ideas for Action - Business Cases

Idea #: 4.1

Idea Title: Increase focus on addressing food insecurity

### Business Case Deliverables & Impact

This Idea for Action seeks City support in the development and implementation of evidence-based policies, strategies, and investments that address food insecurity. To undertake this effort, the business case requests \$100,000 from the approved \$5M allocated for investment in London Community Recovery Network Ideas for Action.

As many initiatives on food insecurity are led by organizations in the community, City-led actions are focused on creating stronger conditions – built on stronger data, policies, coordination, and investments – in which this work can thrive. Resources in this business case will be used to invest in the following actions and produce the associated deliverables:

- Acquisition and analysis of robust local data on food insecurity, with a focus on COVID-19 and its disproportionate impacts on key demographics and communities
- Development of evidence-informed policies and policy recommendations that will reduce food insecurity
- Targeted investments in coordinated planning, community infrastructure and programming that align with the London Community Recovery Network's approved principles, approach, and implementation plans as they relate to food insecurity

The LCRN has recommended the City focus on policies and increased resources for this Idea for Action; therefore, the associated Business Case metrics likewise focus on these activities. Metrics associated with food insecurity outcomes will be established as part of subsequent agreements with implementation partners, building on existing relationships, strategies, and activities in the community.

### Business Case Financial Impacts

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

### Business Case Metrics

Metric Description	Current	2021	2022	2023
\$ invested in food insecurity in community	N/A	50	50	0
% viable food insecurity policy recommendations implemented	N/A	0	50	100
% of Business Case-supported food insecurity initiatives in execution	N/A	25	50	100

## What are the risks of not proceeding?

- Continued issues with coordination of emergency food distribution, identified by community organizations through the Mayor's Social Impact and Recovery Task Force.
- Missed opportunity to increase resiliency of local "food web" to combat present and future challenges with food insecurity in London (e.g., system vulnerabilities exposed through COVID-19).
- Continued inequity in distribution of nutritious, fresh, culturally appropriate food.

## London Community Recovery Network Ideas for Action - Business Cases

Idea #: 4.4

Idea Title: Public Toilets and Sanitation

### Business Case Deliverables and Impact

The London Community Recovery Network has recommended that the City of London increase the number of publicly accessible washrooms and to increase hours of operation to 24 hours a day 365 days a year.

The Business Case recommends a \$600,000 allocation to support operational funding for staff and security for 2021 and 2022 as part of a pilot project for extended hours at Victoria Park and the Dundas Place Fieldhouse. This would provide for public washroom facilities at both locations to be open from 6am-10pm, 365 days a year.

### Business Case Financial Impacts

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$300	\$300	\$0	\$600
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$300	\$300	\$0	\$600

### Business Case Metrics

Metric Description	Current	2021	2022	2023
Number of public washroom facilities expanding hours	N/A	2	2	

### What are the risks of not proceeding?

Hours of operation for public washroom facilities will remain at current service levels which are established for event and park support and not every day public use.

**London Community Recovery Network  
Ideas for Action - Business Cases**

Idea #: 5.2

Idea Title: Outdoor Concerts

**Business Case Deliverables and Impact**

The London Community Recovery Network has recommended that the City of London utilize municipal parking lots downtown for socially distanced concerts to support local music venues and staff to continue operations.

Recognizing the current Provincial restrictions for organized event gatherings, the City of London will broaden this idea to cover both outdoor concerts and outdoor performances in all public spaces, with the latter being the most appropriate under Provincial restrictions. It should be noted that other types of cultural programming (dance, theatre, cinema, etc.) may be included to provide Londoners a range of options.

This Business Case recommends a \$200,000 allocation to expand the frequency, intensity, and duration of artist performance opportunities throughout the Core Area.

**Business Case Financial Impacts**

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$100	\$100	\$0	\$200
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$100	\$100	\$0	\$200

**Business Case Metrics**

Metric Description	Current	2021	2022	2023
Number of Concerts / Performances facilitated	N/A	150	200	
Number of artists participating	N/A	TBD	TBD	

**What are the risks of not proceeding?**

With fewer office workers and smaller indoor capacities for restaurants, the Downtown and Core Area will need to strengthen its position as a destination. Without intensive interventions like this, the recovery of the Core Area economy will take longer.

**London Community Recovery Network  
Ideas for Action - Business Cases**

Idea #: 5.4

Idea Title: Public Art Projection Program

**Business Case Deliverables and Impact**

The London Community Recovery Network is recommending that the City of London use projectors to display art and designs onto irregular surfaces and objects, making vibrant visual experiences, similar to what the City of London did for the 2013 World Figure Skating Championships.

The program is intended to be accessible art on buildings and/or surfaces in the core. Outdoor large-scale projections, a caliber that can attract national and international attention and interest in the city of London, can be enjoyed safely year-round from dusk to dawn.

The City of London is seeking to be a partner in funding (other levels of government, MAT, etc.) this objective and should the allocation be approved, will work with community partners to support equipment purchases. This Business Case recommends a \$300,000 allocation to purchase projection equipment and curate content, noting that each projector can cost approximately \$100,000.

**Business Case Financial Impacts**

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

Capital Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$100	\$100	\$0	\$200
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$100	\$100	\$0	\$200

**Business Case Metrics**

Metric Description	Current	2021	2022	2023
Number of projectors purchased	N/A	1	1	
Art works curated for projection program	N/A	TBD	TBD	

**What are the risks of not proceeding?**

- Lost opportunity for promotion and enhancement of forthcoming events to London.
- Loss of versatile, high profile exhibition spaces for artists that would be used year-round.
- Not bringing residents and tourists to the core through a unique and ever-changing experience.

## London Community Recovery Network Ideas for Action - Business Cases

Idea #: 5.5

Idea Title: London Mural and Art Walk

### Business Case Deliverables and Impact

The London Community Recovery Network is recommending that the City of London create both formally guided and self-guided tour of murals, visual art exhibits, public art installations and monuments in the downtown core.

Culture City X is an initiative started (2018) by the London Arts Council (LAC) and funded partially by the City of London, that provides opportunities through cultural industry specific jobs for professional artists and arts venues and organizations to host and present immersive experiences during tours.

The City of London will work with community partners, including diverse communities to expand the initiative through additional funding placing a specific focus on murals, art exhibits and monuments.

This Business Case recommends a \$100,000 allocation to further develop content, compensate artists, and to market the program.

### Business Case Financial Impacts

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

### Business Case Metrics

Metric Description	Current	2021	2022	2023
Number of tours hosted	N/A	20	30	
Number of self-guided tours downloaded	N/A	100	150	

### What are the risks of not proceeding?

Not funding this proposal will limit the number of curated art tours with consistent and high caliber content that are well designed and professionally delivered.

## London Community Recovery Network Ideas for Action - Business Cases

Idea #: 5.6

Idea Title: Mural Façade Grant

### Business Case Deliverables and Impact

The London Community Recovery Network is recommending that the City of London create a grant for private property owners to cover blank walls that are visible from the street.

It is proposed that the London Arts Council (LAC) would oversee the completion of each mural and would contract artists selected through a fair process to complete each project. The LAC would work closely with the Downtown BIA, Old East Village BIA, and diverse communities to support the revitalization of businesses and beautify buildings in the core.

The City of London will work with the London Arts Council to enliven blank walls that are visible from the street (including upper floors and alley facing walls) with murals. Murals include: a painting or other work of art executed directly on a wall.

This Business Case recommends a \$100,000 allocation to support London artists in the creation of murals.

### Business Case Financial Impacts

Operating Budget Impacts (\$000's)	2021	2022	2023	2021-2023 Total
Total Expenditure	\$50	\$50	\$0	\$100
Existing Sources of Financing:	(0)	(0)	(0)	(0)
Net Request	\$50	\$50	\$0	\$100

### Business Case Metrics

Metric Description	Current	2021	2022	2023
Number of property owners engaged	N/A	3	3	
Number of artists participating	N/A	TBD	TBD	

### What are the risks of not proceeding?

Not funding this proposal will limit the number of murals on private property throughout the core area.