

Report to Community and Protective Services Committee

To: Chair and Members
Community and Protective Services Committee

From: Scott Stafford, Managing Director, Parks and Recreation

Subject: Application to UNESCO for London to be designated a 'UNESCO City of Music'

Date: March 30, 2021

Recommendation

That, on the recommendation of the Managing Director, Parks and Recreation, the following actions be taken with respect to the potential designation of the City of London as a UNESCO City of Music:

- a) the above noted initiative **BE APPROVED**;
- b) the Mayor **BE DIRECTED** to provide the required letter of formal introduction and support of the application, on behalf of the Municipal Council; and,
- c) the Civic Administration **BE DIRECTED** to undertake the application process with respect to this matter.

Executive Summary

The purpose of this report is to seek Council direction to apply to the UNESCO Creative Cities Network (UCCN) for London to be designated a 'UNESCO City of Music'. The application form is attached as Appendix A.

The Mayor of an applicant city must provide a formal introduction of support at the beginning of the UNESCO Creative Cities Network application.

Linkage to the Corporate Strategic Plan

The 'UNESCO City of Music' designation supports the City of London's 2019 – 2023 Strategic Plan and would be aligned with the following strategic area of focus:

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

Analysis

1.0 Background Information

1.1 Previous Reports Related to this Matter

- Cultural Prosperity Plan Update, February 20, 2019
- Request for Funding 2019 JUNO Awards, December 11, 2018
- London's JUNO Bid, September 18, 2017
- London Music Industry Initiative Pilot, May 29, 2017
- London Music Strategy Update, November 6, 2016
- London Music Strategy, August 27, 2014

2.0 Discussion and Considerations

2.1 UNESCO Creative Cities Network

Joining the UNESCO Creative Cities Network that was created in 2004 is a commitment to fostering a culture of sustainable development, and to promoting international cooperation between the 246 cities of 72 countries that make up this Network. There are currently 47 'UNESCO Cities of Music' in this Network. A 'UNESCO City of Music' international designation would propel the London community forward as the first municipality in Canada with this distinction.

Creative cities who are categorized in the UNESCO creative fields of music, media arts, film, design, gastronomy, literature, and crafts and folk art strengthen their creative industries as well as cultural creation, production, distribution and dissemination. They also improve access to cultural life and support the 2030 Agenda for Sustainable Development.

The UCCN is looking to expand its network of cities, including mid-sized cities such as London, in North America. Currently, there are three Canadian UNESCO Creative Cities including: Montreal City of Design (2006), Toronto City of Media Arts (2017) and Quebec City Creative City of Literature (2017).

2.2 Benefits of the Designation for London

London meets the necessary requirements to secure a UNESCO Creative City title. Applying for this designation represents an opportunity to leverage the following music sector assets:

- 50+ live music venues/spaces
- 4,700+ live music events annually
- 15 recording studios
- 21 instrument retailer/rental/repair companies
- 36% of London venues book music on their patios
- 1,024 post-secondary music students with 55 full time faculty + 78 part-time staff
- \$11 million annually paid in staff wages self reported by venues
- 963 full-time equivalent jobs supporting live music

(Source: Information provided through the 2019 London Music Census)

London was the second municipality in Canada to approve a Music Strategy (2014) and hire the London Music Industry Development Officer (2015). The London Music Strategy (attached as Appendix B), outlines 13 priorities to advance London's music sector and the community.

This designation would provide a global appeal through international cooperation between London and other cities that have recognized creativity as a strategic factor of their sustainable development.

London is developing internationally recognized, award-winning talent (artists, producers, engineers) through post-secondary schools at Western University, Fanshawe College and Ontario Institute of Audio Recording Technology (OIART).

Tourist spending brings new money to the community and generates spending beyond music. London has hosted nationally significant events that include the Canadian Country Music Awards (2016) and the JUNOS (2019).

Community partners have elevated London's name in the international music sector. Access to music for all Londoners is important to strengthen the social fabric of our community. Music is a bridge builder connecting culture and languages while supporting mental health and well-being of individuals.

London is a member of the United Nations Coalition for Inclusive Communities and a United Nations Safe City for Women and Girls and the UNESCO Creative Cities Network is also heavily involved with these partnerships related to sustainable development goals of a society.

Becoming a 'UNESCO City of Music' will elevate London's brand nationally and internationally and provide our city with greater outreach and learning from access to UNESCO's national and global network of creative cities.

2.3 Application Submission Process and Eligibility Requirements

Application Timeline

The application submission process takes place once every two years. The following are key dates for submission for London's application:

- April 27, 2021 - Applications are to be submitted to the Canadian Commission for UNESCO in Ottawa;
- May 2021 - The Canadian Commission will submit eligible applications to a review panel of the Creative City Network of Canada (CCNC);
- May 31, 2021 - Based on that review, the Canadian Commission will confirm their endorsement to municipalities;
- June 30, 2021 - Canadian Commission for UNESCO submits endorsed applications to UNESCO; and,
- October 30, 2021 - The UNESCO Creative Cities Network (UCCN) will announce their newly designated creative cities on World Cities Day.

A summary chart that outlines the application requirements and the eligibility of London is attached as Appendix C.

The organizational structure supporting this 'UNESCO City of Music' designation initiative, attached as Appendix D, consists of the following organizations:

- The City of London Parks and Recreation Division of Culture, Special Events and Sport Services;
- Music Resource Group (the London Arts Council, Tourism London, Culture Office, London Economic Development Corporation, City of London Government Relations);
- London's UNESCO Community Application Committee (Post-Secondary Schools, Community Arts Investment Program Organizations, Local UN Designation Leads); and,
- The Business of Music Committee (Venues, Production Companies, Studios, Engineers, Composers, Musicians).

If City Council directs staff to proceed with an application to the UNESCO Creative Cities Network and should London be designated a 'City of Music', letters of support would be requested from key national, provincial and local music organizations accompanying London's application.

2.4 Ongoing Requirements of the 'UNESCO City of Music' Designation

To continue to maintain designation status as a 'UNESCO City of Music', London would be required to:

- commit to all objectives laid out in the UCCN Mission Statement including improving access to and participation for marginalized or vulnerable groups and individuals in cultural life and fully integrate culture and creativity into sustainable development plans;
- participate (Mayor and/or designate) in the UCCN annual international conference specific to the music designation. There could be additional UCCN national and international conferences that London may wish to attend, but they are not a requirement;
- support development of UCCN objectives through local and international partnerships;
- collaborate within other creative fields whenever possible;
- continue to commit to the activation of London's four year 'City of Music' designation plan (2021-2024) and provide a bi-annual update to the UCCN; and,
- update London's "City of Music" designation plan every four years and submit to UCCN.

UNESCO Creative Cities Network "City of Music" Four Year Designation Plan

The UCCN requires London to have a four year "City of Music" designation plan attached to the application. The foundational elements of the UCCN "City of Music" designation plan have already been completed through the ongoing implementation of the London Music Strategy. The UNESCO designation plan would build upon this existing London Music Strategy framework for 2021 - 2024.

3.0 Financial Impact/Considerations

3.1 Financial Requirements of the Application

There will be no financial impact to the City of London to receiving the international 'UNESCO City of Music' designation. It is expected that additional expenses such as conference travel could be accommodated within existing budgets and additional sources of funding for new music initiatives could be explored through the City's community partners.

Conclusion

London receiving the designation of a 'UNESCO City of Music' provides a unique, one-of-a-kind distinction as Canada's first recognized 'City of Music'. This honour acknowledges the importance that music plays in defining a community's economic and cultural identity and our continued commitment to its development.

This designation would be part of a post-COVID-19 recovery strategy, bringing employment, education, performance and networking opportunities to London. Obtaining this designation places London on an international stage, connecting our local music sector to the world.

Acknowledgement and appreciation is extended to: The London Arts Council, Tourism London, the London Economic Development Corporation, London's UNESCO Community Application Committee and the Business of Music for their ongoing support toward making London a City of Music and specifically related to their support of this UNESCO application.

Prepared by: Robin Armistead, Manager of Culture
Cory Crossman, Music Industry Development Officer

Submitted by: Jon-Paul McGonigle, Division Manager of Culture,
Special Events and Sport Services

Recommended by: Scott Stafford, Managing Director, Parks and Recreation

Appendices

- Appendix A - 'UNESCO City of Music' Designation Application
- Appendix B – Key Priorities of the London Music Strategy
- Appendix C – Application Eligibility Requirements
- Appendix D – London Organization Structure Supporting Application

Appendix A

UNESCO CREATIVE CITIES NETWORK - 2021 CALL FOR APPLICATIONS APPLICATION FORM

Please note that word limits in the Form are enforced and that it will not be possible to enter more text once the limit is reached. Using the “Word Count” function will facilitate this process.

The form Cession of Rights and Register of Photos in the annex hereto shall also be duly completed.

1. NAME OF CITY:

2. COUNTRY:

3. CONTACTS:

3.1 Mayor of the City

Title (Mr/Ms):

Family name:

First name:

Address:

Telephone number:

Email address:

3.2 Representative of the Mayor

The representative will facilitate the communication between the Mayor (the Municipality), and the UCCN Secretariat and provide political support to the designated “Main executive contact” of the city (see point 3.3).

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

3.3 Main executive contact

The main executive contact will be the focal point of the city for all communication and coordination concerning the UNESCO Creative Cities Network. This person should belong to the unit or structure executing and managing the designation. In case of the city’s designation, this person should be officially designated by the Mayor or competent municipal authorities (see point 10.4).

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

3.4 Alternative contact

The alternative contact will provide support and backup to the “Main executive contact”.

Title (Mr/Ms):

Family name:

First name:

Institution/function:

Status/type of institution:

Address:

Telephone number:

Email address:

Other important information:

4. CREATIVE FIELD:

Please choose only one between: Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts, and Music [Click on the drop-down menu].

5. GENERAL PRESENTATION OF THE CITY:

Presentation of the main geographical, demographic, cultural and economic characteristics of the city; mode of governance, principal cultural facilities and infrastructures, international connections, etc. (1500 characters maximum).

6. MAIN DEVELOPMENT OPPORTUNITIES AND CHALLENGES FACING THE CITY – USING CREATIVITY AS A DRIVER FOR ACTION:

Every city is unique and pursues its own objectives according to its particular context and priorities. In this section, candidate cities are invited to explain how they consider that culture and creativity – particularly in the creative field concerned – can act as a driver for identifying opportunities and challenges, and then proposing interventions that seek to maximize potential of the creative field concerned for sustainable urban development and mitigate and resolve the challenges they face (1200 characters maximum).

7. GLOBAL DEVELOPMENT STRATEGIES AND POLICIES:

Presentation of the city’s main and global development strategies and policies, particularly those in line with the international development agendas, such as the United Nations’ 2030 Agenda for Sustainable Development (1000 characters maximum).

8. EXPECTED IMPACT OF THE DESIGNATION AND THE MEMBERSHIP ON THE SUSTAINABLE DEVELOPMENT OF THE CITY:

Presentation of the main reasons behind the decision to submit an application to the UNESCO Creative Cities Network and the expected long-term impact of the designation for the sustainable development of the city, particularly over the next four years following the eventual designation (1200 characters maximum).

9. PREPARATION PROCESS FOR THE APPLICATION:

The design and preparation of the application submitted by the city must involve stakeholders in the creative field concerned, drawn from the private and public sectors, academia and civil society, as well as creators, professionals and practitioners. Describe how each of these groups have been consulted and/or engaged in the process of preparing the application; and how each group will benefit from the designation and membership to the Network (1000 characters maximum).

10. COMPARATIVE ASSETS OF THE APPLICANT CITY MADE AVAILABLE TO THE NETWORK:

In the following fields, candidate cities are invited to present their main cultural assets – particularly those in the creative field concerned – that may be highlighted and tapped into locally and internationally to further the Network’s objectives: making creativity, especially in the creative field concerned, an essential driver of sustainable urban development. Applicants are strongly advised to avoid presenting lists and to provide

succinct and relevant information so that the city's cultural and creative assets can be assessed properly (1000 characters maximum for each field).

10.1 Role and foundations of the creative field concerned in the city's history and development

10.2 Current economic importance and dynamism of the cultural sector and, in particular, of the creative field concerned: data, statistics and other indicators on its contribution to economic development and employment in the city, number of cultural enterprises, etc.

10.3 Different communities and groups engaged in, and/or that earn their livelihoods from, the creative field concerned

10.4 Major fairs, conferences, conventions, congresses, and other national and/or international events organized by the city over the past five years, aimed at professionals and practitioners in the creative field concerned (creators, producers, marketers, promoters, etc.)

10.5 Major festivals, conventions and other large-scale events organized by the city in the past five years in the creative field concerned and aimed at a local, national and/or international general audience

10.6 Main mechanisms, courses and programmes to promote culture and creativity, as well as arts education for youth in the creative field concerned, both within the formal and informal education systems, including existing active institutions providing capacity-building in this field

10.7 Lifelong learning, tertiary education, vocational schools, training centres, residencies and other higher education institutions specialised in the creative field concerned

10.8 Research centres, specialized institutes and programmes in the creative field concerned

10.9 Recognised infrastructure for the creation, production and dissemination of activities, goods and services in the creative field concerned, at the professional level (for example, centres for professionals, cultural enterprise incubators, chambers of commerce with specific programmes for cultural goods and services, etc.)

10.10 Main facilities and cultural spaces dedicated to practice, promotion and dissemination in the creative field concerned and aimed at the general public and/or specific audiences (youth, women, vulnerable groups, etc.)

10.11 Present a maximum of three major programmes or projects developed by the city in the past three years to promote wider participation in cultural life, especially in the creative field concerned, particularly those aimed at disadvantaged or vulnerable social groups

10.12 Present a maximum of three major programmes or projects developed in the past three years in the creative field concerned that have helped to create and/or strengthen relations of cooperation between different actors, including the city, the private sector, creators, civil society, academia and/or other relevant stakeholders

10.13 Role and impact of the main professional and non-governmental civil society organizations that are active in the city in the creative field concerned

10.14 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to improve the status of creators and to support creative work, particularly in the creative field concerned

10.15 Main initiatives, policies, guidelines, programmes and measures, implemented by the city in the past five years to support and enhance local cultural industries in the creative field concerned

10.16 Main international and/or regional cooperation initiatives in the creative field concerned, developed with cities from different countries in the past five years

10.17 Major programmes or projects implemented in the last three years that directly or indirectly support and create synergies with at least one of the other creative fields in the Network

10.18 Main international cooperation initiatives and/or partnerships developed in the past three years involving at least two of the seven creative fields covered by the Network (crosscutting and/or trans-sectoral projects)

10.19 Main facilities and infrastructures made available as well as events (fairs, conferences, conventions, etc.) organized by the city in the past three years aimed at promoting the creative fields covered by the Network, other than the main creative field concerned by the application

10.20 Provide the city's overall earning and expenditure account over the last five years, showing amounts devoted to the creative field concerned

11. CONTRIBUTION TO ACHIEVING THE OBJECTIVES OF THE NETWORK

In this section, the candidate cities are invited to present an appropriate medium-term (four-year) action plan describing the main initiatives that the city commits to achieving the Network's objectives: using creativity as a driver of sustainable development at the local and international levels.

The proposed initiatives must correspond to the objectives and the areas of action specified in the Creative Cities Network Mission Statement. Please have a full knowledge of this document before filling in this part. The action plan and proposed initiatives should be realistic, coherent and feasible, in line with the United Nations 2030 Agenda for Sustainable Development. It is recommended to describe the main planned initiatives in a meaningful manor rather than multiple theoretical lists of actions. In case of designation, the city will be expected to implement this action plan in case of its designation and to report on the implementation of the plan in its compulsory quadrennial Membership Monitoring Report (in other terms, in case of designation following the 2021 Call for Applications, the city shall submit its first report in 2025).

11.1 Presentation of a maximum of three major initiatives, interventions, programmes or projects aimed at achieving the objectives of the Network locally (city level) by enhancing the role of culture and creativity in the sustainable development of the city

Two of the proposed initiatives should correspond to the creative field concerned and one of the initiatives presented should be of a cross-cutting nature and link with at least one of the other creative fields covered by the Network. The presentation of the proposed initiatives should notably include the scope, objectives, outreach and stakeholders (partners, participants and beneficiaries), the expected results and impact to highlight the quality, diversity and innovation of the approach. Initiatives supported by the city involving the public and private sectors, civil society, professional associations and cultural institutions are encouraged (3200 characters maximum).

11.2 Presentation of a maximum of three major initiatives, programmes or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

The presentation of the proposed initiatives should notably include the scope, objectives, outreach, stakeholders (partners, participants and beneficiaries) and expected results and impact, to highlight the quality, diversity and innovation of the approach. Initiatives supporting the extension of the Network in under-represented

regions and countries, as well as actions involving cities in developing countries, are encouraged. A cross-cutting initiative linking several of the creative fields covered by the Network may be presented (3200 characters maximum).

11.3 Estimated budget for implementing the proposed action plan

It is recommended to present the estimated overall annual budget for implementing the proposed action plan over a period of 4 years, as well as the respective percentages that will be earmarked to local and international initiatives. All of the resources that the city expects to contribute should be mentioned, not only including financial resources but also other resources (personnel, facilities, etc.). Please indicate any existing funding or funding applications envisaged to national and international funding bodies such as regional and national development banks and institutions, in order to complement the budget from the Municipality itself. Alternative and innovative fundraising mechanisms may be presented (500 characters maximum).

The evaluation will not be made on the basis of the size of the proposed budget but in terms of its feasibility, coherence, achievability and sustainability in relation to the action plan.

11.4 Intended structure for the implementation and management of the action plan

Presentation of the organization and governance structure of the city, as well as the resources in terms of personnel and/or the entity that will be established to ensure the planning and implementation of the proposed action plan and an active contribution by the city to the achievement of the Network's objectives. It is recommended that the person in charge of this entity will also be the focal point of the city in case of designation. Brief presentation of the organizational structure and the planned working arrangements of the entity, as well as the potential partners to implement the action plan with names, designations and contact details of key experts, non-governmental organizations (NGOs) and academic institutions (1500 characters maximum).

11.5 Intended plan for communication and awareness-raising

Presentation of a plan for the communication and awareness-raising for promoting the Network and its objectives to a wide audience, as well as the expected outcomes and impact of the proposed action plan (1000 characters maximum).

12. SUBMISSION OF THE MEMBERSHIP MONITORING REPORT

If designated, the city shall provide every four years, a Membership Monitoring Report as requested by UNESCO, which provides detailed information on the effective implementation of activities related to its designation as a UNESCO Creative City and on their impact. The first such report will be expected in 2023 for cities designated following the current Call for Applications.

13. PARTICIPATION IN ANNUAL CONFERENCES OF THE NETWORK

If designated, the city shall ensure the participation of a delegation from the city, including at least one representative, ideally together with the Mayor, in the Annual Conferences of the UNESCO Creative Cities Network and shall be responsible for covering any travel and subsistence costs incurred. In the event that more than one representative attend (exclusive of the Mayor), it is recommended that the aforementioned city focal point should be included.

14. PROVIDING INFORMATION TO THE SECRETARIAT

If designated, the city shall provide regularly and in time relevant and up-to-date information related to the implementation of the city's membership, notably any change in the contact details (see sections 3.1, 3.2, 3.3, 3.4)

15. COMMUNICATION MATERIALS

In order to prepare communication materials about your city in the event of its designation, please complete the following fields. This information will be used on the UNESCO website and in other communication materials of the UNESCO Creative Cities Network.

Therefore, please kindly note that the city is **fully responsible for the quality and accuracy of the submitted communication materials**. In order to facilitate the preparation of these materials, you may refer to the UCCN website where a city page for each current member is presented.

15.1 Brief and pertinent presentation of the cultural assets and creative industries of the city in the creative field concerned and avoid merely promoting the city's tourism. Data, statistics and other indicators in the field of cultural and creative fields are highly recommended (1300 characters maximum).

15.2 Contributions of the city in terms of achieving the objectives of the Network according to the proposed action plan (700 characters maximum, presented in bullet points)

15.3 A maximum of three URL links to websites related to the creative field concerned and the contents of the application

15.4 List of the city's membership in other UNESCO's cities networks (including UNESCO Global Network of Learning Cities, International Coalition of Inclusive and Sustainable Cities, and Megacities Alliance for Water and Climate), as well as other major international and inter-regional cities networks or platforms

Name:

Mayor of the city of:

Date:

Signature¹:

1 The Mayor of the city should sign the present Application Form with his/her digital signature. In case the digital signature is not available, please send a separate scanned copy of the page 2 (where personal information about the mayor appears) and the last page, both signed in written.

ANNEX OF THE APPLICATION

UNESCO CREATIVE CITIES NETWORK - 2021 CALL FOR APPLICATIONS CESSION OF RIGHTS AND REGISTER OF PHOTOS

I, the undersigned, _____ hereby grant to UNESCO the non-exclusivity rights to use, publish, reproduce, distribute, display, communicate or make available to the public, in any language or form and by any means including digital, the following material(s), in whole or in part. I grant these rights to UNESCO irrevocably, for an unlimited period of time and for the entire world.

Identifier (for instance file name)	Brief informative caption (no more than 40 words in English or French)	Date	Credit (© , year)	Photographer (if not mentioned in the credit)

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3. I certify that I am entitled to grant all the rights under paragraphs 1 and 2 of this agreement and that, to the best of my knowledge and belief, the material(s):

(a) is/are in no way whatever a violation or an infringement of any existing copyright or license; and

(b) is/are in no way whatever a violation or an infringement of any customary practices governing access to the heritage depicted or incorporated, and contain(s) nothing obscene, libelous or defamatory.

NAME:

DATE:

ADDRESS:

SIGNATURE:

Appendix B

Key Priorities of the London Music Strategy

- 1.** Create a permanent ongoing Volunteer Music Committee
- 2.** Create a permanent London Music Position and/or Office
- 3.** Increase live music city wide
- 4.** Enhance audience development and engagement
- 5.** Review and update bylaws, policies, practices and procedures to create favourable business conditions for venues, festivals, performances and music businesses
- 6.** Obtain investment for specific implementation strategies of the London Music Strategy key priorities
- 7.** Create future music presentation spaces
- 8.** Co-ordinate and disseminate directories, websites, mailing lists, and enhance the music resource inventory
- 9.** Create a marketing strategy with demographic study - Increase advertising
- 10.** Support music tourism
- 11.** Actively seek and locate/relocate high tech and music businesses to London
- 12.** Host more music residencies
- 13.** Assist in exporting London talent

Appendix C

Application Eligibility Requirements

Application Requirements	Eligibility of London
<p>Domestic or international platforms dedicated to particular genres of music and/or music from other countries</p>	<p>London has incredible musicians from the past and present performing diverse music including:</p> <ul style="list-style-type: none"> • Big Band (Guy Lombardo) • Country (Tommy Hunter) • Classical (Stephen Moccio) • Folk (Stan Rogers) • Hip Hop (Shad, Haviah Mighty) • R&B (McAuley Boys) • Rock (Graham Lear/Santana) • South African Jazz (Lorraine Klassen) • Electronic (John Aquaviva, Loud Luxury) • Punk (Single Mothers) • Metal (Helix, Kittie) • Noise (Nihilist Spasm Band)
<p>Music schools, conservatories, academies, and higher institutions specialised in music</p>	<p>London is a music education hub responsible for developing world class artists, engineers and producers that have been educated through the internationally renowned post-secondary institutions of:</p> <ul style="list-style-type: none"> • Western University (Don Wright Faculty of Music) • Fanshawe College (Music Industry Arts, Audio Post Production, Television and Film Production) which has been recognized as Canada's best Music School three years in a row at Canadian Music Week. • Ontario Institute of Audio Recording Technology (OIART).
<p>Informal structures for music education, including amateur choirs and orchestras</p>	<p>The City of London Community Arts Investment Program (CAIP) administered by the London Arts Council (LAC) invests in the following community music organizations and programs:</p> <ul style="list-style-type: none"> • Belong to Song LAC Program • Aeolian Hall's El Sistema • Choirs (Amabile, Karen Schuessler Singers, Pride Mens Choir, The London Signers, London Pro Musica) • Orchestras (London Symphonia, Fanshawe Symphonia Chorus, London Youth Orchestra, Jeans & Classics)
<p>Experience hosting music festivals and events at a national or international level</p>	<p>London, through Tourism London, has hosted the following international and national events related to music:</p> <ul style="list-style-type: none"> • JUNO Awards (2019) • Canadian Country Music Awards (2016 and 2021) • World Figure Skating Championships (2013)

Application Requirements	Eligibility of London
Recognized centres of musical creation and activity	<p>Private sector studios such as eMac Studio, Sugar Shake, and Charterhouse Studios are recognized as centres of musical creation and activity.</p> <p>There are also many media outlets operating in London such as:</p> <ul style="list-style-type: none"> • Radio (Corus Radio, Bell Media, Blackburn Radio) • Community Radio (CHRW Radio Western & Fanshawe Radio) • Tech Sector (Voices.com, Big Blue Bubble, Big Viking Games, Digital Extremes) • Music Video Production (Ed Platero, Sarah Legault)
Cultural spaces suited for practicing and listening to music	<p>London has an inventory of music venues, practice spaces, and community spaces to listen to music outlined on the London Music Office Website www.LondonMusicOffice.ca. For example:</p> <ul style="list-style-type: none"> • Venues: Centennial Hall, Budweiser Gardens, Grand Theatre, Aeolian Hall, London Music Hall, London Music Club, Call The Office, Richmond Tavern, 765 Old East, Palasad, Rum Runners, Wolf Performance Hall • Practice: Centennial Hall, Von Kuster Hall (Western University), TAP Centre for Creativity, McManus Studio • Listening: London Public Library, Western Performance Hall
Promotion of the music industry in all its forms	<p>Music is promoted through the City's partner organizations such as:</p> <ul style="list-style-type: none"> • Tourism London – www.londontourism.ca • London Arts Council - www.londonarts.ca • Forest City London Music Awards & Hall of Fame https://fclma.ca/

Appendix D

London Organization Structure Supporting Application

