

<b>TO:</b>	<b>CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON JUNE 24, 2013</b>
<b>FROM:</b>	<b>HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS</b>
<b>SUBJECT:</b>	<b>KEY CULTURAL PROSPERITY PLAN INITIATIVES FUNDED BY THE CULTURE OFFICE IN 2013</b>

<b>RECOMMENDATIONS</b>
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That, on the recommendation of the Director of Corporate Investments and Partnerships the following key cultural initiatives **BE FUNDED** from the existing 2013 Culture Office budget to further the actions of London’s Cultural Prosperity Plan:

- (a) the London Arts Council (LAC) **BE GRANTED** \$10,000 from existing funds of the Culture Office for 2013 for the purpose of administering the London Artists In Residence (LAIR) Program;
- (b) the London Arts Council (LAC) **BE GRANTED** \$25,000 from existing funds of the Culture Office for 2013 for the purpose of administering London’s September 27 – 29, 2013 Culture Days weekend celebration;
- (c) the London Heritage Council (LHC) **BE GRANTED** \$15,000 from existing funds of the Culture Office for 2013 for the purpose of administering Trails Open London to be launched May 31 – June 1, 2014, noting that the LHC currently administers Doors Open for London, which is similar to Trails Open.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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- Culture Days Funding for 2012, IEPC - June 26, 2012.

<b>BACKGROUND</b>
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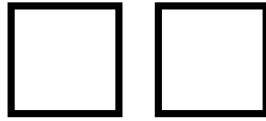
The City of London Culture Office is recommending that the following key cultural programs, administered by our community partners the London Arts Council (LAC) and the London Heritage Council (LHC), be funded through existing funding of \$50,000 from the Culture Office budget, to further the implementation of London’s Cultural Prosperity Plan adopted in principle by Council on March 5, 2013:

- London Artists in Residence Program (LAIR) - \$10,000
- London Culture Days - \$25,000
- Trails Open London - \$15,000

The connection of each of these programs to the Cultural Prosperity Plan is outlined in the Cultural Implementation Strategies attached as Appendix ‘A’ to this report. It is intended that these 3 cultural implementation strategies of the Cultural Prosperity Plan will further Council’s 2011 – 2014 Strategic Plan results of a Strong Economy and a Vibrant and Diverse Community. Culture contributes to London’s economic prosperity as noted in our London Cultural Profile. In 2011, the cultural sector contributed an estimated \$540 million to the City of London GDP and employed an estimated 7,703 cultural workers. There are over 6000 students currently enrolled in post-secondary cultural programs.

**LAIR**

The LAIR program creates jobs in the arts sector by employing local artists as artist-educators in London & region public schools. The program provides professional development needs for artists and teachers, creates meaningful arts experiences where the students participate in both arts enhanced learning in traditional arts subjects as well as, arts infused learning in subjects such as; math, science, geography and history, supporting the delivery of the Ontario Arts Curriculum. Development funding was received from the Province of Ontario's "Cultural



Strategic Investment Fund" (\$35,730) and London Community Foundation's "Beryl Ivey Endowment for the Arts" (\$62,700). Pilot funding for artists' fees and materials have been provided from the Ontario Arts Council (\$58,200). Full program funding for the 2013/14 school year will be provided by the Ontario Arts Council (\$116,400), the London Economic Development Corporation (\$1,500) and the London Community Foundation (\$30,000). It is recommended that \$10,000 in Culture Office funding be put toward the salary of the coordinator for this program to help create an environment where jobs are encouraged as noted in the Cultural Prosperity Plan.

Administered by the London Arts Council "LAIR" is an annual program working in collaboration with the Ontario Arts Council, Thames Valley District School Board and London District Catholic School Board. A pilot project in the spring included 4 LAIR Artists working in 4 TVDSB schools with 17 classes, 17 teachers and reaching approximately 425 students. Within the London District Catholic District School Board, 7 LAIR Artists worked in 3 LDCSB schools with 12 classes, 12 teachers reaching approximately 300 students. In total 29 teachers and 725 students took part in an enhanced educational experience through the London Artists in Residence Program pilot. The full program will launch in September 2013 involving up to 34 artists, 34 schools, 100 teachers and 2,500 students.

### **LONDON'S CULTURE DAYS (September 27 – 29, 2013)**

In 2012, London's Culture Days (LCD) was administratively funded by the Culture Office for \$50,000. For 2013, it is proposed that this funding be reduced by \$25,000 as further funding has been secured from other funding sources. This reduction also enables the Culture Office to further additional initiatives of the Cultural Prosperity Plan with its community partner the LAC such as the LAIR Program.

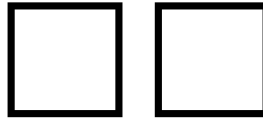
Culture Days is a national collaborative volunteer movement to raise the awareness and engagement of all Canadians in the arts and cultural life of their communities. Annual, Canada-wide Culture Days events take place during the last weekend in September featuring free, hands-on, interactive activities that invite the public to participate "behind the scenes," to discover the world of cultural workers in their community. In support of these annual events, Culture Days drives a national communications and public relations campaign designed to help inspire and catalyze greater public participation in the arts and cultural life of our communities.

London Culture Days was specifically recognized in the "*City of London's 2012 Report to the Community*" as a success in achieving the result of a vibrant Diverse Community as it hosted the 4<sup>th</sup> largest celebration in Canada and was named #1 for regional cities in at the Culture Days National Congress in Toronto in May 2013. Last year for the first time, over 45 multicultural groups/organizations/clubs participated in this event giving LCD the largest multicultural organization participation in the province. LCD was able to successfully collaborate with a number of organizations that helped to promote the event including London Public Library with most of its branches providing activities or space as well as the London Transit Commission five dollar pass, which allowed 2 adults and 2 children to ride the bus all day to all LCD sites.

London's 2012 Culture Days included a large scale, multi-layered public relations, local promotion and communication campaign to help to catalyze greater public participation in the arts and cultural life in our community. A special event/map guide was created for the weekend. 155,000 copies of these map/event guides were printed with 90,000 distributed through the London Free Press on the Saturday prior to the event.

Culture Days is making a significant qualitative impact in terms of awareness and appreciation of arts and culture in our community. As a result of Culture Days those who attended in 2012 agreed that; Culture Days has inspired them to attend more locally based cultural activities (70%), discovered a local artist or cultural organization they were not previously aware of (66%), Culture Days has increased their understanding of how artists and cultural organizations make a positive contribution to their community (75%).

Planning for LCD 2013 is well-underway including the return of lead sponsor London Life. There will be over 50 sites hosting approximately 100 activities across the city with clusters of cultural experiences at each site. Artists, Arts Organizations, Heritage Organizations and Multicultural clubs/organizations will be participating in the weekend long celebration culture across the city.



**TRAILS OPEN LONDON (May 31 – June 1, 2014)**

The Culture Office, in collaboration with Environment and Parks Planning of the Planning Division, would like to engage the London Heritage Council to coordinate the first ever Trails Open London (TOL) to be launched May 31 - June 1, 2014 for the opening of trail season to the public. The LHC currently administers London’s Doors Open Ontario program, which is very similar to the Trails Open Ontario Program, as they are both operated by the Ontario Heritage Trust.

It is recommended that start-up funding of \$15,000 from the existing Culture Office budget be provided to the LHC to initiate this Trails Open program for London, including initiating additional potential leveraging opportunities. This funding would be put toward the administrative, branding and marketing costs of the program. The Trails Open London program will be uploaded to the Trails Open Ontario website and promoted on the new Culture Portal.

For six years Trails Open Ontario has been promoting trail use and education, natural heritage conservation and stewardship, and physical activity and a healthy lifestyle. Modeled after the successful Doors Open Ontario program, Trails Open Ontario provides an opportunity for all Londoners and visitors to access and celebrate the remarkable parks and trail systems that exist in London. This weekend will be open to the public free of cost.

In its first year, TOL will look to include trails/parks such as: Westminster Ponds/Pond Mills Environmentally Sensitive Area (ESA), Warbler Woods (ESA), Meadowlily Woods (ESA), Kilally Meadows (ESA), Sifton Bog (ESA), The Coves (ESA), Harris Park, Gibbons Park, Victoria Park. For the event weekend, these trail/park spaces will be animated and will offer enhanced programming such as: hiking, heritage, environmental education, art walk, and bird watching guided and self-guided tours. A map of the proposed Trails Open London locations is attached as Appendix “B” to this report.

**ACKNOWLEDGEMENTS:**

This “Key Cultural Prosperity Plan Initiatives Funded By The Culture Office In 2013” report has been prepared with the assistance of Andrew Macpherson, Manager of Parks Planning and Design, Linda McDougall, Ecologist Planner, Andrea Halwa of the London Arts Council, Andrea McNaughton of the London Heritage Council and Stephanie Jones of the Culture Office.

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<b>ROBIN ARMISTEAD MANAGER OF CULTURE AND MUNICIPAL POLICY</b>	<b>HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS</b>

CC: Andrea Halwa, London Arts Council  
 Andrea McNaughton, London Heritage Council  
 Andrew Macpherson, Parks Planning and Design