

**LONDON CULTURAL PROSPERITY PLAN
CULTURAL IMPLEMENTATION STRATEGIES**

Appendix 'A'

LONDON ARTISTS IN RESIDENCE (LAIR)

STRATEGIC DIRECTION 1.0 - Strengthen Culture to Build Economic Prosperity				
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES
Sd 1.3	Create an environment where jobs are encouraged	<p>London Artists in Residents (LAIR)</p> <p>LAC program in collaboration with Ontario Arts Council and School Bds</p> <p>LAIR creates jobs in arts sector in public Schools working alongside teachers</p> <p>City funding for Program Coordinator salary</p>	<p>\$10,000 City</p> <p>Culture Office</p> <p>\$35,750 Province Cultural Strat. Investment Fund</p> <p>\$62,700 (2013)</p> <p>\$30,000 (2014)</p> <p>London Community Found.</p> <p>\$58,200 (2013)</p> <p>\$116,400 (2014)</p> <p>Ontario Arts Council</p> <p>\$1,500 LEDC</p>	<p>Increase jobs for culture workers</p> <p>7,703 Jobs 2011</p> <p>build connection with Ed. Boards</p> <p>connect children & youth to culture</p> <p>7 schools, 29 teachers</p> <p>10 artists, 725 students (May/June 2013)</p> <p>Full program launch Sept. 2013</p> <p>34 artists, 34 schools, 100 teachers, 2500 students</p>

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LONDON CULTURE DAYS (LCD)

STRATEGIC DIRECTION 2.0 - Support Cultural Programming					
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES	
Sd 2.2	Encourage organizational partnerships & collaborations to create unique & interesting cultural experiences	London Culture Days (LCD) Celebrate and promote Culture to residents visitors and media	2013 \$25,000 City \$30,000 London Life	Awareness of Cultural Assets Vibrant Community Attraction of Visitors to London	
Sd 2.3	Develop programming along the Thames				Downtown London \$5,000
Sd 2.4	Celebrate & strengthen London's diversity	City Funding for Administration, Marketing Programming	Min of Citizen and Culture \$12,236 Tourism Ldn	800 artists and heritage performers 30,000 attendance in 2012 84 bus passes sold in 2012	
Sd 2.5	Connect children & youth to cultural programming				\$1,500 LTC promotion in buses

TRAILS OPEN LONDON

STRATEGIC DIRECTION 3.0 - Leverage London's Cultural Assets				
OBJECTIVES	POTENTIAL ACTIONS	CULTURAL STRATEGIES	SOURCE OF \$	OUTCOMES
Sd 3.2 Promote London's natural heritage assets	<p>3.2.3 Develop a Regional Trails promotional event for London</p> <p>Supports Rethink Discussion Paper Fostering eco-tourism opportunities through community groups and neighbourhoods & by collaborating with our regional partners to benefit from interconnected regional trail systems.</p>	<p>Trails Open London a new Trails Open Program for London to be developed by the London Heritage Council together with Parks Planning and the Culture Office In preparation for launch May 2014 on city owned sites</p> <p>City funding for: administration of program brand development marketing digital home Culture Portal</p>	<p>15,000 City Culture Office to initiate leveraging</p>	<p>Awareness and Usage of Natural Heritage Assets</p> <p>Attraction of visitors to London</p> <p>Involvement of community groups at sites</p>
