

Dear colleagues,

I am seeking your support to begin the process of building upon London's UNESCO designation as Canada's first, and only, 'City of Music.'

As outlined in my most recent State of the City address, this designation provides incredible opportunities, especially as our economic and social recovery from COVID begins to take hold in a major way. Music can and will serve as an important contributor to London's community recovery and renewal, while offering a sustained economic boost to our city.

The Core Area is uniquely positioned to lead the revival of these sectors as a contributor to wider economic benefits for the city as a whole.

Supporting the hardest hit sectors of arts, culture, tourism and hospitality has been highlighted as a priority by the London Community Recovery Network. The LCRN has pointed to the rebound of these important sectors as key for London's overall recovery and renewal over the next three years and are taking steps to measuring this within the LCRN Framework.

As such, I am seeking your support on the following:

- 1.) STAFF be DIRECTED to report back, in a timely manner, on specific geographical borders for a Core Area Entertainment District, while also defining what such a District may constitute.
- 2.) STAFF be DIRECTED to report back on tangible actions to be taken for late spring, summer, and fall months to demonstrate how music, entertainment, and culture can aid in fueling our community's ongoing economic and social recovery. Some of these actions may include, but should not be limited to, pursuing additional supportive investments from federal and provincial government partners.

While recognizing this is an ongoing process, requiring partnerships and collaborations across multiple sectors, I believe there are several time sensitive steps which can be taken during the summer, and fall months. A multitude of medium to long-term opportunities can be considered and explored afterwards.

By taking deliberate, and timely action to embrace and support our music and cultural industries, we will generate new energy and excitement in the core, drive economic benefits, and increased business engagement. The time for action is now. Canada's City of Music is ready to start living up to this important designation.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Ed Holder', written in a cursive style.

Ed Holder, Mayor