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<b>TO:</b>	<b>CHAIR AND MEMBERS BOARD OF CONTROL April 5, 2006</b>
<b>FROM:</b>	<b>TOM JOHNSON DIRECTOR OF MANAGEMENT SUPPORT, AUDIT AND RISK</b>
<b>SUBJECT:</b>	<b>HIGHLIGHTS OF CURRENT CITY OF LONDON CREATIVE CITY CULTURAL INITIATIVES</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the Director of Management Support, Audit and Risk, this report **BE RECEIVED** for information.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
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Board of Control Report to adopt the recommendations of Creative City Task Force (CCTF) Report (June 22, 2005)

<b>BACKGROUND</b>
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The following background is intended to highlight some of the most recent initiatives related to the implementation of the City of London Creative City Task Force Report and its goals since it was approved in June 2005. Attached as Appendix "A" is a listing of priority initiatives identified by the Administration for initiation in 2006.

**STRATEGIC GOAL #1 – "MOVING AHEAD"**

**Cultural Infrastructure**

Cultural Infrastructure has been put in place as a single point of access through the establishment of the Culture Office within the Chief Administrative Officer's Department. The budgets for arts funding through the Community Arts Investment Program (CAIP) and heritage funding through the Landmarks London Program have been consolidated under the Culture Office. The London Arts Council and Landmarks London are continuing to assist the City with the allocation of community arts and heritage funding and will continue to play a key role with the implementation of the CCTF Report recommendations.

CAIP Category #1 is administered by the Culture Office and recently Council, as part of its 2006 budget process, restored \$76,164 in funding to Category #1 making the total funding available for this category \$930,000. This funding will be split evenly between Orchestra London and the Grand Theatre who both qualify for the maximum amount of funding.

**Partnerships**

The Culture Office has initiated discussions with many of its community partners about how their organizations can further the implementation of the CCTF Report recommendations and some of these community partners are: The Tech Alliance, the London Small Business Centre; London Economic Development Corporation (LEDC); the London Public Library; Tourism London; Museum London; the London Transit Commission (LTC); the University of Western Ontario; Fanshawe College; The London Advisory Committee for Heritage (LACH); Investing in Children and Youth Opportunities Unlimited. The Library and the LTC have presented reports to their Boards about how their organizations intend to implement specific recommendations of the CCTF Report.



## Community Forums

The City of London has participated in the following community creative city discussion forums:

- The Creative Cities Conference held in London June 8 and 9, 2005;
- *Retaining our Skilled Youth: Separating Fact from Myth about Co-ops and Internships Synergies* session hosted by the London Chamber of Commerce with the London Economic Development Corporation June 21, 2005;
- Fringe posium, *What Does Creative City Mean?*, August 4, 2005;
- *The Next London: A Community Forum on the Urban Future* was held at Huron College at the University of Western Ontario September 24, 2005;
- The Creative City Network Conference in Trois-Rivieres Oct 12 – 15, 2005;
- Municipal Cultural Planning Forum hosted by the Town of Strathroy October 28, 2005
- Ministry of Municipal Affairs and Housing Creative Municipalities linking Culture, Commerce and Community November 17, 2005.

## STRATEGIC GOAL #2 – “ECONOMIC DEVELOPMENT”

### Partnering with Students

An initiative with the Ivey School of Business and its students is currently underway. One group of five students is working with Communications staff of the University of Western Ontario. They will be surveying under-graduate students to assist the City in determining:

- how to reach out to students;
- what would encourage students to remain in London; and,
- what types of activities could be developed for a Welcome to London week held downtown for first year students during their orientation.

Another group of four Ivey students is working with Landmarks London to understand where this group is today so that they can best position themselves for the future, leveraging current resources.

The Community Services Department is partnering with Youth Opportunities Unlimited (Y.O.U.) to support their recent initiative of engaging youth in the community issues. The initial focus of this new “Youth Council” will be on the downtown. The Department also recently completed a “Vulnerable Youth Action Plan”.

Council formally recognized the incoming Student Councils of the University of Western Ontario and its affiliated colleges and Fanshawe College. The City continues to participate on the Joint City – UWO Liaison Committee to dialogue about issues of common interest related to students such as the Western Road Gateway, on-street parking, garbage policies and Mustang Hockey at the John Labatt Centre.

### Welcoming Newcomers

The Culture Office provided a donation of pins, pens and a silent auction item to the Cross Cultural Learners’ Centre for its hosting of the Canadian Council for Refugees Consultation Conference held on November 17 – 19, 2005. The Community Services Department, together with the United Way of London and Middlesex and the City’s Diversity and Race Relations Advisory Committee, has been working on a project entitled “Welcoming Cultural Diversity in London” which is a community planning committee of service providers from a broad number of sectors for the purpose of supporting newcomers and immigrants.

## STRATEGIC GOAL #3 – “ARTS AND CULTURE”

### London Arts - Virtual Resource Centre

“London Arts - virtual resource centre” is a collaboration between the London Arts Council, the City of London and Tourism London that will be launched in 2006, hosted by the City and linked to many community websites. It permits artists, organizations and venues to post information about their organizations and their events to the internet in a calendar driven search engine that can be called from any web site. This service will dramatically improve the ease with which the public can find -



and participate in - cultural and community events. The official launch of this site is expected to take place at the beginning of May, 2006.

The London Transit Commission has offered a portion of its transit shelter advertising space, free of charge (recommendation #33 of the CCTF Report), to the Creative City initiative. The Culture Office and Corporate Communications Division have requested that this opportunity be directed to the marketing of the LondonArts ([www.londonarts.ca](http://www.londonarts.ca)) in 2006.

### **Festival Support**

Although the City does not operate festivals, it does provide in-kind staff and financial support. For example, for "Winter Fest", City staff has assisted with this celebration which is a weekend of activities starting with Lighting of the Lights, Fire and Frost Festival, Santa Claus Parade and Rotary ice at Covent Garden Market. For "Celebrate London", City staff has supported this New Year's Eve celebration which includes children's activities, entertainment and then children's fireworks, adult musical entertainment and then fireworks at midnight – all in Victoria Park. The Community Services Department provides financial assistance to festivals that rent Victoria and Harris Park sites. The City, through Landmarks London and some staff involvement in Planning and Corporate Communications continues to support the annual heritage festival "Doors Open" to be held at the end of September of this year.

### **STRATEGIC GOAL #4 – "CITY OF LONDON PUBLIC ART POLICY"**

The London Arts Council has been assisting the City with the development of a draft Public Art Policy which would require that "1% of the capital budget of all major municipal buildings and above ground projects (excluding sewers), including those of its agencies, boards and commissions, be dedicated to public art."

This draft policy is being used as a guideline as the City works with the Dutch community to place a bell carillon in Victoria Park in 2006.

Council also recently approved that unspent "Celebrate 150" funds could be put toward the development of a public art initiative.

### **STRATEGIC GOAL #6 – "HERITAGE AND PLANNING"**

#### **Landmarks London**

The Culture Office worked closely with Landmarks London in 2005 to provide assistance to Landmarks London for implementation of the "Celebrate 150" sesquicentennial. In January 2006, Landmarks London was given Council approval to relocate to the in-kind (estimated to be approximately \$5,000 to the City) furnished city space at #1 Dundas at the Forks-of-the-Thames.

#### **Official Plan Review Process**

A five year review of the City of London Official Plan, mandated by the Province under the provisions of the Planning Act, will be conducted by the Planning and Development Department in 2006. City Council has approved \$250,000 in funding for 2006 for this Official Plan Review process which will include Commercial Policy and Urban Design Background Studies.

#### **Place-making Demonstration Project**

A place-making demonstration project and funding of \$15,000 was approved by Council in 2005 for Planning Division to work with several developers to apply smart growth and place-making principles. As part of the 2006 budget process, \$10,000 was approved for this project, which will support the principles of smart growth and place-making through the implementation of innovative design and servicing elements that could be applied to future developments in the City.



### **Culture District Strategy**

The Planning Department and Culture Office together with MainStreet, the London Arts Council and Old East BIA visited a consulting firm in Toronto called Artscape on February 3, 2006 to assess the services this firm could provide related to the development of culture districts in the downtown and/or Old East. The City's Culture Office will be inviting Artscape to provide a workshop to London's BIA's in May 2006 for this purpose.

### **Heritage Property Tax Reduction Program**

The Heritage property Tax Reduction Program has been approved in principle by Council as a three year pilot program of the Planning Division, starting in 2006. Funding of \$50,000 has been approved as part of the 2006 budget process for this initiative.

### **STRATEGIC GOAL #7 – “FINANCIAL”**

#### **London Arts Council Support**

The Culture Office has worked with the London Arts Council to assist them in developing their work plan for implementing specific initiatives of the Creative City Task Force Report. Council, as part of its 2006 budget approval process, granted the LAC an additional \$45,000 in operational funding for this implementation.

#### **Film Industry**

The Community Services Department, Special Events Manager has held a preliminary meeting with representatives from the filming industry and stakeholders. In an effort to gather information to help promote what London has to offer to the filming industry, there is a need to inventory the filming resources of London. Community Services will be meeting with Service Canada to obtain a job grant to hire a person to conduct this inventory.

### **STRATEGIC GOAL #8 – “COMMUNITY HEALTH”**

#### **Trees and Forests**

Council approval was given on November 7, 2005 for the establishment of a Trees Advisory Committee to Council and an increase in 2006 funding by \$500,000 for both the maintenance of the Urban Forest and the planting of new trees to add to the City's trees inventory.

Phase 1 of the Thames Valley Corridor Master Plan was completed by the end of 2005. It establishes vision and goals for what the corridor should be for London and it brings together all available information about the corridor. There was also a Fall planting of 450 trees in 2005 along the corridor (150 per branch of the Thames) and there is a plaque commemorating the planting for the 150<sup>th</sup> anniversary of the City.

To commemorate London's 150<sup>th</sup> Anniversary, London International Airport launched an initiative to reforest the City's Gateway which has involved the planting of trees along the main entrance of the Airport to beautify the entrance experience.

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**Bicycle Master Plan**

The City of London Bicycle Master Plan was approved by Council on Oct. 3, 2005. It will act as a guideline document to the Official Plan to guide the development of a long-term city-wide on and off road, commuter and recreational bicycling network. \$500,000 per year has been dedicated to this initiative for five years.

<b>PREPARED BY:</b>	<b>SUBMITTED BY:</b>
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cc: CMT