

APPENDIX “A” - PROPOSED PRIORITY CULTURE STRATEGY INITIATIVES FOR 2006

Note: these priorities and associated leads/sub leads will be modified each year.

Strategic Goals	Proposed Priorities	Lead	Sub-Lead	Resources Required
1. Moving Ahead				
Recommendation #1 Establish a Culture Office	designate specific staff to work with the Culture Office to <u>develop work plans for priorities.</u>	Director of Management Support	Sub Lead Staff to develop Work Plans	Administrative Task
Recommendation #1 Complete a Culture Inventory	implement the London <u>Arts virtual resource centre</u> and develop an ongoing marketing campaign for this initiative	Technology Services Division Corporate Communications	Culture Office London Arts Council	Marketing funding required
Recommendation #4 Host an Arts and Science Conference in July 2008/2009	establish a Conference Committee to prepare for an <u>Arts and Science Conference</u> , scheduled to occur in July 2007.	General Manager of EESD	Director of Development and Administration EESD (David Ailles)	Seed money and staff time for program coordination, call for papers and sponsorship required
Recommendation #5 Host a Diversity Conference in 2006/2007	establish a Conference Committee to prepare for a <u>Diversity Conference</u> in 2006/2007.	Culture Office Human Rights Office with the London Diversity Race Relations Advisory Committee (LDRRAC)	Community Services Department (Jennifer Kirkham) Cross Cultural Learner Centre	Conference sponsorship money required. Immigration Portal proposal to the Province requests some funding for a Diversity Conference

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2. Economic Development				
Recommendation #8 Initiate Regional Approach to Culture	establish regional approach to tourism and culture through the <u>Regional Economic Assembly</u> ,	University of Western Ontario Stratford Festival to lead Culture and Tourism component of Assembly	Director of Intergovernmental Affairs and Community Liaison	Assembly to take place on May 24, 2006
Recommendation #14 Establish annual Welcome to London Week	establish a <u>Welcome to London</u> orientation event for September 2006	Culture Office Corporate Communications All City Departments	Community Services Department (Janie Romoff) Planning and Development Department (Gregg Barrett) EES Department (Tony Fediw) Other staff as required Possible community partners: Tourism London, University of Western Ontario, Fanshawe College, MainStreet, London Public Library, LDBA, London Police Services	Funding required for the event and possibly to hire Student Ambassadors to assist with Welcome to London Week (Recommendation #15)
Recommendation #16 Ensure that the City's website and public material recognizes diversity	Establish and <u>Immigration Portal</u> linked with mycommunityinfo.ca	Director of Intergovernmental Affairs and Community Liaison	Community Services Department (Kelly McManus) Technology Services Division (John Bontje) Corporate Communications Culture Office	Ontario Ministry of Citizenship and Immigration funding source

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3. Arts and Culture				
<p>Recommendation #31</p> <p>Assist in the promotion of marketing of London's culture on the Regional, National and International stage</p>	<ul style="list-style-type: none"> Assist with the sponsorship of community <u>awards, bursaries, celebrations and recognitions</u> 	Culture Office and Corporate Communications	London Arts Council Landmarks London Tourism London	<p>Funding of \$1000 for the Awards</p> <p>Seed money for the Gala which would be a fundraising dinner</p>
<p>Recommendation 36c</p> <p>youth creative arts awards</p>	work with the London Arts Council to establish and fund (\$2,000) a <u>Youth Creative Arts Awards Bursary program</u>	London Arts Council	Culture Office and Corporate Communications	Funding of \$2000 for Bursaries from City
<p>Recommendation 37</p> <p>Encourage Art in Schools</p>	<u>Work with various schools</u> and the London Arts Council to encourage art in schools. For example, the LAC is running various workshops for artists and students to assist with the expansion of business knowledge of the arts.	London Arts Council	Culture Office and Corporate Communications	Administrative Task
<p>Recommendation #38</p> <p>Promote community events and develop more fall and winter festivals</p>	continue to support the New Year's Eve, Winterfest Weekend <u>festival celebrations</u>	Community Initiative	CAO's Office (Marian Hughes)	Funding support (approx. \$20,000) and staff assistance required

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Recommendation #38 Promote community events and develop more fall and winter	Doors Open Heritage Celebration	Landmarks London	Culture Office Corporate Communications Planning Division Heritage Planners	Landmarks London funding granted from the 2006 Council budget process.
4. Public Art				
Recommendation #40 Develop a Public Art Policy	finalize the draft <u>Public Art Policy</u>	Culture Office with General Manager of Planning	London Arts Council	% of Capital projects funding has been approved by Council.
Recommendation #41 Complete a Public Art Inventory	hire a summer student to complete a <u>public art inventory</u> for the City	Culture Office with General Manager of Planning	London Arts Council	Funding required for Museum London to hire a summer student
6. Heritage and Planning				
Recommendation #50 Initiate the Official Plan review which would include a new chapter entitled “Creative City Policies”	initiate the <u>Official Plan review</u> which would include that would include urban design, and commercial background studies	General Manager of Planning with Culture Office	Planning Division (Gregg Barrett)	\$250,000 was approved by Council as part of the 2006 budget approval process

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Recommendation #61 Arts and Culture District Strategy	Host a workshop with the Consultant Artscape and London's BIA's to explore the creation of <u>culture district strategies</u> .	General Manager of Planning	Culture Office LDBA MainStreet Old East Village	\$6,000 required to host a workshop with the consultant Artscape
Recommendation #52 Realty Tax Incentive Program for preservation of history	Initiate the <u>Heritage Property Tax Reduction Program</u> which has been approved as a 3 year pilot program	General Manager of Planning General Manager of Finance	Planning Division (Gregg Barrett)	funding of \$50,000 has been approved in the 2006 budget process
7. Financial				
Recommendation #78 Create a Creative Trust for special projects	explore for 2007 the creation of a <u>London Creative Trust</u> with the London Community Foundation and the London Arts Council	Culture Office	London Arts Council London Community Foundation	Exploratory Stage
Creative City Neighbourhood Initiatives (New)	Creative City Neighbourhood Initiatives related to inspiring a creative city.	General Manager of Community Services	Community Services (Cheryl Smith)	\$15,000 (\$3,000 to each of the 5 Neighbourhood Resource Centres)
8. Community Health				

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<p>Recommendation #87</p> <p>Sufficient funding for enhanced tree planting and protection</p>	<p>Establish a <u>Trees and Forest Advisory Committee</u> for the City of London.</p> <p>This is an approved recommendation of Council on November 7 2006.</p>	<p>General Manager of Planning</p>	<p>Planning (Andrew Macpherson) Culture Office</p>	<p>Municipal Council in November 2005 approved that the level of funding in the 2006 budget be increased by \$500,000 for the maintenance of the current urban forest and the planting of new trees to add to the City's tree inventory.</p>