



2024 to 2027 Business Plan

Service: Arts, Culture and Heritage Advisory & Funding

\$0.03

Cost per day for the average rate payer (2024 to 2027)

0.29%

Of the 2024 to 2027 City of London Net Property Tax Supported Budget

Who we are:

- The City acts as a central access point through Arts, Culture and Heritage Advisory and Funding (referred to as Culture Services) for cultural activities in the City through the planning, collaboration, communication and sharing of knowledge and resources for the cultural sector.
- Culture Services is responsible for overseeing conservation of municipally owned cultural assets of public art and monuments, cultural heritage interpretive signage and plaques, measured by Corporate Asset Management (CAM).

What we do:

- The City's Culture Services Division is responsible for overseeing cultural planning, mapping and measurement, cultural granting programs, cultural space activations, resource sharing and promoting collaboration, communication,

and knowledge for the creative sector. Culture Services is the lead for the City of London Public Art and Monument Program, the Cultural Heritage Interpretive Signage Program and participates on the UNESCO City of Music Core Implementation Team. The City participates in the Canadian Municipal Data Measurement Consortium coordinated by the Creative City Network of Canada.

- Culture Services Division has contractual and/or working relationships with community arts, heritage and diversity service partners including: the London Arts Council, the London Heritage Council, Grand Theatre, London Symphonia, Eldon House, Royal Canadian Legion, Heritage London Foundation, Tourism London, London Convention Centre, London Public Library, London & Middlesex Local Immigration Partnership, N'Amerind Friendship Centre, and Museum London.

Why we do it:

- **Traditional** - Municipal support to the culture sector (financial and advisory) is a typical service offered by municipalities, with all the selected municipal comparators providing a similar service.
- The London Plan Section 8 (Culturally Rich and Diverse City), London’s Cultural Prosperity Plan, the UNESCO Creative Cities Network, and the London UNESCO City of Music Action Plan are supported by Culture Services.
- Culture defines, strengthens, and sustains the community’s distinct cultural identity and creative economy.
- Through contributions to community organizations, artists and historians, the City assists creating cultural employment and enhancing the quality of life for residents.









The following table provides an overview of the budget for this service:

Budget Summary (\$000's)	2024	2025	2026	2027	2024 to 2027 TOTAL
Gross Operating Expenditures	\$2,348	\$2,368	\$2,388	\$2,408	\$9,512
Other Revenues	-\$0	-\$0	-\$0	-\$0	-\$0
Net Tax Levy Supported Operating Budget	\$2,348	\$2,368	\$2,388	\$2,408	\$9,512
Total Capital Expenditures	\$200	\$210	\$220	\$230	\$860
Full-Time Equivalents (FTE's)	1.4	1.4	1.4	1.4	N/A

Reflects Draft 2024 to 2027 Multi-Year Budget – December 12, 2023

Linkage to the 2023 to 2027 Strategic Plan

This service supports the following Strategic Areas of Focus in the 2023 to 2027 Strategic Plan:

- ✓  **Reconciliation, Equity, Accessibility, and Inclusion**
- ✓  **Housing and Homelessness**
- ✓  **Wellbeing and Safety**
- ✓  **Safe London for Women, Girls, and Gender-Diverse and Trans People**
- ✓  **Economic Growth, Culture, and Prosperity**
- ✓  **Mobility and Transportation**
- ✓  **Climate Action and Sustainable Growth**
- ✓  **Well-Run City**

Environmental, Socio-economic Equity and Governance (ESG) Considerations

Environmental, Socio-economic Equity and Governance Profile for this service:



Environmental:

This business plan is expected to improve or increase community adaptation and resilience in the community by creating walkable/bikeable neighbourhoods and using public transit to reach year-round indoor venues and outdoor events that have emergency plans.

Socio-economic Equity:

Culture is an expression of our city's rich identity and diversity. Culture builds community and brings people of all culturally diverse backgrounds together.

Culture Services provides inclusive/equitable/accessible opportunities for all local artists/creators with specialized support for urban Indigenous populations and surrounding First Nations.

Cultural investment contributes to London's employment and talent attraction/retention of artists/creators of all socio-economic incomes. The 2021 Statistics Canada Census indicates that Ontario's artists are at a significant disadvantage, with personal incomes 41% less than other workers (the median employment income of Ontario artists was \$11,200 in 2020).

Governance:

The City administers Culture Services to meet the requirements of the London Plan Section 8 (Culturally Rich and Diverse City), London's Cultural Prosperity Plan, the UNESCO Creative Cities Network, and the London UNESCO City of Music Action Plan. Culture Services is responsible for administering the City of London Public Art and Monument Policy and the Community Arts Investment Policy.

Culture Services provides Cultural Heritage Asset content for review by the Community Advisory Committee for Planning (CACP) Education Sub-Committee that is a Provincially mandated municipal heritage advisory committee of Council.

The progress, results, and impacts of the London Arts Council, London Heritage Council and Grand Theatre continue to be reported to the City through the annual reporting requirements of the Multi-year Purchase of Service and Grant Agreements.

Service Highlights 2024 to 2027

The following section provides an overview of the key activities the service plans to undertake from 2024 to 2027 to implement the Corporation's 2023 to 2027 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

Reconciliation, Equity, Accessibility, and Inclusion

- Engage Indigenous and non-Indigenous in the spirit of the Two Row Wampum, in arts, heritage, and creative initiatives, storytelling and placemaking.
- Continue to support the London Arts Council's implementation of Cultivating Allyship framework for various arts programs and services for artists from equity-denied communities.
- Implement inclusivity focused music and arts initiatives through the UNESCO Action Plan.

Wellbeing and Safety

- Tell the stories of Londoners through cultural heritage interpretive signage, and plaques, and street and place names.
- Engage Londoners in arts and culture to ensure cultural expression and participation in developing vibrant and healthy communities.
- Continue to develop and grow the City's Public Art and Monument Program.
- Invest in arts and culture organizations, artists, and historians that enhance the quality of life of Londoners.

Economic Growth, Culture, and Prosperity

- Update London's Cultural Prosperity Plan.
- Support museums as existing creative assets that make London a destination of choice.
- Provide a Labatt Park baseball heritage tour and clubhouse experience to residents and visitors in partnership with the London Heritage Council, Tourism London, and the City.
- The City of London continues to fund film festivals through the Community Arts Investment Program.
- Support professional theatre in London through annual City of London funding to the Grand Theatre

- Enhance and strengthen the City's Community Arts Investment Program for local arts organizations and artists.
- Continue to support London Heritage Council annual events such as Doors Open London and Heritage Fair.
- Explore and evaluate a coordinated approach to making culture facilities and infrastructure space available.
- Increase the number of London Arts Council's live performances and activations in the Core Area.

Climate Action and Sustainable Growth

- Enhance the public art and monument directory and self-guided tours of London's cultural assets through the London Arts Council's website.
- Maintain and restore City of London Public Art and Monuments through the City's Public Art and Monuments Program.
- Continue to wrap traffic signal boxes with Public Art.
- Create Public Art that represents the identity of communities in conjunction with RT bus shelters.

Risks and Challenges Anticipated in 2024 to 2027

Potential challenges or pressures that could impact service delivery and achievement of strategic plans from 2024 to 2027 include:

- Building upon the City's 2023 – 2027 Strategic Plan to develop the next Cultural Prosperity Plan and Profile that balances the support of creative initiatives that provide economic benefits and enhance quality of life.
- Continuing to encourage more financial investment in culture/creative sector.
- Planning for the feasibility and continuing to invest in the preservation, and maintenance of cultural assets including public art and monuments, cultural heritage interpretive signage and plaques.
- Developing and retaining a talented and creative workforce for the London community.

Other reference information links:

- London Plan - [The London Plan \(Official Plan\) | City of London](#)
- The Culture Plan Update - <https://london.ca/sites/default/files/2021-08/Our%20City%20Our%20Culture%20Culture%20Plan%20Report%20Update.pdf>
- The CAIP Policy - [Community Arts Investment Program \(CAIP\) | City of London](#)
- The Public Art / Monument Policy - [Public Art / Monument Policy | City of London](#)
- London Arts Council's website for supporting statistical information and the CAIP Artist Funding Stream Allocations: <https://www.londonarts.ca/post/the-case-for-caip>

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