



## 2020 to 2023 Business Plan

### Service: Arts, Culture and Heritage Advisory & Funding

**\$0.03**

Cost per day for the average rate payer (2020 to 2023)

**0.36%**

Percentage of the 2020 to 2023 City of London Net Property Tax Supported Budget

#### Who we are:

- The City acts as a central access point for cultural activities in the City through the promotion, collaboration, communication and sharing of knowledge and resources for the cultural sector.

#### What we do:

- Culture defines, strengthens and sustains the community's distinct cultural identity and creative economy.
- Through contributions to community organizations, the City helps to create cultural employment and enhance the quality of life for residents of the City.

#### Why we do it:

- **Traditional** - Municipal support (financial and advisory) is a typical service offered by municipalities, with all of the selected municipal comparators providing a similar service.

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

| Budget Summary (\$000's)                       | 2020           | 2021           | 2022           | 2023           | 2020 to 2023<br>TOTAL |
|--|----------------|----------------|----------------|----------------|-----------------------|
| Gross Operating Expenditures                   | \$2,527        | \$2,779        | \$2,791        | \$2,795        | \$10,992              |
| Other Revenues                                 | -\$75          | -\$300         | -\$300         | -\$300         | -\$975                |
| <b>Net Tax Levy Supported Operating Budget</b> | <b>\$2,452</b> | <b>\$2,479</b> | <b>\$2,491</b> | <b>\$2,495</b> | <b>\$9,917</b>        |
| Total Capital Expenditures                     | \$169          | \$169          | \$190          | \$190          | \$718                 |
| Full-Time Equivalents (FTE's)                  | 2.0            | 2.0            | 2.0            | 2.0            | N/A                   |

Reflects 2020 - 2023 Council Approved Budget - January 12, 2021.

The following section provides an overview of the key activities the service plans to undertake from 2020 to 2023 to implement the Corporation's 2019 to 2023 Strategic Plan, as well as an overview of the risks and challenges the service is anticipated to experience during this period:

### Service Highlights 2020 to 2023

- Strengthening Our Community for Londoners through engagement of Londoners in culture to increase community vibrancy and awareness. This includes support to cultural events and activities across the City and continued investment in the Community Arts Investment Program and the Community Heritage Investment Program.
- Building a Sustainable City for Londoners through continuing to develop the City's Public Art/Monument Program.
- Growing Our Economy to develop a top quality workforce by increasing the number of local opportunities for post-secondary students in the cultural sector.
- Attracting new jobs and investments by: working with multi-sector stakeholders to develop a Screen-Based Industry Strategy and creating a vibrant entertainment district in the City of London.
- Creating a supportive environment for entrepreneurs and small business start-up companies.

### Risks and Challenges Anticipated in 2020 to 2023

The following key areas of focus for London's Cultural Prosperity Plan going forward resulting in increased workload demand include:

- Striking a closer balance between cultural initiatives that provide direct economic benefit and those that enhance quality of life;
- Encouraging more financial investment in the culture sector;

- Planning for the feasibility, preservation and maintenance of public art and monument assets;
- Developing and retaining a talented and creative team;
- Encouraging the growth and investment of London’s cultural industries and host common tables for these areas such as the Business of Music Committee, the Screen Industry Partner Committee and regular arts and heritage roundtables;
- Supporting culture worker employment and increased standard of living through: internships, supports to entrepreneurs and part-time job programs such as: Learning through the Arts, London Arts Live, Culture City X, and Museum School;
- Telling the stories of all Londoners to reflect the diversity of London and Region;
- Continuing to promote and build awareness of London’s vast array of cultural experiences.

The service directly supports the following components of the Corporation’s 2019 to 2023 Strategic Plan:

### Strengthening Our Community

Londoners are engaged and have a sense of belonging in their neighbourhoods and community.

**Expected Result:** Increase the number of meaningful opportunities for residents to be connected in their neighbourhood and community.

**Strategy:**

- Support neighbourhood festivals, cultural events and activities across the City. (SOC-21)

| Metric   | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|------|
| 5 tasks implemented from the Music, Entertainment, and Culture Districts Strategy. | 1    | 1    | 1    | 1    | 1    |

Londoners have access to services and supports that promote wellbeing, health, and safety in their neighbourhoods and across the City.

**Expected Result:** Continue to invest in culture.

**Strategy:**

- Engage Londoners in culture to increase community vibrancy and awareness. (SOC-26)

| Metric   | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|------|
| <b>1,500</b> arts organizations, collectives, and artists funded through the Community Arts Investment Program (CAIP). | 300  | 300  | 300  | 300  | 300  |
| <b>50</b> heritage organizations and historians funded through the Community Heritage Investment Program (CHIP).       | 10   | 10   | 10   | 10   | 10   |

### Building a Sustainable City

London's infrastructure is built, maintained, and operated to meet the long-term needs of our community.

**Expected Result:** Maintain or increase current levels of service.

**Strategy:**

- Continue to develop the City's Public Art/Monument program. (BSC-01)

| Metric  | 2019 | 2020 | 2021 | 2022 | 2023 |
|---|------|------|------|------|------|
| <b>10</b> existing public art and monuments maintained and restored.    | 2    | 2    | 2    | 2    | 2    |
| <b>7</b> public art and monuments created to reflect London's identity. | 3    | 3    | 0    | 1    | 0    |

## Growing Our Economy

London is a leader in Ontario for attracting new jobs and investments.

**Expected Result:** Increase partnerships that promote collaboration, innovation, and investment.

**Strategy:**

- Work with multi-sector stakeholders to develop a Screen-Based Industry Strategy. (GOE-NEW)

| Metric                                   | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|------|
| Metric TBD through strategy development. | TBD  | TBD  | TBD  | TBD  | TBD  |

**Expected Result:** Maintain viability in key global markets.

**Strategy:**

- Create a vibrant entertainment district in the City of London (GOE-16)

| Metric                   | 2019 | 2020 | 2021 | 2022 | 2023 |
|--------------------------|------|------|------|------|------|
| 14 outdoor patios venues | 10   | 11   | 12   | 13   | 14   |
| 30 private music venues  | 28   | 29   | 29   | 30   | 30   |

London creates a supportive environment where entrepreneurs, businesses, and talent can thrive.

**Expected Result:** Increase access to supports for entrepreneurs and small businesses, and community economic development.

**Strategy:**

- Support entrepreneurs, start-up, and scale-up companies. (GOE-22)

| Metric   | 2019 | 2020 | 2021 | 2022 | 2023 |
|--|------|------|------|------|------|
| 30 artist performance opportunities created.             | 6    | 6    | 6    | 6    | 6    |
| 30 music workshops and networking opportunities created. | 6    | 6    | 6    | 6    | 6    |

**Other reference information:**

- London's Cultural Plan and Profile, City of London Public Art Policy, London Music Strategy – Available from the Culture Office at 519-661-CITY (2489) extension 5475.
- City of London Community Arts Investment Program and Community Heritage Investment Program - Available from the Culture Office at 519-661-CITY (2489) extension 5475.

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