

# London Arts Council

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## LONDON ARTS COUNCIL:

a non-profit, charitable Arts Organization working with:

- all artistic disciplines within the community
- City administration, business sectors and general community

## VISION :

- to enhance the quality of life and the creative vitality of London by nurturing; awareness of, involvement in, and commitment to, excellence in all levels of Arts and Culture in London.

## WHY:

- arts, culture and heritage are fundamental to our quality of life contributes to our local economy employment/purchase of local goods and services.
- well developed, respected, supported and integrated creative sectors are attractive to new business
- new business is a vital component to all communities and their economy
- arts speak to and participate in the development of the feel and look of a community
- people choose where they want to live by how they want to live, not where they want to work
- attracts and retains a citizenry encompassing a wide-spectrum of age, knowledge and ability
- invites diversity



*Celebrate. Engage. Invest.*



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# Programs & Services

## ADMINISTERED PROGRAMS

- Community Arts Investment Program – Category 2
- Public Art Program
- Poet Laureate for the City of London
- Awards – Chris Doty, Greg Curnoe Public Art, Mayor’s New Years Honours List - Arts

## SERVICES PROVIDED

- Workshops and Professional Development
- [www.londonarts.ca](http://www.londonarts.ca) – free web presence through profile, events
- Fund Development research and Grant application support
- Organizational Development
- Capacity Building
- Succession Planning
- Knowledge Networking



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# heART



## heART Public Awareness Campaign

In 2009, the London Arts Council held a roundtable session with senior members of London's arts community to discuss how to best recognize certain milestones we have achieved and continue to build on the amazing momentum the London Arts scene has realized in the last many years.

Our thinking initially centered around a one-time celebration however; it quickly changed to creating an **awareness campaign** for the arts to:



# celebrate. engage. invest.

## celebrate

The creativity, passion, accomplishments and milestones of the Arts in London

## engage

Raising awareness and understanding of the Arts that surround Londoner's everyday

## invest

Encouraging Londoner's to invest themselves in the Arts through their time, knowledge, support, involvement and finances.



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# Who's Involved?

## LONDON'S ARTS COMMUNITY

Arts Organizations, Arts Businesses, Artists, Arts Venues



## LONDON FREE PRESS

Articles to appear in the London Free Press addressing current ideas and issues related to the Arts, designed to engage and educate Londoner's.

## DOWNTOWN LONDON

Depiction of heart logo in chalk around the downtown

Sharing the message of heart with the downtown businesses and community

Heart Campaign display in their window



# Who's Involved?

## LONDON PUBLIC LIBRARY

Placing the heART Logo on the cover of Access Magazine

Incorporation of heART Campaign into existing Library programs, events and marketing material

## LONDON TRANSIT COMMISSION

Poetry on bus cards inside buses



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# Ongoing Elements of heART

## POET LAUREATE

LAC will be announcing the selection of London's first Poet Laureate through video. The Laureate will write a piece wrapping up heART and Culture Days for 2010, which will be featured on various social media outlets.



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## PODCASTS & FILM CLIPS

Creation of unique film and audio clips showcasing the Arts community in London.

## MEDIA

Articles featuring arts and arts managers to appear in magazines such as; Business London, London City Life, London Free Press, The Beat, & Scene. Participation from /A\ will also be negotiated.

## HEART INTERACTIVE WEB

The Heart website will allow the public to access information about the Heart campaign, download logos for websites, take their heart rate (fun quiz to see how you engage with the arts everyday), and keep up to date with heart activities and other items of interest.



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[www.londonarts.ca](http://www.londonarts.ca) | 519.439.0013 | [info@londonarts.ca](mailto:info@londonarts.ca)

251 Dundas St.  
London ON  
N6A 6H9