

Economic Development and Culture: Impacts of 2020 COVID-19 Pandemic Response on Current & Forecasted Service Levels

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Agenda

1. Evolving Economic Context

2. Summary of Pandemic Response to Date (March – November)

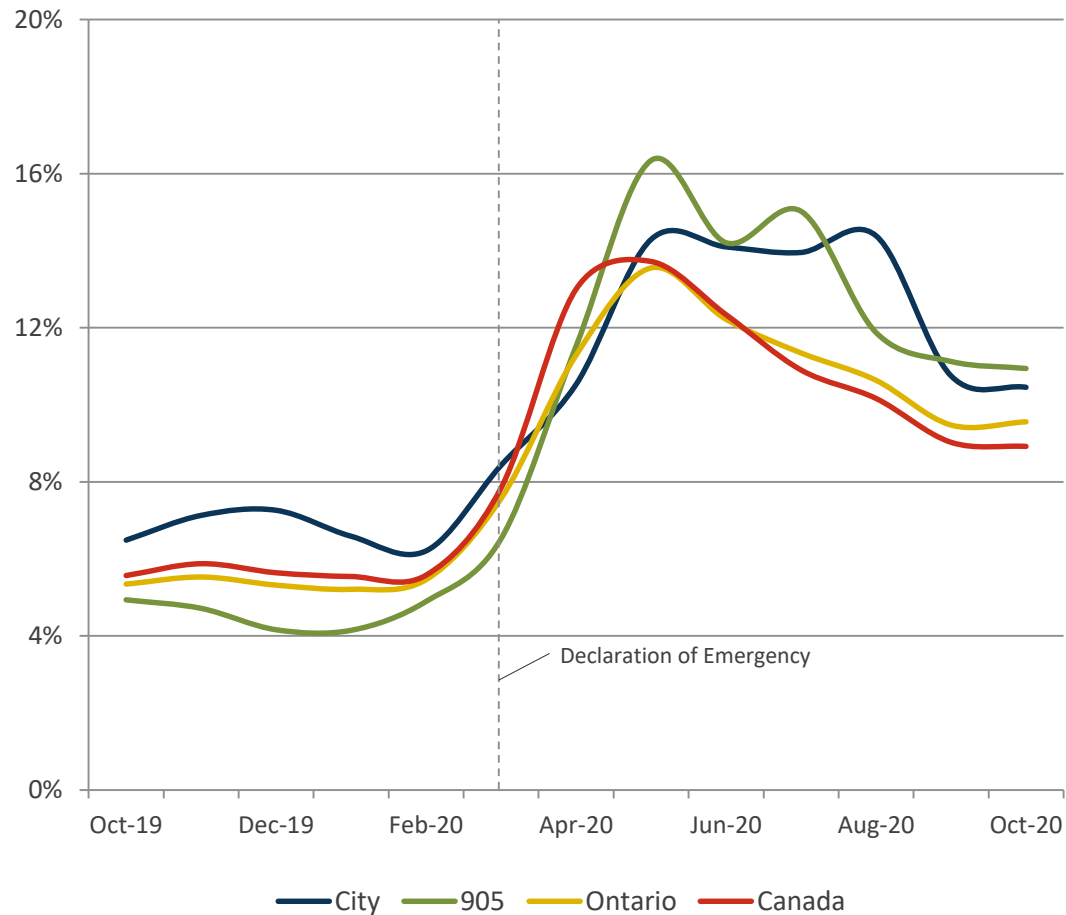
- Support for Businesses
- Support for Arts and Culture

3. Pandemic Impacts on Service Levels & Major Strategic Initiatives

- Overview
- Business Growth Services
- Arts and Culture Services
- Film and Entertainment Industries
- Museum and Heritage Services
- Tracking Impacts

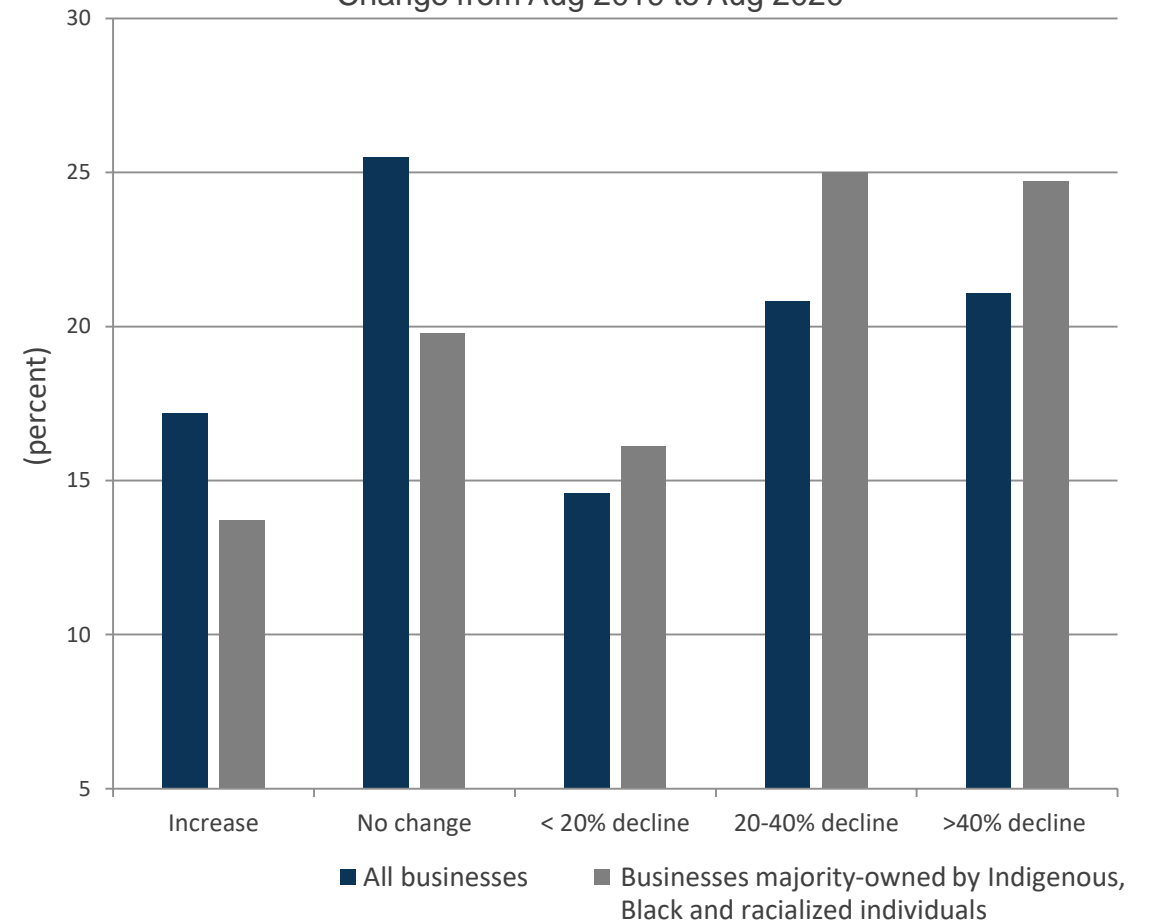
Evolving Economic Context

Unemployment Rate



Business Revenue – Canada

Change from Aug 2019 to Aug 2020



Summary of Pandemic Response to Date

(March – November)

Support for Businesses

NEW AND ENHANCED PROGRAMS ACTIVATED

25+

Innovative new programs launched including BIA Pop-Up Program, ShowLoveTO Winter Activation Program Grant and Re-opening Guidelines Webinar Series



32,630

Participants from 140 countries attended **Collision from Home** with 14 international delegations supported by the City

OUTREACH, ADVICE AND SUPPORT

40

AdviceTO group mentoring sessions with 2,600+ participants

30+

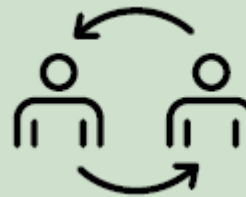
Sector-based roundtables with 350 business and community stakeholders



Helped to create **ChatBOT** with 8,107 Q&As from 6 divisions, including 1,259 Q&As related to Economic Development & Culture

55,000+

Subscribers to new BusinessTO newsletter



BusinessTO Support Centre: 854 virtual one-on-one support sessions

Support for Businesses (cont'd)

MITIGATION AND REOPENING

4,929

Businesses supported through **Digital Main Street** volunteer web developers and students from 27 countries



667

bars and restaurants supported through **CaféTO**

2,456

Online retail stores built or in progress under **ShopHERE** program

1.4M+

Commission-free orders projected via restaurant ordering platform Ritual ONE for 946 local businesses

REBUILDING AND REIMAGINING

6

New coordinated action plans under development, focusing on: Technology, Entrepreneurship, Manufacturing, Restaurants, Retail and Community Economic Development

Support for Arts and Culture

NEW AND ENHANCED PROGRAMS ACTIVATED

ShowLoveTO Partner Program

\$500,000 for community-led cultural activities

Virtual Toronto History Museums Artifact Collection

150,000 artifacts and 3,000 works of art online

HistoricTO

Guided neighbourhood walking tours providing inclusive access to local history, heritage and land-based learnings



City Hall Live Online

115 livestreamed concerts with local artists

StrollTO

25 self-guided neighbourhood itineraries highlighting attractions, public art, green spaces and historic buildings



Virtual Canada Day

56 artists,
125,000 viewers

CampTO

at Toronto History Museums offers outdoor and physical activities, active and quiet games, arts and crafts, and nature-based activities



DriveInTO

2 major external venues, 8 nights of free programming, attracting 2,824 visitors

\$1.2M

Cultural and economic investments to confront anti-Black racism

51

ArtWorxTO Partnership Grant
Projects totalling \$1M

BigArtTO

Over 200 hours of programming showcasing **40 local artists** and their artworks

Support for Arts and Culture

MITIGATION AND REOPENING

\$836,347

Emergency funds to 982 Toronto Artists via **TOArtist COVID Emergency Response Fund**

\$500,000

Cultural Festivals Recovery Fund to 35 organizations



Assisted Cultural sector with cultural events / public gatherings public health guidelines

\$1.8M

Relief for 48 venues through new Creative Co-Location Property Tax Sub-Class category

3,035

Subscribers to new **CultureTO** newsletter



Restarted 21 Farmers Markets



Established single point of contact to assist cultural sector with reopening guidelines
CultureTO@toronto.ca



Consulted with 14 City Divisions, 40 Municipalities, 5 major cities and 40 major cultural organizations to develop new ideas and innovative delivery of events

Pandemic Impacts on Service Levels & Major Strategic Initiatives

Overview

Staffing

- Teleworking: 70% of staff teleworking at any given time; 100% of teleworking staff have been equipped for telework.
- Redeployment: 21 staff have been recalled from redeployment; 1 full-time employee and 1 part-time employee currently redeployed.
- Emergency Leave: 119 have been recalled from emergency leave; 39 part-time staff (REC and PTB) remain on leave.

Operations and Services

- Rapidly pivoted operations to support COVID-19 mitigation and recovery efforts. Staff were temporarily reorganized into special project teams to develop and deliver relief initiatives.
- Many of EDC's programs and services were paused or modified during the first and second COVID waves. To comply with public health measures, in-person programming was cancelled, including the closure of City-run museums and cultural centres. Other services such, as film permitting, were delivered virtually.

Capital Assets

- Various capital projects deferred / delayed (\$2.9M in CFC/Debt funding); some of the major projects delayed include: Clark Centre for the Arts (\$4.1M), Indigenous Incubator (\$3.8M).
- Continued to provide support to tenants across EDC lease and Community Space Tenancy portfolio.
- Followed strict and enhanced cleaning measures to keep washrooms open for the public across 8 historic sites to support the City's increased need for public access.

Overview (cont'd)

Impact on Major Strategic Initiatives

Initiative	Impact of COVID-19	Timeline and Next Steps
<u>Economic Development and Culture Divisional Strategy 2018-2022 (2018)</u> Implementation of division's strategic goals and actions focused on four key areas: inclusion and equity; talent and innovation; space and access; and operational excellence.	<ul style="list-style-type: none">• Implementation ongoing, with increased demand for service from business and culture sectors.	<ul style="list-style-type: none">• EDC will continue to identify actions to support business and culture aligned to strategy's four key areas as the city looks to rebuild from the impacts of COVID-19.
<u>Equity Plan (2019)</u> Implementation of plan to make EDC's programs and services more equitable, and advance measurable and meaningful actions for Indigenous, Black and equity-seeking communities.	<ul style="list-style-type: none">• Implementation is ongoing, with a change in priorities. Some actions for implementation in 2020 are on hold due to COVID-19, and 15 new actions being implemented (most focused on combatting anti-Black racism).	<ul style="list-style-type: none">• Early in 2021, EDC will collect metrics on the implementation of actions in 2020 (the first year of implementation) and determine year-two actions along with relevant equity-focused performance measures.• In 2021, EDC will adjust priorities as needed throughout the year to reflect the impacts of the pandemic and to ensure that actions continue to support Toronto's most impacted populations.

Business Growth Services

Impacts to Service

- Major events cancelled or changed to virtual format (e.g. Collision, Global Circular Economy Forum).
- Walk-in offices closed in March; telephone and email enquiries/consultations have continued without disruption.
- In-person seminars replaced by webinars; attendance fees have been dropped, improving accessibility to the educational content.
- BIA board meetings and AGMs have moved to a virtual format.
- The Starter Company + Retail Accelerator program was put on hold March-July; 20 grants have since been approved and issued; in-person training component replaced by webinars.
- The Starter Company + Female Founders grant program was put on hold March-November; in-person training component replaced by webinars.
- Gold Star services continue; still accepting IMIT applications.
- Suspended sector-specific projects and strategy development (e.g. medical device manufacturing strategy, InnovateTO Showcase).
- Suspended the Green Market Acceleration Program (GMAP).

Key Improvements / Enhancements

- Developed and hosted on-demand sector-specific webinars to help businesses safely reopen and follow public health guidelines.
- Developed and hosted live webinars for businesses to receive guidance from experts (e.g. accountants, lawyers).
- Enhanced Business Outreach program to help connect with manufacturing, real estate and development community to understand issues, opportunities and challenges.
- New initiatives:
 - BusinessTO support Centre: provides one-on-one virtual support for businesses to help them navigate pandemic supports and resources.
 - BusinessTO newsletter: provides businesses with key announcements, supports and activities of interest.
 - CaféTO BIA Grant Program: to install plantings, furnishings etc. in BIAs.
 - Winter Activation BIA Grant: for outdoor events etc. to draw traffic to small businesses during winter as health regulations allow.
- Developed COVID-specific sector projects such as a restaurants strategy, manufacturing strategy, and technology action plan.

Business Growth Services (cont'd)

Impact on Major Strategic Initiatives

Initiative	Impact of COVID-19	Timeline and Next Steps
Retail Strategy Strategy to support the retail sector in Toronto, building on the findings of a study completed in early 2020 and later updated to reflect the impacts of COVID-19 on retail businesses.	<ul style="list-style-type: none">While some new tactics have been implemented, completion of strategy deferred; more time is needed to fully assess the impacts of COVID-19 on the retail sector and identify long-term actions to support retail main streets in a post-pandemic world.	<ul style="list-style-type: none">Strategy deferred to Q2 2021.In the interim, the City will continue to deliver important programs to support and sustain retail businesses as the pandemic continues, and advocate to other orders of government for continued financial support to the sector.

Film and Entertainment Industries

Impacts to Service

- Increased communication to stakeholders; new partnerships with other industries to help struggling businesses and boost Toronto's economy.
- Film productions have continued where they left off from March
 - New summer / fall business has created a backlog of work
 - Record amount of film permits issued for Sept / October
- Expansion of workforce development programs delayed to spring 2021 for in-person training and placements.
- L.A. Mission (Film) cancelled.
- Tourism programs WBEY, INFOTOGO, Toronto Tourist Information Centre currently suspended to be reviewed and adapted in 2021 to post-pandemic environment.
- In-person live music programs suspended during pandemic.

Key Improvements / Enhancements

- All film permitting service, process, and procedures moved online; expanded directory for location filming to spread load around more.
- Tourism Services team fully focused on ShowLoveTO initiatives to support local tourism, hospitality and retail sectors.
- Live music venue property tax relief program introduced.
- Music Office programming re-positioned online to support the sector:
 - City Hall Live – 120 concerts livestreamed in spring 2020 with second phase to run January-May 2021
 - Soundtracks of the City (25 playlists / approx. 300 local artists) created to align with StrollTO walks

Film and Entertainment Industries (cont'd)

Impact on Major Strategic Initiatives

Initiative	Impact of COVID-19	Timeline and Next Steps
<u>Toronto Nightlife Action Plan (2019)</u> Three-year plan takes a coordinated approach to supporting the “other 9 to 5”.	<ul style="list-style-type: none">Some aspects of implementation have been delayed and the focus has pivoted to economic recovery,	<ul style="list-style-type: none">Continue to work with the internal and external working groups to determine best way forward for City support of the industry.New priorities for the Night Economy will align with EDC's goals in advancing equity.
<u>Spotlight on Toronto: A Strategic Action Plan for the Film, Television and Digital Media Industry (2017)</u>	<ul style="list-style-type: none">Some aspects of implementation delayed due to COVID-19; others advancing and aligned with recovery efforts.	<ul style="list-style-type: none">Areas of focus for 2021: workforce development with a focus on diversity and inclusion, physical and digital infrastructure expansions and sustainability.
<u>Toronto Music Strategy (2016)</u>	<ul style="list-style-type: none">On track except for initiatives focused on live audiences; implementation ongoing, with additional demand for support for artists and venues hit hard by the pandemic.	<ul style="list-style-type: none">An update to the strategy will be delivered to ECDC by Q4 of 2021. Any new priorities will align with EDC goals in advancing equity and Night Economy initiatives.

Arts and Culture Services

Impacts to Service

- Suspended in-person services, such as arts centres.
- Major events cancelled or changed to virtual format:
 - Virtual Canada Day: featured 56 artists and performing groups to an audience of 125,000
 - Virtual Nuit Blanche 2020: featured 45 Indigenous, Black and racialized artists and performing groups to an audience of 68,021
- Toronto Book Awards was delayed by two months and held online in partnership with the Toronto Public Library.
- Renewal of expired leases under the Community Spaces Tenancy policy was delayed by 6 months.
- The exhibition at Scarborough Civic Centre for the winning entries of The Scarborough's New Views Photography contest was cancelled; a virtual ceremony was held.

Key Improvements / Enhancements

- Built out new consultation structures and advocacy channels to support sector needs.
- Worked with coalition of arts organizations, under the #lights-on banner led by Ryerson University, to assemble and disseminate best practices for safe reopening of the cultural sector.
- Embedded City Cultural Events production staff across a variety of community-led events to help deliver community-based cultural events during the pandemic and liaise with Toronto Public Health.
- Digital transition and e-commerce support, delivered sessions on digital adaptation, promoting ShopHERE, leading 609 businesses from the creative sector to register for the ShopHERE program.
- Created Arts@Home platform, launched in May, to move arts education materials online to assist parents with the shift to home learning.

Arts and Culture Services (cont'd)

Impact on Major Strategic Initiatives

Initiative	Impact of COVID-19	Timeline and Next Steps
<u>Public Art Strategy 2020-2030 (2019)</u> 10-year strategy to strengthen the City's commitment to public art, with a vision of creativity and community everywhere.	<ul style="list-style-type: none">Some aspects of implementation delayed due to COVID-19; others advancing and aligned with recovery efforts.	<ul style="list-style-type: none">In 2021, the City will launch ArtworxTO: Toronto's Year of Public Art to engage Toronto in a city-wide celebration of art and community; aligned with ShowLoveTO and broader pandemic recovery efforts to encourage residents to safely reconnect with their city.Full implementation plan for the 10-year strategy will be developed in late-2021, supported by legacy projects for ArtworxTO.
<u>Strategic Priorities for Investment in Culture (2020-24)</u> Implementation of three strategic priorities for cultural investment: 1) Culture for all; 2) Space for culture; and 3) Developing creative talent within the sector.	<ul style="list-style-type: none">Implementation is ongoing, with increased need for support due to significant impact of COVID-19 on culture sector.	<ul style="list-style-type: none">Investments in 2021 will continue to focus on advancing recovery in the culture sector, Key efforts will include investments in workforce development, access to space and granting policies better supporting equity outcomes.

Museums and Heritage Services

Impacts to Service

- Temporarily suspended public-facing services at museums during lockdowns (including public programs, curriculum-based education programs, third party rentals, special events, and permits).
- Restarted programming with CampTO in alignment with PFR.
- Reimagined tours program into HistoricTO, offering recreation in alignment with ActiveTO.
- Redesigned the visitor experience based on public health guidelines/regulations and site capacities; enhanced cleaning and disinfection measures; screening for all participants and staff prior to entry.
- Film shoots were temporarily suspended in the first wave of pandemic and restarted with enhanced safety measures.
- Pivoted education and learning opportunities for volunteer youth programs online.

Key Improvements / Enhancements

- Increased focus on equity and inclusion through the creation of the Inclusion, Diversity, Equity and Accessibility program advisory and the Indigenous Advisory Circle support.
- Reallocated \$300k of Culture funding to MHS to advance anti-black racism by implementing the Awakenings program plan.
- Supported emerging Indigenous, Black and racialized filmmakers under Director X's mentorship to develop a two-part public art project at Toronto History Museums.
- Redesigned Montgomery's Farmers' Market with TPH and OH&S's support and added a virtual farmers' market to support farmers and small businesses, and offer healthy, local foods for the surrounding community.
- Applied new technology to pivot museum stores to an online platform, created a new online ticketing system and expanded CLASS for winter session programs in alignment with PF&R.
- Provided online public access to Toronto History Museums 150,000 artifacts through the City of Toronto Stay Play and Learn at Home initiative.

Museums and Heritage Services (cont'd)

Impact on Major Strategic Initiatives

Initiative	Impact of COVID-19	Timeline and Next Steps
Dundas Street Renaming Project [NEW] Community engagement process to identify preferred options for responding to a public petition for renaming Dundas Street.	<ul style="list-style-type: none">Engagement to be delivered virtually	<ul style="list-style-type: none">Report to Executive Committee in late Q1 2021.Work will continue on the project throughout 2021 pending further direction from Council.
Little Jamaica Sustainability Plan [NEW] Investigate options to support Black-owned and operated businesses in Little Jamaica, and to preserve the community's cultural heritage.	<ul style="list-style-type: none">Engagement to be delivered virtually	<ul style="list-style-type: none">EDC is forming an interdivisional working group to pursue strategies for supporting Little Jamaica, which will be ongoing throughout 2021. Work streams will include developing a cultural district plan for the neighbourhood and identifying new supports for businesses.

Tracking Impacts

Service	Service Measure	2018 Actual	2019 Actual	2020 Target	2020 Projection	2021 Target	2022 Target	
Art Services	Number of arts projects managed annually through Arts and Cultural Services	20	30	20	30	25	20	●
	Number of City Cultural Programs and Events through Arts and Culture Services	669	934	712	220	360	605	●
Business Services	Number of businesses supported through Business Services	New in 2019	1,920	890	9,050	3,600	3,700	●
	Number of business community projects supported	183	308	201	40	65	120	●
Entertainment Industries Services	Number of Film Permits Issued	3,287	3,393	3,350	1,500	3,400	3,450	●
	Film permits issued in 2 business days	100%	100%	100%	100%	100%	100%	●
Museum and Heritage Services	Number of Programs, Exhibitions and Special Events held annually through Museum and Heritage Services	New in 2019	425	825	70	250	590	●
	Number of days of public and educational programs and special events held annually	122,292	136,503	132,000	63,700	90,000	106,000	●

EC18.2

Questions?

