



Mike Williams
General Manager

Giuliana Carbone
Deputy City Manager, Community and Social Services

Economic Development and Culture
City Hall, 8th Floor
100 Queen St. West
Toronto, ON M5H 2N2

Tel: (416) 397-1970
Fax: (416) 397-5314
Mike.Williams@toronto.ca
www.toronto.ca

2020 OPERATING BUDGET BRIEFING NOTE

City-Wide Investment in Tourism and Culture

Issue/Background:

- This briefing note responds to a request from the Budget Committee to provide the distribution of proposed program expenditures related to tourism and culture, including restaurant promotion, in each of the four Community Council areas.
- Historically, expenditures in tourism and culture have been heavily concentrated in the downtown core where most cultural and tourism attractions are located, not unlike the situation in most cities around the world.
- Improving the geographic reach and distribution of EDC's programs and services is identified as a key objective in the [EDC Divisional Strategy \(2018-22\)](#). To achieve this goal, EDC has developed an Equity Plan that includes concrete actions to ensure that all residents across the city can benefit from Toronto's economic and cultural opportunities.
- In October 2019, City Council approved [new strategic priorities for investment and culture \(2020-24\)](#). The first priority is "Culture for All", which aligns fully with the EDC Divisional Strategy and sets out a commitment to increase opportunities for all Torontonians, no matter where they live in the city, to participate in local, relevant cultural activities throughout the year that reflect Toronto's diversity and creativity.
- EDC's 2020 Staff Recommended Operating Budget includes new funding of \$2.000 million gross and net to increase access to culture across the city, with a focus outside the downtown core, along with \$0.500 million gross and net to advance planning for the Year of Public Art in 2021, a city-wide year-long celebration of art and community led by the Mayor.

Key Points:

- EDC does not budget for program expenditures on a geographic basis. Program expenditures are divided based on the Division's four service areas (Arts and Culture Services, Business Growth Services, Film and Entertainment Industries, and Museums and Heritage Services). Each service area delivers some programs that are unique to individual neighbourhoods or geographies, and others that are city-wide in scale and impact.
- To respond to the Budget Committee's request, staff have reviewed the Division's planned 2020 expenditures related to tourism and culture, and identified programs and services that are specific to individual Community Council areas. This includes expenditures for

community museums, arts centres, and estimated distribution of locally-directed cultural grants (based on 2019 actuals). This approximate breakdown is summarized in the table below.

Table 1: 2020 Projected Program Expenditures Related to Tourism and Culture that are Locally Directed by Community Council Area

Community Council	Gross (000s)	Net (000s)
Etobicoke York	3,530.0	3,210.0
North York	1,940.0	1,830.0
Scarborough	3,370.0	2,950.0
Toronto East York	20,550.0	19,800.0
Total	29,390.0	27,790.0

- There has historically been a concentration of tourism and cultural activities in the Toronto East York Community Council area, particularly in the downtown core. This is due to the area's high number of major attractions, cultural venues, special events, hotels, restaurants, artists and cultural workers. With the adoption of EDC's Divisional Strategy and Equity Plan, the Division is actively working towards achieving equitable access to cultural opportunities in all areas of the city.
- A significant focus of EDC's work related to tourism and culture is on delivering city-wide programs and services. Expenditures classified as city-wide in nature are noted in Table 2 below. This includes programming costs related to programs and services that are city-wide in scope (such as Nuit Blanche, Doors Open, and other major special events), grants to organizations with city-wide mandates, and staffing and operational support.

Table 2: 2020 Projected Program Expenditures Related to City-wide Tourism and Culture Initiatives

	Gross (000s)	Net (000s)
Total	41,940.0	35,240.0

- To promote cultural and tourism programming across the city, EDC will deliver 20+ integrated marketing campaigns in 2020 that will generate close to 2 billion impressions. Campaigns reach audiences living outside the core through geo-targeted social media advertising, billboards and transit advertising, postal drops, poster/flyer distribution, elevator screen advertising and point of sale retail promotions, among other tactics. Campaigns also target a range of communities in both English (such as APTN, Philippine Reporter, byblacks.com, dailyXtra.com), as well as in multiple languages (such as L'Express, Chinese Canadian Reporter, Korean Times, Iran Java, and others).

Arts Programming Highlights

- The new Clark Centre for the Arts will open to the public in fall 2020, adding 10,000 square feet of new community arts programming space to Scarborough. Planned programming

highlights in the Clark Centre's first year include a major public opening event, inaugural holiday programming in December, and the establishment of 4-7 program partnerships with not-for-profit community agencies.

- In addition to the Clark Centre, EDC operates a number of arts centres serving communities outside the core: Assembly Hall in Etobicoke, Etobicoke Art Gallery in Etobicoke Civic Centre, Cedar Ridge Creative Centre in Scarborough, and arts programming at Scarborough Civic Centre.
- In 2020, the Cultural Hotspot will shine a spotlight on arts, culture and community in North York. Now in its seventh year, Cultural Hotspot has featured neighbourhoods across the city outside the core, and has left a lasting legacy of community and cultural engagement.
 - Through this initiative, the City will collaborate with arts and community partners on up to 30 new community arts programs that will provide mentorship and employment opportunities for up to 500 youth, engage equity-seeking communities, and provide free access to arts programming. The Hotspot will promote the hundreds of cultural activities and the community groups that serve North York, and will continue to highlight local arts, green spaces, history and restaurants.
- Nuit Blanche will continue to expand on a city-wide scale, with programming in North York and South Etobicoke for the first time. The event will build on its past successes with projects continuing in Scarborough, Don Mills, Danforth East, Bloor-Yorkville, Downtown, West Queen West, the Waterfront, and Sterling Road.
- A portion of the proposed \$2.000 million in increased cultural funding will be directed to an increase in grant funding through the Toronto Arts Council, if approved by Council. TAC grants support artists and arts organizations in each of the City's 25 wards. As a leader in equity for the arts, TAC has implemented various programs and partnerships to support artists working outside the downtown core, newcomer and refugee artists, and young and emerging artists. Future funding increases to TAC will continue to support equity and access.
- EDC's 2020 Operating Budget continues to allocate \$1.817 million in funding for Local Arts Services Organizations (LASOs), which provide inclusive opportunities for local residents, artists, and arts organizations, with a focus on underserved children, youth, and participants from a broad demographic spectrum. The LASOs include Etobicoke Arts, Lakeshore Arts and Urban Arts (serving Etobicoke communities) North York Arts (serving North York communities), East End Arts (serving East York communities), and Scarborough Arts (serving Scarborough communities).

Film and Entertainment Programming Highlights

- Potential new investments related to entertainment industries, funded through a portion of the proposed \$2.000 million in increased cultural funding, include:
 - Expanded strategic workforce development initiatives for Toronto's screen industry open to residents across Toronto

- Supporting artists and performers to activate DIY event spaces for culture, including working with partners in other City divisions to create greater flexibility within current zoning and licensing guidelines, and creating a financial and operational framework to allow DIY music organizations access to City-owned space
 - Advancing the Nighttime Economy Action Plan, [approved by City Council in July 2019](#)
- In 2020, EDC will establish a new festivals program to strengthen major community events across Toronto, and address cost pressures arising from new public safety requirements. This new program will increase opportunities for cultural access and participation across the city, and fulfill Council direction to support the long-term viability of street festivals. Staff intend to make a special focus on festivals outside the core.

Restaurant Promotion

- More than 200 restaurants across the City participate in the Winterlicious and Summerlicious programs. Since their inception, the programs have promoted Toronto's unique hospitality industry and diverse cuisines, generated more than \$342 million in economic activity for the Toronto restaurant industry, and served more than 7.7 million meals. However, due to the price point strategy of the program (making more expensive restaurants more affordable), over 95% of participating restaurants have been in the Toronto East York Community Council area (primarily in the downtown core).
- In December 2019, the Economic and Community Development Committee received a [report on the City's efforts to support restaurant promotion](#), with a focus on Scarborough-based activities. The report noted that while the vast majority of participating restaurants in the Winterlicious and Summerlicious programs are located downtown, other programs exist to promote restaurants across the city, including the Hot Eats program, a component of the Cultural Hotspot. In 2018, 55 Scarborough restaurants participated in the Hot Eats program and were listed as part of the Cultural Loops guide.
- The report also indicated that the City is currently reviewing the Winterlicious and Summerlicious programs to ensure that they are meeting the needs of both restaurants and patrons across the city.

Museums and Heritage Programming Highlights

- EDC's 2020 Staff Recommended Operating Budget includes programming investments to expand the reach and impact of the City's ten historic museums. These museums are located across each of the Community Council areas:
 - *Etobicoke York*: Montgomery's Inn
 - *North York*: Gibson House, Zion Schoolhouse
 - *Scarborough*: Scarborough Museum
 - *Toronto-East York*: Colborne Lodge, Fort York National Historic Site, Mackenzie House, the Market Gallery, Spadina House Museum, Todmorden Mills

- Potential new investments related to museums and heritage, funded through a portion of the proposed \$2.000 million in increased cultural funding, include:
 - Free admission to select City of Toronto museums, to create opportunities for more residents and visitors to explore and engage with Toronto's rich history and culture
 - Digitizing collections to provide greater access to the City's collection of 1.5 million artifacts and 3,000+ fine arts works
 - Indigenous programming and engagement initiatives to support place-making and story-telling that builds on the past, present, and future contributions of First Nations, Inuit and Métis people

- In addition, each of the sites will deliver 3 unique and high-profile city-wide events in 2020:
 - The Big Earth, marking the 50th anniversary of Earth Day with free programming focused on biodiversity, the environment, climate action, and green practices;
 - The Big Museum Hunt, celebrating spring with indoor and outdoor exploratory activities and large-scale scavenger hunts; and
 - The Big Draw, the world's largest drawing festival, promoting drawing as a tool for expression and learning, with inspiration from the museums' collections and gardens.

Prepared by: Ben Macintosh, Policy Development Officer, Economic Development and Culture, 416-338-4903, Ben.Macintosh@toronto.ca

Further information: Pamela Roberts, Director, Program Support, Economic Development and Culture, 416-395-0410, Pamela.Roberts@toronto.ca

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