

Economic Development and Culture Division

2021-22 Priorities

Presentation to the Economic and Community Development Committee
from the Interim General Manager, Economic Development and Culture

September 22, 2021





Outline

1. Division Overview
2. Strategic Foundations
3. EDC Priority Areas – 2021-22

Economic Development and Culture



Making Toronto a place where
business and
culture thrive

EDC leads a broad range of activities, which include programs and services related to:



BUSINESS GROWTH SERVICES



FILM & ENTERTAINMENT INDUSTRIES



ARTS & CULTURE SERVICES



MUSEUM & HERITAGE SERVICES

Strategic Foundations



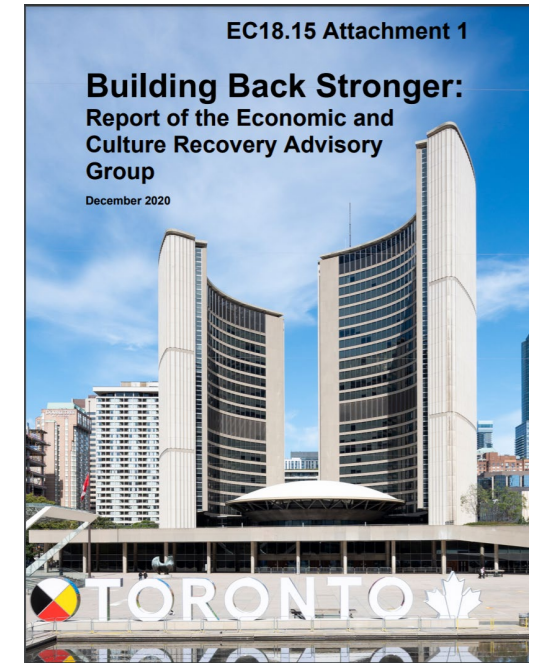
Corporate Strategic Plan



EDC Divisional Strategy



TORR Report



Building Back Stronger

COVID-19

EDC Equity Plan

The following seven goals include 38 actions currently being advanced by the division:

- Increase diversity in EDC's workforce, advisory bodies and suppliers
- Foster a divisional culture committed to equity
- Integrate equity and diversity into EDC spaces and programming
- Use partnerships and competitive programs to advance equity
- Play a leadership and convening role in promoting equity
- Reach and engage Indigenous and equity-seeking communities and underserved neighbourhood
- Ensure progress and continuous improvement in advancing equity

EDC Focus

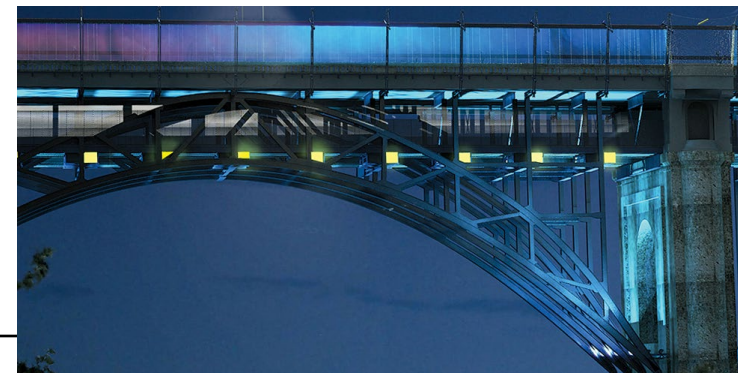
- In light of the devastating impacts of COVID-19 on Toronto's economy, and in particular, on those already disadvantaged, EDC's focus in 2021 and 2022 will be on actions that support **inclusive economic and cultural recovery**.
- The **four focus areas** outlined in EDC's Divisional Strategy are as relevant now (if not more) than they were pre-COVID and are clearly aligned to the recommendations of the Toronto Office of Recovery and Rebuild report and the Building Back Stronger report adopted by Council in December 2020.





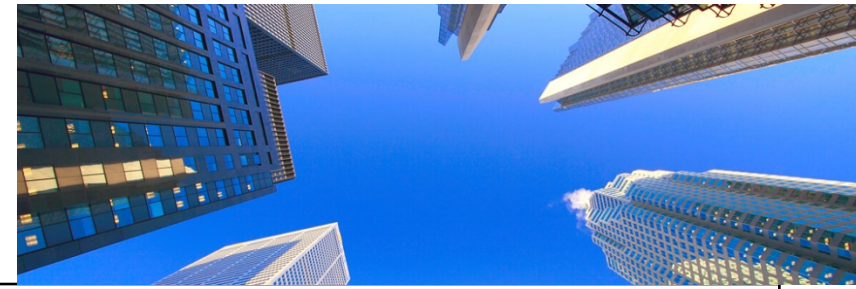
2021-22 Priority Areas

Arts & Culture Services



Why	What	How
Vibrant city alive with culture	<p>Strengthen public art</p> <p>Support festivals and events</p>	<ul style="list-style-type: none"> • ArtworxTO • Implementation of the public art strategy • Festivals strategy • Renewed City-led events • Support to third parties & enabling environment (regulations and infrastructure) • Major event bidding and hosting (WC2026)
Equity in cultural sector	<p>Accessible space</p> <p>Accessible funding</p>	<ul style="list-style-type: none"> • Office for Creative Space (Sec 37, meanwhile uses) • Clark Centre for the Arts • Grant reform
Sector sustainability	Talent development and institutional renewal	<ul style="list-style-type: none"> • BIPOC leadership • Creative industries workforce development • Sector renewal

Business Growth Services



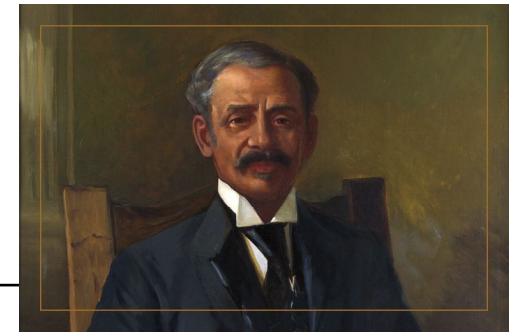
Why	What	How
Improve industry competitiveness	<p>Supports entrepreneurs and innovation eco-system</p> <p>COVID-19 business supports information assistance</p> <p>Support for high-growth/broad-based employment sectors key to recovery and future competitiveness</p> <p>Facilitating FDI and export development</p>	<ul style="list-style-type: none"> • Indigenous Centre for Innovation and Entrepreneurship (ICIE) • BusinessTO Support Centre • Green and clean tech, bio technology and life sciences, advanced manufacturing, food and beverage • Gold Star (technical) support for key investments • Virtual trade missions and events • Funding for intermediaries
Combat economic disparities across Toronto	<p>Support for place-based community economic development initiatives</p> <p>Supports for retail and main street businesses</p>	<ul style="list-style-type: none"> • Little Jamaica / Eglinton West, Mt. Dennis and Golden Mile • BIA governance, funding and project management for capital improvements • Specialized investments in BIA capacity building in distressed areas, innovation and leadership • New / revamped supports (e.g. Small Business Property Tax Class, Commercial Rehabilitation Grants, etc.)
Public service innovation and excellence	<p>Develop and refresh strategic/policy frameworks</p> <p>Responsibly managing existing investment in development and partners</p>	<ul style="list-style-type: none"> • International Alliances program • Updated approach to innovation eco-system / incubators • Community Economic Development Framework • IMIT administration and reporting

Film & Entertainment Industries

#SHOW
LOVETO

Why	What	How
Shared clarity of purpose driving better outcomes for creative industries	Concurrent sector strategy development grounded in recovery and rebuild	<ul style="list-style-type: none"> • Renewal of Music Strategy • New Tourism Strategy • New IDM Strategy
Creative and economic opportunity made accessible and inclusive	Workforce and talent development programs that capitalize on Toronto's creative capacity, address inequity, and contribute to rebuilding	<ul style="list-style-type: none"> • Upscaling of film workforce development programs • Digital adaptation and IRL reopening of paid music performance and promotion • Tourism workforce development to support sector recovery
Vibrant spaces for work and play lift up the creative industries and the city	Use the City's unique tools to protect and grow Toronto's creative infrastructure, supporting recovery across the city	<ul style="list-style-type: none"> • Pilot DIY permits • Remove barriers in zoning and licensing to create vibrant places • Capitalize on City-owned or Section 37 space
Enhance digital adaptation to build resilient, imaginative futures	Support for Toronto's interactive digital media industries, and leveraging their strengths to help sector recovery	<ul style="list-style-type: none"> • Drive a regional esports strategy • Enhance digital adaptation for cultural sectors
Use culture and main street to anchor recovery and help Torontonians feel joy	Design and partner to offer inclusive initiatives with creative and economic impact	<ul style="list-style-type: none"> • Lead the rollout of ShowLoveTO programs, supporting work in EDC, cross-divisionally and with third parties

Museum & Heritage Service



Why	What	How
Operational Excellence	Responsible Asset Conservation Budget management	<ul style="list-style-type: none"> • State of Good Repair priorities • Legislative compliance • Social Procurement
Heighten awareness of museums	Expand partnerships Promote digitalization	<ul style="list-style-type: none"> • Promote collections access • Share knowledge • Museum of Toronto
Equity in the culture sector	Provide accessible space Partnerships with diverse communities Advance food security Accessible Funding for BIPOC Artists	<ul style="list-style-type: none"> • ICIP-funded Spadina garage expansion • Dashmaawaan Bemaadzinjin (Indigenous food program) • Farmers' Market • Community Gardens • Awakenings
Support families	Make museum programs available on line Adapt in-person programming	<ul style="list-style-type: none"> • Produce and deliver virtual workshops and rec programs • Produce and deliver in-person CampTO

Additional 2022 Priorities

- Advance inclusive business and cultural recovery efforts
- Implement and expand place-based community economic development projects
- Implement grant reform to ensure public funding is equitably distributed to those in the business and culture sectors with the greatest need
- Continue advocacy for enhanced support from other orders of government for business and culture sector recovery
- Continue implementation of EDC's Equity Plan to ensure equitable access to economic and cultural opportunities
- Renew strategic and policy guidance for EDC through the development of a new five-year divisional strategic plan



Thank you

