

Economic Development and Culture Initiatives in Etobicoke York

Presentation to the Etobicoke York Community Council
from the Economic Development and Culture Division

September 10, 2021





Outline

1. Division Overview
2. Strategic Foundations
3. EDC Initiatives
4. 2022 Priority Areas

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



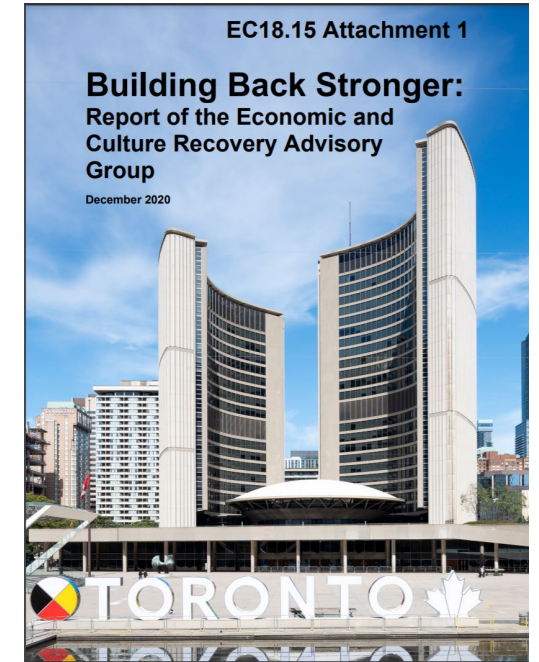
Corporate Strategic Plan



EDC Divisional Strategy

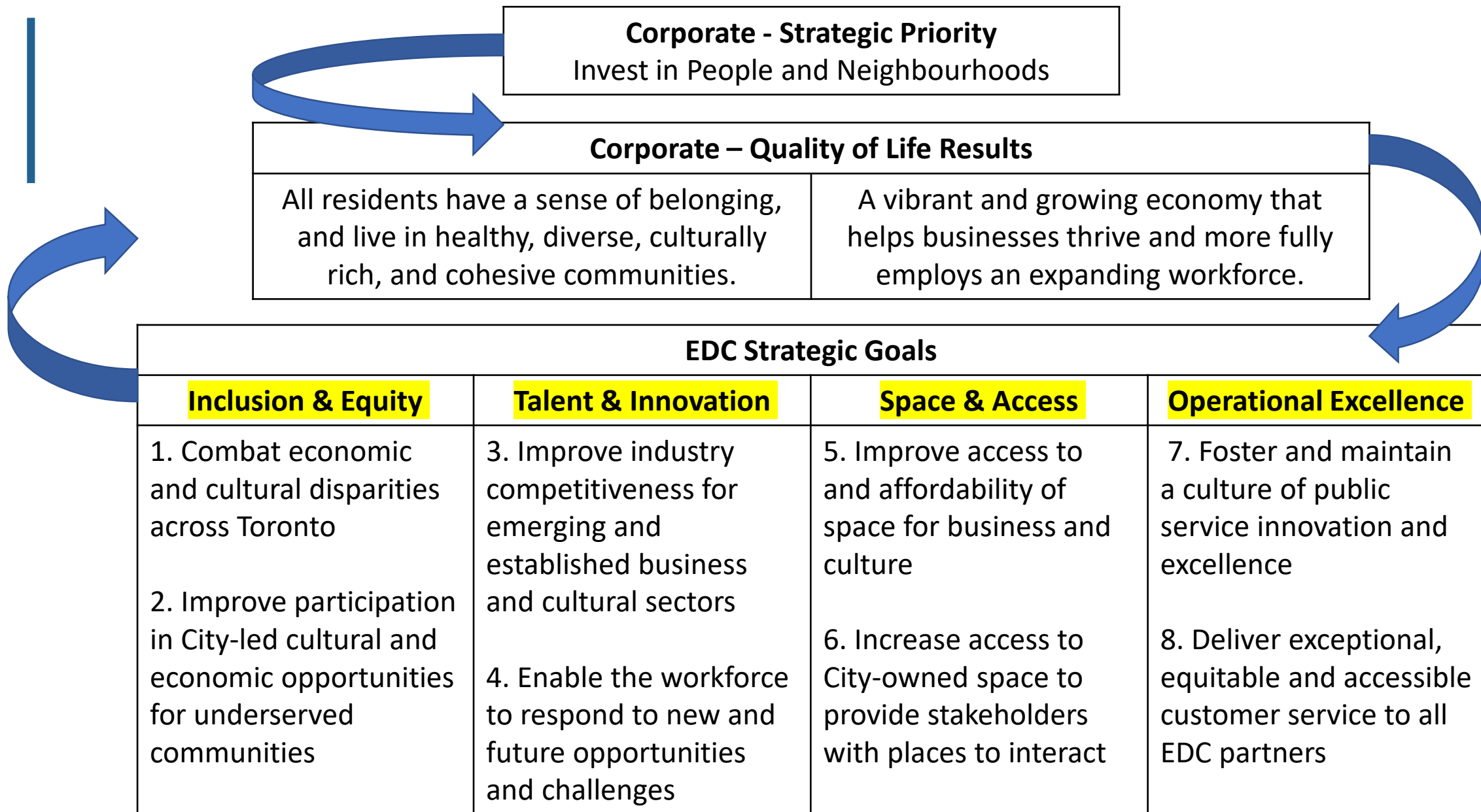


TORR Report



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



Building Back Stronger

Economic Recovery	Anti-Racism & Inclusion	Workforce & Talent	Arts & Culture
1. Lead North American cities in linking safety to productivity. 2. Work with the TTC and major employers to develop marketing and communication efforts and possible incentives to encourage a safe return to work using public transit. 3. Keep commerce moving with a coordinated approach to traffic and public realm improvements. 4. Expand and enhance existing initiatives to rebuild local tourism. 5. Incentivize and facilitate local retail innovations to promote local resilience during the recovery period and expand opportunities for small businesses.	8. Pursue a program of specific community investments to promote the encouragement, scaling and sustainability of business and cultural enterprises led by Black, Indigenous and equity-deserving groups. 7. Improve access to technology and capital for BIPOC-led non-profits, businesses, and entrepreneurs. 8. Co-develop programs and initiatives with Indigenous partners to amplify the presence and impact of Indigenous-led businesses in Toronto. 9. Collaborate with employers and community partners to break down barriers to the participation of persons with disabilities in the workforce. 10. Recognize child care as a cornerstone of a gender inclusive economic recovery.	11. Work with federal, provincial, Indigenous, higher education, professional associations, trade unions and business counterparts to bring all orders of government together to create a long-term, strategic approach to workforce development and training. 12. Encourage collaboration among industry partners to champion support for workers as a cornerstone of economic recovery. 13. Establish a Youth Economic Recovery Table with a particular focus on youth employment, training, and more equitable access to opportunity.	14. Design an arts-focused fund-matching program for private foundations and other major donors, with a focus on cultural recovery efforts, and encouraging partnerships and representation for BIPOC artists, and initiatives. 15. Co-develop with community partners a training and leadership development program for the arts, with an emphasis on empowering diverse, emerging BIPOC voices in the sector. 16. Continue to advance opportunities for cultural engagement in all parts of the city, year-round. 17. Support creative industries with funding and infrastructure for digital adaptation. 18. Preserve existing and create new, affordable spaces for culture across the city.

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.





EDC Initiatives in Etobicoke York

Arts & Culture Services

- Support to Neilson Park Creative Centre to assist with public safety issues
- Installation of a monument to Joshua Glover by the artist Quentin VerCetty in Joshua Glover Park
- Assembly Hall - MakeArtTO - Offering Online art workshops, By the Lake Book Club events and affordable rental programs
- Local Arts Service Organizations (LASOs) - Lakeshore Arts; Urban Arts; Arts Etobicoke
- 2021 Cultural Hotspot continues to celebrate arts, community and culture with 5 Signature and SPARK Partnership Projects providing localized, community-driven arts engagement outside the downtown core
- Mimico Creek - Support resumed to produce, fabricate and install a Noel Harding public artwork at the southwest corner of Dundas Street West and Islington. Target completion date: end of 2022
- ArtworxTO Etobicoke community hub

Business Growth Services

- Distributing rapid testing kits to business (Partnership with Toronto Region Board of Trade)
- BIA activities: Parkette improvements; New gateways; Streetscape improvements
- Municipal Conversion Requests - providing input and support to City Planning Municipal Comprehensive Review process with a view to preservation and protection of employment lands Enhanced Business Outreach
- Mount Dennis Economic Development Strategy: Completed local economic development strategy to support business and job growth in Mount Dennis, leveraging major transit infrastructure investment in the area -project learnings will help inform CED-related approaches in other areas. Working with community, business and educational stakeholders to bring a post-secondary facility to Mount Dennis
- Community Economic Development (CED) grants program: Targeted inclusive economic development initiative to support partner agencies identified by EDC focused on equity-deserving communities. Funding is supporting a bike hub/bike training initiative in Mount Dennis
- Support for local studies and initiatives: Finch West Goods Movement Study; Pearson Employment Area Pilot Zone
- Gold Star Assistance: major projects include the new Purolator Ontario Hub, 2 new Metro supermarket warehouse/distribution centres, new 400,000 sf industrial/warehouse buildings on former Campbells Soup lands
- Jane Finch Initiative: developing an integrated plan for the Jane Finch area that advances social equity and economic inclusion for current and future residents
- Support for other business/community-related organizations and initiatives

Film & Entertainment Industries

- xoTO Screen Industry Pathways: expansion of training programs for Black, Indigenous and People of Color participants across Toronto. Publication on toronto.ca of extensive 'Careers in Film' to present all entry points, film production roles and industry hubs in Toronto
- ShowLoveTO program and campaign will bring cultural animation to the streets, build public confidence to re-engage with the city and support local shops and restaurants
 - StrollTO - self-guided tours of 25 neighbourhoods covering each Toronto ward. The program will be expanded to include 140 neighbourhoods
 - Poems for Your Path - in select StrollTO neighbourhoods, across Toronto's 25 wards, messages of strength, hope and resilience will be displayed in the form of colourful text based visual art installations
 - NoVacancy - a city-wide program to animate storefronts, partnering BIAs with arts and cultural organizations
 - LoveTO - generate local tourism for main street businesses by adding lighted 3-dimensional hearts on the streets of Toronto in each Toronto ward
 - BigArtTO - a 10 week program across all 25 city wards activating 30 sites with curated public art installations
 - DineTOgether - a promotional campaign to encourage Torontonians to support local restaurants
- Music: City Hall Live Spotlight - a weekly series of professionally produced, live-streamed videos that showcased local musicians performing across music venues. Music 311 - City of Toronto is assembling a playlist of original music written and recorded by Toronto-based artists for call-hold playback on the City's 311 customer service line. (2021 includes 5 Etobicoke artists)

Museum & Heritage Service

- Dundas St Renaming - Transition Plan: Developing a transition plan to support Dundas Street businesses, BIAs and residents with the renaming of the street
- Little Jamaica: The Eglinton West corridor / Little Jamaica is a community of great cultural heritage significance. The City (EDC, City Planning) is undertaking a study of the area, intended to support and celebrate this cultural corridor.
- Montgomery's Inn:
 - Highly successful community farmers' market held weekly throughout the year. The market provides as an essential food security service
 - HistoricTO Walking Tours and Interior tours; Summer CampTO programming
 - VIBE Arts Prospect Project with the creation of a community art work and programming delivered at Montgomery's Inn August - September 2021 which will then contribute to a larger collaborative work at Fort York
- Capital Projects:
 - Replacement of cedar roof and complete renovation of commercial kitchen to expand community uses at Montgomery's Inn
 - Roof replacement on the garden studio and health and safety landscape upgrades at Franklin Carmichael Art Gallery
 - In 2022-2023 major SOGR restoration of the Assembly Hall
- Awakenings: Virtual programming that tells Toronto's many stories through the Awakenings program, a series of art projects created within Toronto History Museums by Black, Indigenous and artists of colour, operating under the principles of anti-oppression, anti-colonialism, and anti-racism
 - In 2022 Awakenings programming will also be offered at Montgomery's Inn, as part of the Souleppper Mentorship Program. Selected BIPOC performance artists will create site specific work for each of the 10 Toronto History Museums

CaféTO expansion

- Enhanced communication outreach efforts
- Leverage City's newsletter and social distribution channels
- Information about expanding patios on private property (Temporary Use By-Law for patios on private property)
- Support for additional Councillor communications
- City-hosted webinar supporting restaurant and bar operators
- Engaging community partners for patio furniture donations, sponsorships and discounts

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

