

May 2021

TO LIVE - COMMUNITY ENGAGEMENT COMMUNICATIONS PLAN

>>>> Programming Dept

General **Goals of Engagement** of the Programming Department's community engagement as reflected by listed activities are:

- delivery on TO Live's values and objectives;
- TO Live's overall commitment to IDEA in engagement with artists, public;
- deepening of connections with Toronto's arts community;
- partnership & collaboration;
- audience development;
- providing work for furloughed TO Live staff; and
- building foundations for the future and aligning with long term strategy and objectives

Programming Activity 2020 & 2021		Target Community	Goals of Engagement	Method of Engagement/Outreach		
				Community	Public/media	Board/Committees
TO LIVE PRESENTS						
Provision of Space	rehearsal /creative development	artists, arts companies	support for artists creative process	direct discussions, networking	media releases, TO Live e-newsletters, TO Live social media, artists' own platforms	reports, presentations TO Live e-newsletters
	filming/streaming	artists, arts companies	support for artists creative process, helping them stay connected to their audiences, visibility for TO Live	direct discussions, networking	media releases, TO Live e-newsletters, TO Live social media, artists' own platforms	reports, presentations, TO Live e-newsletters
	Project support	artists, arts companies	support for artists creative process direct funding for artists	direct discussions, networking	media releases, TO Live e-newsletters, TO Live social media, artists' own platforms	reports, presentations, TO Live e-newsletters
	Window exhibitions	artists, arts companies	support for artists creative process, helping them stay connected to their audiences, visibility for TO Live	direct discussions, networking	pedestrian traffic, media releases, TO Live social media, e-newsletters, artists' own platforms	reports, presentations, TO Live e-newsletters
Commissions, Producing	explorations	artists, project-based arts companies	support for artists creative process, direct funding for artists	curated email list, networking, artist word of mouth, social media	media releases, TO Live e-newsletters, social media, augmented by artist and arts company sharing	reports, presentations, TO Live e-newsletters
	films, podcasts, digital works	artists, arts companies	direct funding, visibility for TO Live, partnerships	direct discussions, networking	media releases, TO Live social media, e-newsletters, artists' own platforms	reports, presentations, TO Live e-newsletters
	new work commissions	artists	support for artists creative process, direct funding for artists future TO Live Presents programming	direct discussions, networking	media releases, TO Live e-newsletters (when commission is public)	reports, presentations, TO Live e-newsletters
	new productions	artists	support for artists, reopening, public attendance, ticket sales	direct discussions, networking	media releases, TO Live e-newsletters, social media, website, digital advertising	reports, presentations, TO Live e-newsletters
Research and Professional Development	Black mid-career artists professional development research project	Black mid-career artists	to design a program for future implementation	targeted direct communication	n/a	reports, presentations, TO Live e-newsletters
EDUCATION & ENGAGEMENT						
Neighbourhood Engagement	workshops, tailored events	neighbourhood communities	engage community members in the arts, support for local organizations	direct discussions, networking, committee/memberships	TO Live website, TO Live's e-newsletters, TO Live social media, co-presenting partner (s) platforms	reports, presentations, TO Live e-newsletters
Art & Wellness	streaming performances/workshops	healthcare sector & targeted community residents	develop art & wellness program	direct discussions, networking, committee/memberships	TO Live website, TO Live's e-newsletters, TO Live social media, healthcare and co-presenting partner (s) platforms	reports, presentations, TO Live e-newsletters
	special needs audiences: performances and professional development for artists	artists programming for audiences with access requirements	skills development for artists	direct discussions, networking, committee/memberships	TO Live website, TO Live's e-newsletters, TO Live social media, co-presenting partner (s) platforms	reports, presentations, TO Live e-newsletters
Youth Programs	provision of space and other support for community youth organizations	youth, particularly from BIPOC and other under-represented communities	skills and other professional development, helping them connect with audiences	direct discussions, networking, committee/memberships	TO Live website, co-presenting partner(s) platforms	reports, presentations, TO Live e-newsletters

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RENTALS						
	Subsidised access	TO Live legacy tenants and other regular not-for-profit clients	to maintain active client relationships during the pandemic, provide work to TO Live furloughed staff, support private not-for-profit clients	direct discussions, networking	social media, TO Live e-newsletters, company's own platforms (if appropriate)	reports, presentations, TO Live e-newsletters
CORPORATE & PRIVATE EVENTS						
Business Development	Subsidised access	corporate & private clients including schools, religious groups	to maintain active client relationships during the pandemic, support private not-for-profit clients	direct discussions, networking, Corporate Sales LinkedIn	social media, TO Live e-newsletters, company's own platforms (if appropriate)	reports, presentations, TO Live e-newsletters
	Podcasts	corporate & private clients including schools, religious groups	to maintain active client relationships during the pandemic, promote to potential new clients	Corporate Sales Linkedin, RentTOLive & TO Live social media platforms	TO Live social media, interviewee own platforms	reports
PRODUCTION						
Training Opportunities	Mentoring, Internships, Apprenticeships	unions, stagehands (all production departments), TDSB, secondary and tertiary educators	diversification to increase staff numbers from BIPOC and other under-represented communities.	direct discussions	Possible future promotion through media, TO Live e-newsletters, TO Live social media	reports
>>>> St Lawrence Centre Redevelopment Project						
STLC NEXT						
Community Consultation	Public Consultation: May - September 2021	broad and targeted public Including: neighbourhood associations, arts sector, community and neighbourhood groups	to gather broad public and arts sector views on cultural and community centre requirements and desired outcomes, connect public to TO Live and mission	extensive data base for e-communications and survey dissemination, STLC NEXT website, working groups and direct discussion	extensive data base for e-communications and survey dissemination, STLC NEXT website, media releases, other TO Live digital platforms	reports, presentations, partnership with Create TO