

Current Economic Development and Culture Initiatives with Community

Presentation on May 19, 2022 to the
Two-Spirit, Lesbian, Gay, Bisexual, Transgender and Queer
Advisory Committee





The purpose of this presentation is to update to the Advisory Committee on current Economic Development and Culture (EDC) initiatives with community.

These include:

- 1. Enhancing the economic outcomes of 2SLGBTQ+ communities*
- 2. Working with 2SLGBTQ+ communities to inform the Cultural Districts Program*

2SLGBTQ+ Businesses Training

Time Period	Lesbian, Gay, Bisexual, or Queer (LGBQ+) people	Trans or non-binary people	Two-Spirit
Jan. 27 - Dec. 16, 2021	385	99	205
Jan. 10 to Apr. 26, 2022	20	4	9
Totals	405	103	214
Percentages based on 10,688 Eventbrite Registrations	4%	1.0%	2.0%



Funding for Business Programs

- A total of **18** Starter Company Plus Grants (@\$5000) were approved for clients who self-identified as 2SLGBTQ+ during the period of **April 1, 2020 – March 31, 2022**
- In 2020 – The Canadian Gay Lesbian Chamber of Commerce received \$12,000 towards delivery and administration of the Starter Company + via their OUT for Business Program



Outreach planned for 2022 and beyond

- Entrepreneurship and business outreach activations at Toronto Public Library locations in 2SLGBTQ+ Cultural Districts, such as Church-Wellesley.
- Up to 10 Starter Company grant spots (@\$5000 each) to the LGBTQ+ community through the Canadian Gay Lesbian Chamber of Commerce will be reserved in 2022-2023.
- EDC plans to work with partner organizations serving 2SLGBTQ+ Cultural Districts, such as The 519, Canadian Gay Lesbian Chamber of Commerce to further engage and support members to start or grow their business through 1-on-1 and group consultations, networking events and tradeshow.



The 519

Cultural Districts Program - Directions

- **MM14.8 Protecting LGBTQ2S+ Small Businesses and Cultural Space** – by Councillor Kristyn Wong-Tam, seconded by Councillor Paul Ainslie (Ward All)
- **EC25.3 Developing a Cultural Districts Program** – directed the General Manager, Economic Development and Culture, as part of the broad public engagement, to continue targeted engagement with equity-deserving communities and report back through the Two-Spirit, Lesbian, Gay, Bisexual, Transgender and Queer Advisory Committee before reporting back to City Council in 2022.
- **EC27.6 - 2SLGBTQ+ Small Businesses and Cultural Spaces** – Update and next steps on outreach to support the retention and growth of 2SLGBTQ+ small businesses and recommendations for a Cultural District Program to protect small businesses and cultural spaces in the Church-Wellesley Village.

2SLGBTQ+ Engagement

- **2020/21** small group meetings with:
 - o Pride Toronto
 - o The 519
 - o Church-Wellesley BIA
 - o New Ho Queen and Xtra
 - o Pegasus on Church
 - o ERA Architects
 - o Yohomo: Toronto Queer Culture Now
- **May/21** - It Takes A Village panel to protect and promote cultural and heritage spaces
- **Sept/21** - 2SLGBTQ+ Advisory Committee
- **Fall/21** - UofT Masters of Urban Innovation Collaborative Research Project

CULTURAL DISTRICTS & QUEER SPACE

Panel Facilitator: **Sherwin Modeste**, Executive Director, Pride Toronto

Panelists:

- **Sean Major**, Engagement Lead, City of Toronto's Chief of Staff Office
- **Mark Smith**, Founder, NG3 & former Board Member, Pride Toronto
- **leZlie lee kam**, 2SLGBTQ+ Senior Community Activist and Elder

This panel will explore what the 2SLGBTQ+ community requires in placemaking to create a safe and enriching neighbourhood where culture can thrive.

MAY 10th 2022
online @ 6:30pm-7:30pm

In response to community-based advocacy and efforts to support local culture across several neighbourhoods, the City of Toronto is moving ahead with the creation of a Cultural Districts Program. The City's overall goal is to co-create a program that brings together resources, policies and new approaches for fostering culture. The Cultural Districts Program is intended to maintain the local culture of Toronto's unique and vibrant communities.

Listening & Action: Space



What we heard

- Closure and lack of safer gathering spaces - 2SLGBTQ+ communities, face disproportionate risk of cultural erasure, cooption, and displacement



What we are doing about it

- *Understand that culture is boundless*
- *Connect to broader policies around night economy and creative space*
- *Focus on the Church-Wellesley area while recognizing queer spaces across the city*

Listening & Action: Culture

What we heard

- Whose culture? Does culture embrace community?



The 519 Mural, by John Kuna



GladDay BookShop

What we are doing about it

- *Embrace a broad definition of culture that includes everyone and diversities of culture*
- *Include green space, civic commons, mutual care networks*
- *Maintain local culture while welcoming new communities*

Listening & Action: Equity

What we heard

- Address all forms of oppression affecting 2SLGBTQ+ communities



"Signs of Safety" Winter Activations in the Village



LoveTO art installation, Barbara Hall Park

What we are doing about it

- *The program puts equitable placemaking into practice*
- *Centers the local knowledge and expertise of everyday people*
- *Defines success on the reduction of barriers and improved economic, social and cultural outcomes*

Program Framework & Emerging Ideas

- Co-creation
- Co-stewardship
- Co-learning



Cultural Districts 2022 Social Media Campaign
developed by Jay Pitter Placemaking Inc.



Thank you