

Community Engagement Focus Group - Site Animation

Date: May 25, 2023
To: The Board of Governors of Exhibition Place
From: Don Boyle, Chief Executive Officer
Wards: All Wards

SUMMARY

This report summarizes Exhibition Place's direction concerning community engagement through Community Focus Groups that support the delivery of site activation. Further, the report requests approval of the Terms of Reference (Attachment A) for the Community Focus Group.

As Exhibition Place continues to support its goal to promote Site Animation 365 days a year, Community Focus Group discussions will inform and identify needs, opportunities, and areas within Exhibition Place for increased site animation.

RECOMMENDATIONS

The Chief Executive Officer recommends that:

1. The Board approve the Community Focus Group Terms of Reference for Community Engagement Focus Groups included as Appendix A.

FINANCIAL IMPACT

There are no negative financial implications to this report.

DECISION HISTORY

The Exhibition Place 2022-2026 Strategic Plan has a goal to Promote Site Animation 365 days a Year. To support the goal, staff have investigated opportunities to engage

community members further to provide their input for site activation through a series of focus group meetings.

COMMENTS

Exhibition Place has a history of communication and interconnectedness regarding event and transportation coordination with the surrounding neighbourhoods. Through the recent strategic planning consultation process, the community expressed an eagerness to participate in planning for community-focused program opportunities and activation.

One of the goals that surfaced through the strategic planning process was to promote site animation 365 days a year. This was an optimum opportunity to introduce community engagement in the planning framework.

Successful community engagement has occurred using focus and workshop gatherings by many community outreach organizations. Similar examples of community engagement have occurred within the City, which include Parks, Forestry and Recreation, TOCore, and City Planning.

The key indicators of success include that both Community Focus Group participants and staff are working with a clear understanding and respect for each other's role and that the partnership between both parties will enhance site activation.

Through facilitated workshops, focus group participants will collaborate on current ideas and opportunities to support our efforts to activate the grounds. Staff will gather information to inform current and future programming delivery.

These focus groups are not formal committees and are informal to provide advice on site animation. Participation is open to all interested members of the community. Meeting notices will be posted with efforts made to ensure public awareness of upcoming meetings.

Please see the attached Terms of Reference (Attachment A) for further information.

CONTACT

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SIGNATURE

Don Boyle
Chief Executive Officer

ATTACHMENTS

Appendix A - Terms of Reference