

Economic Development and Culture (EDC) Division Upcoming 2024 Strategies

Presented to the Confronting Anti-Black Advisory
Committee

February 9, 2024

➤ Agenda

- EDC's mandate and work
- Examples of EDC work forwarding the Confronting Anti-Black Racism Action Plan
- Three EDC strategies being developed in 2024
- Black community engagements: what we have heard
- Key questions and discussion

Economic Development and Culture Division

➤ Economic Development & Culture (EDC)



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



PROGRAM SUPPORT

➤ EDC's Mandate & Objectives

EDC strives to make Toronto a place where business and culture thrive.

The Division's objective is to advance Toronto's prosperity, opportunity and liveability by:

- fostering employment and investment opportunities
- encouraging Toronto's cultural vibrancy
- engaging partners in the planning of the City's economic and cultural resources



➤ Examples of EDC's Work



**Business
Improvement
Area Offices**

**Main Street
Initiatives**

**Entrepreneurship
Services**

**Business
Retention and
Expansion**

➤ Examples of EDC's Work

**Arts and
Culture
programming
and funding**

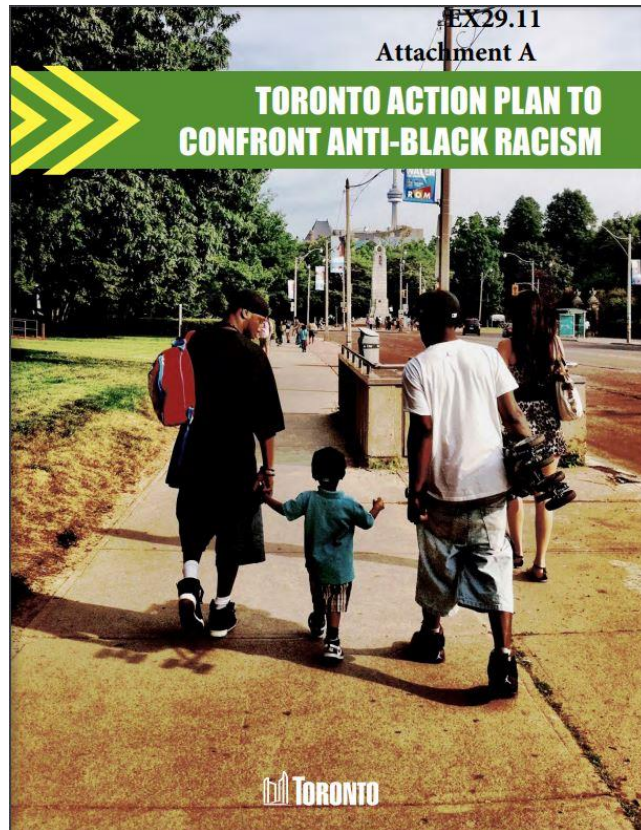
**Film and
Entertainment
Services**

**Visitor
Economy
(Tourism)**

**Museum
programming
and events**



➤ Toronto Action Plan to Confront Anti-Black Racism



- The plan includes specific actions related to arts, culture, and economic development.
- Each year Economic Development and Culture commits to and reports back on the division's work related to these actions.

➤ EDC Actions and Supports

Job Opportunities & Income Supports

- **Cultural Hotspots Program, 2023 Little Jamaica and Jane Finch (CHS)** \$200,000 grant funding for Little Jamaica artists, businesses and agencies; \$45,000 for Jane Finch
- BIA Office support for **Little Jamaica Corridor Project** and Little Jamaica Master Plan, working with the FedDev Ontario program to direct \$1 million investment.
- **Digital Media Zone (DMZ) Black Innovation Program (Toronto Metropolitan University):** Business Incubation and Commercialization Grant, \$50,000
- Support for Little Jamaica's **Afro Caribbean Farmer's Market**, \$25,000



**Toronto Action Plan to
Confront Anti-Black Racism
Year 5, 2023**

*Afro Caribbean Farmers Market in Little
Jamaica. Photo by: R. Pueyo*

➤ EDC Actions and Supports, continued

Job Opportunities & Income Supports

- **Entertainment Trades Program** with CEE Centre for Young Black Professionals, film and TV trade work training.
- **Workforce development and Youth Skills Development:** Youth Cultural Incubators Stabilization Initiative (YCISI)
- City-run **Cultural Centre Programming** bringing Black authors and filmmakers to the forefront and the opening of the **Ascent Gallery**.
- Toronto History Museums Awakenings **Artist Mentorship Program**: 60% Black mentees in 2023, mentored by curator and creative director Ashley Mackenzie Barnes.
- Toronto History Museums **Youth Program**: 300 participants with 23% identifying as Black.



**Toronto Action Plan to
Confront Anti-Black Racism
Year 5, 2023**

*Making of "Private Flowers" by HAU
Photo: THM YouTube Channel*

➤ EDC Actions and Supports, continued

Accessible and Welcoming City Spaces & Investments in Black Arts and Culture

- **Blackhurst Cultural Centre**, Mirvish Village
- Toronto Art Council's **Black Arts Program**
- Toronto History Museums **Black Food Sovereignty Programming 2022**
- **Emancipation Day** Programming, Fort York NHS, 2022 & 2023
- **Dis/Mantle** exhibition, Spadina Museum, 2022-2023
- ***Transforming Grief*** exhibition, Fort York NHS, 2023
- **Mary Ann Shadd Cary** celebratory programming, Toronto History Museums, 2023

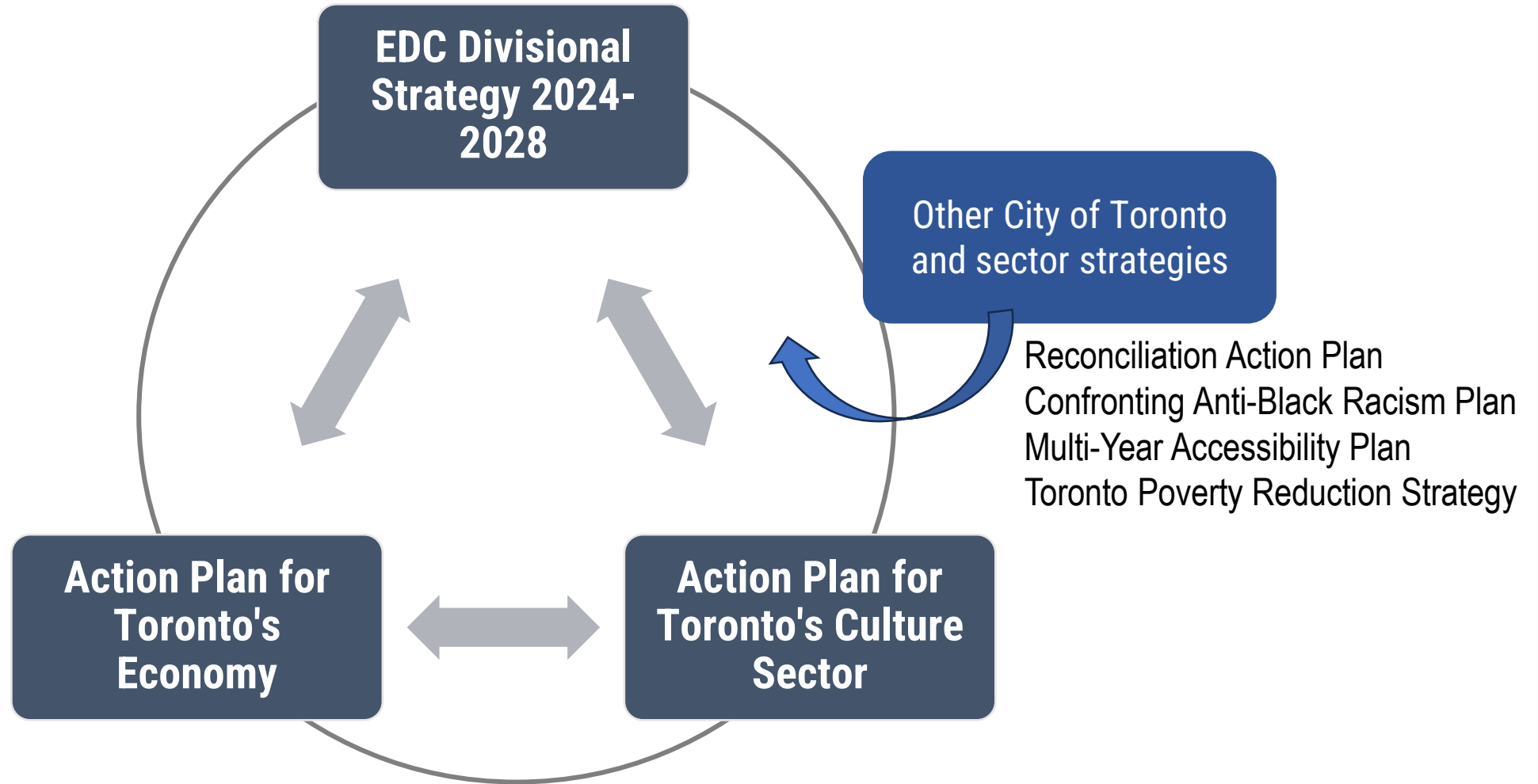


**Toronto Action Plan to
Confront Anti-Black Racism
Year 4, 2022 & Year 5, 2023**

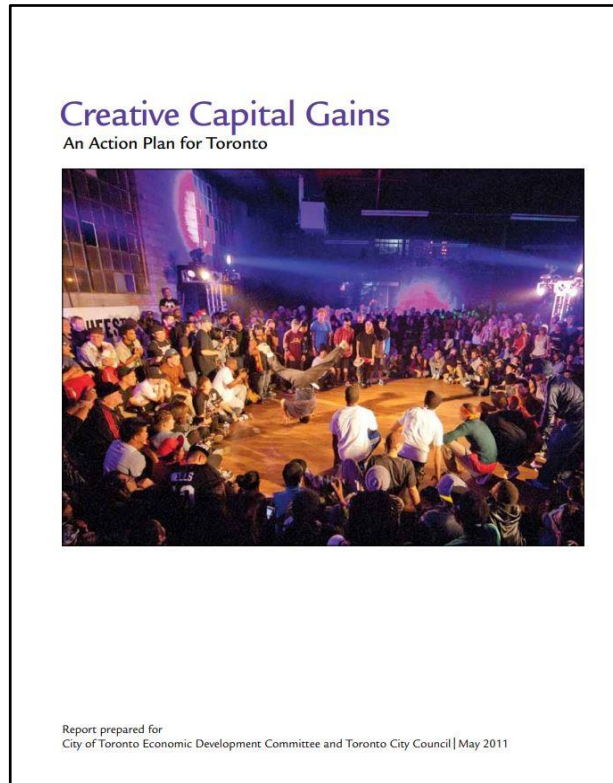
*Dis/Mantle, Spadina Museum
Photo: A. Williamson*

Three EDC Strategies in 2024

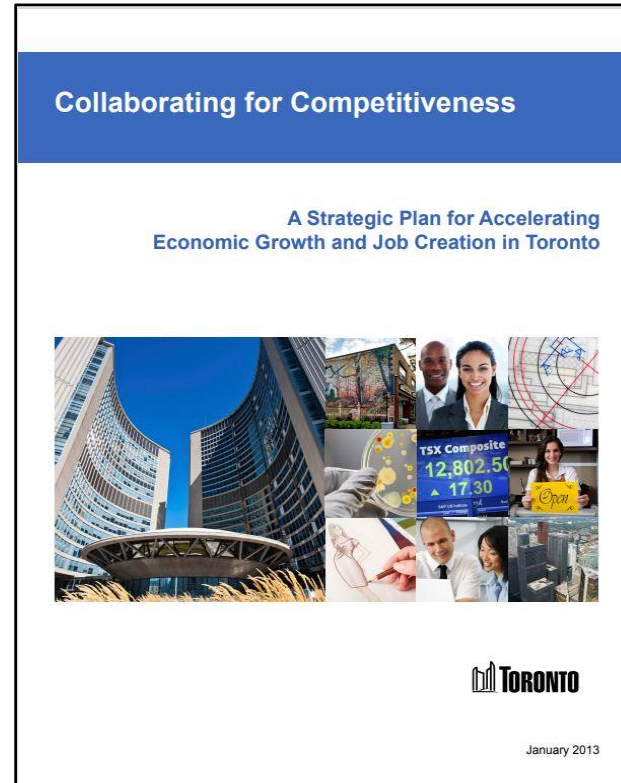
➤ Three EDC Strategies in 2024



➤ Previous EDC Strategies



**Creative Capital Gains
An Action Plan for Toronto (2011)**



**Collaborating for Competitiveness
A Strategic Plan for Accelerating Economic
Growth and Job Creation in Toronto (2013)**



EDC Divisional Strategy 2018-2022

**EDC Division Strategic Directions
2022-23**

Action Plan for Toronto's Culture Sector (2024-2034)

Sets priorities for City policies and programs in support of arts and culture, with an emphasis on access, inclusion and equity.

Action Plan for Toronto's Economy (2024-2034)

Establishes how the City coordinates existing and new levers to enhance Toronto's competitiveness while supporting more inclusive, sustainable and impactful economic growth in communities across Toronto

EDC Divisional Strategy (2024-2028)

Establishes strategic directions as well as goals and actions to guide all divisional programs, policies and services

➤ Engagement Plan: Divisional Strategy

- **Affiliated External Advisory Groups:**
 - **Toronto Youth Cabinet (TYC):** aged 13 to 24, promoting youth participation in municipal affairs [Sept 2023]
 - **Lived Experience Advisory Group (LEAG):** guiding the City's Poverty Reduction Strategy [Sept 2023]
 - **Partnership and Accountability Circle (PAC):** supports the Toronto Action Plan to Confront Anti-Black Racism [Dec 2023]
- **Extensive internal consultation/ EDC staff and other internal stakeholders**

➤ Engagement Plan: Action Plan for Toronto's Economy

- **Economic Advisory Panel — Industry Leaders and Subject Matter Experts**
- **Public Survey** — launched January 25, closes February 14
- **Public Engagement Sessions (Jan-Feb 2024)**
 - **CityTalk: one public kick-off session** (January 3)
 - **12 sector interviews/stakeholder sessions** (January)
encompassing business districts, sector leaders, and academics from across Toronto.
 - **1 session dedicated to Indigenous economic participation and Reconciliation**
 - Interviews with up to 20 cultural business associations and groups across Toronto.

Consultants supporting the public engagement plan: Canadian Urban Institute

➤ Engagement Plan: Action Plan for Toronto's Culture Sector

- An **Online Survey** – survey closes on March 3
- Two **Virtual Town Halls**
 - February 15, 6:30 pm until 9:00 pm
 - February 22, 9:30 am until 12:00 pm
- **Artist-led** engagement sessions
- **8 community conversations**
 - 3 were held specifically with Indigenous, Black, and Deaf, mad and disabled artists and creatives
- A **community conversation 'toolkit'** for anyone who wants to host their own sessions – share your feedback by March 3
- An **external advisory panel** of 20 community leaders

Consultants supporting the public engagement process: Monumental Projects

➤ Council Advisory Committees

- **All three strategies will be engaging City Council Advisory Committees, including:**
 - Two-Spirit, Lesbian, Gay, Bisexual, Transgender and Queer (2SLGBTQ+) Advisory Committee [January 31]
 - Toronto Accessibility Advisory Committee [February 5]
 - Confronting Anti-Black Racism Advisory Committee [February 9]
 - Indigenous Affairs Committee [TBC]



Project Timelines for the Strategies

2023			2024			
Apr-June	July-Sept	Oct-Dec	Jan-Mar	Apr-June	July-Sept	Oct
Action Plan for Toronto's Culture Sector						
Research and Analysis (May 2023-March 2024)						
		Public and Sector Engagement (Sept 2023-March 2024)				
				Strategy Development and Approvals (April-Sept)		City Council Consideration
Action Plan for Toronto's Economy						
		Preparation (Dec)				
			Public and Sector Engagement (Jan-Feb)			
				Strategy Development and Approvals (May-Sept)		City Council Consideration
EDC Divisional Strategy						
Planning and Preliminary Analysis (Mar-Jul)						
	Stakeholder and Public Engagement (Jul 2023-Mar 2024)					
		Analysis and Strategy Development (Dec-Apr)				
				Approvals, Design and Delivery (Apr-Sep)		City Council Consideration

What We Heard

Feedback from current engagements

➤ What We Heard

- Feedback gathered from current engagement activities will inform the development of all three EDC strategies
- Feedback gathered from engagement with Black artists and creatives, CABR's Partnership and Accountability Circle (PAC), throughout Nov and Dec 2023
- We will continue to gather feedback through upcoming engagement activities for the EDC strategies

➤ Community Conversation with Black Artists and Creatives

- What we heard:
 - Lack of affordable space for different artistic disciplines and for live/work;
 - Inequitable distribution of arts funding; limited funding for Black creatives
 - Grant applications and reporting processes are onerous and time consuming
 - Grant funding does not support experimentation and is limited to certain types of disciplines
 - Support to navigate the system and difficulty finding information about opportunities and resources
 - More opportunities needed for capacity building, professional development, and mentorship



Engagement with the Partnership and Accountability Circle (PAC), CABR & Economic Advisory Panel Sessions

- PAC Engagement held December 5, 2023.
- Economic Advisory Panel sessions held October and November, 2023.
- What we heard:
 - Prioritize inclusive economic development.
 - Augment funding and supports, access to information. Address the gaps in providing additional supports for women and Black entrepreneurs.
 - Create inclusive funding application processes.
 - Deteriorating affordability and ongoing systemic barriers continue to be the central economic challenges for Black communities.
 - Build stronger connections between the grants and supports offered to entrepreneurs and small businesses and Toronto's diverse and highly skilled talent pool.

Questions

1. Do the challenges and issues we have heard resonate?

2. Based on your experience, what's missing?

➤ Please reach out

Should you have any further feedback or comments to share please reach out:

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- **Action Plan for Toronto's Economy:** Adam Didycz, Policy Development Officer, Economic Development and Culture, adam.didycz@toronto.ca 416-396-7663; Cory Shankman, Senior Project Manager, cory.shankman@toronto.ca 416-392-4260
- **Action Plan for Toronto's Culture Sector:** Mojan Jianfar, Senior Cultural Affairs Officer, mojan.jianfar@toronto.ca 416-392-5225