

Economic Development and Culture (EDC) Division Upcoming 2024 Strategies— Accessibility Feedback

Presented to the Accessibility Advisory Committee
February 5, 2024

➤ Agenda

- EDC's Mandate and Work
- Three EDC Strategies being developed in 2024
- Key Questions & Discussion

➤ Economic Development & Culture (EDC)

EDC leads a broad range of activities, which include programs and services related to:

- Business Growth Services
- Film and Entertainment Industries
- Arts and Culture Services
- Museum and 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 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, continued

- Sector Development
- Film and Entertainment Services
- Visitor Economy (Tourism)
- Arts, Cultural and Museum Programming & Events



➤ 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
- Economic Development and Culture Divisional Strategy 2018-2022
- Economic Development and Culture Division Strategic Directions 2022-23

➤ Three EDC Strategies in 2024

EDC will bring forward three divisional strategies in 2024:

- Action Plan for Toronto's Culture Sector
- Action Plan for Toronto's Economy
- EDC Divisional Strategy 2024-2028

These strategies will also align with additional City of Toronto and sector specific plans, including: the Reconciliation Action Plan, Multi-Year Accessibility Plan, Confronting Anti-Black Racism Plan, and Toronto Poverty Reduction Strategy

➤ **Three EDC Strategies in 2024, continued**

The **Action Plan for Toronto's Culture Sector 2024-2034** will set priorities for City policies and programs in support of arts and culture, with an emphasis on access, inclusion, and equity.

The **Action Plan for Toronto's Economy 2024-2034** will establish 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

The **EDC Divisional Strategy 2024-2028** will establish strategic directions as well as goals and actions to guide all divisional programs, policies and services

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

- The Culture Action Plan will be informed by:
 - An **Online Survey**, launching end of January
 - Two **Virtual Town Halls**
 - February 15, 6:30 pm until 9:30 pm
 - February 22, 9:30 am until 12:30 pm
 - **Artist-led** engagement sessions, completed
 - 8 **community conversations**, completed
 - 3 were held specifically with Indigenous, Black, and Deaf, mad and disabled artists and creatives, respectively
 - A **community conversation 'toolkit'** for anyone who wants to host their own sessions launches end of January
 - An **external advisory panel** and Council Advisory Bodies / Committees
 - Additional engagement opportunities on the draft Action Plan in Spring 2024

Consultants supporting the public engagement process: Monumental Projects

➤ Engagement Plan: Action Plan for Toronto's Economy

- **Economic Advisory Panel** including Industry Leaders and Subject Matter Experts
- **Public Survey** launching end of January
- **Public Engagement Sessions**, January until February 2024
 - **CityTalk: one public kick-off session** held on January 3
 - **12 sector interviews/stakeholder sessions** throughout 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: Divisional Strategy

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

➤ 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]
 - Aboriginal Affairs Committee [TBC]

➤ Project Timelines for the Strategies

- **Action Plan for Toronto's Culture Sector:**
 - May 2023 to March 2024: Research and Analysis
 - October 2023 to March 2024: Public and Sector Engagement
 - April to September 2024: Strategy Development and Approvals
 - October 2024: City Council Consideration
- **Action Plan for Toronto's Economy:**
 - December 2024: Preparation
 - January to February 2024: Public and Sector Engagement
 - April to September 2024: Strategy Development and Approvals
 - October 2024: City Council Consideration
- **EDC Divisional Strategy 2024-2028**
 - July 2023 to March 2024: Stakeholder and Public Engagement
 - December 2024 to April 2024: Analysis and Strategy Development
 - May to September 2024: Approvals, Design and Delivery
 - October 2024: City Council Consideration

Questions

1. What are the most significant challenges and barriers facing people with disabilities as related to Toronto's economy and culture sector?

2. What actions could EDC take to meet and advance the current priorities of people with disabilities active in culture and business communities?

➤ Please reach out

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

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