

Economic Development and Culture (EDC) Division Upcoming 2024 Strategies

Presented to the Toronto Francophone Affairs
Advisory Committee

April 8, 2024

➤ Agenda

- EDC's mandate and work
- Three EDC strategies being developed in 2024
- Community engagement: what we have heard
- Key questions and 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 in the planning of the City's economic and cultural resources



➤ Examples of EDC's Work



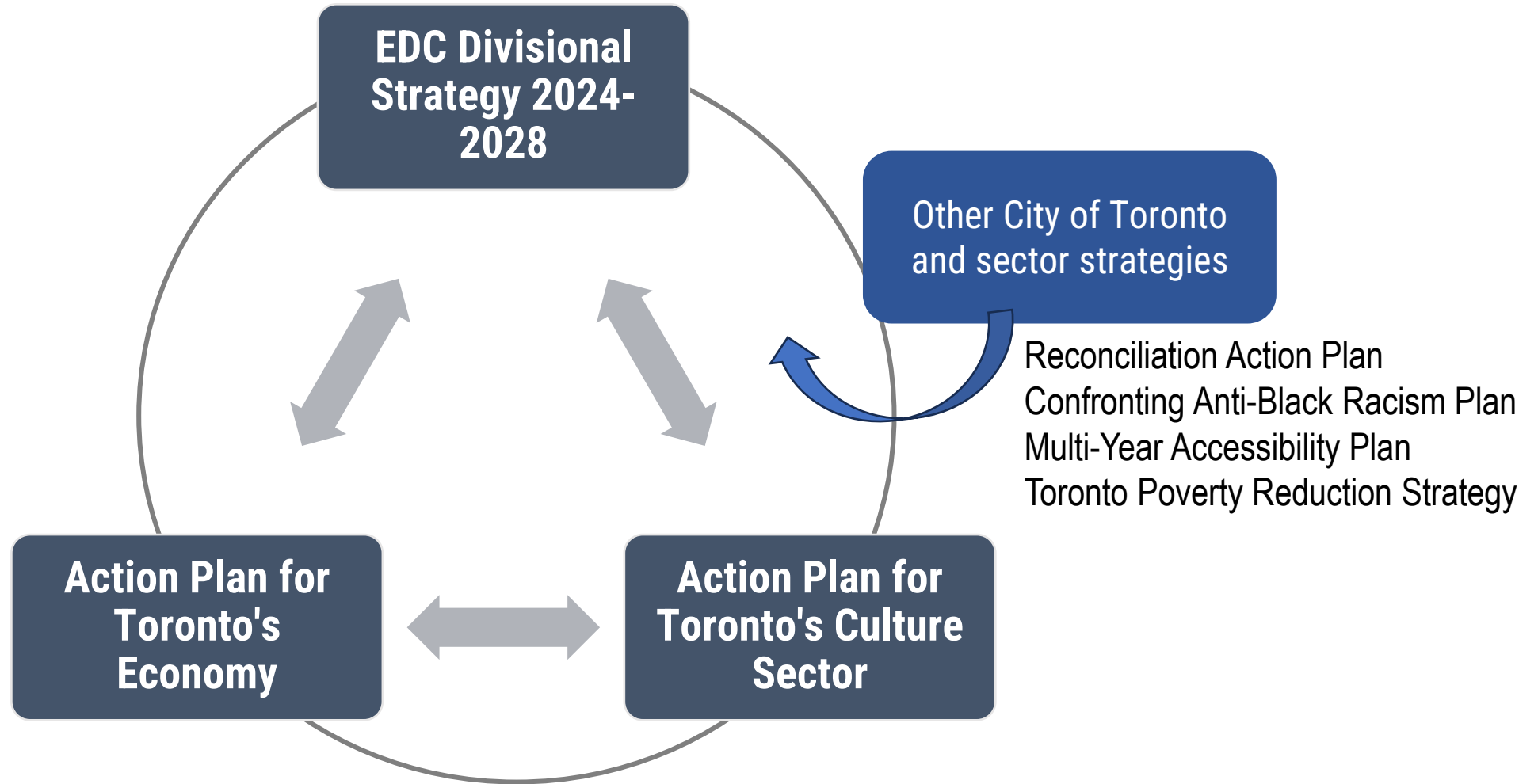
- Business Improvement Area Offices
- Main Street Initiatives
- Entrepreneurship Services
- Business Retention and Expansion

➤ Examples of EDC's Work, continued

- Sector Development
- Film and Entertainment Services
- Visitor Economy (Tourism)
- Arts and Cultural services, programming and events
- Museum programming and events



➤ Three EDC Strategies in 2024



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.

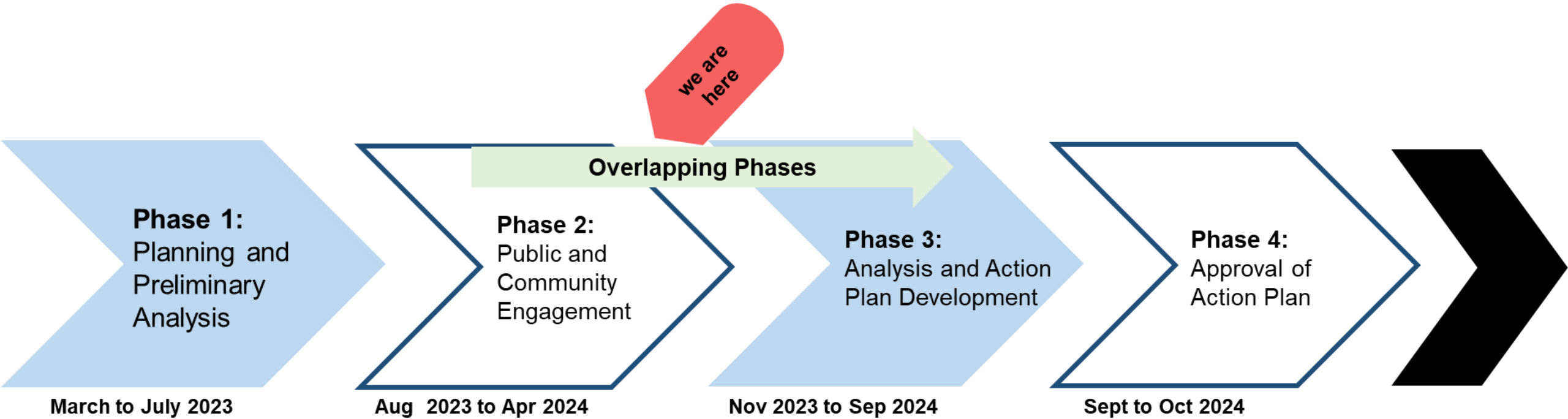
Action Plan for Toronto's Economy (2024-2034)

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)

Internal strategic plan to establish goals and actions to guide all divisional programs, policies and services

➤ Project Timelines for the Strategies



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

- An **external advisory panel** of 20 community leaders
 - Including members from across arts and culture, museums and heritage and creative industries
- An **online survey**
- Two **virtual town halls**
- **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 wanted to host their own sessions

Consultant supporting the public engagement process: Monumental Projects

➤ Engagement Plan: Action Plan for Toronto's Economy

- **Economic Advisory Panel (EAP) — Industry Leaders and Subject Matter Experts**
 - Including representation across banking, small business, film and creative industries
- **Public Survey** — launched January 25, closed Feb 29
- **Public Engagement Sessions (Jan-Feb 2024)**
 - **CityTalk:** public kick-off session (January 3)
 - **12 sector interviews/stakeholder sessions** (January)
 - Specific sessions with creative industries and tourism sector
 - **Sessions dedicated to Indigenous economic participation and Reconciliation**
 - Interviews with up to 20 cultural business associations and groups across Toronto.
- Continue to align with the engagement for the Culture Plan as the Economic Plan develops.
- *Consultant supporting the public engagement plan:* Canadian Urban Institute

➤ 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]
 - Toronto Music Advisory Council [February 15]
 - Toronto Film, Television and Digital Media Board [March 1]
 - Toronto Francophone Affairs Advisory Committee [April 8]
 - Indigenous Affairs Committee [TBC]

➤ What We've Heard

- Lack of affordable, accessible space for culture, including live/work
- Inequitable distribution of cultural funding and cultural programming
- Increased activations in winter/fall months to animate public/private spaces
- Support related to emerging technologies and creative practices
- Need for greater research and impact measures
- More opportunities for connection and community building
- More opportunities needed for capacity building, professional development and mentorship

➤ What We've Heard

- Cost and availability of ownership and rental housing
- Increasing congestion impacting the ability to move goods and people
- Fragmented workforce development processes, programs and services
- Onerous and complex administrative processes
- Additional business supports to ensure the scalability of certain strategic sectors
- Further coordination of and investment in critical infrastructure, such as roads, parks and bike lanes
- A need to leverage civic infrastructure, such as libraries and other community services

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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