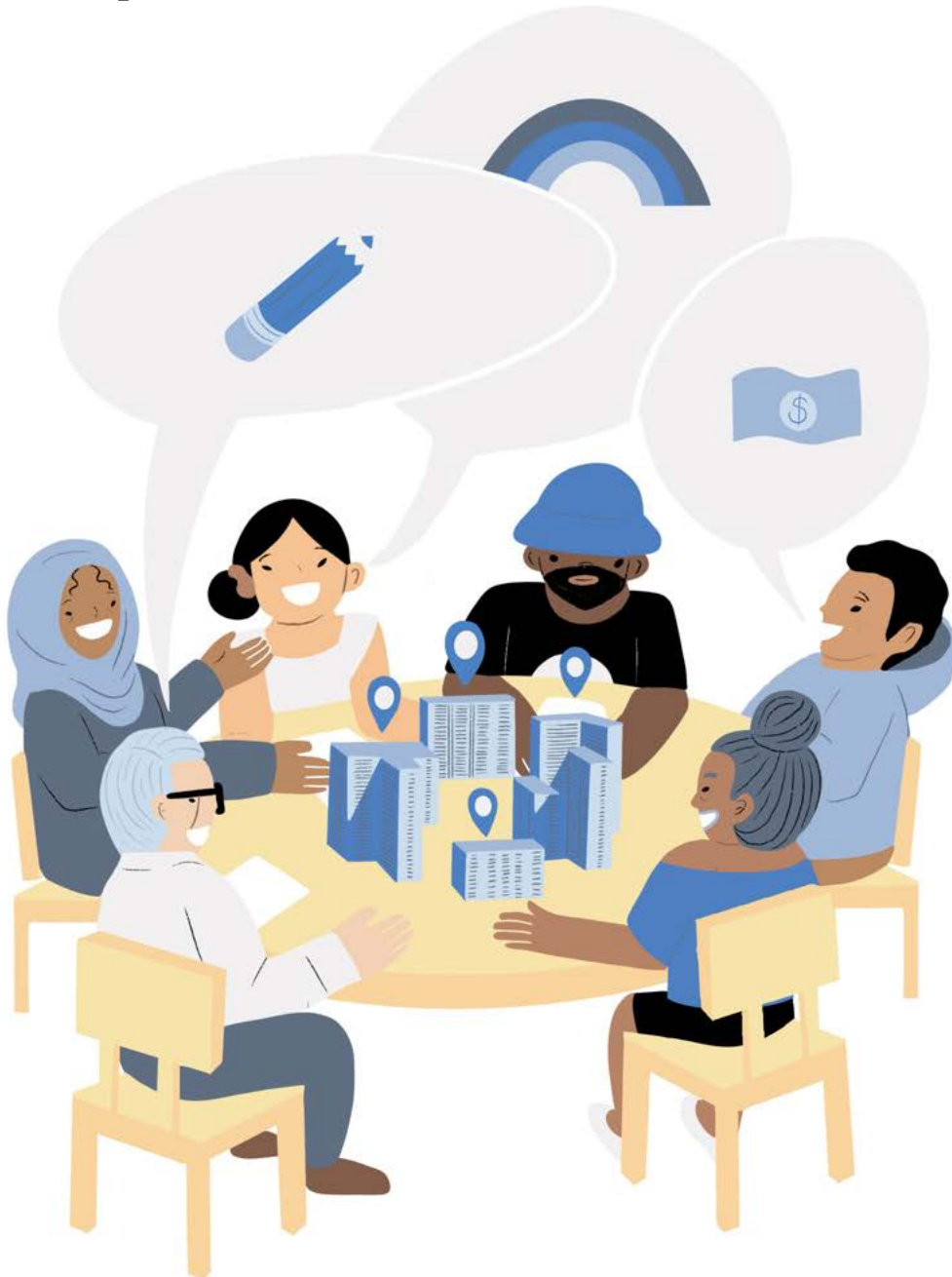


St. James Town Community Cultural Plan



prepared by The STEPS Initiative
in partnership with the St. James Town Community Corner

November 2019



This community-led plan was facilitated by The STEPS Initiative, an organization committed to creating welcoming public spaces that reflect local culture. STEPS develops one-of-a-kind public art plans, installations, and engagement strategies that foster vibrant communities.

Special thanks to Jill Foster, Jonathan Mak, Josh Francis, and Philippa French in the preparation of this report, as well as Caerina Abrenica and Wandy Cheng in its design.

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"The St. James Town neighbourhood is a diverse and resilient neighbourhood in the heart of downtown Toronto. Arts and culture play an important role in promoting vibrant and connected communities and I am proud to support the incredible body of work captured in St. James Town Community Cultural Plan. This exciting project will help guide future arts and culture programming for a wide variety of local organizations and service providers. The STEPS Initiative team has been instrumental in working directly with residents and local organizations in developing a community-led plan that elevates the creativity and innovation taking place in St. James Town, creating new opportunities for creative participation for the entire community."

— Councillor Kristyn Wong-Tam, Ward 13, Toronto Centre

"Hope is a necessary ingredient to stories that make progressive change a reality. Having knocked on every door on St. James Town, I know that St. James Town residents are hungry for Toronto to tell a new story about their neighbourhood- one where their diverse experiences are celebrated and their dignity, not their marginalization, is the plot thread. Artistic engagement is a powerful tool to reveal the stories of St. James Town residents. I am excited to see where the STEPS Initiative team, local organizations, service providers, and St. James Town residents take this vision for their neighbourhood."

— Suze Morrison, Member of Provincial Parliament for Toronto Centre

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Executive Summary

St. James Town (SJT) is a quarter square kilometre home to over 14,000 residents from all over the world, making it Canada's most dense and diverse neighbourhood. This area in Toronto is served by many service providers using innovative and place-specific approaches to address local needs. However, the high volume of service providers and stakeholders in the area has posed challenges to developing a shared cultural vision for the neighbourhood.

With a commitment to engaging community members in fostering vibrant public spaces, the Toronto-based STEPS Initiative has been supporting resident-led cultural initiatives in the neighbourhood since 2011. In 2017, local service provider, the St. James Town Community Corner, asked STEPS to facilitate a community-engaged cultural planning process for the area. The Corner's hope was that the resulting Plan would not only outline the community's vision for arts and culture, but serve as a resource for community groups and other stakeholders interested in facilitating cultural programming locally.

The St. James Town Cultural Plan aims to:

- provide a coherent vision for arts and culture programming in the community;
- identify gaps in programming; and
- serve as a reference document for future partnerships between local service providers, artists, arts organizations, planners, and developers.

In response to positive feedback from local stakeholders regarding a neighbourhood-specific cultural plan, STEPS developed an approach to facilitate this community-led planning process that reflects its organizational values. STEPS used this approach to:

- **connect** with local arts and culture stakeholders;
- **engage** local residents in sharing their cultural values and vision for the area through both creative and traditional consultation methods;
- **facilitate** free participatory arts programming that reflected local needs;
- **transform** public spaces through community-created public artwork; and
- **exchange** community insights through written, in-person, and creative strategies.

Consultation activities included:

- community surveys;
- participatory art-based activities; and
- qualitative interviews with community stakeholders.

As a part of STEPS' approach to community-engaged cultural planning, STEPS facilitated free participatory arts programming that included mural painting, illustration, sculpture, photography, and zine-making.



Key Learnings:

Throughout the community planning process, local stakeholders expressed a strong desire for enhanced arts and culture programming. Program participants, survey respondents and local service providers all highlighted the broad benefits of cultural programming, noting a particular interest in food and music focused initiatives.

Community members and service providers identified the value of and need for long-term sustainable arts programming, citing its:

- efficacy as a means of community engagement;
- connection to community health and wellbeing;
- benefits for youth and seniors;
- employment and educational benefits; and
- ability to build inclusive communities.

The main challenges identified by participants and service providers alike were the lack of funding and available space. Other challenges identified were:

- difficulties in engaging local youth;
- challenges with outreach;
- lack of coordination with arts and culture programs and initiatives; and
- disinvestment in the maintenance of public spaces as well as the ageing infrastructure in the neighbourhood, which impedes arts and culture programming.

The purpose of this document is to not only capture the needs and values of the community, but to also function as a tangible document that can be used by community groups and decision-makers. This document contains insights shared by community members along with actionable recommendations for three types of stakeholders:

1. Organizations and community groups based in St. James Town
2. Artists, agencies and external organizations looking to facilitate arts programming in St. James Town
3. Planners and developers working in St. James Town.

Our Recommendations and Action Items can be Summarized as:

Organizations and Community Groups based in St. James Town:

- Integrate arts and culture programming into existing networks and develop organizational and institutional partnerships, including schools.
- Build a strong social media presence and educate community members on the broader benefits of arts and culture activities.
- Write grants collectively and explore alternative funding options.
- Create an inventory of available community spaces and connect local organizations with available spaces.

Artists, Agencies, and External Organizations:

- Find and connect with local stakeholders and organizations to help gain local support for arts and culture initiatives.
- Ask local organizations to assist in program outreach through their networks.
- Refer to this plan to address local needs and design programming to meet community needs.
- Engage St. James Town–based artists in programming where possible.

Planners and Developers Working in St. James Town:

- Partner with local groups to help meet local community needs.
- Build bridges with local groups.
- Share information about how local organizations and community members can get involved in the local planning process.
- Commit to the maintenance and upkeep of buildings and public spaces.

Introduction

Project Background

St. James Town's residents have a history of organizing and advocating for enhanced housing quality and community services. In recent years, the area has attracted efforts by the City of Toronto and social service agencies based outside of the community in an attempt to address these concerns.

With a commitment to fostering vibrant public spaces, the Toronto-based STEPS Initiative has been working with St. James Town agencies and residents to explore local planning issues and support resident-led solutions since 2011. The most notable outcome is the 32-storey *World's Tallest Mural* (2013), produced by STEPS in collaboration with local service provider St. James Town Community Corner (the Corner), Toronto Community Housing Corporation (TCHC), local artists Sean Martindale and the Toronto Muralists, as well as over a thousand community members.

Despite the community's locally based organizations having a cooperative culture, the sheer volume of service providers and external groups facilitating projects in the area has posed challenges to developing shared visions and maximizing limited local resources. The St. James Town Service Providers' Network (SPN) meets regularly to ensure agencies are aware of each other's ongoing work and serves as a venue to discuss pressing local issues. However, discussions tend to focus on pressing health, social, and environmental issues, without a large focus on arts and culture.

Since the positive impact the *World's Tallest Mural* brought to the neighbourhood, the Corner has strived to realize more community-led public art initiatives. However, the Corner recognized the need for increased coordination and longer planning among program facilitators to ensure positive outcomes for the community. The Corner proposed the development of a community-led plan that would not only outline a shared cultural vision for the community, but serve as a resource for groups from outside of the area interested in facilitating cultural programming in St. James Town. To strengthen an existing partnership, the Corner approached STEPS to support them in facilitating this important work.

STEPS and the Corner connected with many area stakeholders on whether they saw the value in pursuing this type of project and what they wanted to see included in a resource document.

As a result of the overwhelmingly positive response and support from the City of Toronto, Ontario Arts Council, and locally based organizations, STEPS began facilitating engagement activities in April 2018.

This Cultural Plan Outlines a Vision for Arts and Culture in St. James Town by:

- **highlighting** community values and needs;
- **identifying** local stakeholders; and
- **recommending** actionable future directions for arts and culture initiatives.

The importance of both cultural planning and community-engaged arts must be highlighted before findings and recommendations can be discussed.

Why a Cultural Plan?

There is a growing body of evidence that arts and culture engagement has broad benefits for the social and economic wellbeing of a community.

Studies conducted since the early 1990s have linked arts engagement to improved health¹. Participatory arts programming is linked to improved mental health² and lower rates of depression.³ Previous work conducted in St. James Town suggests that community-based arts programming increases feelings of belonging and increases self-esteem.⁴ Additionally, there is evidence that participatory arts programming fosters social inclusion and improves health for seniors.⁵ As a result, healthcare service providers are becoming increasingly interested in integrating arts-based approaches to promote holistic health.⁶ The cultural sector also provides community members with economic opportunities. Within the City of Toronto, 6.0% of residents are employed in the information, culture, arts, and recreation sectors, representing a large and growing source of employment.⁷ When arts and culture programming is supported, residents experience holistic benefits.

Cultural planning ensures a coherent vision for arts and culture and the strategic allocation of resources among initiatives.

It is essential in the cultural planning process to include the insights and voices of community members. Oftentimes, the expertise needed to improve a neighbourhood initiative already exists within the neighbourhoods themselves. Residents are the experts on what their communities need, so their insights must be given priority when developing new programming and planning initiatives. Any individual, group, or organization hoping to create a neighbourhood-specific cultural plan must place the voices and values of communities members at the centre of this process if the plan is to benefit the neighbourhood it seeks to serve.

The St. James Town Cultural Plan aims to:

- provide a coherent vision for arts and culture programming in the community;
- identify gaps in programming; and
- serve as a reference document for future partnerships between local service providers, artists, arts organizations, planners, and developers.

This plan will help guide future arts and culture integration in programming for a wide variety of local organizations and service providers.



¹Gordon-Nesbitt, Rebecca. 2015. Exploring the Longitudinal Relationship between Arts Engagement and Health.

²Davies, Christina R., Matthew Knuiman, Peter Wright, and Michael Rosenberg. 2014. "The Art of being Healthy: A Qualitative Study to Develop a Thematic Framework for Understanding the Relationship between Health and the Arts." *BMJ Open* 4 (4): e004790.

³Chung, Bowen, Loretta Jones, Andrea Jones, Charles E. Corbett, Theodore Booker, Kenneth B. Wells, and Barry Collins. 2009. "Using Community Arts Events to Enhance Collective Efficacy and Community Engagement to Address Depression in an African American Community." *American Journal of Public Health* 99 (2): 237-244.

⁴Hassan, Mehdi. 2019. "Showing artful inquiry: Fostering mental wellbeing in St. James Town area youth through community connectedness from painting activities." Unpublished Masters major research project. Lakehead University, Thunder Bay, Canada.

⁵Moody, Elaine and Alison Phinney. 2012. "A Community-Engaged Art Program for Older People: Fostering Social Inclusion." *Canadian Journal on Aging* 31 (1): 55-64.

⁶Sonke, Jill, Judy Rollins, Rusti Brandman, and John Graham-Pole. 2009. "The State of the Arts in Healthcare in the United States." *Arts & Health* 1 (2): 107-135.

⁷City of Toronto. 2018. Toronto Employment Survey 2018.

Why Participatory Arts Programming

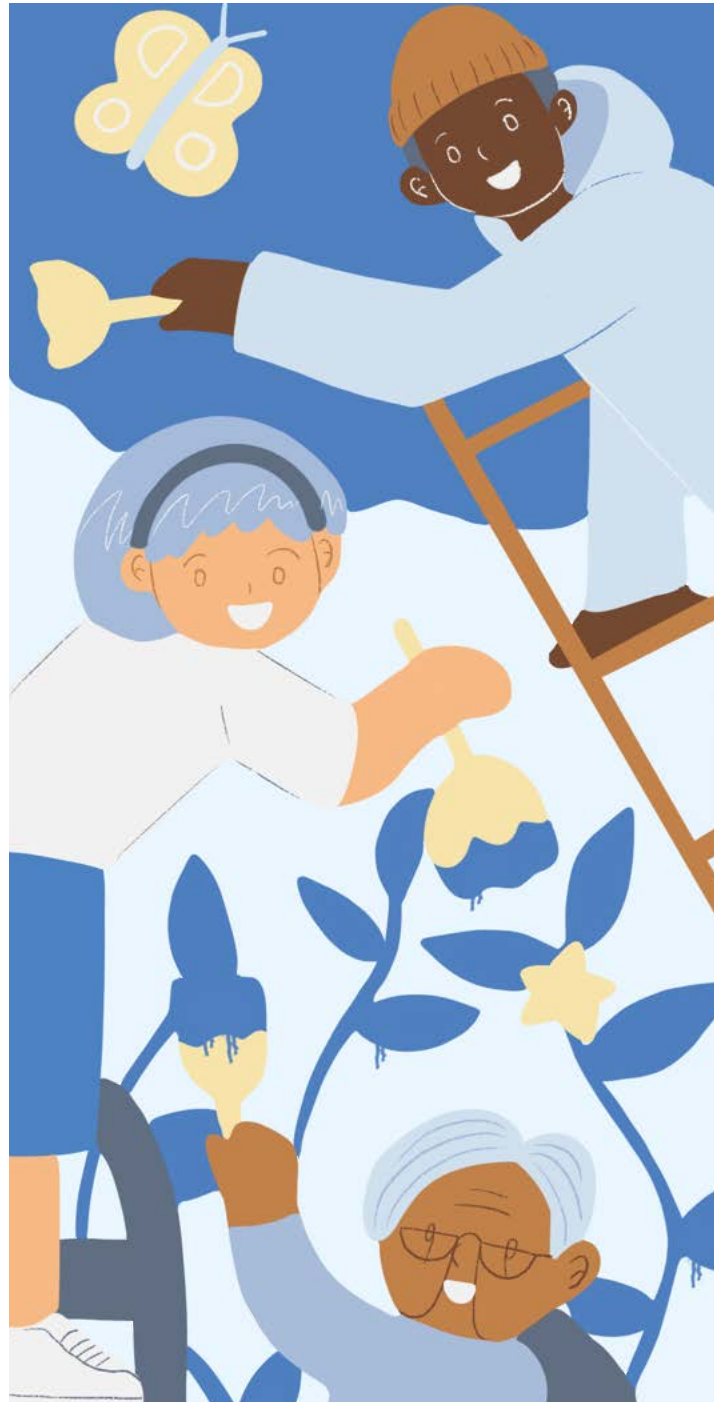
The goal of participatory arts programming is the inclusion of diverse narratives often excluded from civic and cultural projects.

Why is this important? There is strong evidence that the arts contribute to healthy communities, connecting individuals and neighbourhoods.⁸ Research has determined that adolescent civic engagement is associated with higher life satisfaction,⁹ higher levels of education among minority youth, and increased civic participation later in life.¹⁰ Engaging youth and strengthening civic consciousness have been identified as strategies to achieve inclusive communities.¹¹ Additionally, participatory arts programming has been linked to higher levels of social inclusion in older people.¹² As such, participatory arts programming can benefit community members of all ages and identities, building more inclusive communities for all.

STEPS believes that public spaces—as sites of community—are disappearing. Our participatory cultural planning approach aims to:

- validate diverse lived experiences;
- celebrate local culture;
- create art and programming that reflect the community's voice;
- increase civic engagement; and
- foster inclusive spaces for people to gather, connect, and participate in building vibrant cities.

Community engagement acknowledges and values that everyday people are the experts on their communities. The knowledge and talents of community members are crucial in informing and creating projects that impact local lives, whether that project is a piece of public art such as a mural, or a document such as a cultural plan. In the process of cultural planning, community engagement fosters a sense of ownership and community pride, harnessing local cultural resources to achieve civic goals.¹³



⁸Leroux, Kelly and Anna Bernadska. 2014. "Impact of the Arts on Individual Contributions to US Civil Society." *Journal of Civil Society* 10 (2): 144-164.

⁹Civic engagement has been defined in many ways by various scholars, with different focusses depending on the study. A broad definition is used in the context of this document. See Appendix A for definition.

¹⁰Chan, Wing Yi, Suh-Ruu Ou, and Arthur J. Reynolds. 2014. "Adolescent Civic Engagement and Adult Outcomes: An Examination among Urban Racial Minorities." *Journal of Youth and Adolescence* 43 (11): 1829-1843.

¹¹Clutterbuck, Peter and Novick, Marvyn. 2003. *Building inclusive communities: cross-Canada perspectives and strategies*. Laidlaw Foundation.

¹²Moody, Elaine and Alison Phinney. 2012. "A Community-Engaged Art Program for Older People: Fostering Social Inclusion." *Canadian Journal on Aging* 31 (1): 55-64.

¹³Cultural Planning Toolkit: A Partnership between 2010 Legacies Now and Creative City Network of Canada.

Cultural Plan Partners

The following organizations were integral to the success of this community planning process.

The STEPS Initiative: an award-winning public arts organization that inspires cities across Canada and around the world to create welcoming public spaces that reflect local culture. Together with artists, community groups, BIAs and land developers, STEPS produces one-of-a-kind public art plans, installations, and engagement strategies that foster vibrant communities. The organization has been facilitating cultural programming in St. James Town since 2011 and is responsible for its largest public art installation, the *World's Tallest Mural*.

In collaboration with local artists, STEPS designed and facilitated all aspects of the St. James Town cultural planning process, as well as the resulting resources, including this Plan, a youth-focussed zine, and presentation materials for circulation at in-person community events.

St. James Town Community Corner (the Corner): a community hub that provides access to health, counselling, and case management services, as well as housing, employment, settlement, and senior supports for residents. The Corner has meeting spaces, program rooms, and a community kitchen for residents.

The Corner initiated this project, provided program space, circulated community surveys to its clients, and provided ongoing input throughout the project's design and delivery.

Art City in St. James Town: a non-profit organization that provides free after-school, weekend, and summer arts programming to local children and youth, with a focus on serving young children. Over the years, Art City has offered a variety of programs from drawing, painting, dance, sculpture, youth leadership, and fashion design. The programming offered is tailored to the needs of community members through communication with parents.

Art City provided space for participatory programming for local children to reflect on their community through illustration.

Central Neighbourhood House (CNH): the second oldest settlement house in Toronto, located just south of St. James Town. CNH offers programs for children and youth, new Canadians, families, women, and seniors. Programming includes recreational, leadership, and educational activities.

STEPS engaged youth from CNH's Summer Leadership Program in various aspects of the project, including community outreach, community research, and art-based activities. CNH also provided venue space for a series of photography-based workshops and hosted a community photography exhibit as part of this project.



Jarvis Collegiate Institute (JCI) Art Club: the oldest public high school in Canada and part of the Toronto District School Board.

JCI Art Club members participated in zine-making workshops, through which they reflected on insights shared by residents and learned how to visually communicate those ideas.

St. James Town Service Providers' Network (SPN): a network of 35 organizations that work collaboratively to support the St. James Town community. The network serves to facilitate agency partnerships, community engagement, and local integrated service coordination.¹⁵ The SPN is a first point of contact when coordinating and liaising with community stakeholders.

The SPN provided ongoing input to the project's design and delivery, and circulated consultation materials. The SPN also organizes the St. James Town Festival, the neighbourhood's annual street festival.

Toronto Public Library - St. James Town Branch: a public library situated within the Wellesley Community Centre.

Library staff enthusiastically welcomed the project by allowing STEPS to survey visitors and promote arts programming in the library.

Wellesley Community Centre (WCC): a City of Toronto facility with free programming for Toronto residents from preschoolers to seniors. Arts programs include dance, guitar, and crafts.

The WCC provided space for consultation activities and offered general support throughout the project.



About St. James Town

Community Context

Locally, there are

19 high-rise buildings

14,306 residents¹⁵

St. James Town is the **most densely populated neighbourhood in North America** and among the densest neighbourhoods in the world by some measures. While Statistics Canada reports that the population is around 14,306, residents and community organizations estimate that it is much higher, commonly citing a number between 18,000 to 25,000.

The area is roughly bounded by Bloor Street East to the north, Parliament Street to the east, Wellesley Street East to the south, and Sherbourne Street to the west. The area is mostly residential, with a mix of high-rise apartment buildings and a few low-rise dwellings.

The neighbourhood was once characterized by Victorian homes, similar to those in nearby Cabbagetown, but became the site of Toronto's first high-rise community in 1953. These rental apartments were intended for middle-class singles and couples with no children. However, the neighbourhood was not popular with the "swinging singles" and the professional middle-class of the 1950s. Instead, the area became home to lower- and middle-class families who were attracted to St. James Town's central location and affordable rental units. St. James Town soon became a magnet for newcomers to Canada establishing roots in Toronto, leading to the cultural diversity we see today.



¹⁵Statistics Canada. 2016. Census Profile for census tract 5350065 (St. James Town).

Demographics

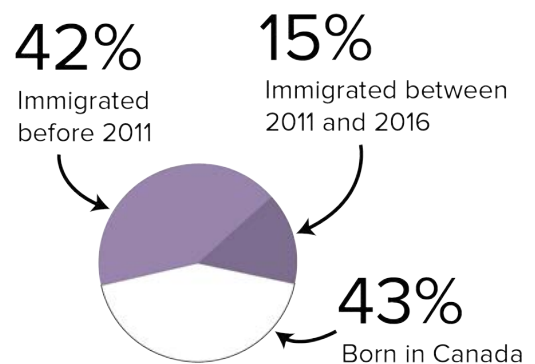
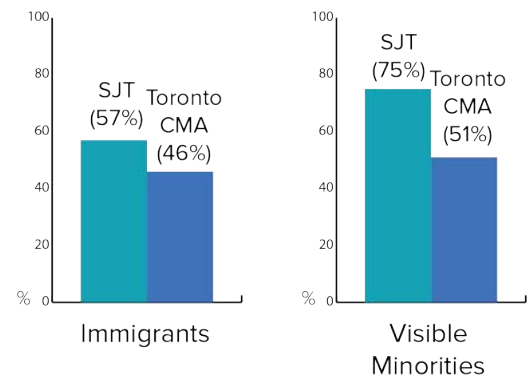
Ethnic and Cultural Diversity:

“Diversity Our Strength”

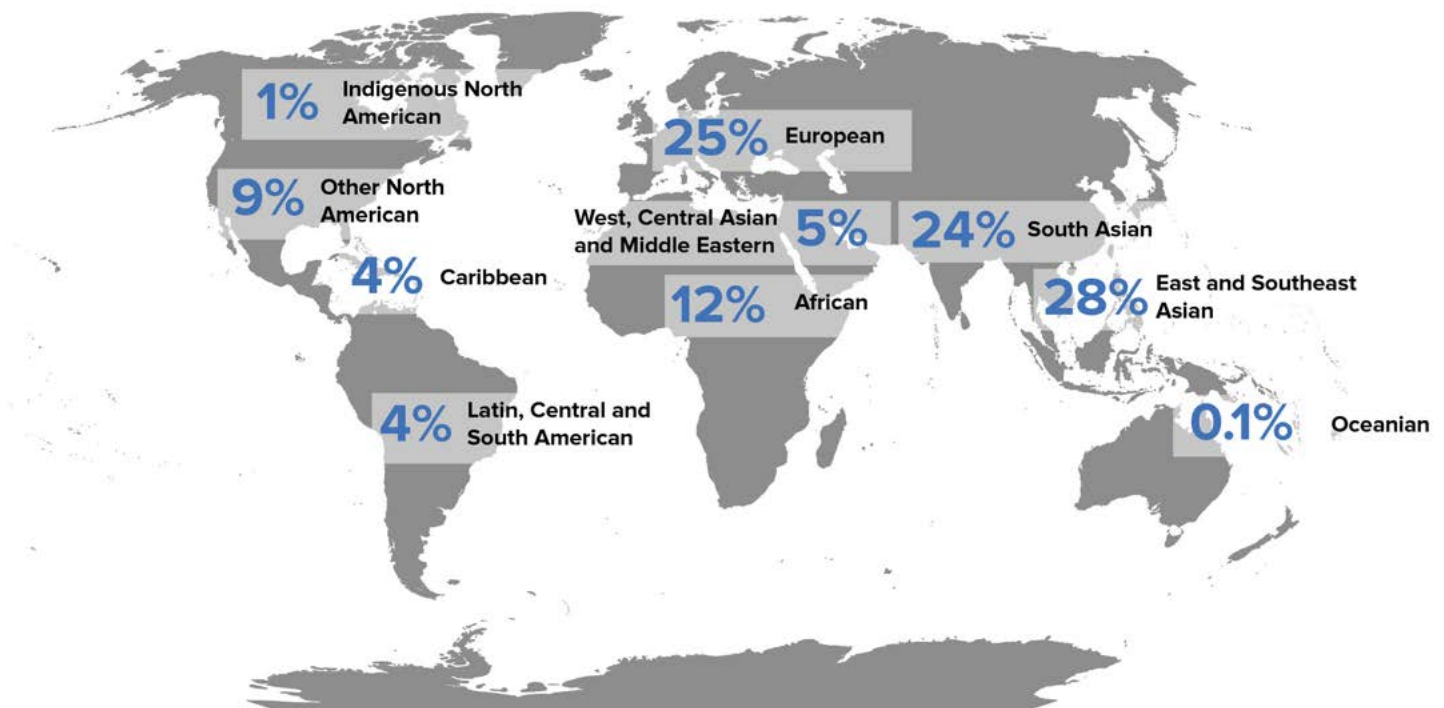
— Motto of the City of Toronto

Toronto’s motto is especially true in St. James Town. Residents are proud of their neighbourhood’s diversity. Today, the area is one of the most diverse neighbourhoods in Toronto¹⁷ and serves as a community for many newcomers to Canada.

Percentage of Immigrants and Visible Minority in St. James Town (2016)

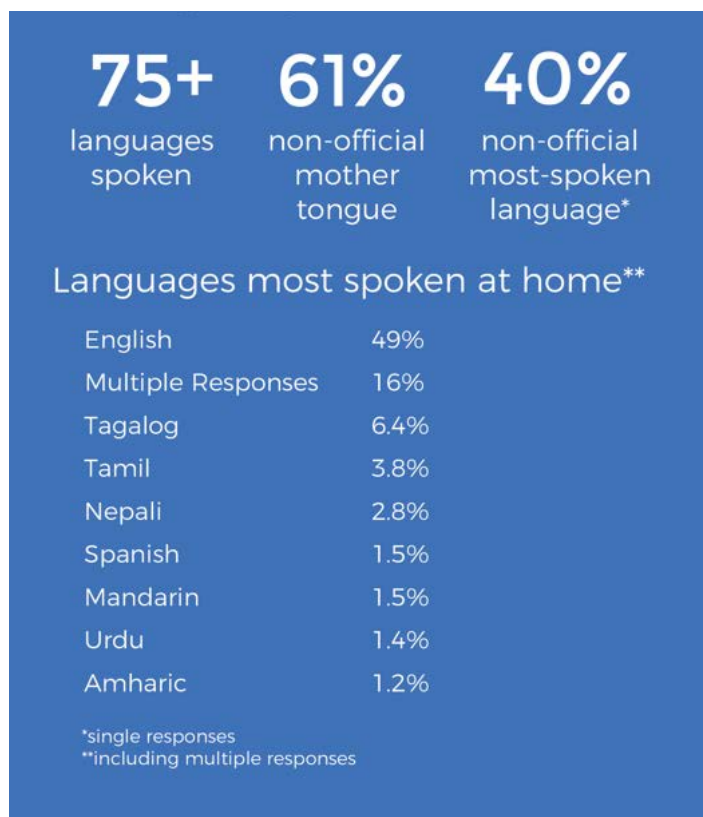


Percentage of Immigrants in St. James Town (2016)



Ethnic Origins in St. James Town by World Region (2016)

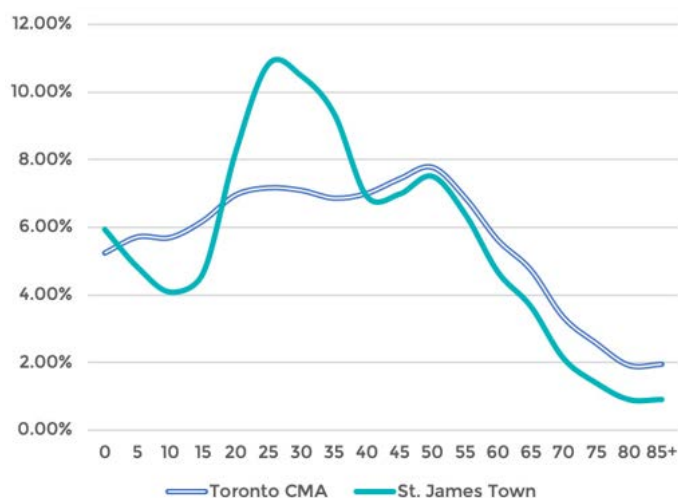
Language:



Languages Spoken in St. James Town (2016)

Age:

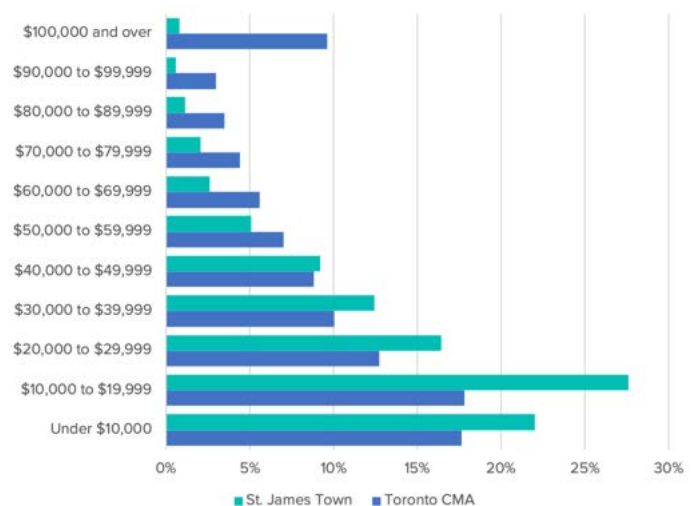
The age distribution of St. James Town residents differs from the Toronto Census Metropolitan Area (CMA—See Appendix A for definition). As the first home to many newcomers to Canada, St. James Town has a larger proportion of younger adults between the ages of 20 and 44, along with fewer young people (aged 0-20) and seniors (65 and above) than Toronto CMA.



Population of St. James Town by Age Cohort, 2016

Income and Employment:

The median household income in St. James Town is approximately \$38,000, compared to Toronto CMA's median household income of \$78,373. 44% of households spend more than 30% of their income on rent, with 29% also living in housing considered unsuitable by the federal government. The unemployment rate is relatively high, at 11.7% compared to the Toronto CMA's overall rate of 7.7%. Local groups have identified income-generating opportunities as a priority for the community. In response to the needs of residents, community groups have developed initiatives such as the local catering collective and the 240 Hub, a tool library and skill-sharing space.



Total Income Groups for St. James Town Residents, 2016



¹⁷"A household consists of people who occupy a housing unit regardless of relationship. It may consist of a person living alone or multiple unrelated individuals or families living together." – Statistics Canada.

¹⁸St. James Town is split between two census tracts: 5350065.01 and 5350065.02 with median incomes of \$48,108 and \$33,556 respectively. The population of 5350065.02 is significantly larger than that of 5350065.01, placing the median somewhere closer to \$38,000.

¹⁹According to the National Occupancy Standards (NOS). See Appendix A for definition.

²⁰Statistics Canada. 2016. Census Profile for Toronto [Census Metropolitan Area].

Local Challenges and Opportunities

While St. James Town faces a variety of challenges, local collaboration and grassroots action are significant strengths that can be leveraged to ensure the success of future arts and culture initiatives.



Challenges / Future opportunities:

The neighbourhood faces various challenges including:

- poverty and unemployment;
- the prevalence of mental health challenges and addictions;
- high rates of diabetes and other chronic diseases;
- high rates of ER visits and preventable hospitalizations;
- a significant number of seniors who live alone and experience social isolation; and
- residents' concerns around neighbourhood safety

Many community members also experience multiple forms of marginalization (e.g., intersecting identities of race, gender, class, ability, sexual orientation, citizenship status, and religion), which can lead to poor health and economic outcomes.

Additionally, long-term neighbourhood disinvestment and poor upkeep of facilities have had real and traumatic consequences for residents. In the summer of 2018, a high-rise building had a series of devastating electrical fires that resulted in the evacuation of nearly 1,500 residents who still cannot return to their homes nearly a year later. Community groups will need to implement place-specific approaches to address these issues, with support from various levels of government. While community organizations have been immensely resourceful with initiatives aimed at improving local lives, stakeholders are constrained by financial and political limitations.

Despite this, as of September 2019, the City of Toronto had not designated St. James Town as a Neighbourhood Improvement Area (NIA). The dense concentration of towers that most residents identify as St. James Town falls within the larger North St. James Town neighbourhood as defined by the City of Toronto's Social Policy Analysis & Research Unit. North St. James Town extends west beyond Sherbourne to Jarvis Street between Bloor Street and Wellesley Street. The area between Jarvis and Sherbourne has an average household income of \$75,234, while the core of St. James Town has an average household income of \$41,643. This extended municipal definition of St. James Town skews census data, distorting the needs of St. James Town residents living within the area's tower community.

Although community members face serious challenges from both personal and collective circumstances, local challenges offer opportunities for the creation of participatory arts programming. When arts initiatives take local challenges into account, relevant programming can be developed to enhance residents' lives. Throughout our research, community members consistently highlighted the many economic and social benefits of meaningful community arts engagement.

²¹ Health Access St. James Town. 2015. A Neighbourhood Focused System Integration Model. [https://www.allianceon.org/sites/default/files/documents/C9_Gormley_HASJT%20power%20point%20\(May%2022,%202015\).pdf](https://www.allianceon.org/sites/default/files/documents/C9_Gormley_HASJT%20power%20point%20(May%2022,%202015).pdf)

²² Toronto Central Local Health Integration Network. n.d. North St. James Town: Who Are We? https://www.stjamestown.org/wp-content/uploads/2019/03/St_James_Town_Neighbourhood_Profile_TCLHIN.pdf



Strengths:

St. James Town has a long history of support from grassroots community organizations and initiatives. These organized bodies include community centres, resident councils, tenant associations, youth councils, and other community-led groups, all of which have been identified as beneficial to residents. Community members and stakeholders have identified the culture of cooperation among community-led groups as one of St. James Town's strongest assets.

Community groups have shown immense resourcefulness in creating innovative, place-specific models of service provision. The SPN and the Corner are examples of the cooperative culture of St. James Town.

One example of a community-led initiative is the 240 Hub, a tool library and community space where residents learn new skills, repair items, and work on income-generating opportunities. The Hub promotes a culture of repair and reuse, thereby diverting waste from landfills and supporting a green environment.

Additionally, the SPN hosts an annual public event, the St. James Town Festival, organized with the direct involvement of community members. The Festival is the largest event in the neighbourhood and focusses on celebrating the cultural diversity of St. James Town. In 2018, the Festival included 15 different musical and dance performances representing various cultural backgrounds, nine local food vendors serving diverse foods, and 30 community partners showcasing their services and engaging with residents.²³ The Festival highlights the rich cultural presence that already exists within the community.

More recently, community members circulated a petition to designate St. James Town as a City of Toronto Neighbourhood Improvement Area, a designation which may afford the community access to additional public resources. The petition collected 857 signatures and an additional 18 letters of support from local agency directors, CEOs, MPPs, and school board trustees. As a result, the City Council has unanimously approved a motion to be forwarded to the Economic and Community Development Committee for review, the results of which will be available in 2020.

²³St. James Town 2018 Festival Planning Committee. 2018. *St. James Town Festival Executive Summary Report*.

Our Community Planning Approach

STEPS develops initiatives that validate diverse lived experiences, celebrate local culture, and foster inclusive spaces for people to gather, connect, and participate in building vibrant cities.

In facilitating this project, we wanted to ensure we were able to:

- Provide space for co-creation and collaboration among diverse community members with limited arts access
- Encourage inclusion of diverse cultural narratives among groups facing barriers to participating in cultural/civic projects (especially racialized and newcomer youth)
- Cultivate civic participation through the co-creation of public art installations
- Build capacity for youth, emerging artists, and artists of colour by providing paid opportunities in community facilitation and project planning

Our cultural planning process included five stages that reflected these values:

1

CONNECT with local experts and cultural stakeholders

2

ENGAGE local residents in sharing their cultural values and vision for the area through both creative and traditional consultation methods

3

FACILITATE free participatory arts arts programming that reflects local needs

4

TRANSFORM public spaces through community-created public artworks

5

EXCHANGE insights with community groups through creative methods

1 Connect

Local knowledge and expertise are among a community's largest assets. Whenever STEPS is asked to facilitate a project, particularly in a community we are new to working in, we begin by trying to learn as much as possible from the people who know the community best—locals! The community knowledge shared with us varies tremendously from one person to another, and that's why we try to connect with as many local stakeholders as possible, each with their own unique experiences and histories to draw from.

In developing this cultural plan for the community, the connections we sought didn't just stop at arts and culture stakeholders. When undertaking a community planning project like this, STEPS recommends doing a scan of all the social serving agencies, schools, libraries, recreation centres, Business Improvement Areas (BIAs), and grassroots resident-led initiatives. STEPS also suggests scoping out artists and arts organizations, either ones based in the community or those who have facilitated cultural programming in the area. We also always connect with the offices of local politicians, like City Councillors, Members of Parliament, and Members of Provincial Parliament who are often aware of long-time residents and community groups that should be engaged during the design and facilitation of community planning initiatives.

Leveraging STEPS' experience facilitating programming in St. James Town, we were able to draw from our existing networks in the area, as well as build an initial stakeholder list in collaboration with the St. James Town Community Corner and Toronto Centre Councillor—Kristyn Wong-Tam.

In designing our approach for facilitating the Plan, STEPS met with local stakeholders to identify:

- what they would like to see as part of the Plan's development, including the preferred format of Plan documents, and what content they would find most useful to be included;
- gaps in local cultural programming that could in part be filled through the participatory arts programming offered as part of this project; and
- additional stakeholders who should be engaged in the Plan's development, as well as community events and meetings to attend.

These early conversations shaped our:

- **understanding** of who was doing what and where in St. James Town
- **tailored approach** to facilitating a cultural plan in the neighbourhood
- **engagement methods** that would be inclusive of the local community
- **delivery** of participatory arts programming
- **collaborators**, including artistic facilitators and local delivery partners
- **awareness** of local spaces that we would seek to transform in collaboration with community members
- **shared vision** among area stakeholders for the Plan's development and final outputs

These early conversations also helped forge relationships that were integral to the Plan's initial vision, design, and execution—from creating local engagement tools to helping with program outreach. Involving groups early on in a project's vision ensures stronger community buy-in that will help with outreach, sharing, engagement, promotion, and execution.

2 Engage

When undertaking a community planning initiative, it is important to understand the needs of the community you seek to engage. To have a successful engagement strategy, prioritize community needs along with individual engagement and consultation goals. A neighbourhood as diverse as St. James Town, with residents speaking an estimated 75 different languages, requires inclusive engagement methods that will overcome some of the language and other communication barriers seen in traditional consultation methods.

STEPS believes that participatory arts can serve as both a shared experience and a language through which community members can share their vision for their neighbourhood. We appreciate how traditional consultation methods *also* capture valuable community insights, so we employed multiple data collection methods:



Community Surveys consisting of both qualitative and quantitative questions, facilitated both in-person and online



Arts-based Research facilitated in collaboration with local artists, community insights were collected through multidisciplinary participatory arts programming



Qualitative Interviews, with community stakeholders through a series of meetings, as well as less formal conversations during arts programming and at local events consisting of informal conversations during workshops and in-depth interviews with local stakeholders



Community Surveys

Throughout February and March 2019, community members were invited to voice their opinions on arts and culture initiatives in St. James Town through a formal community survey. The Survey was distributed online as well as in hard-copy format throughout St. James Town and promoted through neighbourhood organizations. This survey consisted of a mix of 15 multiple-choice, short answer, and long answer questions. The short- and long-answer questions were coded for common themes and interpreted as quantitative data. The survey included questions about the community's perception of arts and culture initiatives, arts and culture initiatives that the community wanted to see more of, challenges facing arts and culture programming in the neighbourhood, as well as how programming could be better supported. In total, almost 100 surveys were collected.



Arts-based Research

Between April 2018 and March 2019, STEPS facilitated 23 participatory arts workshops, designed to appeal to a range of ages and interests, but with a focus on engaging younger community members who may be less likely to participate in other consultation activities. A wide range of community members participated in these multidisciplinary sessions. The majority of participants were youth, but many adults participated with their kids as well.

With a focus on engaging new generation artists and artists of colour, the artists mentored the participants by drawing on their practice to explore the community's unique history, identity, and physical space. The engaged artists honed their facilitation skills by supporting participants in producing installations that reflected the experience of community members in the area. These workshops doubled as consultation sites through which participants shared their visions and dreams for the neighbourhood.

Through these free public workshops, we: cultivated civic participation through co-creating installations which would function to inform both this plan and future arts initiatives in the community; provided a space for co-creation and collaboration among diverse community members with limited arts access; and produced seven temporary public art installations as well as a community zine over the course of 10 months.

The co-created artworks themselves became representations of the community's values around arts and culture initiatives, functioning as complementary pieces to the other forms of community consultation. The process of creating artwork together was also reported to foster a sense of community belonging amongst residents.



Qualitative Interviews

In addition to the arts-based research methods, community insights were collected through a series of semi-structured stakeholder meetings, as well as through less formal conversations during arts programming and at local events.

Community Stakeholder Interviews:

STEPS had interviews with key contacts and community stakeholders to gather more in-depth expert insights on gaps and opportunities in local arts and culture programming. These interviews included the director of Art City in St. James Town, the youth outreach worker at the Wellesley Community Centre, local arts program providers, and staff at the Corner. These chats were relatively unstructured and served as supplementary information to support the findings in the arts-based and quantitative survey data.

Informal Community Conversations:

During the project's participatory arts programming, STEPS staff engaged in informal conversations, during which community members were asked about their local arts and culture priorities, their perception of arts and culture initiatives, as well as other general questions about challenges and opportunities for arts and culture programming. Additionally, youth who participated in Central Neighbourhood House's leadership program conducted peer-to-peer informal interviews to gather insights from the community as well as provided feedback on the interview questions (in terms of wording, clarity, and relevance). These insights were essential in informing the final questions used in the Community Survey.

St. James Town Cultural Plan

steps

St. James Town Community Corner

Community Info Session

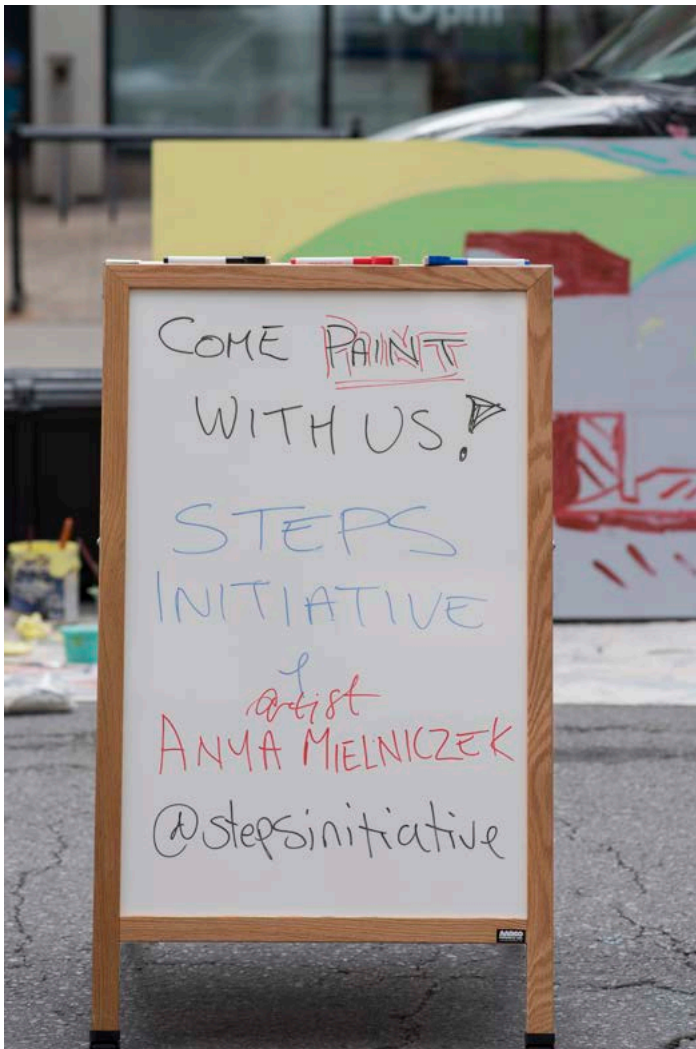
- March 4th
- Stop by anytime between 4pm-8pm
- St. James Town Community Corner, 200 Wellesley St. E.

Can't make it? Share your thoughts in our online survey:
<https://stepsinitiative.com/sjtculturalplan/>

3 Facilitate

During community consultations and planning initiatives, facilitators should never engage communities just to extract value from them. It's easy for facilitators to become too focussed on a project's end goal and lose sight of adding community value throughout the engagement process.

STEPS recognizes the role of local knowledge and existing local assets in community planning initiatives. The goal of programming, however, shouldn't be to achieve an end result—providing residents with relevant programs that add lasting value is an essential ingredient of our approach.



In response to early conversations with area stakeholders, STEPS identified gaps in cultural programming, as well as opportunities for local capacity building that could in part be addressed through our engagement strategy, including:



facilitating free **participatory arts programming** to increase accessibility and reduce barriers on the basis of income



providing opportunities for youth leadership development to **build capacity** and increase youth participation

We also sought to identify artistic facilitators who represented the diversity of St. James Town to create opportunities for artists of colour and emerging artists through the process.

Participatory Arts Programming

The following programming was co-facilitated by STEPS staff and collaborating local artists between April 2018 and February 2019. These activities not only provided free cultural programming for local residents, but were an integral part of the engagement strategy for the development of this plan, each providing a unique artistic environment through which to explore local cultural needs and priorities.



Illustration Workshops
Facilitators: Rosena Fung and Jennifer Fryer

In collaboration with Art City in St. James Town, 25 local children and youth were invited to create drawings that expressed how they felt about their neighbourhood, over two sessions. Artistic facilitators Rosena Fung and Jennifer Fryer then incorporated these works into a larger public art installation that included a playful illustrative scene of the community, reflecting ideas shared by participants during the workshops. The co-created work was installed along Toronto's busy Bloor Street West between Parliament and Sherbourne. The installation's unveiling was marked with a launch event, attended by contributing children and youth, their families, community members, and project partners.



Street Art Workshop
Facilitator: Stephanie Bellefleur

Artist Stephanie Bellefleur led a street art workshop for youth of both St. James Town and the surrounding neighbourhoods. The workshops took place at the site of the then in-progress *Equilibrium Mural* located at 111 Carlton St. In total, 23 youth and community members participated in the co-creative mural process. With the guidance of the artist, participants learned to use aerosol spray paints to create a series of artworks which then functioned as the temporary hoarding surrounding the base of the mural.



Community Banner Workshop
Facilitator: Luvsumone

On St. James Town Youth Day, artist Luvsumone led a painting workshop for seven youth at the Corner. The artist and the youth collaboratively painted a banner which was displayed at the Corner. The participants were very comfortable with expressing how the artistic process made them feel, with participants noting that the activity created a sense of togetherness and collective creation.



Community Mural Workshops
Facilitator: Anya Mielniczek

Anya Mielniczek facilitated a series of four workshops at the Corner as well as during Open Streets Toronto, which led to the development and creation of a community mural. 70 community members were engaged to brainstorm themes and imagery for the design as well as help paint the mural. Through the workshops, the community values of peace, love, and freedom were identified by residents and incorporated into the final design. The finished piece was installed facing a playground at 222 Wellesley Street East.



Eco Sculpture Workshops
Facilitator: Shore Land Arts

Two artists from Shore Land Arts facilitated a series of four workshops at the Corner on the development and creation of a vibrant community sculpture/installation. 11 participants brainstormed the theme for the sculpture as well as helped in the creation of the materials that were used in the upcycled sculpture. Participants also took part in the construction of the piece. The artists and participants incorporated the themes of sustainability, positivity, and inclusivity into its design. The final sculpture was temporarily displayed at the entrance of the Corner.



Visual Storytelling Workshops
Facilitator: Romana Kassam

Romana Kassam facilitated two visual storytelling sessions during the St. James Town Festival and Open Streets Toronto. Given the prompt, “What does Cultural Identity mean to you?” participants were invited to write or draw on small pieces of cloth, which were then added to a larger artwork, creating a tapestry of community values. Over 60 community members were engaged in the creation of the tapestry, which was temporarily on display as a public space activation.



Photography Workshops
Facilitator: Alia Youssef

Alia Youssef facilitated a series of three photography workshops at Central Neighborhood House. 15 participants learned photography basics and were asked to create their own photography series around the theme of “Arts and Culture in Your Community.” Two photos were selected from each series and displayed at CNH. There was also an exhibit to celebrate the displayed works, an event open to the photographers, their family and friends, and interested community members.

JARVIZINE

JARVIS COLLEGIATE INSTITUTE'S ART CLUB 319



Zine Making Workshops

Facilitator: Jordan Aelick

Jordan Aelick facilitated a series of three zine workshops at Jarvis Collegiate Institute. The participants were members of the school's art club who, with the guidance of the artist, collectively created a zine that reflected their views on arts and culture in St. James Town. The zine was made available online on the St. James Town Cultural Plan project page on the STEPS website.

After the workshops, participants were invited to complete a survey reflecting on their experience (See Appendix E). Participants were asked if the workshops and events increased their artistic or employable skills, if they felt more connected to their community, and other questions related to program impact. The survey was distributed to participants via email.

Participant Survey

24

responses were collected

Of the survey respondents,

83% were youth (aged 13-29)

58% were people of colour

38% identified as artists or aspiring artists

29% indicated that they face physical or mental health challenges



Capacity Building Program

Developing accessible learning, networking, and skill-building opportunities that foster vibrant public spaces is at the core of STEPS' work. To add value throughout our engagement strategies, we look for ways to build the capacity of:

- **community-serving agencies** to facilitate cultural initiatives;
- **community members** to initiate projects in their community;
- **artists** to produce community-engaged public programming; and
- **youth** as tomorrow's city-builders and cultural leaders.

Fostering opportunities for local youth leadership development was a priority that came up in early stakeholder conversations. As part of STEPS' commitment to capacity building, we worked closely with over 135 youth who actively participated and took on various levels of leadership throughout the project. STEPS compensated youth participants with honoraria—a total of \$1,150 was distributed amongst nine participants to thank them for their active engagement and ongoing commitment to the project.

One important aspect of this capacity-building process included STEPS' partnership with the Summer Leadership Program at Central Neighbourhood House (CNH). STEPS engaged eight youth aged 14-17 who were participating in the Leadership Program through a series of workshops on the Cultural Plan process. As part of the workshops, the youth leaders were recruited to conduct peer-to-peer surveying in their communities on arts and culture in St. James Town.

The youth were asked to interview their friends and family in the neighbourhood and report back on whether their questions worked well. The youth presented their findings to each other and agreed on common/recurring themes. The insights gained from these surveys were integral to informing and finalizing the Community Survey questions. Through this process, the youth gained valuable experience in data collection, data analysis, and project implementation.



Two CNH youth leaders—participants who later took part in the arts-based workshops—strongly agreed that workshop involvement helped them:

- make important contributions to public art and city building;
- increase their artistic/employable skills; and
- build a more vibrant and healthy community.

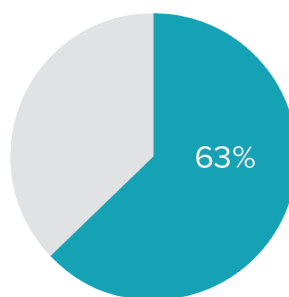
The project also provided community arts facilitation experience to several emerging artists who had limited experience leading participatory arts workshops. Through their engagement, they gained program design, delivery, and project management skills that will be valuable in their arts practice.

The interviewed artists all agreed that having the opportunity to work and collaborate with community members was the most beneficial and valuable aspect of the project for enhancing their community-engagement skills.

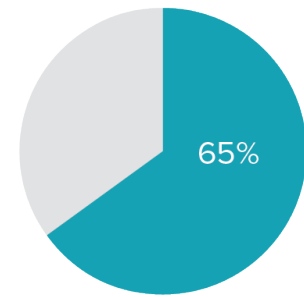
Having had more time and resources, STEPS would have liked to actively engage the youth leaders in every stage of project development, including but not limited to:

- determining the types of arts programming;
- helping to lead the workshops; and
- analyzing the Community Survey data.

Additionally, to ensure that community artists were prioritized and given the opportunity for capacity development and compensation, a local call for artists within St. James Town would have been useful.



believed the project **helped build a more healthy and vibrant community**



reported **increased artistic or employable skills**

Workshop Participant Responses

4 Transform

STEPS is committed to inspiring cities across Canada and around the world to create welcoming public spaces that reflect local culture. We develop unique arts-based engagement strategies that foster vibrant communities. An engagement strategy for the St. James Town Cultural Plan would not have been complete without the production of community-engaged public artwork.

Community members, local stakeholders, and artistic facilitators collaborated on seven public art installations that aimed to:

- increase feelings of safety in public spaces;
- reflect and enhance local identity;
- create cultural destinations for locals and visitors alike; and
- foster moments of beauty, amusement, reflection, and connection.

The public art produced as a part of this initiative ranged from murals to sculptures and photography exhibits, including both temporary and permanent works. Some of these temporary works were loved so much by the community that they were exhibited for much longer than they were designed for.

Here are just a few of the area's new cultural additions:



“Love” Eco Sculpture - This mixed media work was collaboratively produced by the community. The sculpture, installed outside of the Corner along the busy Wellesley Street East, has been met with an overwhelmingly positive response. The sculpture spells the word “LOVE” from various recycled materials, including water bottles, crushed cans, old yarn, and scrap plastic, which were all painted, manipulated, and screwed on to wooden frames. The sculpture’s vibrant colours brightened up the otherwise drab outdoor space and also served as wayfinding for the Corner. While the sculpture was intended to be temporary, it was received so well by the community that the Corner has been trying to find ways to make it permanent.



“Our City, Our Home” Hoarding Exhibit - The artwork, which was co-created by the artists and children from Art City SJT, has been on display as a construction hoarding exhibit for the in-construction Via Bloor Condos at the busy intersection of Bloor Street and Parliament Street. The drawings from the workshops with the local children at Art City were incorporated into the design, incorporating local voices into the public space transformation.



“Open Streets Mural” - Produced by local community members during community events that included Open Streets and the St. James Town Festival, this work was installed on a fence facing a centrally located playground. The mural beautifies an otherwise concrete-dominated space with splashes of colour, helping increase feelings of safety. Its design was developed by community members, with elements including planes representing the diverse origins of St. James Town residents, high-rise residential towers, as well as words that came up frequently during consultation sessions, such as “peace,” “love,” and “liberation.” Participating community members were proud to see their ideas incorporated into a work of art that many of their neighbours would pass by daily.



“St. James Town in Images” - This photography exhibit showcased scenes exploring local identity and community belonging. Each participant took a series of photographs and selected two to be included in the final exhibit. The photographs were printed on foam boards and exhibited in Central Neighbourhood House following a launch event for the artists and the wider community.



“St. James Town Cultural hART” Tapestry - This mixed media installation was produced during Open Streets and the St. James Town Festival. Community members were invited to contribute a little piece of themselves in the form of multicoloured fabrics featuring their reflections on St. James Town, sewn together in the shape of a heart. The production process and temporary installation of the work fostered moments of reflection and community connection. Common themes displayed in the tapestry included values of diversity, family, music, dancing, and food.

5 Exchange

There is no point in creating a cultural plan if the information and findings are not made accessible to the community. STEPS recognizes that various sharing methods are needed to ensure that information is made accessible to as many community members and stakeholders as possible. We adopted multiple modes of information sharing to ensure that the community knowledge captured throughout this project is heard loud and clear.

STEPS used the following modes:

Cultural Plan Document—This Plan functions as a master document in which the entire project is summarized and described in great detail.

Ongoing Stakeholder Correspondence—Throughout the project, there was ongoing stakeholder correspondence, gathering feedback on the questions in the survey, the workshops being held, as well as in the Cultural Plan drafting process.

Community Info Session—STEPS held a community information session at the Corner to both inform community members about the project and encourage them to fill out the Community Survey.

Youth- Led Zine—As part of the zine workshops held at Jarvis Collegiate Institute, the youth from the art club created a zine to capture their views on arts and culture in St. James Town. This zine, which is available to the public online, functions as an accessible and youth-friendly document that captures the spirit of the Cultural Plan document.

St. James Town Festival—STEPS attended the 2019 SJT Festival to directly promote the Cultural Plan to SJT residents. Through this engagement, we engaged community members in pom-pom and bookmark-making activities, encouraging participants to sign up for our newsletter to receive the cultural plan.

Ongoing Outreach—To ensure that the insights shared by local stakeholders and our learnings through this community planning process reach both the St. James Town community and broader audiences, we have leveraged both traditional and non- traditional media. In collaboration with local based agencies, cultural sector and planning industry networks, STEPS will continue to share the work of this project through a series of media released, community sessions and conference presentations throughout 2020 and beyond.

Learnings

STEPS recognizes the immense value that comes from listening to residents' voices when it comes to issues and topics that directly impact their lives. Throughout the cultural planning process, participants and community members shared their valuable insights, comments, and suggestions. We have organized what we have learned into the four following sections:

1

Community values to guide future arts and culture initiatives

2

The role of arts and culture initiatives in the community

3

Challenges and barriers facing arts and culture programming

4

The **types of arts and culture initiatives** the community wants

What participants had to say:

“[I enjoyed] giving ideas and actually making something.”

- Youth Participant

“[I enjoyed] interacting with other community members, having a chance to talk with the artist about their process.”

- Youth Participant

1 Community Values

It is crucial in the cultural planning process to identify the values that community members hold. Identifying core values ensures that future planning initiatives are reflective of the community's desires. When the opinions of residents are included in this way, the community's voice is validated. Throughout the project, community members expressed what was most important to them in the development of future arts and culture initiatives.

Celebrating Cultural Diversity

The most important community value that came up in every workshop and survey was the celebration of the neighbourhood's cultural diversity. Residents are proud of their rich cultural diversity and have expressed a desire for more opportunities to celebrate their cultural heritage. To give residents a greater sense of belonging, local arts and culture initiatives must reflect the many cultures represented in the community. Food, music, and dance were identified as popular ways of expressing cultural heritage and fostering intercultural and intergenerational community-building.

Inclusivity and Accessibility

Cross-cultural understanding and intergenerational learning were identified as core values of St. James Town. There was a particular focus on providing programming for all, regardless of age, gender, or ability. When arts and culture initiatives include the stories of those who live there, a sense of place and community is strengthened.

Social Connection and Community

Residents of St. James Town are proud of the friendliness and sense of togetherness in the neighbourhood. Fostering these social connections was identified as a value held by youth and adults alike. Participants and survey respondents wanted to see more community get-togethers and events as a way to build social connections and a sense of belonging.

Positivity

Participants of the arts-based workshops and passers-by of the resulting co-created works believed that the works would foster more positive attitudes toward and within the neighbourhood. Likewise, many survey respondents noted that they wanted to see more positive messages represented in the area to help counter some of the predominantly negative associations around neighbourhood safety, poverty, and addiction.



2 The Role of Arts and Culture

Equally crucial in the cultural planning process is identifying what community members consider to be the role of arts and culture initiatives in their neighbourhood. Residents and service providers in St. James Town focussed on the importance of arts and culture initiatives and the benefits they bring.

Broad Benefits of Arts and Culture Initiatives and Programming

Survey respondents and local stakeholders alike identified that the arts are connected to general health, self-esteem, and social and economic wellbeing. Arts and culture initiatives have broad impacts including skill-building, facilitating cultural exchange, increasing a sense of community and a sense of belonging, building self-esteem, and providing economic opportunity. Many participants identified that arts and culture initiatives and programs reduce social isolation. These positive effects contribute to improvements in community health and wellbeing.



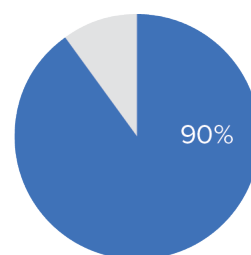
The Tangible Impact of Public Art

The 200 Wellesley Mural (*World's Tallest Mural*) has been noted as a point of community pride. Residents expressed how the creation of such public landmarks has the power to shift the perception of a neighbourhood and spread positivity. The process of participatory and co-creative arts initiatives ensures a sense of ownership and agency with the works created. Additionally, a youth participant in the zine-creating workshop at Jarvis Collegiate Institute suggested that public art can make an area less “sketchy,” pointing to a perception that art can make a space feel safer.

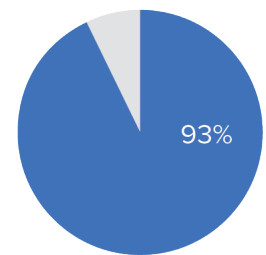
Community Placemaking

In interviews with key contacts at the Corner, the LOVE sculpture produced through the sculpture workshops was noted to have become a well-loved symbol in the community. The sculpture, which was made of recycled materials, reflected the values held by community members and organizations—values of accessibility, equity, diversity, and respect for the environment. Due to the popularity and placemaking power of the sculpture, the Corner has been looking for ways to make the sculpture permanent despite funding limitations.

In the Community Survey,



expressed a **need for more arts and culture initiatives** in the neighbourhood



agreed that **public art had a positive impact** on the St. James Town community

Opportunities to Gain Skills and Experience

St. James Town has a higher percentage of newcomers than most Toronto neighbourhoods, and many of them face barriers to employment. Local arts and culture initiatives can give residents valuable local experience. Gaining transferable skills is important to parents and youth alike and can improve self-esteem.

Opportunities to Showcase and Sell Work

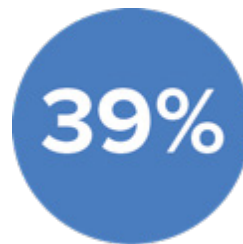
Many community members expressed the desire for more opportunities to showcase art, music, dance, and other talents for a public audience. Finding and providing space and opportunities for showcasing is important for community members to get experience, gain exposure, and find ways to support themselves financially. The potential for unexpected grassroots entrepreneurial possibilities can arise from arts and culture initiatives by giving community members opportunities to interact and showcase their talents.

Opportunities for Young People

A recurring theme in survey responses was the importance of arts and culture programming in youth development. Specifically, respondents identified that arts and culture programming develops skills, increases creativity, improves confidence, builds leadership capacity, and builds social connections between community members. Keeping youth engaged and occupied with arts and culture programming can reduce isolation and loneliness, build self-esteem, and provide opportunities to gain employable skills. Many parents view arts programming as 'academic-adjacent' opportunities where children can learn skills in a structured environment. In addition, community organizations identified free programs as filling a need for structured child and youth care.



of respondents believed it was **important for youth to be involved in arts and culture initiatives.**



of respondents stated that arts initiatives **provide mentorship, volunteer opportunities, and leadership development.**

“[We need programs] ... that take a young person from limited economic background into different opportunities, a hub of some sort that supports with different artistic initiatives, a space to explore what’s going on on their own.”

- St. James Town Resident

3 Challenges and Barriers to Facilitating Cultural Initiatives

In addition to all of the identified benefits of arts and culture programming, respondents also noted the various challenges and barriers facing arts initiatives in St. James Town. Rather than simply focussing on positive feedback, it is important to acknowledge and value when community members identify potential improvements in their neighbourhoods. Constructive feedback is essential in improving existing programs and developing new initiatives.



Lack of Maintained Indoor and Outdoor Spaces:

Space must be available for arts and culture programming to be successful. The lack of well-maintained indoor and outdoor spaces was identified as a concern in workshop and survey responses, as well as in STEPS' previous work conducted on behalf of Toronto Community Housing in service of their 200 Wellesley Public Realm Initiative in 2017. The municipal government has conducted many studies and has initiated many programs over the years to improve connectivity and public space in the area, but outdoor spaces remain poorly maintained.

Lack of Funding:

There is a lack of resources for sustainable programming. This is the most pervasive barrier to arts and culture programming identified by both participants in the Community Survey and local organizations. Local community groups can find it difficult to both find relevant resources and get in touch with institutions and organizations that can support and fund initiatives.

Waitlists and Lack of Programming:

The neighbourhood is served by various organizations that provide free and drop-in programming. There are numerous neighbourhood organizations committed to providing barrier-free programming in the area, including Art City, the Wellesley Community Centre, Cabbagetown Youth Centre, and Central Neighbourhood House, although not all of the programming is arts-focussed. The waitlists for Art City's programs are usually one-third of their available spaces, and participants are only permitted to attend one session per week. Programming is always dependent on grants and donations, limiting its availability and sustainability.

**“All of St. James Town
needs to be more
accessible. The owners of
these buildings should be
ashamed of themselves for
not helping make sidewalks
and pathways more
accessible.”**

-St. James Town Resident

Lack of Awareness and Promotion:

Despite the various existing programs, there is still a general lack of awareness of arts and culture programs and initiatives among residents. The majority of surveyed youth were not aware of the arts and culture organizations that existed in the neighbourhood. Increasing promotion was the most-suggested way (35%) for improving accessibility to arts and culture programming. Workshop facilitators also found that promotion and awareness were the biggest challenges to implementing successful arts and culture initiatives.

“A lot of the times the staff in the area is not knowledgeable of what’s going on”

— St. James Town Resident

Lack of Coordination Between Arts Organizations:

Although there are not many arts-specific organizations in the neighbourhood, many of the local organizations run arts-related programming and initiatives. There is limited inter-organizational communication that covers arts-related topics and programming. Increased communication between these organizations can help identify gaps in programming and increase the sustainability of initiatives.

“I think it would help if we engaged other organizations”

— Survey Participant

Disagreement About the Value of Arts and Culture Programming:

The majority of community members surveyed by youth leaders responded that youth did not value arts and culture in the neighbourhood—that they lack time and money, and thus do not pay much attention to the arts.

Underpinning many of the challenges of sustainable arts and culture programming is the disagreement of the value of art amongst community members. In an environment of poverty, poorly maintained facilities, and limited funding, some find it hard to understand the importance of arts and culture initiatives and how these initiatives are connected to economic and social wellbeing. Some perceive that funding arts initiatives takes away from improving neighbourhood infrastructure and addressing social inequities.

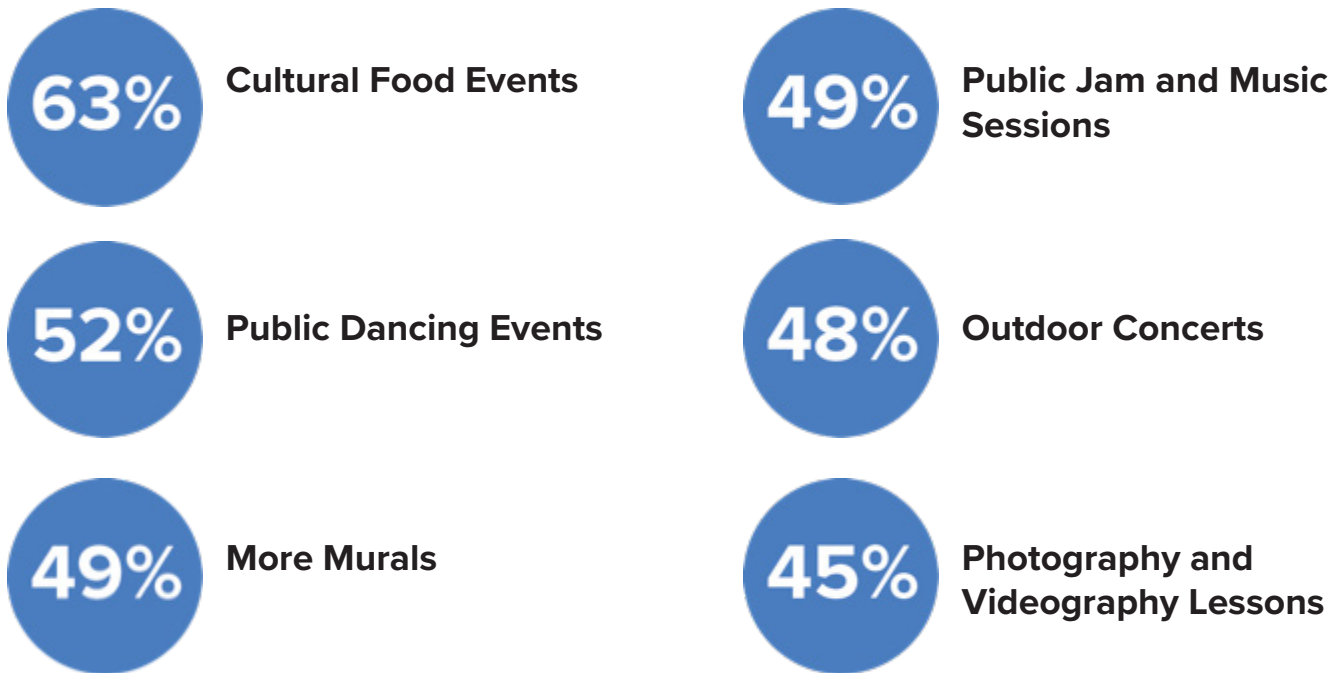
“I don’t think [arts and culture programming is] necessary. [Students] need to be involved in music classes and math classes, science, etc. After-school academics.”

— St. James Town Resident

4 Types of Arts and Culture Initiatives

In addition to understanding a community's overall thoughts and feelings toward arts and culture initiatives, it's also worth identifying the specific types of programming that the community wants to invest in. Respondents of the Community Survey identified the types of arts and culture initiatives that they wanted to see more of in St. James Town. The following were the most popular responses:

When asked what residents wanted...



Respondents also identified that public dancing events would have the most positive impact on the community.



Recommendations

The needs, concerns, and priorities of the diverse stakeholders in a neighbourhood differ from each other. Recommendations to support arts and culture initiatives must be tailored for different groups. Based on what STEPS learned from residents, we offer the following recommendations to address three groups of stakeholders:

1

St. James Town Organizations

Local organizations based in St. James Town looking to enrich their neighbourhood through arts programming and initiatives.

Recommendations

- Explore new ways to secure funding
- Connect with community members
- Meet with other organizations regularly
- Integrate arts and culture into existing networks
- Educate community members on the broad benefits of arts and culture

Actions

- Writing grants collectively
- Developing organizational and institutional partnerships
- Creating an inventory of available community spaces
- Connecting organizations and groups with available space
- Partnering with schools to increase arts and culture awareness
- Creating a strong social media presence

2

Those Looking to Facilitate Arts Programming in St. James Town

Artists, agencies, and organizations looking to facilitate arts programming in St. James Town.

- Scope out appropriate local stakeholders
- Gain local support for arts and culture initiatives
- Design programming to meet community needs

- Holding community info sessions
- Asking local organizations to reach out to residents
- Engaging St. James Town-based artists in programming
- Referring to this plan for local needs and/or project-based research

3

Planners and Developers

For planners and developers working in and around St. James Town looking to address community arts and culture needs.

- Partner with local service providers to meet local needs
- Share information about how local organizations and community members can get involved in the local planning process
- Build bridges with local community groups
- Commit to maintaining and upkeeping buildings and public space

- Partnering with local groups to plan future initiatives
- Providing the community with learnings and tools to contribute to the local planning process

1 For St. James Town Based Organizations

The following recommendations are for organizations based in St. James Town. These recommendations build off of the strong culture of cooperation that exists within the neighbourhood, and leveraging existing networks can greatly benefit future arts and culture initiatives.

Overcoming the biggest barrier: funding

The lack of funding is the most pervasive challenge for arts and culture initiatives, and securing funding is the most important factor in the sustainability and success of future initiatives. That being said, sources of funding are available for arts and culture programs in the form of grants. Most grants have specific criteria and goals that need to be achieved. Many of these priorities align with the priorities of St. James Town's community members—intergenerational learning, inclusivity, diversity, youth engagement, and skill development. Creating initiatives that intersect the needs of the community and the objectives of grants can secure funding for future arts and culture initiatives. See Appendix C for a list of potentially relevant grant and funding opportunities.

Additionally, exploring new public and private funding options could expand funding possibilities. This could include ensuring that donation opportunities are clear on websites and social media. Stewarding donor relationships is also essential to securing both long-term funding and one-time donations.

Incorporating arts and culture into community meetings and service provision

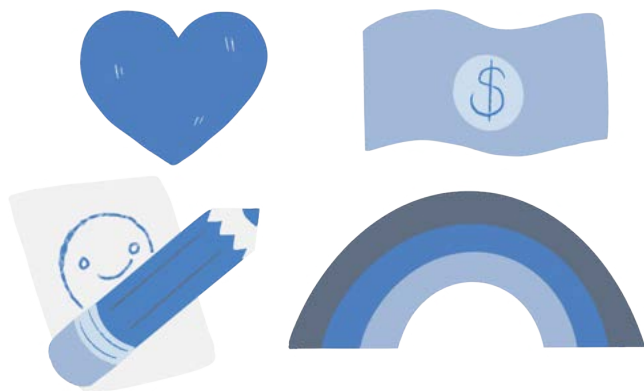
Community organizations must provide space for community members to talk about the arts and culture initiatives they are interested in. This involves using creative ways to reach community members—especially those who are disengaged due to systemic barriers, stigma, disinterest, and social isolation. Possible examples include hosting a town hall specifically to discuss arts and culture initiatives in the community, incorporating conversations around arts and culture in the agendas of community meetings, frequently surveying community members at events, and requesting feedback from the residents regarding their feelings toward current and pre-existing arts and culture initiatives.

“People aren’t speaking up about what they think, even if lots of people have ideas”

— St. James Town community member

Cross-organization cooperation and coordination in arts and culture initiatives

The culture of cooperation in St. James Town can be leveraged to support cross-organizational coordination and cooperation to discuss and implement arts and culture initiatives. By integrating arts and culture into existing networks of organizations and bringing in new arts organizations into service provision, neighbourhood organizations can reap numerous benefits. Community organizations should meet regularly to discuss how they can work together to offer space, resources, and expertise to host more events and workshops that are directly tied to the types of programming that community members want to see. This process would also include creating an inventory of available community spaces and identifying where community spaces are needed to best connect organizations with available space, while also identifying neighbourhood needs.



Recognizing and educating the community on the interconnectedness of health, employment, arts, and culture

Conversations about arts and culture can change the outlook of an entire community. Incorporating these conversations into community meetings and service provision will raise awareness of the value of local arts and culture initiatives. By educating the community on the broad benefits of arts and culture initiatives on health, employment, and wellbeing, community support for these initiatives will follow.

Increased promotion and awareness of arts and culture initiatives

The ways with which people are connecting and getting information are changing. Community members suggested partnering with schools to increase awareness of arts and culture initiatives among youth and their families. The community has proposed various additional strategies for increasing awareness and participation, including widespread promotion through social media and mailing lists, as well as flyers and posters in building lobbies, grocery stores, and community spaces.

Despite distributing hundreds of flyers to promote the workshops and events throughout the cultural plan process, only one attendee responded that they learned about the workshop they participated in by seeing a flyer. Rather, the most successful methods of promotion were through neighbourhood-targeted social media posts on Facebook and Instagram, as well as reaching out to contacts who worked directly with youth, such as Jarvis Collegiate Institute's teachers. Increased social media presence was an important theme in the 2019 St. James Town Spring Gathering. By cultivating a strong social media presence, organizations can increase engagement and participation.²⁴



²⁴Health Access St. James Town. 2019. Spring Gathering 2019 Report.

2 For Arts Facilitators Interested in St. James Town

Artists, agencies, and organizations interested in facilitating arts programming in any neighbourhood should consider a variety of strategies to hear the desires of locals and meet their needs. Artists and outside organizations can find it difficult to get in contact with all the appropriate stakeholders, especially in a community as large and diverse as St. James Town. It's important to scope out local stakeholders to ensure community collaboration and buy-in. The following recommendations ensure that art and culture initiatives align with local values and needs.

Identifying and collaborating with community stakeholders

Outside organizations who wish to promote arts and culture programming in St. James Town must identify community stakeholders for meaningful engagement and collaboration in future initiatives.

The St. James Town Service Providers' Network (SPN) has been identified as a point of first contact for future partnerships. As a collaborative model of service provision, the SPN can guide outside partners to relevant organizations for collaboration. Presenting prospective initiatives to community organizations at the SPN monthly meeting ensures community stakeholders are aware of possible partnerships, initiatives, and opportunities. These presentations also allow for organizations/stakeholders to provide feedback on the proposed initiative(s).

Other stakeholders to consider include:

- Community members
- Toronto Community Housing
- Landlords / Property Owners
- Prospective developers
- Organizations with grant-writing knowhow and resources
- Local artists and arts organizations
- Youth councils
- Funding organizations
- Councillors and city planners

Value alignment and community collaboration

The St. James Town community is characterized by a culture of cooperation and has a long history of grassroots value-driven local initiatives. Prospective partners must gain local support in addition to making community stakeholders aware of neighbourhood projects. Avenues for engaging with the residents could include holding a community info session, requesting to speak at a community event, or asking neighbourhood organizations to spread information about the project through their email lists, social media, and various networks.

Meeting community needs and desires

When considering future arts and culture initiatives that could take place in this neighbourhood, refer to this plan and the initiatives that community members identified as wanting to see more of. Distribute surveys to gauge the community's current needs and desires, and adjust programming when community members or stakeholders express concerns or suggest improvements. If an initiative requires hiring artists and facilitators, consider holding a call for artists in the St. James Town neighbourhood to encourage local artists and community members to share their expertise and further develop their skills.

3 For Planners and Developers

Arts and culture are linked intimately with neighbourhood wellbeing, health, economic activity, and community cohesion. Residents have identified the need for more maintained indoor and outdoor spaces to host cultural events. However, St. James Town faces many challenges due to a lack of available resources and poor maintenance of facilities. As a result, there are limited spaces that can be used for arts, culture, and recreation. Residents and community groups are also aware of the financial restraints that limit the availability of space and programming, in an environment of neglected infrastructure and poorly maintained housing.

Residents are aware of the redevelopment and gentrification happening around them. Residents now want to learn how to influence the planning process to maximize community benefit. Community members are starting to realize that one way to leverage the construction of surrounding condominiums is by using land value recapture and community benefit regimes to fund local projects. Creative and community-engaged solutions are needed to ensure St. James Town is not left behind amid broader urban redevelopment.

Recognizing and addressing community needs

The St. James Town community faces many challenges due to a variety of systemic barriers related to poverty, neighbourhood disinvestment, and the scarcity of resources. However, local organizations have been exceptionally resourceful in using innovative place-based models of service provision to tackle issues of poverty, addiction, and social isolation. Planners and developers should partner with local service providers to ensure that community needs will be met in an effective and place-specific way.

Educating community on planning process

Establish partnerships with local organizations to help them understand the local planning process and how they can influence it.

Tower Renewal Initiatives

In the coming decades, Toronto's many tower neighbourhoods will be facing the same problem of deteriorating facilities and will require maintenance and renewal. The central location of St. James Town makes it an ideal location for piloting tower renewal initiatives. The City should foster relationships with local community groups and form partnerships to plan for future initiatives.

Ensuring building and public space maintenance

A strong effort from multiple levels of government is needed to ensure the maintenance of buildings and public spaces. The current MPP, Suze Morrison, has introduced the St. James Town Act, an amendment to the Residential Tenancies Act, which requires that landlords of buildings with 10 or more units maintain a financial account for major building maintenance. The City must find ways to work with landlords to ensure that facilities are maintained.



Action Plan

In addition to broad recommendations to support local arts initiatives, local service providers also expressed the desire for actionable recommendations. This action plan comprises the immediate, tangible actions that can be taken to meet the recommendations listed above.

Integration of Arts and Culture in Service Provision

To bridge the desires and needs of the community with opportunities for arts and culture initiatives, continued and more widespread surveying can be done through workshops, events, mailing lists, and other outreach methods. Many organizations provide arts and culture programming in the St. James Town neighbourhood, but most are not arts-specific organizations. Integration of arts and culture into existing networks of service provision will increase coordination and communication of both gaps and opportunities in arts programming. The formation of an arts subcommittee or action group ensures integration and prioritization of arts and culture.

Cultural Asset Mapping: Formation of an Arts and Culture Working Group

Cultural asset mapping has been identified as a foundational step in cultural planning.²⁵ By creating an inventory of a community's tangible and intangible cultural assets, community strengths and resources are identified. This inventory includes urban design, public art, cultural facilities, artist networks, cultural events and festivities, cultural organizations, stories, and traditions of a place.²⁶ This process often involves the creation of a committee, working group, or task force that collects data and conducts community outreach. Cultural asset mapping can build neighbourhood capacity and identify future partnership opportunities.

Increased Online Presence

The preferred way people—particularly youth—communicate and receive information is changing. To promote future programs and initiatives, local organizations must:

- frequently post on their social media platforms (e.g., Twitter, Facebook, Instagram),
- create neighbourhood-targeted social media posts to reach relevant audiences, and
- share photos from events and tag relevant partners.

Deepening Partnerships with Schools to Build Awareness and Youth Leadership Capacity

Community-school partnerships have been identified as important in supporting youth development.²⁷ By engaging youth where they are and providing substantive leadership opportunities for academic- and arts-focussed youth alike, a broader culture of youth engagement can be built. At Jarvis Collegiate Institute, STEPS engaged youth in several zine workshops. STEPS found success in directly contacting teachers to make the workshops a reality. Creating programming that aligns with curricula can increase the number and range of students involved in arts and culture programs.

Community Grant Writing

Nadijah Robinson, former Director of Art City, suggested community grant writing as an initiative to overcome funding limitations and support local artists. She suggested bringing together local organizations to write a grant application and compiling a roster of 10 community artists to work on programming and public space improvements.

²⁵Arts & Planning Toolkit. What is Cultural Asset Mapping? <http://artsandplanning.mapc.org/cultural-asset-mapping/>

²⁶Ibid.

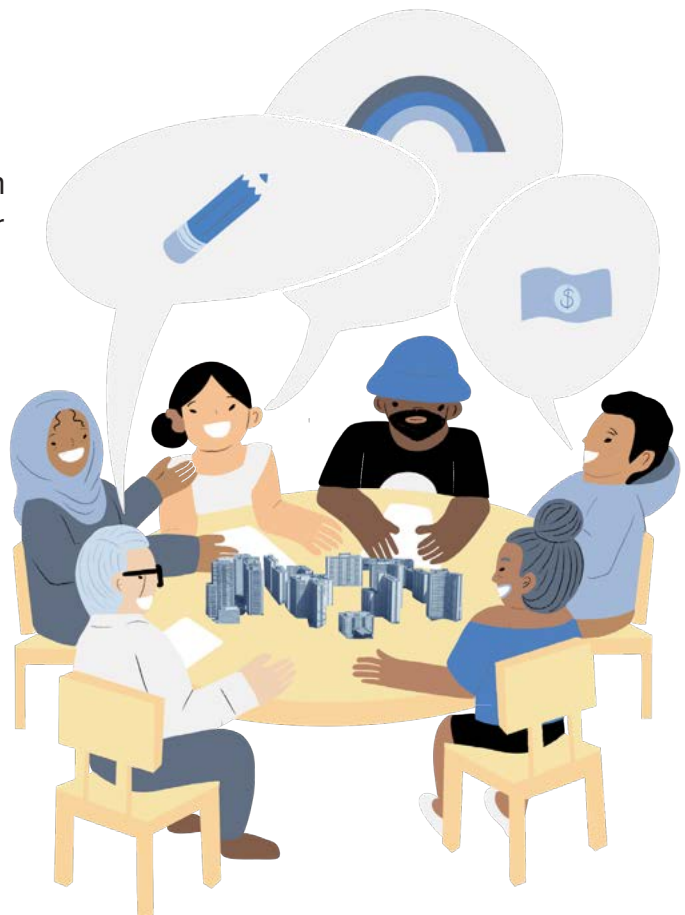
²⁷Fabionar, James and Campbell, David. 2010. Community-School Partnerships to Support Youth Development. Sierra Health Foundation and UC Davis.

Conclusion

St. James Town is a neighbourhood characterized by a strong collaborative culture. Harnessing this local asset can bring to life endless possibilities for future arts and culture initiatives.

The answers to questions regarding future arts and culture initiatives in St. James Town already exist within the community itself. Arts initiatives will have a meaningful community impact as long as residents remain at the centre of all stages of development.

We hope this cultural plan will inspire community groups, program facilitators and planners based in St. James Town and beyond, to adopt new and innovative planning approaches. We look forward to seeing how people will conduct community-based research and develop participatory arts programming for the greater good of their communities.



Further Reading and Resources

Toronto Arts Council's Top Ten Grant Writing Tips

<https://torontoartscouncil.org/grant-programs/tips-and-resources/top-ten-grant-writing-tips>

Ontario Arts Council's Grant Writing Survival Guide

<http://www.arts.on.ca/oac/media/oac/Grants/Grant-Survival-Guide-EN.pdf?ext=.pdf>

ArtReach Grant Deadline Calendar

<https://www.artreach.org/grantdeadlinecalendar>

ArtBridges Community-Engaged Arts Funding http://artbridges.ca/learning/community_arts_funding

Government of British Columbia Youth Engagement Toolkit Reference Guide

https://www2.gov.bc.ca/assets/gov/family-and-social-supports/data-monitoring-quality-assurance/information-for-service-providers/youth_engagement_toolkit_resource_guide.pdf

Artscape DIY - An Introduction to Cultural Asset Mapping

<http://www.artscapediy.org/Creative-Placemaking-Toolbox/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/An-Introduction-to-Cultural-Asset-Mapping.aspx>

Appendices

A. Definitions

Arts and Culture Initiatives - arts and culture programs, events and strategies intended to serve a social good.

Arts Engagement - participation in arts activities, either as a participant or audience member. Community arts engagement refers to participation in community-engaged arts (see below).

Civic Engagement - “Civic engagement is individual and collective actions designed to identify and address issues of public concern. Civic engagement can take many forms, from individual voluntarism to organizational involvement to electoral participation.”

Community - “a group of people with diverse characteristics who are linked by social ties, share common perspectives, and engage in joint action in geographical locations or settings.”

Community-Engaged Art - collective artistic expression, with community members participating in the creation of art. Individuals who aren't professional artists actively participate in the artistic process. There is a focus on the process of creating the art as much as the final product, and usually serves a social purpose as well as an artistic one.

Co-Creative Artistic Process - the creation of art together, with participants engaging with one another and building off each other's ideas. Involves an open-ended artistic process. By definition, community-engaged art involves co-creation.

Civic Consciousness - awareness of one's rights and duties as a member of a city or community, as well as awareness of issues in one's city or community

Civic Participation - individuals and community members engaged in addressing issues of public concern.

Culture - social norms, institutions, knowledge, and behaviours found in human societies, including language, religion, food, music, arts, dress, and more.

Housing Suitability - whether a dwelling has an adequate number of bedrooms as defined by the National Occupancy Standard.

Leadership Capacity - knowledge, skills, and attitudes associated with the capability to engage in leadership

New Generation Artist - defined by the Ontario Arts Council (OAC) as artists between the ages of 18 and 30

Neighbourhood Improvement Area - 31 neighbourhoods designated by in the Toronto Strong Neighbourhoods Strategy 2020 (TSNS 2020) as priority neighbourhoods based on various socioeconomic and well-being factors

Person (People, Artists) of Colour - refers to persons who do not identify as white

Public Art Installations - art and media that has been planned and displayed in the public realm, usually accessible for all to see.

Toronto CMA - the census metropolitan area of Toronto, including the City of Toronto, the Regions of Peel and York, parts of the Regions of Halton and Durham, as well as Dufferin and Simcoe County

Visible Minority - defined by the Employment Equity Act as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.”

B. Table of St. James Town Community Organizations and Contact Information

Name	Contact Information
Art City St. James Town	416-944-0315 artcitytoronto@gmail.com http://artcitytoronto.ca/
Cabbagetown Youth Centre	416-960-1032 info@cabbagetownyouth.ca https://www.cabbagetownyouth.ca/
Central Neighbourhood House	416-925-4363 central@cnh.on.ca http://www.cnh.on.ca/
Community Matters	416-944-9697 info@communitymatterstoronto.org http://communitymatterstoronto.org/
Jarvis Collegiate Institute	416-393-0140 Jarvis@tdsb.on.ca https://schoolweb.tdsb.on.ca/Jarvisci
Rose Avenue Junior Public School	416-393-1260 Rose@tdsb.on.ca https://www.tdsb.on.ca/find-your/schools/schno/5270
Sherbourne Health	416-324-4100 info@sherbourne.on.ca https://sherbourne.on.ca/
St. James Town Community Corner	416-964-6657 info@stjamestown.org https://www.stjamestown.org/the-corner/
St. James Town Service Providers Network	sjtspn@stjamestown.org https://www.stjamestown.org/service-providers-network/
The Neighbourhood Organization (SJT Location)	416-964-6657 https://tno-toronto.org/
Wellesley Community Centre	416-392-0227 https://www.toronto.ca/data/parks/prd/facilities/complex/451/index.html
Winchester Public School	416-393-1270 Winchester@tdsb.on.ca https://schoolweb.tdsb.on.ca/winchester

C. Grants and Funding Sources

Funding Source	Grant Name	Type of Project	2019 Deadline(s) Changes Annually	Website
Ontario Arts Council	Artists in Communities and Schools Projects	• Supporting the research, development, and realization of community-engaged arts project.	March 14, July 30, and November 28	http://www.arts.on.ca/grants
	Visual Arts Projects	• Supporting organizations in presenting projects that exhibit, disseminate, or document the work of Ontario visual artists or provide professional development for artists.	June 19 and November 28	
	Arts Service Organizations: Operating	• Supporting ongoing operations of Ontario-based not-for-profit community-engaged arts organizations working in Ontario communities or schools.	April 4, 2019 - next deadline is 2021	
	Visual Arts Artist-Run Centres and Organizations: Operating	• Supporting the ongoing operations of not-for-profit, professional visual arts organizations in Ontario.	March 1	
	Compass Grants	• Assisting arts managers with professional development projects, and assists arts organizations with development projects intended to build administrative and management capacity. There are 4 categories of grants.	March 1	
Toronto Arts Council	Community Arts Program grants	• Open to non-profit organizations that engage communities through the arts. There are annual operating, multi-year operating, and project grants, each with different deadlines.	Annual operating: March 4 Multi-year operating: April 1 Project: February 4 and August 1	https://torontoartscouncil.org/grant-programs/tac-grants/

Funding Source	Grant Name	Type of Project	2019 Deadline(s) Changes Annually	Website
Toronto Arts Council	Visual Arts and Media Arts Program grants	Supporting the development of visual/media arts in Toronto. There are annual operating, multi-year operating, multi-year operating mid-cycle, project, media artists program, and visual artists program grants.	Annual operating: March 4 Multi-year operating: March 11 Multi-year operating mid-cycle: April 1 Project: March 4 and August 1 Media artists: October 15 Visual artists: rolling deadline between January 2 and November 2	https://torontoartscouncil.org/grant-programs/tac-grants/
	Music Program grants	Supporting the development of music in Toronto. There are annual operating, multi-year operating, multi-year operating mid-cycle, community music-making, project, and music creation and audio recording grants.	Annual operating: March 4 Multi-year operating: March 11 Multi-year operating mid-cycle: April 1 Community music making: February 18 February 4 and August 1 Music creation and audio recording: September 9	
City of Toronto	StART Partnership Program	Providing support and up to \$50,000 for large-scale projects that support the program's mission to revitalize and engage communities through mural, street, and graffiti art.	Unspecified	https://www.toronto.ca/services-payments/streets-parking-transportation/enhancing-our-streets-and-public-realm/streetartoronto/apply-to-start-programs/
	StART Monumental Program	Providing opportunities for street artists and non-commercial cultural producers to make Toronto's streets more vibrant, safe, and walkable through community-engaged culturally relevant art in the form of large murals.	July 16 and October 4	
	StART Road Mural Program	Allowing resident associations, business owner groups, and community organizations to facilitate a mural on a City laneway, road, or fence.	July 4	

Funding Source	Grant Name	Type of Project	2019 Deadline(s) Changes Annually	Website
City of Toronto	Community Events Program	Supporting programming that fosters resident engagement and leadership by funding events and activity series that support Torontonians to connect, learn, and act to improve their wellbeing, neighbourhoods and communities.	October 26	https://www.toronto.ca/services-payments/streets-parking-transportation/enhancing-our-streets-and-public-realm/streetartoronto/apply-to-start-programs/
	Youth Initiative Funding - Identify 'N Impact	For youth groups with a great idea for improving their community. Funds projects up to one year in length that promote youth empowerment and community safety.	July 22	
Government of Canada	Canadian Heritage - Community Support, Multiculturalism, and Anti-Racism Initiatives Program	Supporting the mandate of the Department of Canadian Heritage by building on Canada's strength as a diverse and inclusive society. There are three funding components: Events, Projects and Community Capacity Building.	Unspecified	https://www.canada.ca/en/canadian-heritage/services/funding.html
	Canadian Heritage - Canada Cultural Spaces Fund for the development of a cultural hub	Contributes to improved physical conditions for professional arts and heritage-related collaboration, creation, presentation, preservation, and exhibition; and increased and improved access for Canadians to arts and culture.	Unspecified	
	Canadian Heritage - Local Festivals - Building Communities Through Arts and Heritage	Providing funding to local groups for recurring festivals that present the work of local artists, artisans or heritage performers.	January 31 for festivals in September to December April 30 for festivals in January to June September 30 for festivals in July and August	
Business / Arts	artsvest Matching Funds	A Business / Arts mentorship training program designed to build capacity in the cultural sector. Funds are granted to small- to mid-sized arts and culture organizations with resources, expertise and training in marketing, board governance and sponsorship along with matching incentive funds and peer-to-peer networking	Unspecified	http://www.businessandarts.org/artsvest/

Funding Source	Grant Name	Type of Project	2019 Deadline(s) Changes Annually	Website
Ontario Trillium Foundation	Seed Grants	Funding to develop new ideas and different approaches to achieving results.	Unspecified	https://otf.ca/apply-grant
	Capital Grants	Broadening access, improve community spaces to achieve a Priority Outcome outlined by the Foundation.	Registration: May 22 Application: June 12	
	Grow Grants	Supporting the evidence-based development of activities to achieve a Priority Outcome.	Registration: November 6 Application: November 27	
	Youth Opportunities Fund	Providing grants and capacity building supports to grassroots groups, community-based organizations and collaboratives focussed on improving the wellbeing of children, youth, and families facing systemic barriers.	Unspecified	
Canada Council for the Arts	Explore and Create	Funding Canadian artists, artistic groups and organizations committed to the creation and dissemination of innovative, vibrant and diverse art.	Rolling deadlines for different components	https://canadacouncil.ca/funding/grants
	Engage and Sustain	Funds organizations that are dedicated to developing excellence in arts practice, advancing the arts through programming, and exposing a diverse public to a range of artists and creative works.	Artistic Catalysts: October 9 Artistic institutions: October 17	
	Creating, Knowing and Sharing: The Arts and Cultures of First Nations, Inuit and Métis Peoples	Funding projects that are guided by Indigenous values and worldviews, administered by staff of First Nations, Inuit and Métis heritage, and assessed by First Nations, Inuit and Métis individuals.	Rolling deadlines for different components	
	Supporting Artistic Practice	Funding Canadian arts professionals, groups, and arts organizations who champion the Canadian arts sector, boost the capacity for artists to realize work and advance the conditions of creation.	Rolling deadlines for different component	

Funding Source	Grant Name	Type of Project	2019 Deadline(s) Changes Annually	Website
Metcalf	Opportunities Fund	Improving the economic livelihoods of Toronto's working poor.	June 6	https://metcalffoundation.com/our-programs/
	Network Learning Fund	Providing support to a group of organizations, led by a charitable partner, who wish to explore a shared concern, challenge, or area of common interest. Initiatives could include a curated study tour, peer shadowing at a specific organization engaging in innovative practices and initiatives, or attending a conference, festival, or symposium, coupled with pre- and post-event meetings.	May 7 and November 5	
Community One	Rainbow Grants	Provide funding to foster new and innovative services and programs that have a positive impact on the LGBTTIQQ2S community in the GTA, in the areas of health and social sciences, arts and culture, and research, education and advocacy.	Unspecified	http://communityone.ca/grants-awards/
Toronto Foundation	Vital Toronto Fund	The Fund enables their city-building work: strategic granting, thought leadership, and convening to strengthen quality of life.	Unspecified	https://torontofoundation.ca
Aviva Foundation	Aviva Community Fund	Funds charitable initiatives in communities across Canada.	Unspecified	https://www.aviva.ca/en/tools/acf/aviva-community-fund/
Canada Post Community Foundation	Community-based support projects	Supporting programs that increase the capacity of an organization. Such projects create or expand services rather than maintaining existing services, for example hiring staff or purchasing new equipment.	April 5	https://www.canadapost.ca/cpc/en/our-company/giving-back-to-our-communities/canada-post-community-foundation.page?
RBC Foundation	Emerging Artists Project	Supporting organizations that provide the best opportunity to advance an artist's career trajectory in genres such as visual arts, music, theatre, performance, literature and film.	Unspecified	https://www.rbc.com/community-social-impact/emerging-artists-project.html

D. Community Survey

1. Please check all that you identify with:

A member of the St. James Town community A youth (13-29)

An artist / aspiring artist

2. Do you think that public art has a positive impact on the SJT community?

Yes

No

I don't know

3. Do you think there needs to be more arts and culture initiatives in the SJT community?

Yes

No

I don't know

4. What types of arts and culture initiatives would you like to see more of? (click all that apply)

Murals

Cultural / Food Events

Sculptures / Installations

Street Art Tours

Public Dancing Events

Photography / Videography Lessons

Public Jam / Music Sessions

Acting Lessons

Outdoor Concerts

More venues for arts and culture activities (both indoor and outdoor)

Other (Please Specify):

5. What kinds of arts and culture initiatives do you think would have the most positive impact on the community?

6. Is there a specific area in the community that you think is in particular need of more public art? If so, where?

Yes

No

I don't know

Response:

7. Given SJT's immense cultural diversity, what sort of arts and culture initiatives are needed to support and showcase this multiculturalism?

8. What are the challenges that arts and culture initiatives face in the SJT community?

9. How could arts and culture initiatives be made more accessible to the SJT community?

10. Do you think it is important to have young people participating in community arts and culture initiatives? If so, why?

Yes

No

I don't know

Response:

11. What is a good strategy to get kids/youth in this community more involved with arts and culture initiatives?

12. How could the City of Toronto (local government) better support arts and culture initiatives in SJT?

13. Any general comments on improving arts and culture in SJT?

14. Interested in receiving updates on the Cultural Plan? If so, leave us your email.

E. Participant Survey

How did you hear about the workshop you attended?

- ☐ Facebook
- ☐ Public Flyer
- ☐ Instagram
- ☐ Other:
- ☐ Teacher

Please check all that you identify with:

- ☐ A youth (13-29)
- ☐ English as a second language
- ☐ A member of a gender minority
- ☐ Facing physical or mental health challenges
- ☐ A Person of Colour
- ☐ An emerging artist
- ☐ A member of an Indigenous community
- ☐ Other:
- ☐ Born outside of Canada

Through these workshops, I feel like I have made important contributions to public art and city building.
Strongly Disagree 1 2 3 4 5 Strongly Agree

Completing the workshops increased my artistic or employable skills.
Strongly Disagree 1 2 3 4 5 Strongly Agree

Following the workshops, I felt more connected to my community.
Strongly Disagree 1 2 3 4 5 Strongly Agree

This project has helped build a more vibrant and healthy community.
Strongly Disagree 1 2 3 4 5 Strongly Agree

I now feel like I have increased access to arts and culture programming.
Strongly Disagree 1 2 3 4 5 Strongly Agree

What did you enjoy most about the workshop(s)?

Were there any aspects of the workshop(s) that did not meet your expectations or that you think could have been improved? How can we do better the next time?

Any other comments?



MINOH

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