

**ON
CULTURE
DAYS**

ON·RAMP

**NEW HORIZONS IN
CULTURAL TOURISM**

SYMPOSIUM | JUNE 8–9, 2022



#ONRamp
onculturedays.ca/on-ramp

About this Symposium

Together, with **Now Playing Toronto, Ontario Cultural Attractions Fund** and **Destination Northern Ontario, Ontario Culture Days** is pleased to welcome you to our second annual symposium, ***ON-Ramp: New Horizons in Cultural Tourism***.

The road to recovery has presented new challenges to audience development and community engagement. Whether you are new to the conversation, or are well versed in cultural tourism strategies, this symposium aims to be a forum to discuss and work toward solving these challenges.

We are excited to be convening our many sector colleagues as they bring insight and expertise to the current realities and possibilities for cultural tourism. Expect to hear from key people at festivals, cultural destinations, municipalities, and tourism organizations, as they investigate the state of reopening for the arts, culture and tourism sectors.

Land Acknowledgment

Ontario Culture Days is active throughout the province, beyond borders and across multiple Indigenous territories. We acknowledge Indigenous peoples as the original caretakers of the lands and waterways on which we work, create, gather, and live.

We acknowledge that Tkaronto, the land Ontario Culture Days' offices calls home, is home to many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is covered by Treaty 13 with the Mississaugas of the Credit. We also honour and recognize the recorded and unrecorded Indigenous nations that have, are and will continue to inhabit this land.

Ontario Culture Days is committed to a continuous process of education and dismantling colonial approaches, while celebrating the varied cultural and artistic traditions of Indigenous communities. We are committed to fostering meaningful relationships with these communities and supporting a diversity of Indigenous practices, art forms, and cultural expressions. We are grateful to have the opportunity to work and create on this land.

SCHEDULE DAY ONE | WEDNESDAY, JUNE 8 | 8:30 AM – 6:30 PM

8:30 – 9:30 am	Registration, coffee and tea
9:30 – 9:35 am	Thanksgiving Address, Elder Catherine Tàmmaro
9:35 – 9:45 am	Welcome Address, Ruth Burns with Shawn Newman and Louise-Etienne Dubois
9:45 – 10:45 am	<i>Black Tourism: Trends and Expectations</i> Presentation by Jacqueline Scott, Black Outdoors and University of Toronto
10:45 – 11:00 am	Break
11:00 – 11:45 am	<i>Understanding Economic Impact: What Role Does Culture Play?</i> Moderated by Kathleen Sharpe Panelists: Louis-Etienne Dubois, Toronto Metropolitan University; Tim Jennings, Shaw Festival; Vikas Kohli, Bollywood Monster Mashup/ MonstrARTity
11:45 am – 1:15 pm	Catered Lunch
1:15 – 2:15 pm	<i>Multi-sector Collaboration in Sault Ste. Marie and Algoma: Connecting Culture and Tourism Through Compelling Visitor Experiences</i> Presenters: Heather Bot, Algoma Kinniwabi Travel Association; Carol Caputo, Northern Partnerships, Destination Ontario; Kathy Fisher, Ermatinger-Clergue National Historic Site; Donna Hilsinger, Algoma Fall Festival; Jasmina Jovanovic, Art Gallery of Algoma; David MacLachlan, Destination Northern Ontario
2:15 – 2:30 pm	Break
2:30 – 3:30 pm	<i>Collaborating with RTOs and DMOs: A Case Study with TAPA and Destination Toronto</i> Presenters: Sarah Jarvis, Destination Toronto; Jacoba Knaapen, Toronto Alliance for the Performing Arts
3:30 – 3:45 pm	Break
3:45 – 4:45 pm	<i>Pivots to Pirouettes: A Path for Regeneration and Recovery in Arts and Tourism</i> Tim Jennings, Shaw Festival
4:45 – 5:00 pm	Closing Remarks, Ruth Burns Dance and musical performance by Isaiah Cada, Nichole Leveck and Nazarene Pope
5:00 – 6:30 pm	Reception

9:30 – 9:35 am

Thanksgiving Address, Elder Catherine Tàmmaro

PRESENTER:



Catherine Tàmmaro, *utrihq̓t /Artist, People of the Little (Spotted) Turtle, Wyandot of Anderdon Nation, Wendat Confederacy*
Indigenous Arts Program Manager, Toronto Arts Council

Catherine Tàmmaro is a multi-disciplinary artist whose practise spans decades. She is a seated Spotted Turtle Clan FaithKeeper and is active throughout the City of Toronto and beyond, in many organizations as Elder in Residence, Mentor, Teacher and Cultural Advisor. She is an alumna of the Ontario College of Art and has had a diverse career, multiple exhibits and installations, published written works and presentations and continues her creative practise. She served on the Board of the TAC, and is the new Indigenous Arts Program Manager at Toronto Arts Council and continues teaching, learning and exploring her creativity and that of others.

9:35 – 9:45 am

Welcome by Ruth Burns with Shawn Newman and Louis-Etienne Dubois

SPEAKERS:



Ruth Burns, *Executive Director, Ontario Culture Days*

Ruth is an advocate, administrator, programmer, and curator over twenty years of experience in the arts & culture sector. She has served as the Executive Director of Ontario Culture Days since 2017. Ruth is passionate about bringing challenging and exceptional works of art to audiences from all walks of life. She is inspired by the capacity of arts and culture to build community connection, empathy, and meaningful engagement with the public domain. Ruth recently completed a co-chair of the Provincial Art Service Organization Coalition, and is a member of the Toronto Arts Council's Advocacy Network. Prior to joining ONCD, Ruth was the founding Director of Nuit Blanche Edmonton, and Associate Curator and Interpretive Programs Manager at the Art Gallery of Alberta.



Shawn Newman, *Research Advisor & Consultant*

Shawn is a research, educator, and consultant. Having had an international career as a dancer and choreographer described as “[one] of Toronto’s finest dancers” (Paula Citron, Toronto Life), Shawn then completed his PhD in Cultural Studies at Queen’s University. He has taught in the Department of Gender Studies and the Department of Film and Media at Queen’s as well as the Department of Dance at York University. His research spans many artistic disciplines while focusing on representation and power in and through critical race, critical disability, and gender studies.



Louis-Etienne Dubois, *Associate Professor, Creative Industries Management, Toronto Metropolitan University*

Louis-Etienne Dubois is an Associate Professor of creative industries

management at Toronto Metropolitan University's School of Creative Industries, as well as Associate researcher at MINES ParisTech's Centre for Scientific Management. He holds a Ph.D. from HEC Montréal and from MINES ParisTech. His research activities focus on emergent business opportunities and innovative management practices in cultural and creative organizations. Some of his recent work has been published in *Work Employment and Society*, *New Media and Society*, *Current Issues in Tourism*, and *European Management Journal and Tourism Review*.

9:45 – 10:45 am

Black Tourism: Trends and Expectations

The session will highlight the huge demand for travel among Black people, a growth sector that is overlooked in traditional tourism marketing and events. From local to global tourism the session will offer suggestions on how to engage Black travellers.

SPEAKER:



Jacqueline Scott, *Blog Writer for Black Outdoors and PhD Candidate, University of Toronto*

Jacqueline L. Scott is a PhD candidate at the University of Toronto. Her research is on the Black experience in nature and outdoor recreation.

She is an avid traveller, hiker and a writer. She has written for CBC, *The Conversation* and *Spacing Magazine*.

11:00 – 11:45 am

Understanding Economic Impact: What Role Does Culture Play?

The age-old question! Join Dr. Louis-Etienne Dubois of Toronto Metropolitan University, Tim Jennings of the Shaw Festival and Vikas Kohli, of MonstrARTity and Bollywood Monster Mashup, as they tackle this question from their unique vantage points of policy and research analyst and digital media expert, CEO of a major Ontario theatre festival, and Producer of the largest South Asian festival in Canada. Kathleen Sharpe, of the Ontario Cultural Attractions Fund, will moderate and intervene to extract their secrets for making the economic case and provide helpful hacks.

MODERATOR:



Kathleen Sharpe, *Executive Director, Ontario Cultural Attractions Fund*

Kathleen Sharpe is a senior manager in government and the cultural sector. She has been Executive Director of the Ontario Cultural

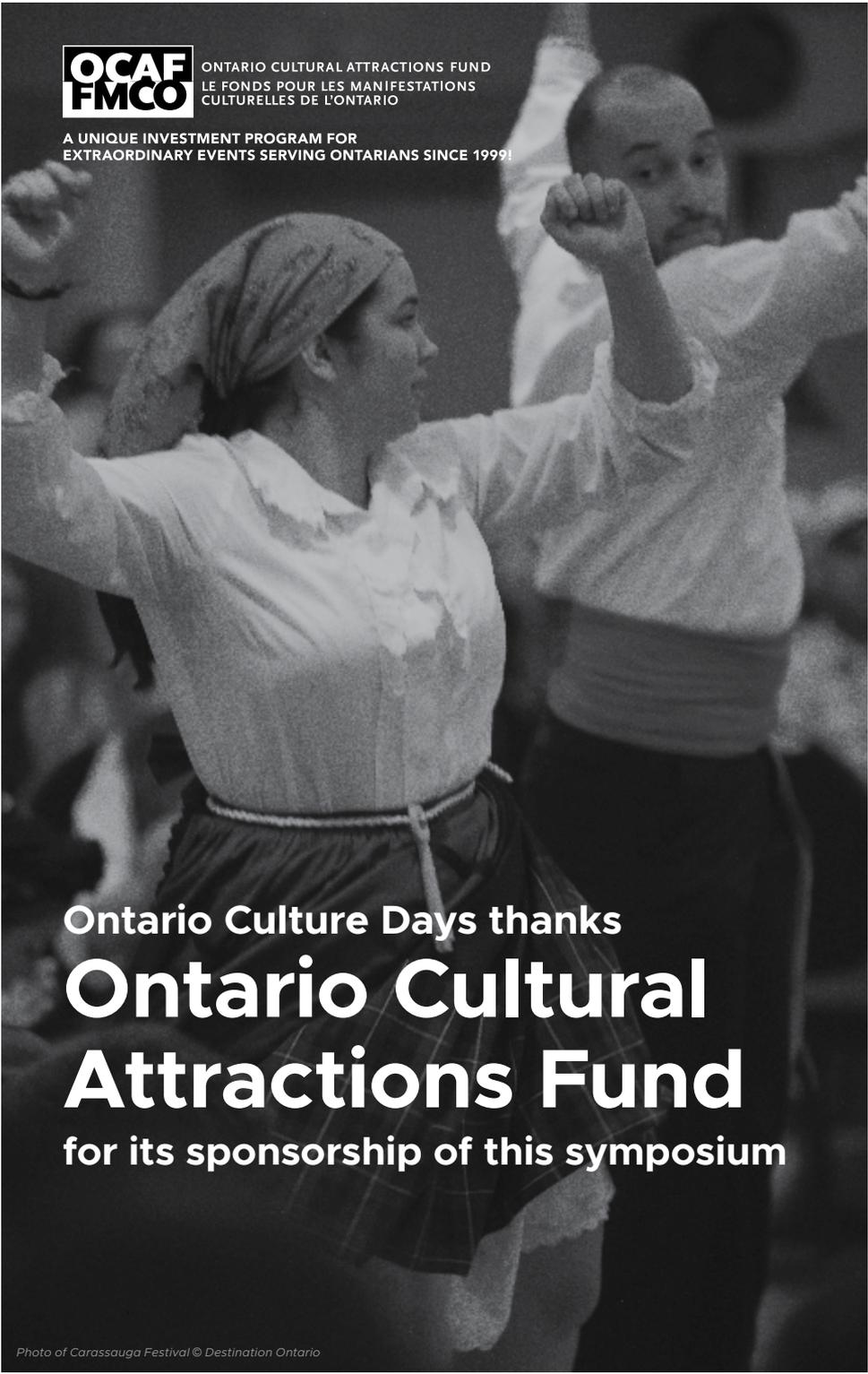
Attractions Fund since its inception in 1999. The Fund, a unique program

established to support cultural tourism attractions through a combination of grants and loans, has committed over \$80 million to more than 800 cultural tourism projects around Ontario. Prior to OCAF, Kathleen was Director of the Culture Division of the Municipality of Metropolitan Toronto, a post she held from 1991 until amalgamation of the municipality into the City of Toronto in 1998. Kathleen has also held management positions at the Ontario College of Art and Design and The Banff Centre. Kathleen has been chair and president of a number of boards including the Toronto Arts Foundation, Toronto Artscape and the Canadian Conference of the Arts. She sits on many advisory committees including Nuit Blanche.



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

A UNIQUE INVESTMENT PROGRAM FOR
EXTRAORDINARY EVENTS SERVING ONTARIANS SINCE 1999!

A black and white photograph of a group of dancers in traditional attire. In the foreground, a woman is seen from the side, wearing a light-colored, long-sleeved blouse with a ruffled collar and a dark, patterned skirt. Her arms are raised in a dance pose. Behind her, a man in a similar light-colored shirt and dark pants is also dancing with his arms raised. The background is slightly blurred, showing other people in similar clothing, suggesting a large cultural event or festival.

Ontario Culture Days thanks
**Ontario Cultural
Attractions Fund**
for its sponsorship of this symposium

PANELLISTS:

Louis-Etienne Dubois, Associate Professor, Creative Industries Management, Toronto Metropolitan University



Tim Jennings, Executive Director, Shaw Festival

A respected and awarded theatre manager in both Canada and the United States, Tim Jennings is a passionate social advocate known for his creativity, financial acumen, leadership skills and energy. Beginning his career in theatre production and management in the late 1980s, Mr. Jennings has acted as Managing Director of Toronto's Roseneath Theatre, Seattle Children's Theatre and the Children's Theatre Company of Minneapolis (CTC), the Tony Award-winning and world's leading family theatre, as well as producing and touring work to every State and Province and more than 40 countries.

Mr. Jennings joined the Shaw Festival as its Executive Director in the late fall of 2015 and has, alongside Artistic Director Tim Carroll, pioneered a movement for real, live human connection through theatre and a focus on theatre as a basic human need that has resulted in significant (30%+) growth in the organization between 2016 and 2019 (\$35 million/annum and 325,000 attendees) and has allowed the Shaw to maintain its full 550 person workforce throughout the pandemic.



Vikas Kohli, Head of MonstrARTity and Vice Board Chair, Ontario Cultural Attractions Fund

Award-winning composer and music producer Vikas Kohli was the first composer to receive a Trailblazer Award from the ReelWorld Film Festival, as well as the first composer to receive a Voice Achievers Award.

In 2011, he began producing events and arranging the music for events. The 1st annual Bollywood Monster Mashup show created for the Indian International Film Academy (IIFA) awards in Toronto was attended by 15,000 people, with the 2nd iteration going stand-alone and matching the previous year's attendance. In addition, the 1st annual Monster Rock Orchestra created for the Mississauga Waterfront Festival was attended by 20,000 people.

He is also on the Advisory Board for the Blackwood Art Gallery and on the Board of Directors for the Art Gallery of Mississauga. Kohli received his Honors Degree in Mathematics & Philosophy from the University of Toronto, his MBA from the Schulich School of Business and his CFA.

1:15 – 2:15 pm

Multi-sector Collaboration in Sault Ste. Marie and Algoma: Connecting Culture and Tourism Through Compelling Visitor Experiences

This panel discussion will focus on how multiple organizations from the tourism and cultural sectors have come together to create, market, and execute compelling cultural experiences that resonate with visitors to further the appreciation of cultural assets in Sault Ste. Marie and the broader Algoma Region. What are the successes, challenges, and opportunities as we look to increased visitation in a post-pandemic environment?

PRESENTERS:



Heather Bot, *Executive Director, Algoma Kinniwabi Travel Association*

Heather is the Executive Director of Ontario's Algoma Country travel association. As the lead staff, she represents the Association in varying capacities, from building strong working relationships with the Association's partners to ensuring the Association fulfills its mandate, and championing on behalf of the tourism industry in Ontario's Algoma Country. A proud Northerner, Heather was born and raised in Sault Ste. Marie.



Carol Caputo, *Northern Partnerships, Destination Ontario*

Carol has been working for Destination Ontario, an agency of the government of Ontario, for the past four years. Carol leads the angling and hunting portfolio and has recently expanded into the oversight of the Arts and Culture portfolio, with a focus on the Group of Seven and Indigenous experiences in Northern Ontario. In her role as a Partnership Coordinator, Carol works with Regional Tourism Organizations (RTOs), Destination Marketing Organizations (DMOs) and business partners involved in tourism. Carol sits as an Industry Expert on the board of Indigenous Tourism Ontario, is the VP of the Art Gallery of Algoma, and sits on various committees led by Destination Northern Ontario.

Prior to taking on the role at Destination Ontario, Carol worked for the Algoma Kinniwabi Travel Association (Algoma Country) for 20 years. As the Executive Director, she took the lead in marketing and tourism product development in the region of Algoma for identified segments of tourism.



Kathy Fisher, *Curator/Supervisor, Ermatinger-Clegue National Historic Site*

Kathy has been the Curator / Supervisor at the Ermatinger Clegue National Historic Site for 18 years, and was the Curator / Director at the Sault Ste. Marie Museum for seven years prior. Being in Northern Ontario within an attraction-based museum has lead Kathy to become well versed in the tourism industry, specifically RTO 13. She oversees the day to day operations of the Site, gift shop, revenue generating programming, user groups, venue rentals and historic cultural festivals and events. Currently she is involved in the Board of Directors as a Cultural consultant for Algoma Country (AKTA), Cultural Plan Steering Committee for the City of Sault Ste. Marie, Culture Days Sault Ste. Marie in conjunction with Ontario Culture Days, Festival and Events, and the Cultural Vitality Committee. Working in partnership with Tourism DMO's, Kathy is well-versed in product development, experiential itineraries, and cultural / culinary programs.



Donna Hilsinger, *Executive Director, The Algoma Fall Festival*

Donna Hilsinger has over 40 years of experience in the tourism and hospitality industry and was General Manager of The Water Tower Inn in Sault Ste. Marie from 2000 to 2016. The Inn will celebrate its 48th anniversary this year and is considered one of the finest in Northern Ontario. In addition to her work at the Inn, Donna has volunteered thousands of hours

DISCOVER NORTHERN ONTARIO

DISCOVER NORTHERN ONTARIO'S
UNIQUE CULTURAL EXPERIENCES



ONTARIO
Yours to discover

DESTINATION
NORTHERN
ONTARIO

DISCOVER THEM ALL > northernontario.travel



in tourism, economic development, arts and culture, social services and LGBTQ advocacy. She is a 2008 Northern Ontario Business Influential Women Award winner, Past Chair of the Tourism Sault Ste. Marie Management Board, Past President and Current Executive Director of the Algoma Fall Festival and Sault Ste. Marie city councillor. She was awarded the Queen's Diamond Jubilee Medal for community service and the Chamber of Commerce Athena Award in 2012. In 2013 she received the Leading Women Building Communities Award from the Province of Ontario. She is a passionate believer in the City of Sault Ste. Marie as the best place in Canada to live and work.



Jasmina Jovanovic, Executive Director, Art Gallery of Algoma

Jasmina Jovanovic is the Executive Director/Chief Curator at the Art Gallery of Algoma (AGA). She joined the AGA in August 2011 when she moved to the Sault from Winnipeg after almost 19 years of employment at the Winnipeg Art Gallery (WAG) where her position progressed and evolved from a conservator of art to Head of Museum Services, the position she held between 2002 and 2011.

During her tenure at the AGA, she was instrumental in presenting art and artists from Algoma, Ontario, and Canada. The AGA started touring exhibitions, produced art publications, hosted numerous guest artists and exhibited many local artists. New partnerships have been developed locally as well as with other art galleries in Ontario and with tourism sector, local festivals, school boards, Indigenous Friendship Centre, The Roberta Bondar Foundation, Ontario Culture Days and many more.



David MacLachlan, Executive Director, Destination Northern Ontario

David is the Executive Director for Destination Northern Ontario, the provincially-funded regional tourism organization operating in Region 13 with a mandate to increase tourism receipts through product development, marketing, workforce development and investment attraction.

David grew up in the tourism industry and is third generation to work in the family tourism business started over 60 years ago by his grandfather. David is also a past chair of the Algoma Kinniwabi Travel Association, OTMPC Northern Tourism Marketing Committee and sat on the Board of Directors for OTMPC.

Destination Northern Ontario has received numerous awards over the years — most recently, five industry leadership awards at the 2021 Ontario Tourism Summit.

2:30 – 3:30 pm

Collaborating with RTOs and DMOs: A Case Study with TAPA and Destination Toronto

Launched in early 2022, Now Playing Toronto is a one-stop online destination for all things arts and culture in the city. Following a brief introduction to what RTOs and DMOs are, in this talk the leaders of this joint venture share insights into how it was built and ways that other communities in Ontario might collaborate across the arts and tourism divide.

Now Playing
TORONTO 

Now Playing Toronto is proud to celebrate the arts and the return to live!

A new arts and culture event calendar,
Now Playing Toronto offers a one-stop, online
resource for all the things to do in the city.

To add your arts and culture listing or
find what's happening in Toronto visit
www.nowplayingtoronto.com



SPEAKERS:



Sarah Jarvis, *Destination Toronto*

Sarah Jarvis is the Director of Community Engagement at Destination Toronto and is focused on driving greater connectedness and engagement with businesses and stakeholders who benefit from the region's visitor economy. She is responsible for major sector strategies focused on culinary and 'things to do' including specifically the arts and culture community.

Sarah has had a long standing connection to culture and tourism, both as a performer, as an event producer and through her experience as an arts administrator working for organizations such as Luminato, the Toronto Symphony Orchestra, the Canadian Opera Company, the Walrus Foundation, the Stratford Festival and Business for the Arts.



Jacoba Knaapen, *Executive Director, Toronto Alliance for the Performing Arts*

Jacoba Knaapen is the Executive Director at the Toronto Alliance for the Performing Arts (TAPA), an arts service organization that represents 107 professional theatre, dance and opera companies in Toronto. At TAPA she is also the long-time Producer of the Dora Mavor Moore Awards, Canada's largest and oldest theatre award show and recently led the DORAS to become the first professional theatre award show in Canada to present gender-neutral awards.

She is an active member of the committee of Provincial Arts Service Organizations



(PASO), and also teaches Arts Marketing at the Arts Administration – Cultural Management Program, Humber College.

Jacoba has been recognized with the City of Toronto Margo Bindhart and Rita Davies Cultural Leadership Award, presented to an individual who has demonstrated creative cultural leadership in the development of arts and culture in Toronto, a Harold Award for her contribution and mentorship to the Independent Theatre community and a recipient of a Vital People Award from The Toronto Community Foundation.

3:45 – 4:45 pm

Pivots to Pirouettes: A Path for Regeneration and Recovery in Arts and Tourism

The Shaw Festival has been able to be optimistic in the way it has approached its work within the pandemic and in how it has mitigated hardships on its artists and arts workers, resulting in North America's largest season of theatre in 2021. Postulating a front-footed approach to recovery, Tim Jennings will discuss both Shaw's optimistic outlook and the charitable impetus that ties Shaw into their wider Niagara community and positions them as a key factor in restarting regional tourism and in Niagara's broader economic regeneration.

SPEAKER:

Tim Jennings, *Executive Director, Shaw Festival*

4:45 – 5:00 pm

Closing remarks by Ruth Burns. Dance and musical performance by Isaiah Cada, Nichole Leveck and Nazarene Pope.

PERFORMERS:



Isaiah Cada

Isaiah Cada is an Ojibway born and raised in Toronto, Ont. Growing up in Toronto Isaiah received teachings from many different elders and knowledge keepers. Though sitting at the drum and learning, it wasn't until Isaiah was 15 that he would explore and start his journey with the drum. Ever since then, Isaiah has been actively sharing those teachings and his gifts with people across turtle island.



Nichole Leveck, *Artist*

Nichole Leveck is a Wendat artist from Toronto, Ont. She has been a Fancy Shawl/Jingle dress dancer for over 13 years, and teaching dance for over 11 years at various organizations throughout the greater Toronto area.



Nazarene Pope, *Artist*

Nazarene Pope is an Afro-Indigenous artist of Wendat and Trinidadian descent, born and raised in the city of Toronto. She has been a Fancy Shawl/Jingle dress dancer for over 11 years.

Global Perspectives On The State Of Cultural Tourism

Frederic Dimanche talks with Greg Richards about global perspectives on the state of cultural tourism, and different international initiatives to continue recovery and rebuilding in our sectors.

SPEAKERS:



Frederic Dimanche, Director, Ted Rogers School of Hospitality and Tourism Management, Toronto Metropolitan University

Frederic Dimanche is Director of the Ted Rogers School of Hospitality and Tourism Management at Toronto Metropolitan University. He obtained his PhD from the University of Oregon and then worked as a Professor in the School of Hotel Restaurant and Tourism Administration at the University of New Orleans. After over 15 years in the USA, where he also worked as Research Director of The Olinger Group, he joined SKEMA Business School in 2001 to create and develop the Center for Tourism Management and award-winning Master programs in tourism, event, and hospitality management on the French Riviera. He has published numerous tourism-related research articles and has co-authored one book (in French) on hospitality management and another one on tourism in Russia. He has contributed as a guest lecturer and a consultant to universities, private companies, and national or regional tourism organizations in Canada, France, the USA, and other countries in Europe, Asia, and the Americas. Frederic is a past President of the Travel and Tourism Research Association Europe.



Greg Richards, Professor of Placemaking and Events at Breda University of Applied Sciences, Professor of Leisure Studies at the University of Tilburg in The Netherlands

Greg Richards is Professor of Placemaking and Events at Breda University and Professor of Leisure Studies at the University of Tilburg in The Netherlands. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism and leisure research and education. His recent publications include the *SAGE Handbook of New Urban Studies* (with John Hannigan), *Reinventing the Local in Tourism* (with Paolo Russo), *Small Cities with Big Dreams: Creative Placemaking and Branding Strategies* (with Lian Duif) and *Rethinking Cultural Tourism*.

He has been involved in the development and evaluation of a number of major event-led cultural regeneration programmes, including the European Capitals of Culture and the Hieronymus Bosch 500 anniversary programme. He has completed several major research projects on the relationship between culture and tourism, including reports for the OECD on the Impact of Culture on Tourism (2009) and Tourism and the Creative Economy (2014). He has also collaborated with the UNWTO on the report on Tourism and Culture Synergies (2108), and he is actively involved in the development of creative tourism initiatives in different parts of the world.

SCHEDULE DAY TWO | THURSDAY, JUNE 9 | 8:45 AM– 3:30 PM

8:45 – 9:00 am Registration, coffee and tea available

9:00 – 9:45 am *Collaborative Communities: How Supporting Local Arts & Culture Promotes Quality of Living and Hyper-Local Tourism*
Communautés collaboratives : Comment le soutien aux arts et à la culture en milieu rural favorise la qualité de vie et le tourisme hyperlocal.
Gordon Duff, Réseau SPARC Network; Stéphanie Filippi, La Maison de la Culture Francophone du Niagara;
Rachel Marks, Réseau SPARC Network

9:50 – 10:35 am *The Creative Sector and Placemaking: Artists as Part of Healthy Communities*
Christy Haldane, Artist; Janna Hiemstra, Craft Ontario;
Jaymie Lathem, Creative Industries North

10:35 – 10:45 am Break

10:45 – 11:30 am *Cultural Awareness in Building Partnerships*
Beatrice Johnson Tarbell, JTservices.ca

11:35 am – 12:35 pm *The Insiders' View: TIAO's Leadership on Arts & Culture in Ontario's Tourism Sector*
Moderated by Justin LaFontaine, Tourism Innovation Lab
Panelists: Dr. Jessica Ng, Tourism Industry Association of Ontario; Carol Greenwood, Tourism Industry Association of Ontario

12:35 – 12:45 pm Closing Remarks, Ruth Burns
Thanksgiving Address, Elder Catherine Tàmmaro

1:00 – 2:00 pm Lunch

2:00 – 3:30 pm **Walking Tours:**
Kensington Market & Graffiti Alley
Guide: Enna Kim, Let's Hike T.O.
Yorkville Guide: Danny Pivnick, Let's Hike T.O.
Hidden in Plain Sight: A Black History Walk in Yorkville
Guide: Jacqueline Scott, Black Outdoors, University of Toronto

9:00 – 9:45 am

Collaborative Communities: How Supporting Local Arts & Culture Promotes Quality of Living and Hyper-Local Tourism

This panel presentation will take a look at what a municipality, a Franco-Ontarian cultural organization, and an arts service organization have in common and why they decided to work towards a mutual goal. Gordon Duff (Town of Minto), Stéphanie Filippi (La Maison de la Culture Francophone du Niagara), and Rachel Marks (Réseau SPARC Network) will talk about the SPARC Communities projects and what it means for their organizations, the rural and remote arts and communities, and tourism.

Communautés collaboratives : Comment le soutien aux arts et à la culture en milieu rural favorise la qualité de vie et le tourisme hyperlocal

Cette présentation en panel examinera ce qu'une municipalité, un organisme culturel franco-ontarien et un organisme de services artistiques ont en commun et pourquoi ils ont décidé de travailler à un objectif commun. Gordon Duff, Ville de Minto ; Stéphanie Filippi, Maison de la Culture Francophone du Niagara (MCFN); et Rachel Marks, Réseau SPARC Network, parleront des projets communautés SPARC et de ce qu'ils signifient pour leurs organisations, les arts et les communautés rurales et éloignées, et le tourisme.

SPEAKERS:



Gordon Duff, Board Member, Réseau SPARC Network (Supporting Performing Arts in Rural and Remote Communities)

Gordon was born in Waterloo, Ont. and attended Kitchener-Waterloo Collegiate. He obtained a Bachelor of Business Administration from Wilfrid Laurier University and is a designated Chartered Professional Accountant. He has extensive municipal financial experience through external auditing and as the Treasurer/Deputy CAO for the Town of Minto. Gordon is actively involved in economic development and cultural issues through working with the Minto Council and staff, as well as in a personal capacity with volunteer organizations, including 25 years as Treasurer of the Minto Arts Council. Gordon has been involved with SPARC since 2013 and presented at its first symposium in April 2014. Gordon formally joined the SPARC Board in 2020 and is on the 2022 Symposium Steering Committee.



Stéphanie Filippi, Project Manager - Chef de Projet, La Maison de la Culture Francophone du Niagara

Stéphanie is a board member of Réseau SPARC Network. She is the visionary and project lead for La Maison de la Culture Francophone du Niagara (mcfniagara.com) SPARC Community new regional collaborative partnership initiative.

Stéphanie brings over 25 years combined experience in working in the arts & culture, tourism, and communications sectors. She is an experienced administrator for the corporate and not for profit sectors, a community engagement facilitator, integrative and intuitive thinker, dedicated to connecting audiences to diverse,

multidisciplinary meaningful accessible cultural experiences, and working with cross-sectorial stakeholders.

Stéphanie est membre du conseil d'administration du Réseau SPARC. Elle est la visionnaire et la chef de projet de la Maison de la Culture Francophone du Niagara (mcfniagara.com), au sein de la nouvelle initiative de partenariat régional de collaboration de la Communauté SPARC.

Stéphanie apporte plus de 25 ans d'expérience combinée dans les secteurs des arts et de la culture, du tourisme et des communications. Elle est une administratrice expérimentée dans les secteurs des entreprises et des organismes à but non lucratif, une facilitatrice de l'engagement communautaire, une penseuse intégrative et intuitive, qui se consacre à connecter les publics à des expériences culturelles diverses, multidisciplinaires, significatives et accessibles, et à travailler avec des intervenants intersectoriels.



Rachel Marks, Network Coordinator, Réseau SPARC Network

As Network Coordinator for Réseau SPARC Network, Rachel has the opportunity to connect members of a vibrant network of rural and remote artists, presenters, and community animators across Ontario.

Rachel's personal arts practice is in accessibility for the d/Deaf & Disability Community and she views her work at SPARC as an extension of accessibility. Highlighting the fantastic work that is being created and shared in these communities takes her back to her roots in small town Ontario.

**100% of OLG profits
go back to Ontario.**

So when we play together,
we win together.



**PLAY FOR
ONTARIO**

Play. Smart

9:50 – 10:35 am

The Creative Sector and Placemaking: Artists as Part of Healthy Communities

A discussion about how communities and organizations have fostered support for artists, while also building local cultural capacity and resiliency during the pandemic and beyond. The creative sector is an integral part of healthy communities, and a key element of placemaking. Join Jaymie Laythem, Executive Director of Creative Industries North Bay, and Glass artist and grass roots community builder Christy Haldane, as they share about the essential role that the arts play in our collective daily lives.

SPEAKERS:



Christy Haldane, *Sculpture Artist, Board Member at Craft Ontario*

After majoring in glass at Sheridan College in Oakville, Ont., Christy Haldane studied for a semester at the Canberra School of Art in Australia. It was in Australia that Haldane began to incorporate window glass as a constant in her sculptures.

In 2000, she began working with recycled window glass. Through experimentation she discovered this was a medium that fit her minimalist modern aesthetic. Working in series, she combines the glass with other common building materials, such as stone, concrete and steel, enhancing the fragility and strength of the glass components. The sculptures consider humanity's effect on the environment and the precarious balance in which natural and artificial environments exist.

Haldane lives on a hobby farm outside of Peterborough, Ont. Her work ranges from small-scale wearable art to large sculptural installations.



Janna Hiemstra, *Executive Director, Craft Ontario*

Over the course of 15 years with Craft Ontario, Janna has established extensive connections with craft artists and communities throughout the province, and an in-depth knowledge of the organization's potential for moving forward as an arts service organization. With a background in philosophy, curatorial practice, as well as ceramic studio assistant, Janna brings a wealth of cultural sector knowledge and strategic thinking in support of Craft Ontario's vision and goals.



Jaymie Lathem, *Executive Director, Creative Industries North Bay*

Jaymie Lathem is the Executive Director of Creative Industries North Bay Inc., an art service organization in Northern Ontario, and a practicing artist with a focus in drawing.

Over the past decade Jaymie has worked in various community-based and creative sector organizations within the region, and has collaborated with groups across Ontario. Currently she sits as Chair of the Public Art Advisory Committee leading the development of a public art policy and programming for the City of North Bay; Secretary of Tourism North Bay; Co-Chair of North Bay's Downtown Gallery Hop; and sits on the granting committee of the North Bay & Area Community Foundation.

Jaymie is a community-driven mover, shaker and change-maker, with a deep understanding of the unique challenges that face Northern Ontario's creative

sector and its entrepreneurial community, specifically when it comes to funding, social complexities and the need for sector sustainability.

10:45 am – 11:30 am

Cultural Awareness in Building Partnerships

Understand Indigenous people when trying to build long term relationships. Work together to create inclusive environments, and observe a few methods used in developing a tourism project on a 1st nation territory that surrounds the St. Lawrence River waterway.

We thank Indigenous Tourism Ontario for their coordination and support of this presentation.



SPEAKER:



Beatrice Johnson Tarbell, CEO/Lead Consultant, JTServices.ca

Beatrice Johnson Tarbell (Konwakeri), Deer Clan, is lifelong resident of the Mohawk Nation territory of Akwesasne. Bea is passionate teacher, community member, small business champion and public speaker. During her career Bea has worked primarily in training and professional development, labour market and employment resource facilitation and all manner of small business advocacy roles in both an executive director and volunteer capacity.

Bea was the lead in coordinating the first ever in-depth labour market information study in Akwesasne that compiled statistical data regarding employment trends and barriers affecting the Indigenous workforce both on and off the community. She has been a long-term director with the Akwesasne Chamber of Commerce and helped facilitate the annual Akwesasne Business Excellence Awards. She has delivered countless engaging public speaking sessions on cultural awareness both locally and nationally from large conferences to classrooms. Bea was the Executive Director for a revolutionary midwifery organization in Akwesasne helping to build the organization from the ground up and helping re-write legislation for international midwifery. She has also developed and delivered a large number of customer service skills courses and countless other training aids for people in and outside her community.

11:35 – 12:35 am

The Insiders' View: TIAO's Leadership on Arts & Culture in Ontario's Tourism Sector

Hear from Carol Greenwood (Vice President, Membership & Business Development) and Dr. Jessica Ng (Director, Policy & Government Affairs) from the Tourism Industry Association of Ontario. They will speak to TIAO's changing approach to arts and culture in recent years, and their observations in the wake of the recent provincial election.

MODERATOR:



Justin LaFontaine, Program Lead, Tourism Innovation Lab

Justin has been developing innovative and award-winning tourism initiatives for over 20 years, and currently leads Tourism Innovation Lab, an incubator created to find, foster and support new tourism ideas and entrepreneurs through seed grants and mentorships. The Lab and its "Spark"

Program were launched in Windsor Essex in 2018, and have now expanded to regions across Ontario and British Columbia.

SPEAKERS:



Carol Greenwood, Vice President, Membership & Business Development, Tourism Industry Association of Ontario

With 25 years of leadership and management experience in the hospitality sectors, Carol epitomizes the power of rapport and relationship building. Carol has represented Accor, Vintage Inns & Mississauga Tourism, in addition to her consulting firm, G.A.P Solutions. Carol has assembled teams, opened hotels, provided training for sales professionals, and management training for leaders in the hotel network. Carol has conducted business audits and rebuilt teams through hiring, coaching and success-focused development. In her recent work within the tourism industry, Carol has built critical key relationships to allow for a stronger collaboration to support TIAO's advocacy message.



Dr. Jessica Ng, Director, Policy & Government Affairs, Tourism Industry Association of Ontario

Jessica is a public policy professional with over five years of experience in policy research, analysis, and development. In addition to PhD training in social policy (London School of Economics), she brings experience working with political parties and administrations to influence decision makers in Canada and the UK. Previously, she taught global public policy seminars at the London School of Economics and the LSE-Peking University Summer School in Beijing.

 Proudly protecting Canadian real estate assets.

[Learn More](#)

The advertisement features a diverse group of stylized people of various ethnicities and ages, some holding Canadian flags, standing under a white outline of a house roof. The background is a light grey with faint leaf patterns.

12:35 – 12:45 pm

Symposium Closing, Ruth Burns
Thanksgiving Address, Elder Catherine Tàmmaro

2:00 pm – 3:30 pm **Guided Walks**

Kensington Market/Graffiti Alley

This walk will focus primarily on the area of Kensington Market and stopping at Graffiti Alley. Kensington Market is an eclectic pedestrian-friendly neighbourhood situated right beside Chinatown. First developed in 1815 and sold to British and Irish immigrants in the 1850s-1860s, eventually Afro-Caribbean, Chinese and East Indian business people moved into the neighbourhood and opened up shops. Kensington is home to unique independent shops, hostels, tattoo parlours, residential and a strong community presence. Just last year, the Kensington Market Community Land Trust (KMCLT) acquired 54-56 Kensington Avenue — a part-commercial, part-residential property that homes five commercial spaces and 12 residential units.



Guide: Enna Kim, *Muralist, Hike Leader at Let's Hike T.O.*

Enna Kim is a Toronto-based muralist and long distance runner. Enna uses her running as a part of her creative process, exploring new nature paths and underutilised public spaces. She's a recent addition to the newly-formed group, Let's Hike T.O. She is knowledgeable of both the downtown core as well as various trails and bike paths in and around the city.

Hidden in plain sight, a Black history walk in Yorkville

This walk will explore the clubs and performers listed on the heritage plaques, including Oscar Peterson; the Black burials in the former Potter's Field, as well as the parks nearby.



Guide: Jacqueline Scott, *Blog Writer for Black Outdoors and PhD Candidate, University of Toronto*

Jacqueline L. Scott is a PhD candidate at the University of Toronto. Her research is on the Black experience in nature and outdoor recreation. She is an avid traveller, hiker and a writer. She has written for CBC, The Conversation and Spacing Magazine.

ABOUT OUR CULTURAL TOURISM PROJECT

This symposium is part of Ontario Culture Days' cultural tourism project, which is focused on the capacity and readiness of Ontario's arts and culture sector to integrate tourism strategies into reopening plans. Through roundtables, collaborations, and professional development opportunities, this project is convening arts and tourism leaders to strengthen the relationship between our industries.

Additional learning opportunities following this symposium include a free online course and strategic planning resources directed towards improving the effectiveness of the arts sector in the realm of tourism, with a focus on small to medium-sized organizations.

Ontario Culture Days would like to thank our roundtable advisors for their work and dedication to this project:

Carol Greenwood, *Tourism Industry Association of Ontario*

Diane Davy, *WorkInCulture*

Jacoba Knaapen, *Toronto Alliance for Performing Arts*

Janna Hiemstra, *Craft Ontario*

Jason Lafontaine, *Tourism Innovation Lab*

Kathleen Sharpe, *Ontario Cultural Attractions Fund*

Rachel Marks, *Réseau SPARC Network*

Rebecca Mackenzie, *Culinary Tourism Alliance*

Thomas Vaughan, *Ontario Cultural Attractions Fund*

Project staff include: Ruth Burns, Heather Kelly, Keira Park, Kaitlyn Patience, Nawal Salim, Eilish Waller, and Kyrstiana Bourdage.

We would also like to thank our tourism consultants Shawn Newman, Frederic Dimanche and Louis-Etienne Dubois.

Thank you to Alexandra Loewen for her support coordinating this event.

Ontario Culture Days Board: Gary Filan (*Chair and President*), Jasmina Jovanovic (*Vice-Chair*), Maria Jurewicz (*Secretary*), Camilo Montoya-Guevara (*Treasurer*), John Rider (*Past Chair*), Warren Garrett (*Past Chair*), Gallant Law, Marnie Lapierre, CTIS, Thiva Arumarajah



TUNE IN TO OUR PODCAST!

Ontario Culture Days' Departure Lounge is an audio course built for arts and culture professionals ready to better engage with tourists and the tourism sector at large. In just five episodes, we cover marketing and management strategies, key terms, and emerging ideas, while hearing from industry experts on the ground, all to help you thrive in Ontario's cultural tourism landscape.

Visit onculturedays.ca/departure-lounge

We acknowledge and thank Now Playing Toronto, Ontario Cultural Attractions Fund and Destination Northern Ontario for their support of this project.



A sincere thanks to our funders and supporters, including: Chicago Title Insurance Company Canada, Ontario Lottery and Gaming Corporation (OLG), the Federal Economic Development Agency for Northern Ontario, the Government of Canada, the Canada Council for the Arts, the Province of Ontario, the Ontario Arts Council, the Toronto Arts Council, Pattison and TorStar

CORPORATE AND MEDIA:



GOVERNMENT FUNDERS:

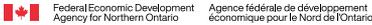




Photo: Jamii, Toronto, Culture Days 2021. Photo by Jae Yang.

ONTARIO CULTURE DAYS

The **Ontario Culture Days Festival** is an annual celebration of arts, culture and heritage taking place each fall across the province. Each year, we work with organizers of all disciplines to produce this province-wide festival. Organizers host programs throughout Ontario and invite the public to participate for free.

The next Ontario Culture Days Festival will take place between **September 23rd to October 16th, 2022.**

Ontario Culture Days lives at the local level. We support organizers from the smallest hamlets to the largest cities, while coordinating with other national and provincial Culture Days partners. We support the success of our sector colleagues through resources and network development, while highlighting the breadth and heterogeneity of Ontario's arts and culture to the wider public.

**ON
CULTURE
DAYS**

onculturedays.ca
[@ONCultureDays](https://twitter.com/ONCultureDays) | [Facebook](https://www.facebook.com/ONCultureDays) | [Instagram](https://www.instagram.com/ONCultureDays)
401 Richmond St W #350, Toronto, ON M5V 3A8

