

**ON  
CULTURE  
DAYS**

# **Now, Into the Future: Cultural Tourism in Ontario**

**SYMPOSIUM: JUNE 16-17, 2021**

# Now, Into the Future: Cultural Tourism in Ontario

## ABOUT THIS SYMPOSIUM

We are pleased to welcome you to our inaugural symposium *Now, into the Future: Cultural Tourism in Ontario*. This event was conceived as a way to highlight and support collaborations between the arts and tourism sectors, particularly in the context of reopening and recovery. Ontario Culture Days is 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 well as cultural placemakers, international thought leaders, and research experts. We ask: how has cultural tourism changed amidst the pandemic? What is the actionable information that we can collectively draw upon as we resume local, regional, national, and international travel?

Whether you are new to the conversation, or are well versed in cultural tourism strategies, this symposium aims to provide inspiration and ideas for the future.

## 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.

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*We acknowledge and thank the Province of Ontario and the Canada Council for the Arts for their support of this project.*



# SCHEDULE

## WEDNESDAY, JUNE 16, 2 – 5 PM

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<b>2:00 – 2:15 pm</b>	Welcome from Ontario Culture Days, greetings from special guests Minister MacLeod and Minister Guilbeault
<b>2:15 – 2:45 pm</b>	Regenerating Ontario Tourism through Smarter Marketing and Collaboration
<b>2:45 – 3:25 pm</b>	Reopening Ontario: Tourism Trends and Opportunities
<b>3:25 – 3:40 pm</b>	Break
<b>3:40 – 4:10 pm</b>	Futures of Entertainment Destinations
<b>4:10 – 4:40 pm</b>	Resilience, Culture and Human Flourishing: Postcards from Japan
<b>4:40 – 5:00 pm</b>	Data Report: Identifying Knowledge Gaps related to Culture and Tourism in Canada
<b>5:00pm</b>	Wrap-up

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## THURSDAY, JUNE 17, 9:30AM – 12:30PM

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<b>9:30 – 9:40 am</b>	Welcome from Ontario Culture Days, greetings from Gary Filan, President and Chair, Ontario Culture Days and Cam Milne, Vice President and General Manager, PATTISON Outdoor, Central Region
<b>9:40 – 10:20 am</b>	Placemaking: Enticing the Out-of-Town Visitor
<b>10:20 – 11:00 am</b>	Festivals and Cultural Tourism
<b>11:00 – 11:15 am</b>	Break
<b>11:15 – 11:55 am</b>	Staycationers & Sightseers: Tourism in Ontario Municipalities
<b>11:55 – 12:20 pm</b>	The Potential of Cultural and Creative Tourism for Placemaking
<b>12:20 – 12:30 pm</b>	Closing

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## DAY 1 - WEDNESDAY, JUNE 16, 2021

2:00 – 2:15 PM

### WELCOME FROM ONTARIO CULTURE DAYS, GREETINGS FROM SPECIAL GUESTS

#### **SPEAKERS:**

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**The Honourable Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture Industries, Member of Provincial Parliament**

Lisa MacLeod is Ontario's Minister of Heritage, Sport, Tourism and Culture Industries and has been elected to the Ontario Legislature since 2006. Minister MacLeod has previously served as Minister of Children, Community and Social Services, and as the Minister Responsible for Women's Issues where she addressed the United Nations on human trafficking as a Canadian delegate.

Throughout her career, Minister MacLeod has been an outspoken advocate for mental health support, anti-bullying initiatives, and suicide and drug prevention.

While in opposition Minister MacLeod held key economic and social portfolios in Finance, Energy, Education, and the Treasury Board and received all-party support for making Queen's Park Family Friendly (and was awarded the prestigious EV award from Equal Voice for her commitment to women in politics), protecting live horseracing in Ontario, Rowan's Law (Canada's first concussion legislation), Lebanese Heritage Month and Trans Day of Remembrance. Minister MacLeod also previously Vice Chaired the Standing Committee on Public Accounts and the Standing Committee on the Legislative Assembly.



**The Honourable Steven Guilbeault, Minister of Canadian Heritage, Member of Parliament**

Minister Guilbeault is a prominent advocate in the fight against the climate crisis, and has been leading the charge from Laurier—Sainte-Marie for years.

Minister Guilbeault's commitment to environmental issues started at the age of five, when he climbed a tree to protect it from real estate developers who were about to cut down the woods behind his home in La Tuque. Twenty-five years later, he scaled the CN Tower in Toronto to call for Canada to ratify the Kyoto Protocol.

In 1993, Minister Guilbeault co-founded Équiterre, the largest environmental organization in Quebec, and served as its Senior Director from 2008 to 2018. He also worked as a Director and Campaign Manager for Greenpeace, and was a Strategic Advisor for more than 10 years at Cycle Capital Management, a Canadian fund dedicated to the development of clean technologies. Minister Guilbeault also worked for Deloitte & Touche as well as Copticom, a consulting firm specializing in the green and social economy, and transportation.

**2:15 – 2:45 PM**

## REGENERATING ONTARIO TOURISM THROUGH SMARTER MARKETING AND COLLABORATION

Culture and tourism share ties and values. Both sectors can work together to ensure the responsible restart of inclusive cultural tourism as Ontario recovers from the pandemic, which has weakened destinations' competitiveness. The challenge is to collaborate and make cultural tourism relevant in the recovery efforts. Join Frederic Dimanche from the Ted Rogers School of Hospitality and Tourism Management as he dives into collaboration during reopening.

**SPEAKER:**



**Frederic Dimanche, Ted Rogers School of Hospitality and Tourism Management, Ryerson University**

Frederic Dimanche is Director of the Ted Rogers School of Hospitality and Tourism Management at Ryerson 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.

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**2:45 – 3:25 PM**

## REOPENING ONTARIO: TOURISM TRENDS AND OPPORTUNITIES

As tourism businesses have readapted, reviewed and reinvented throughout this pandemic, what sort of trends have been coming out of Ontario? This panel asks tourism leaders from Destination Ontario, Destination Northern Ontario, Indigenous Tourism Ontario and Tourism Industry Association of Ontario (TIAO) to discuss what has been happening in their communities, and what they predict reopening will look like.

### **MODERATOR:**

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#### **Kathleen Sharpe, 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 and is chair of the Toronto Arts Foundation board. She sits on many advisory committees including those for Nuit Blanche and the Ontario Not for Profit Network.

### **PANELLISTS:**

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#### **Christopher Bloore, Tourism Industry Association of Ontario (TIAO)**

Christopher Bloore is the President & CEO of TIAO. Leading TIAO's policy development and government affairs operations, Christopher has helped to shape TIAO's response to the unprecedented challenges posed by the COVID-19 pandemic.

Working with both the provincial and federal governments, Christopher has brought stakeholders from different sectors together behind shared priorities to deliver necessary economic support packages to tourism businesses across Ontario.

Originally from Worcestershire in the United Kingdom, Christopher has over fifteen years of experience working in British politics and overseeing successful national and local election campaigns. As a Senior Advisor to Members of the British Parliament, Christopher has worked in both national policy development and communications.

Christopher is a member of the Ontario Chamber of Commerce Policy and Advocacy Committee and the WSIB advisory board.



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**Kevin Eshkawkogan, Indigenous Tourism Ontario**

Kevin is an Anishnabek and a member of the M'Chigeeng First Nation on Manitoulin Island. He has been a key player in the development of Indigenous cultural tourism since 2003. Kevin was an integral part of the development and growth of the Great Spirit Circle Trail (GSCT), Manitoulin Hotel and Conference Centre, and Indigenous Tourism Ontario.

His 19 years of work has allowed him to achieve his purpose to continue to serve the communal good. He has imparted his guidance to countless Indigenous and non-Indigenous individuals, businesses, and organizations throughout Manitoulin Island, Ontario, Canada, the America's, and beyond.

Kevin works tirelessly to unite Indigenous tourism providers and partners, grow market reach, and bring meaningful employment opportunities to Indigenous people. He views his work as one small way for him to help with cultural and economic reconciliation.

In 2015, Kevin was named the Tourism Champion of the Year by the Tourism Industry Association of Ontario. He has also been recognized by numerous media outlets for his accomplishments within the industry. He has helped establish or grow close to 50 Indigenous and non-Indigenous corporations such as the Indigenous Tourism Association of Canada, Northeastern Ontario Tourism, and Destination Northern Ontario.



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**David MacLachlan, Destination Northern Ontario**

David is the current 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 the third generation to work in the family tourism business started over sixty 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.

Two years ago, Destination Northern Ontario was named Tourism Innovator of the Year for the Tourism Excellence North program at the Ontario Tourism Summit in Windsor. More recently along with Indigenous Tourism Ontario, Destination Northern Ontario was awarded the Ontario Culinary Leadership Award.



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**Debra Mansillo, Destination Ontario**

Debra is Vice President of Industry Relations and International Marketing at Destination Ontario. Debra has been with the organization since 2003 serving previously as the Director of Marketing to market Ontario as a preferred destination domestically. In her current role, Debra works with a dynamic team to lead the efforts of showcasing Ontario as a global destination. She also strengthens Destination Ontario's relationships with tourism stakeholders to ensure collaboration, sharing of research information and marketing best practices across the industry. Debra also strives to expand the inclusiveness and diversity of Ontario's tourism marketing. Her past achievements include delivering the first ever LGBTQ+ Tourism marketing magazine in 2013, and being part of Destination Ontario's award-winning campaigns such as the 2015 Pan Am/Para pan Am Games 'Epic is ON' campaign and the 2017 'Where Am I?' campaign.



**3:40 – 4:10 PM**

## FUTURES OF ENTERTAINMENT DESTINATIONS

This presentation builds on crisis and disaster management literature by examining possible post-COVID strategies for select North American Entertainment Destinations, whose vitality depends on a thriving entertainment scene. Drawing from industry experts' responses to four alternative "images" of the future, Dubois will discuss how existing strategies appear limited in this particular instance, and highlight practical implications for destinations.

**SPEAKER:**



**Louis-Etienne Dubois, School of Creative Industries, Ryerson University**

Louis-Etienne Dubois is Associate Professor of creative industries management at Ryerson University's School of Creative Industries, as well as associate researcher at MINES ParisTech's Center for Scientific Management. He is the director of the Future of Live Entertainment lab, a research partnership between Ryerson's Faculty of Communication and Design (FCAD) and Cirque du Soleil Entertainment Group. Louis-Etienne has previously consulted and delivered corporate training for a range of organizations in the creative, associative, aerospace and banking sectors, and has been involved in different Executive education programs since 2012 at HEC Montreal and Ryerson University.

PATTISON Outdoor is thrilled to partner with Ontario Culture Days at this year's festival in celebration of Ontario as a thriving and diverse arts and cultural destination in Canada. As Canada's largest Out-of-Home, Transit & Digital advertising company based in Toronto, we are excited to collaborate with our friends at ONCD to showcase the rich arts, cultural and heritage programming available across our local communities. When art is shared in the out-of-home spaces of everyday life, it becomes a powerful tool to unite and influence change.

We are proud supporters of the arts and are committed to investing in and reflecting the vibrant culture of the 200+ communities we service and live in. As Canada's leading Out-of-Home provider, our people span coast-to-coast and are here to provide unparalleled results for our clients. Our partnership with ONCD is one of the greater initiatives to help support the future of arts and culture by embracing the rich diversity that Ontario has to offer its growing communities.



**4:10 – 4:40 PM**

## RESILIENCE, CULTURE AND HUMAN FLOURISHING: POSTCARDS FROM JAPAN

Travel as a salve for the mundaneness of the everyday has been brought into stark relief as the pandemic leaves travellers grounded – restricted borders and fear of contagion are a nagging reminder. Travel is usually lauded for its therapeutic benefits to the traveller, and for the pecuniary endowment it can give to communities reliant on it. The hindrance to travel, highlights the evident void. J.R.R Tolkien’s famous quip, “not all those who wander are lost”, summon thoughts of lockdown and quarantine, ubiquitous in the everyday, evoking reflexive thought about how the ease by which wanderlust was formally sated was taken for granted. In this treatise, Joseph Cheer will deftly engage with three colossal concepts at the heart of his work: resilience, culture and human flourishing. He will query how the three disparate notions lie at the heart of travel, and embark on a virtual odyssey through the therapeutic landscapes of Japan. In particular, Cheer will draw on *onsen* or hot springs and bathing culture in Japan and discuss how this coalesces (or not) with resilience, culture and human flourishing.

**SPEAKER:**



**Joseph Cheer, Wakayama University**

Joseph Cheer is Professor at Center for Tourism Research, Wakayama University, Japan. He is also Adjunct Research Fellow, Monash University, Australia, Visiting Professor at UCSI University, Malaysia and Auckland University of Technology, New Zealand.

Joseph is Co Editor-in-Chief of *Tourism Geographies* by Taylor & Francis. His recent books include: *Overtourism: Excesses, Discontents and Measures in Travel and Tourism* (2019), *Modern Day Slavery & Orphanage Tourism* (2020), *Masculinities in the Field: Tourism and Transdisciplinary Research* (2021) , *Travel and Tourism in the Age of Overtourism* (2021).

In 2021 he was elected to the board of PATA (Pacific Asia Travel Association).

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**4:40 – 5:00 PM**

## DATA REPORT: IDENTIFYING KNOWLEDGE GAPS RELATED TO CULTURE AND TOURISM IN CANADA

What research exists around cultural tourism in Ontario, and where is there still much to uncover? Nik Nanos from Nanos Research lead us through a literary study of existing research, and highlights what we need to learn to support the success of our sectors.



### **Nik Nanos, Nanos Research**

Nik Nanos leads Nanos Research, one of Canada's most distinguished research companies. The Nanos Research Group of Companies includes Nanos Rutherford McKay & Co, an affiliate of Nanos Research and Rutherford McKay Associates with service offerings including public acceptance and engagement, communications audits, and narrative development. It also includes Nanos-dimap Analytika, an analytics and targeting research practice which is a joint venture with dimap, one of Germany's top research organizations.

He is the Chief Data Scientist and Founder of Nanos Research, a Global Fellow at the Woodrow Wilson International Center for Scholars in Washington DC, and a research professor at the State University of New York at Buffalo. He is also the Past Chair of Carleton University in Ottawa. Nik serves as an Honorary Captain (Navy) for the Royal Canadian Navy.

Nik had led a diversity of research projects for many of Canada's top arts and cultural organizations.



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## DAY 2 - THURSDAY, JUNE 17, 2021

**9:40 – 10:20 AM**

### PLACEMAKING: ENTICING THE OUT-OF-TOWN VISITOR

How do cultural destinations outside of urban centres reach tourists, and how has this process been affected by the pandemic? At a time when visits are almost entirely made up of the hyper-local, how are these sites engaging audiences from near and far, and how are they planning on re-connecting with visitors once travel can resume?



#### **MODERATOR:**

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##### **Louis Etienne Dubois**

Louis-Etienne Dubois is Associate Professor of creative industries management at Ryerson University's School of Creative Industries, as well as associate researcher at MINES ParisTech's Center for Scientific Management. (For full bio, [see page 9](#)).

#### **PANELLISTS:**

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##### **Marie-Josée Adam, Cirque du Soleil**

As Executive Producer and Head of Creative Studio at Cirque du Soleil, Marie-Josée Adam leads a team of talented designers, artisans and technicians who create unique and awe-inspiring live entertainment.

Marie-Josée began her journey at Cirque du Soleil in 2001, soon thereafter joining the newly-formed special events department. For over 15 years, she contributed to developing projects and structuring the successful division that operates today as Cirque du Soleil, Events and Experiences. During this time, she produced numerous large-scale shows and bespoke events for external clients. In 2014, she was appointed to the executive team of 45Degrees - a Cirque du Soleil company - as Administrative and Financial Director, responsible for strategic planning and contributing to the expansion of the company.



##### **Tim Jennings, 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 Tony Award-winning Children's Theatre Company of Minneapolis (CTC) - the 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.

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**Elizabete Ludviks, West Hamilton Arts Tour**

Born in Riga, Latvia, Elizabete Ludviks developed her perception and love for art while growing up in a community of artists, designers and political activists. Her postsecondary studies include Jewelry Design at Ontario College of Art and Design in Toronto. Elizabete is an award-winning craftsperson and jewelry designer, and organizer behind the popular West Hamilton Artists Tour, which recently celebrated its 13th anniversary. Elizabete lives and works in Hamilton, Ontario with her two kids and a musician partner.

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**Janis Monture, Woodland Cultural Centre**

Janis Monture is from Six Nations of the Grand River, Mohawk Nation Turtle Clan. Janis has recently returned as the Executive Director of the Woodland Cultural Centre. Previously, Janis was appointed the Director of Tourism and Cultural Initiatives for the Six Nations of the Grand River Development Corporation. Janis was a committee member for the Great Lakes Research Alliance for the Study of Aboriginal Arts and Cultures and for the Arts & Culture Advisory Council for the Toronto 2015 Pan Am/Para Pan American Games. Currently Janis is the President of Kaha:wi Dance Theatre and Board Member for the Brant Community Foundation and Six Nations of the Grand River Development Corporation.

**10:20 – 11:00 AM**

## FESTIVALS AND CULTURAL TOURISM

Festivals have mastered the art of attracting locals, regional and international travelers to their event. Hear from leaders at TIFF, Ottawa Bluesfest, Toronto Caribbean Festival and Fringe North about what has worked well to attract and engage visitors in the past, and what have they learnt over the last year that they will carry forward.

### **MODERATOR:**

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#### **Heather Kelly**

Heather Kelly is an award-winning marketing and communications professional with a passion for making good things happen and a twenty-five-year history of creating success for artists, businesses, non-profits, and some of Canada's most significant cultural organizations. She is working with Ontario Culture Days as a marketing and communications strategist and director. She has worked with many other festivals, including Harbourfront Centre summer festivals, Small World Music Festival, and festivals created within cultural communities.

Heather has directed the marketing for the launch and ongoing marketing of Koerner Hall at The Royal Conservatory for more than a decade, she directed marketing and communications for the gallery launch and exhibitions at the Ryerson Image Centre for 10 years. In May 2021, Heather Kelly took the helm of Akimbo Art Promotions as its new owner/director. Heather founded the Bloor St. Culture Corridor, which brought together 22 Toronto cultural organizations to create the city's most diverse arts and culture district, and she co-founded and co-hosts the monthly Global Arts & Culture Sector Meetup.

### **PANELLISTS:**

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#### **Tova Arbus, Fringe North**

Born and raised in Sault Ste. Marie Ontario, Tova has been involved in the arts since childhood. Her passion for theatre and the performing arts was nurtured by several incredible mentors, who motivated her to attend Laurentian University where she successfully achieved her Bachelor of Fine Arts (HON) in Theatre Performance and Music.

Tova has participated in over 40 productions as an actor, director, producer, stage manager, light and sound technician, and stage hand, working with multiple theatre companies and projects across the province. In addition to these credits, she has successfully served as a member of the board of directors with the QUONTA Drama Festival, and currently sits on the board for the Sault Community Theatre Centre. She frequently consults with community based theatre groups, offering her experience and ideas to further learning, growth, and sustainable practices.



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### **Mark Monahan, Ottawa Bluesfest**

Mark Monahan founded the Ottawa Bluesfest in 1994. Since then, the event has grown from a one-stage, three-day event to a multi-staged, two-week music extravaganza featuring some of the best talent on the planet. As executive/artistic director, Mark has turned Bluesfest into one of North America's largest music festivals, attracting more than 300,000 fans each year.

In 2011, Mark took over the management of the Ottawa Folk Festival, ostensibly salvaging the event. Since then what is now known as CityFolk has been viewed as an artistic juggernaut. The inaugural edition of CityFolk featured a stellar line-up that included Van Morrison, and the 2016 line-up included James Bay, Vance Joy and more.

2014, saw the launch of yet another successful initiative — the Ontario Festival of Small Halls. Staged by 'The team Behind Bluesfest', the Festival of Small Halls brings exceptional Canadian and international musicians to small venues across Eastern Ontario.



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### **Andre Newell, Toronto Caribbean Carnival**

Andre Newell is responsible for Marketing, Communications and Partnerships for the Toronto Caribbean Carnival.

In 2010, his innovative marketing strategy received "Best Virtual Marketing Campaign," in the \$500,000+ category at the Festival and Events Ontario Awards. Throughout his career he has worked on a number of high profile events, including the 2016 NBA All Star Weekend, the association's premiere event and first staging outside of the U.S.

He has been involved in the Tourism industry for over 10 years, with various organizations, including the Caribbean Tourism Organization, representing over 33 destinations in Canada.

In 2021, Andre joined the Tourism Economic Recovery Task Force and served as chair of the Gateway Cities subcommittee, responsible for advising the Ministry of Heritage, Sport, Tourism and Culture Industries.

Andre is also the Executive Director and Co-Founder of North America's largest acting showcase, Monologue Slam Canada.



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### **Joana Vicente, Toronto International Film Festival**

Joana Vicente is the Executive Director and the Co-Head of the Toronto International Film Festival and the TIFF organization. Previously, she served as the Executive Director of the Independent Filmmaker Project (IFP), The Gotham Awards and she founded the Made in NY Media Center by IFP in partnership with New York City's Mayor's Office of Media and Entertainment.

Vicente is a producer of over 40 feature films by acclaimed directors such as Jim Jarmusch, Nadine Labaki, Brian De Palma, Amir Naderi, Hal Hartley, Nicole Holofcener, Alex Gibney and Todd Solondz.

She is also recognized as a leading figure of the digital film revolution, having co-founded pioneering digital production companies Blow Up Pictures and HDNetFilms, which she launched with partners Jason Kliot, Mark Cuban, and Todd Wagner. These companies ushered in a new era of digital filmmaking that transformed the landscape of American independent film production and distribution.



**11:15 – 11:55 AM**

## STAYCATIONERS & SIGHTSEERS: TOURISM IN ONTARIO MUNICIPALITIES

From location to size to proximity to the border or major airport, each city thinks about tourism a little differently. Toronto, Kingston and Sudbury each have their own distinct draw to visitors from near and far. Learn how these regions have changed their focus during the pandemic, and hear what is next for these three Ontario destinations.

### **MODERATOR:**

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#### **Shawn Newman**

Shawn Newman is a consultant, writer, and cultural producer based in Toronto. Formerly the Executive Director of Public Access and Managing Editor of *PUBLIC: Art | Culture | Ideas*, Shawn's areas of expertise are in project design and evaluation, research planning and implementation, and funding landscapes in the arts and culture non-profit sector. He holds a PhD in Cultural Studies from Queen's University, and his work centers equity, accessibility, and representation in arts and culture.



### **PANELLISTS:**

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#### **Meredith Armstrong, City of Greater Sudbury**

On behalf of the City of Greater Sudbury, Meredith Armstrong manages the Tourism & Culture team, overseeing a diverse portfolio including support for small business and entrepreneurs, investment attraction, film & television, arts & culture grants, Tourism marketing and more. Meredith truly believes that the cultural sector is what makes a community vibrant and alive, and a local economy more resilient and dynamic, and she is proud to promote Greater Sudbury's arts scene as a truly exciting one to experience. She has developed extensive experience in both community economic development and strategic planning, with particular focus on tourism and destination development, the arts & culture sector, not-for-profit development, film and television, media relations and grant program development and administration.



#### **Megan Knott, Tourism Kingston**

Megan Knott, Executive Director of Tourism Kingston, has more than a decade of experience in leadership and development, strategic marketing, media and public relations, and business and fiscal management. Her proven capabilities in stakeholder engagement and idea generation have led to the development, implementation, and continuation of many revenue-generating partnerships and projects for organizations such as Tourism Kingston, Kingston Accommodation Partners, and St. Lawrence Parks Commission, building their capacity and profile. An active member of the Kingston community, Megan has participated on several boards of directors, including Regional Tourism Organization 9, Kingston Economic Development Corporation, Downtown Kingston!, and the Greater Kingston Chamber of Commerce. Under Megan's leadership, the Visit Kingston brand has been recognized with 12 national and international awards.





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**Pat Tobin, City of Toronto**

Pat Tobin is the Director, Arts & Culture with the City of Toronto's Economic Development & Culture Division, a position he has held since February 2017. In the role, Pat oversees municipal cultural policy, a cultural grant portfolio of over \$30M, the delivery of City-led events like Nuit Blanche among other areas. Prior to joining the City of Toronto, Pat spent 18 years with the Canadian federal government, working in areas such as culture, civic engagement, and economic development. From 2014 to 2017, Pat was Director General of Innovation and Community Development for the Federal Economic Development Agency for Southern Ontario, where he worked to deliver major economic development projects for Ontario, ranging from stem cells to steel mills. Outside of government, Pat has worked with the Maytree Foundation on immigrant integration and the Inuit Art Foundation on expanding markets for Inuit culture.

**11:55 – 12:20 PM**

## THE POTENTIAL OF CULTURAL AND CREATIVE TOURISM FOR PLACEMAKING

Cultural tourism has traditionally been viewed as a means of attracting visitors to places with culture, so that they stimulate economic growth through passive consumption. New views of the relationship between culture, people and places are emerging that emphasise the potential for tourists, visitors, residents and other place users to actively collaborate in making places to improve the quality of life. This presentation will bring together examples of initiatives that harness the creative potential of mobile populations in shaping places.



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**Greg Richards, Breda University and University of Tilburg**

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.

## 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
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Project staff include: Ruth Burns, Heather Kelly, Meaghan Froh Metcalf (Project Manager)

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# ONTARIO CULTURE DAYS

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**Ontario Culture Days** is a celebration of artists and cultural organizations in our communities. Every year, we coordinate a free festival of arts & culture programming across Ontario. This year's event runs from **September 24th to October 24th**, and will feature in-person, online and DIY activities. Our team supports independent organizers participating in the festival -- from the smallest hamlets to the largest cities -- while coordinating with our national and provincial Culture Days partners. Throughout the year, we facilitate 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.

**Staff:** Ruth Burns (*Executive Director*), Meaghan Froh Metcalf (*Network & Programs Director*), Heather Kelly (*Director of Marketing & Communications*), Lauren Eisen (*Researcher and Producer*), Breanne Ritchie (*Programs Associate & Operations Coordinator*), Natalie Wee (*Communications Coordinator*), Nawal Salim (*Program Producer*)

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