

# ON CULTURE DAYS

# 2022 YEAR END REPORT



*Dance Together Festival, York Region*

# Ontario Culture Days 2022 Year End Report

## Table of Contents

<b>Land Acknowledgement</b> .....	3
<b>A Word from our Leadership</b> .....	4
<b>2022 Overview</b> .....	5
<b>Our Fall Festival</b> .....	6
<b>Festival Participation and Engagement</b> .....	7
<b>Events Attended and Locations</b> .....	9
<b>Organizer Insights</b> .....	10
<b>Regional Festival Hubs</b> .....	11
<b>Creatives in Residence</b> .....	13
<b>ON Culture Days @ the Library</b> .....	15
<b>Spotlight Recognition Program</b> .....	16
<b>National Day for Truth and Reconciliation</b> .....	18
<b>ON Culture Guides</b> .....	19
<b>Year-Round Editorial Content</b> .....	21
<b>Marketing and Communications, Promotional Strategy</b> .....	22
<b>Media</b> .....	25
<b>ON-Ramp: New Horizons in Cultural Tourism</b> .....	26
<b>Ontario Culture Days' Departure Lounge</b> .....	28
<b>Partners</b> .....	29
<b>Our Team</b> .....	30
<b>Our Supporters</b> .....	31

## Land Acknowledgement

*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.

Our organization's central offices are in Toronto. This area is and has been home to many Indigenous groups. It is the treaty lands of the Mississaugas and Ancestral space of the Wendat and Seneca Peoples. We recognize the Tionontati and Attawandaron from along the escarpment, as well as the Haudenosaunee and others who have moved through these spaces. This area is home to those with and without status, and has been home to many whose names have been forgotten.

This territory is also that of the Dish With One Spoon Covenant. This agreement, made amongst Indigenous Peoples, speaks to our collective responsibility to steward the lands

and waterways on which we live. The "spoon" represents individuals, and the "dish" represents the land and waterways. This dish is to be shared peacefully, through a relationship based in care and in the spirit of mutual cooperation.

We endeavour to live and work in the spirit of the Dish with One Spoon Covenant, to honour and recognize the recorded and unrecorded Indigenous nations and people that have, are, and will continue to inhabit this land.

We are committed to a continuous process of listening and learning, and to 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.*



## A Word from our Leadership

Ontario Culture Days enters 2023 fueled by the successes of the past year, and driven by the possibilities of the future.

In 2022, we hosted our annual three-week Festival, during which we continued our popular Creatives in Residence series and piloted a new regional Festival Hub initiative. We have been proud to support Festival organizers and coordinate with national, provincial, and municipal partners to produce and promote this Ontario wide event. Our efforts in outreach, programming, and promotion paid off with record-breaking participation of 14% among Ontarians. We are excited to announce that the Festival will return from September 22 to October 15, 2023, with a focus on engaging and inclusive in-person experiences.

At Ontario Culture Days, we are also committed to supporting the vibrant arts and culture sector of Ontario by offering professional development opportunities, artistic programming, and year-round storytelling. This year, our focus is on sustainable growth, as we strive to continue inspiring creative expression and cultural exchange.

We would like to extend our heartfelt appreciation to our staff, board, and contributing team members for their dedication to promoting arts and culture in Ontario, and to our sponsors and funders for the transformative support that has allowed us to achieve our objectives. We invite you to join us in celebrating the rich diversity of arts and culture in Ontario!

**Ruth Burns, Executive Director**

**Gary Filan, Chair and President**





Milton Culture Days.

## 2022 Overview

Ontario Culture Days achieved major successes in 2022

### FESTIVAL AND ARTISTIC PROGRAMMING

- ▶ Introduced our regional **Festival Hubs** program, highlighting locations across Ontario and driving Festival attendance to these regions
- ▶ Produced **10 Creatives in Residence** programs to create new community-engaged artworks, including film screenings, picnic-events, art workshops, and more
- ▶ Presented the second annual **Spotlight Recognition Program**, highlighting exemplary programming produced for the Festival

### YEAR-ROUND CONTENT

- ▶ Produced **11 ON Culture Guides**, several with a thematic focus on IBPOC destinations
- ▶ Produced **31 original editorial stories**, including things to do, artist profiles, and sector stories
- ▶ Underwent a **visual branding exercise** to refresh our digital channels and increase mobile accessibility

### PROFESSIONAL AND NETWORK DEVELOPMENT

- ▶ Produced **Departure Lounge**, a 5-episode audio course to help the arts and culture sector engage with cultural tourism
- ▶ Presented the second cultural tourism **Symposium**, in a intimate hybrid format, for the arts, culture and tourism sectors



Moulin à musique, North Bay/Nipissing

## Our Fall Festival

In 2022, the Ontario Culture Days Festival ran from **September 23rd to October 16th**. We supported over **400 organizers** in producing **more than 1,000 events** in **86 municipalities** in Ontario. We also produced **10 key artistic programs** to anchor the 3-week Festival.

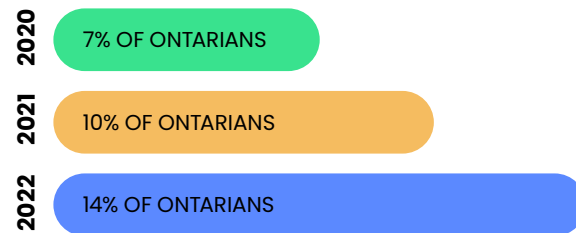
At the heart of the Festival was Ontario's multicultural population, with events offered in **28 different languages** other than English.

**2 MILLION+** Ontarians Attended  
**432** Organizers

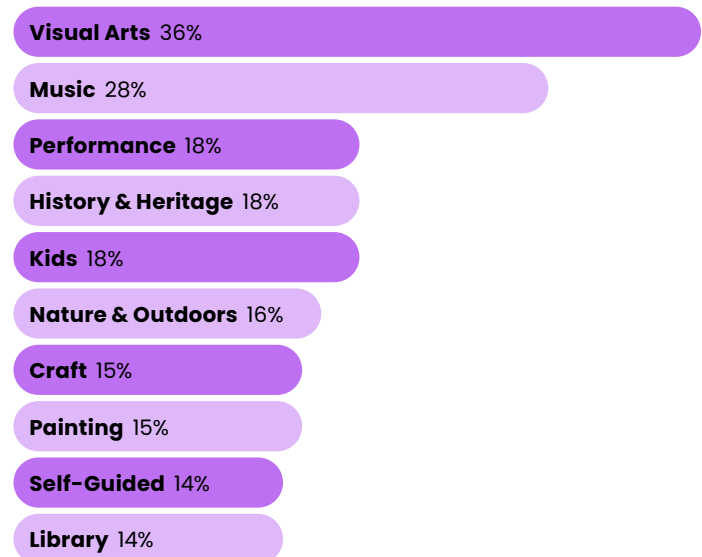
**1,000+** Registered Events  
**86** Municipalities

Estimated Economic Impact:  
**\$200,000,000**

### ATTENDANCE



### TOP EVENT TAGS IN 2022







Darwin Peters Exhibit, Jamii's Kasani Hub, Toronto Esplanade

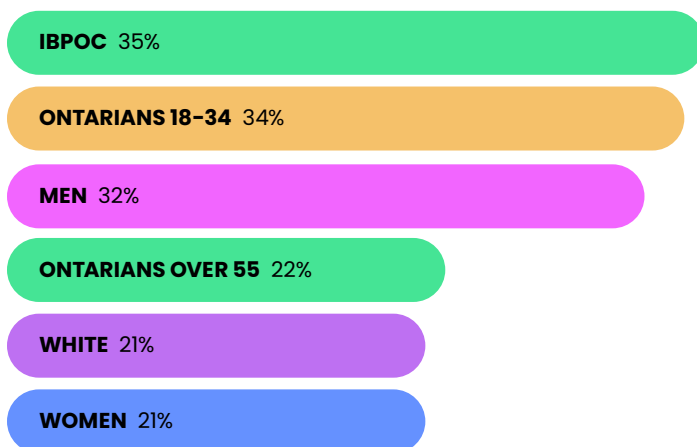
# Festival Participation and Engagement



**26%** of Ontarians report **awareness** of the Ontario Culture Days Festival

## AWARENESS OF THE FESTIVAL

Top groups include youth, and Indigenous, Black and people of colour.



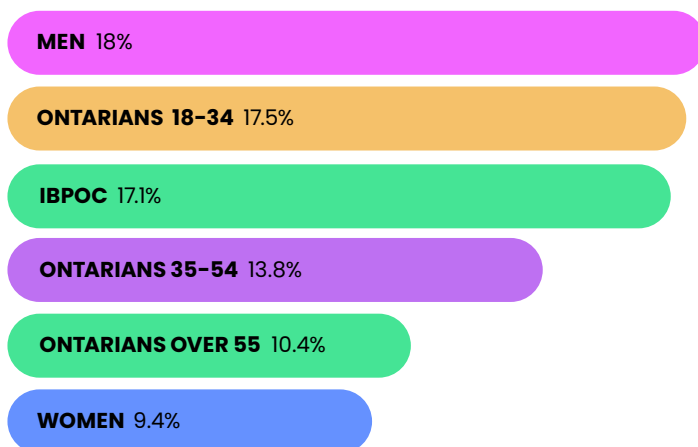
\*Indigenous, Black and People of Colour



**87%** of attendees report **feeling represented** in Festival programming. 44% of Ontarians report feeling represented in general arts and culture programming in their community.

## FESTIVAL ATTENDANCE

The top Ontario demographic groups who report attending the Festival were:



# Events Attended and Locations

Similar to last year, Ontario Culture Days participants report most frequently attending an art gallery or exhibit and doing so in Toronto. There has been a decrease in those who say they attended events virtually – no mentions this year compared to 16% in 2021.

**Q: [IF ATTENDED – STREAM A]**

**What event(s) did you attend and where? [OPEN-ENDED]**

## TOP RESPONSES

Events	Frequency (n=58)*
Art gallery/exhibit	11.9%
Food festival/Street fair	7.8%
Arts in the Park	7.8%
Luminato in Toronto	7.2%
Nuit Blanche	5.6%
Diwali/Indian festival	5.0%
Arts (non-specified)	4.5%
Nature in the City	4.1%
Native Friendship Centre/ Indigenous celebration	3.5%
Concert	3.5%

## TOP RESPONSES

Locations	Frequency (n=52)*
Toronto	45.9%
Hamilton	8.8%
Ottawa	8.2%
Burlington	5.8%
Brockville	4.2%
Brampton	3.9%
Richmond Hill	3.3%
Barrie	2.7%
London	2.7%
Leslieville	2.7%
Presqu'île Park	2.7%
Sundridge	2.7%
Virtual/digital	0

\*Based on multiple mentions

Source: Nanos Research, online survey, October 14th, 2022, n=58 Ontarians who have participated in Ontario Culture Days.

# Main reason for attending events

Ontarians who have attended the festival say the main reason for attending events was to see local art and enjoyment, followed by curiosity/fun, and being invited or going with someone.

**Q: [IF ATTENDED – STREAM A]**

**What was the main reason for attending these events? [OPEN-ENDED]**

## TOP RESPONSES

Events	Frequency (n=57)
To see local art / enjoy and experience the art and designs	17.5%
Curiosity / for fun / entertainment	15.9%
I was invited and / or going with friends and family	12.7%
To learn something / explore	12.2%
Experience and celebrate culture and heritage	7.6%
To feel a part of community / meet new people	7.3%
Interested in the topic	6.9%
To support an artist / show support	6.1%
Kids activities	3.4%

Source: Nanos Research, online survey, October 14th, 2022, n=57 Ontarians who have participated in Ontario Culture Days.



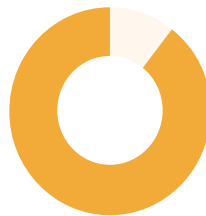


Arohafest at National Arts Centre, Ottawa Hub

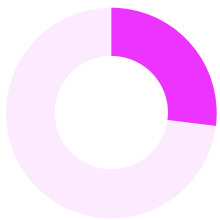
## 2022 Festival Participation & Engagement



**32%** of Ontarians who participated in the ONCD Festival report they **travelled out of town** to attend events.



**89.5%** Ontarians who participated felt that they didn't face any **barriers to attendance**



**27%** of non-attendees say **an interesting event** is most likely to encourage them to travel out of town to festival programming in the future.

### PROGRAMMING OF INTEREST

Non-attendees said they would like to see programming related to:

**FOOD/DRINK** 16.3%

**VISUAL ARTS/PAINTING/PHOTOGRAPHY** 14.2%

**MUSIC** 13.0%

**MULTICULTURAL/FOREIGN CULTURES/IMMIGRANTS** 13.0%

**INDIGENOUS CULTURE** 9%



Cranes for Ukraine, Town of Halton Hills

## Organizer Insights

Ontario Culture Days continues to serve arts and culture organizers across the province.

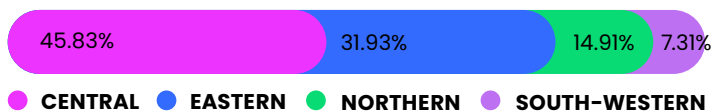
ONCD works to ensure that these event facilitators are supported through carefully developed communications (website, e-newsletter, social media and online Facebook group), informational webinars, and Festival wrap-up round table events.

Ontario Festival organizers make up the largest portion of Festival event registrants in Canada at a total of **33%**

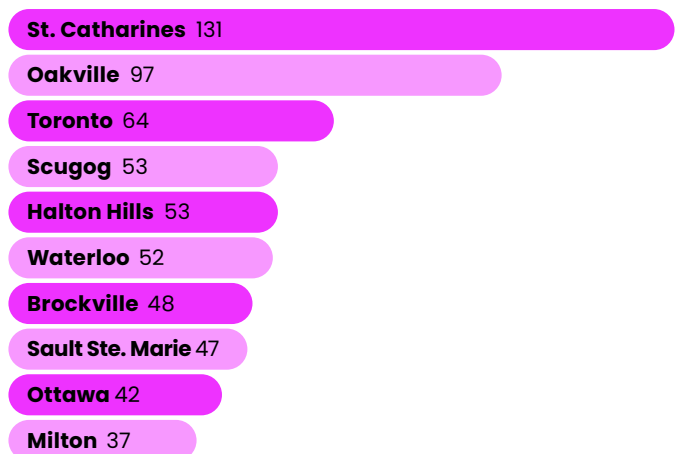
### ONTARIO EVENTS BY AREA TYPE



### EVENTS BY REGION OF ONTARIO



### TOP ONTARIO MUNICIPALITIES BY NUMBER OF EVENTS







*Reshaping Ruins, Guelph Hub 2022*

## Regional Festival Hubs

In 2022, Ontario Culture Days launched the **Regional Festival Hub** program, featuring local partners in communities across the province. The program was an important driver behind Festival marketing and communications, and was well received by partners and local media.

The Hub program successfully grounded the ONCD Creatives in Residence programming within communities. The program benefited partners by providing heightened visibility of their Festival events, expanded audience reach, and much needed financial support.

The Regional Hub program will continue in 2023, with an expanded roster of Hubs. The ONCD team will ensure we are nurturing ongoing partnerships with previous Hubs, supporting new and smaller Hubs, and focusing on rural and remote communities, particularly those in the North.



*Njako Bjacko, Jamii Esplanade, Toronto Hub 2022*

**10**

Regional Festival Hubs

**323**

Events Presented

**23,369**

Estimated attendees to events hosted by Regional Hub partners

*The Ontario Culture Days regional Festival Hub program was sponsored by OLG.*





## HUB LOCATIONS

1. Guelph
2. Halton Hills
3. Lincoln
4. Markham & Unionville
5. Ottawa
6. Prescott-Russell
7. Sault Ste. Marie
8. Scugog
9. Toronto Esplanade
10. Windsor



## The 2022 Festival Hubs were:

### SOUTHWESTERN

- **Windsor** Partners: *The Arts Council Windsor & Region, Art Windsor-Essex*
- **Lincoln** Partner: *Lincoln Museum and Cultural Centre*

### EASTERN

- **Ottawa** Partner: *National Arts Centre*
- **Prescott-Russell** Partner: *Prescott-Russell Arts Council*

### CENTRAL

- **Scugog** Partners: *The Scugog Council for the Arts, Theatre on the Ridge*
- **Guelph** Partner: *City of Guelph*

### NORTHERN

- **Sault Ste. Marie** Partners: *The Art Gallery of Algoma and the Sault Ste. Marie Public Library*

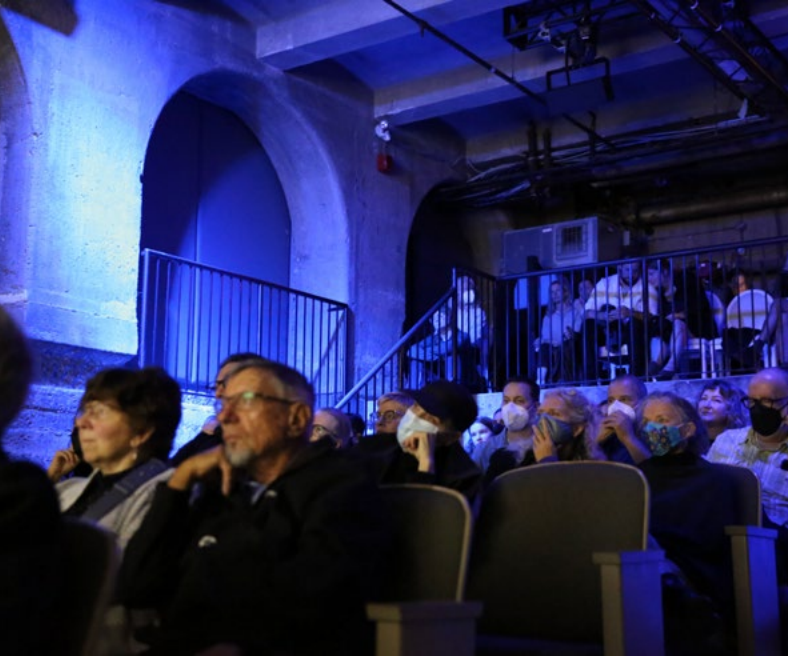
### GREATER TORONTO AND HAMILTON AREA

- **Toronto Esplanade** Partner: *Jamii Esplanade*
- **Halton Hills** Partner: *Town of Halton Hills*
- **Markham & Unionville** Partner: *Markham Arts Council*



Cultural Family Fun Day, Sault Ste Marie

[ONCULTUREDAYS.CA/HUBS-2022](https://ONCULTUREDAYS.CA/HUBS-2022)



### **Dave Dyment | *Dead Ringer* Documentary**

Dyment produced a feature-length documentary film that focused on Casa Loma, investigating the way the building functions as a microcosm for the larger city. The film premiered at Casa Loma with additional screenings at Toronto's City Hall.

## **Creatives in Residence**

In 2022, Ontario Culture Days worked with eight Creatives in Residence to develop new multidisciplinary, community-engaged projects to be presented during the fall Festival.

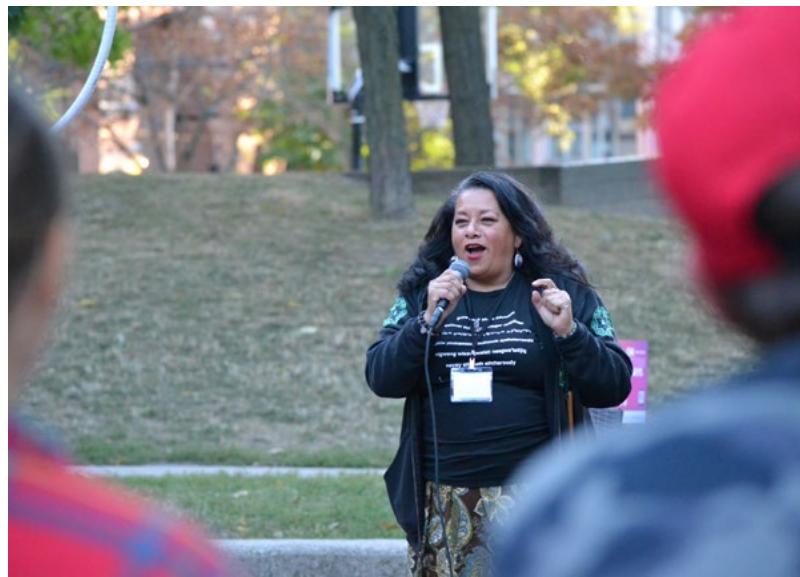
They explored themes of access (or lack thereof) to resources such as food, community space, local history and technology.

These programs were enhanced through profile pieces, blog articles, and other digital content, including dedicated emails, social media, and digital advertising.



### **Angela Walcott | *The People's Garden***

Eco-friendly art workshops looking at the relationships between farming, food, creativity, community, sustainability and food security. *Partners: Black Creek Community Farm, Deeply Rooted Market, St Lawrence Market, Ocala Winery & Orchard*



### **Isorine Marc & Jamii | *What we Remember***

A multi-disciplinary programming series inviting the audience to explore the perception of time and its impact on remembrance, including an exhibition by Pikangikum-based artist Darwin Peters.

[ONCULTUREDAYS.CA/2022-CREATIVES-IN-RESIDENCE](https://ONCULTUREDAYS.CA/2022-CREATIVES-IN-RESIDENCE)





**Sarah Gartshore, Adam Francis Proulx | Project Nishin Niizh**

For their residency, Gartshore and Proulx led documentary screenings and an artist talkback about Project Nishin Niizh. Nishin Niizh serves to support Indigenous and other criminalized artists in a healthy, wholistic and unapologetically decolonial process of art creation.

*Partners: Fringe North, Sault Ste. Marie Museum*

**Tanya Lukin Linklater | The sky held me**

Linklater presented an artist talk and a publication of written scores relating to her film *Sensation is a circuit of experience, a circuit of the felt travelling in and adjacent to the body*. The online version of the publication features an audio performance by Cedar Aisipi, Omaskeko Cree youth.

*Partners: Toronto Biennial of Art, Textile Museum of Canada*

**19,241**

Estimated attendees at ONCD-produced artistic programming



**Tonya Sutherland | Savouring the Past**

Sutherland hosted a picnic-event, musical performances and artist talk sharing the important role food played in Windsor's Emancipation Day celebrations.

*Partner: Art Windsor-Essex*

**Uju Umenyi | The Story of Samuel Stout**

Audience and community engagement workshops culminating in the first reading of a script inspired by the life of Professor Samuel Stout, the first Black resident of Port Perry.

*Partner: Theatre on the Ridge.*





**Meghan Cheng | Intro to Touch Designer:  
Computer workshop**

Cheng created a light-based installation and hosted an in-person workshop on how to visualize sound, use motion sensors and create interactive digital art. Her workshop examined the works of women in digital media in Ontario through “Introduction to TouchDesigner.”



**Amanda Lederle | ‘Sticking to Hope’  
Illustration Workshop**

For their residency, Lederle led a series of in-person illustration workshops to create stickers that highlighted one’s experience with the chosen emotion, and a digital art challenge people completed at home.

**ON Culture Days  
@ the Library**

As part of Ontario Culture Days’ ongoing partnership with Toronto Public Library, this series brought free and accessible artistic programming into three local library spaces throughout the festival:

- Toronto Reference Library
- Fairview Branch
- North York Central Branch

ONCD supported the program through profile articles, dedicated emails, social media, and digital advertising.

*Produced in partnership with*



**Qirou Yang and Sahar Askary Hemmat |  
Sensing Alienation: Exhibit and artist talk**

To document gentrification in Chinatown, the Creatives offered disposable cameras to residents and conducted video interviews with local workers. The video was projected in the atrium of the Toronto Reference Library, followed by an a closing event and artist talk.

# Spotlight Recognition Program

The Spotlight Recognition Program celebrates exemplary programming taking place each year as part of the Ontario Culture Days Festival. This year's categories celebrated the creativity and ingenuity of local organizers who have brought events to Ontario audiences.

Both event organizers and festival attendees nominate programs that they feel have exemplified the Spotlight themes.

# SPOTLIGHT

## RECOGNITION PROGRAM



### BEST COLLABORATIVE PROGRAM

*Reshaping Ruins: The City of Guelph Museums & Culture, and its Artists in*

*Residence, Silas Chinsen, Sophia Chilton, Caleb Bray, Guelph*

The Goldie Mill Ruins were brought to life through an interactive art project. The final event featured community-made painting projections, light, and ambient sound which interacted with the audience's movements and inputs, casting shadows on and animating the ruins.

**Runner-up:** Dance Together Festival and York Region Arts Council



### BEST IN-PERSON PROGRAM

*ArohaFest Diwali Celebration, National Arts Centre*

Co-presented by the National Arts Centre and Aroha Fine Arts, this event was a bilingual festival featuring the music, dance, visual, and culinary arts of India, making it the only of its kind in Canada. Activities included Bollywood, Lavani, and Bhangra dance workshops, immersive music concerts, a visual arts exhibit, and a virtual culinary segment.

**Runner-up:** Carousel Players: The Drama Garden





### BEST DIGITAL PROGRAM

*Let's honour our mother tongue!,  
Yannis Lobaina*

To explore Spanish heritage, award-winning writer, emerging filmmaker and photographer Yannis Lobaina led participants through bilingual (Spanish and English) creative writing exercises and mixed media collages. This online workshop explored how Latin-Hispanics and other communities can honour the Latin-Hispanic heritage and their mother tongue.

**Runner-up:** Ottawa Gatineau Printmakers  
Connective: Online videos hub



### INCLUSIVE PROGRAMMING

*Performance in the Atrium at Saint-Vincent  
Hospital, Radical Connections*

This event brought professional performing artists to the Hospital's complex care patients, who would not have otherwise had access to cultural events due to illnesses making it difficult to leave the hospital. The artists featured were all part of Radical Connections Unmasked Connections program which facilitates virtual performances for residents in long-term care homes.

**Runner-up:** SEC (Sara Elizabeth Theatre): SEC  
Paint Night with performance by Donny Smith



### PEOPLE'S CHOICE

*Sisters in Spirit Vigil, City of Vaughan in  
partnership with the Mississaugas of the  
Credit First Nation*

The City of Vaughan proclaimed Oct. 4 Sisters in Spirit Day. The city held a vigil to honour and remember missing and murdered Indigenous women, girls, and gender-diverse people. The vigil supported grieving families, offered opportunities for healing, and centred the importance of reconciliation and cultural learnings. Valarie King of the Mississaugas of the Credit First Nation facilitated the vigil and spoke about healing together, the importance of the day and how to take action.

**Runner-up:** Art Gallery of Algoma / VIBE Arts:  
Feather Wrapping Workshop with Lucia Laford





Shingwauk Kinoomaage Gamig and Indigenous Tourism Ontario,, National Day for Truth and Reconciliation, Sault Ste. Marie.

## National Day for Truth and Reconciliation

This year, the second Saturday of the Ontario Culture Days Festival was September 30th, the annual National Day for Truth and Reconciliation. On this day, Ontario Culture Days worked to make space for Indigenous voices by only highlighting Indigenous-run events across the province.

### BY THE NUMBERS

- ▶ **2.2%** of events were identified as **events dedicated** to National Day for Truth and Reconciliation
- ▶ **9.5%** of events were tagged/categorised as **Indigenous events**
- ▶ **Anishinaabemowin** was one of the **top 5 languages** listed on events

## Reconciliation Committee

In 2022, our organization created a Reconciliation working group with staff, board members and advisors to produce a Reconciliation plan to guide the organization. These advisors included Catherine Tãmmaro, Spotted Turtle Clan FaithKeeper, Wyandot of Anderdon Nation, Wendat Confederacy, and Lindsey Lickers, Medicine Water Woman, Haudenosaunee of Six Nations of the Grand River and Anishinaabe of Mississaugas of the Credit First Nation, Turtle Clan.

As an organization whose roles include supporting and shaping Ontario's arts and culture, we have a responsibility to embed Reconciliation in everything we do. We aim to set an example by establishing meaningful relationships and implementing impactful practices that recognize, centre, amplify, and celebrate Indigenous arts & culture.





## GUIDES PRODUCED IN 2022

1. Belleville/Bay of Quinte
2. Cobalt and Temiskaming Shores
3. Durham Region North
4. Durham Region South
5. Guelph
6. Manitoulin Island
7. Owen Sound
8. Peterborough
9. Six Nations of the Grand River
10. Thunder Bay
11. Windsor

## ON Culture Guides

In 2022, we relaunched the ON Culture Guides series with a new look and increased functionality. **11 new Guides** were produced with a focus on inclusive tourism and diverse cultural experiences, local businesses, and community histories throughout Ontario. Several Guides focused on Black and Indigenous history. All Guides were produced in English and French.



*This project was supported by a Government of Canada investment through the Tourism Relief Fund, delivered by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario).*

Funded by:  
Federal Economic Development  
Agency for Southern Ontario

Financé par :  
Agence fédérale de développement  
économique pour le Sud de l'Ontario

Canada





**DURHAM REGION SOUTH**



**GUELPH**



**MANITOULIN ISLAND**



**OWEN SOUND, PATH TO FREEDOM**



**PETERBOROUGH**



**SIX NATIONS OF THE GRAND RIVER**



**THUNDER BAY**



**WINDSOR, BORDER CITY**



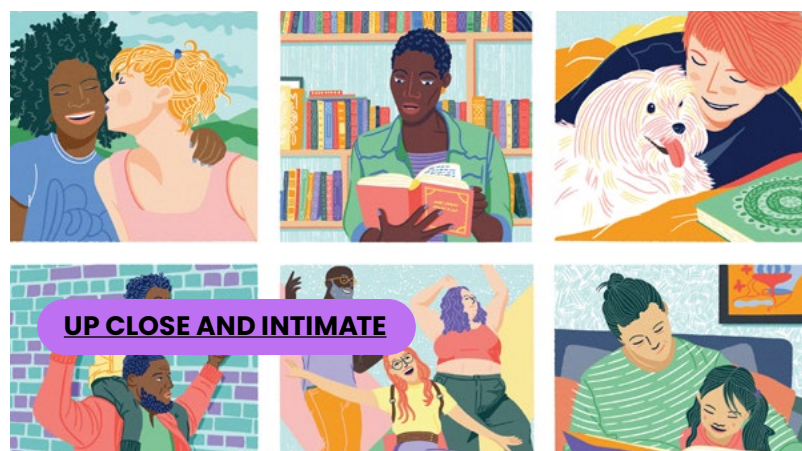
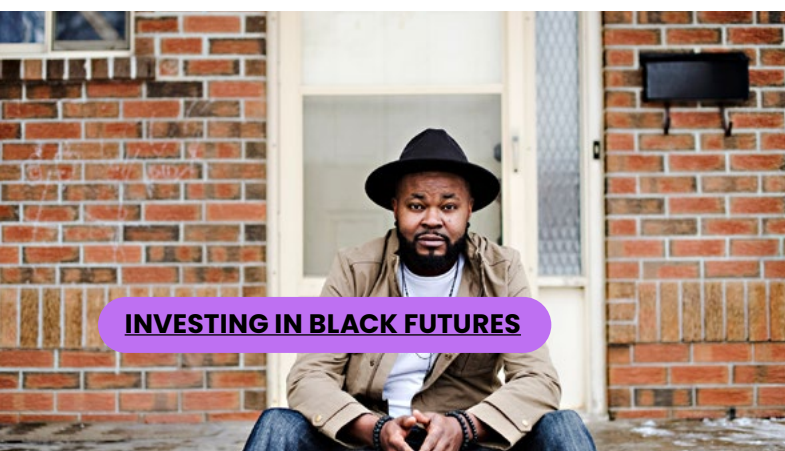
# Year-Round Editorial Content

In 2022, Ontario Culture Days produced 31 original editorial articles for our 'Stories and More' section, including sector news, artist biographies, and things to do. These articles were disseminated through digital ads, social media, and e-newsletters to engage public and sector audiences.

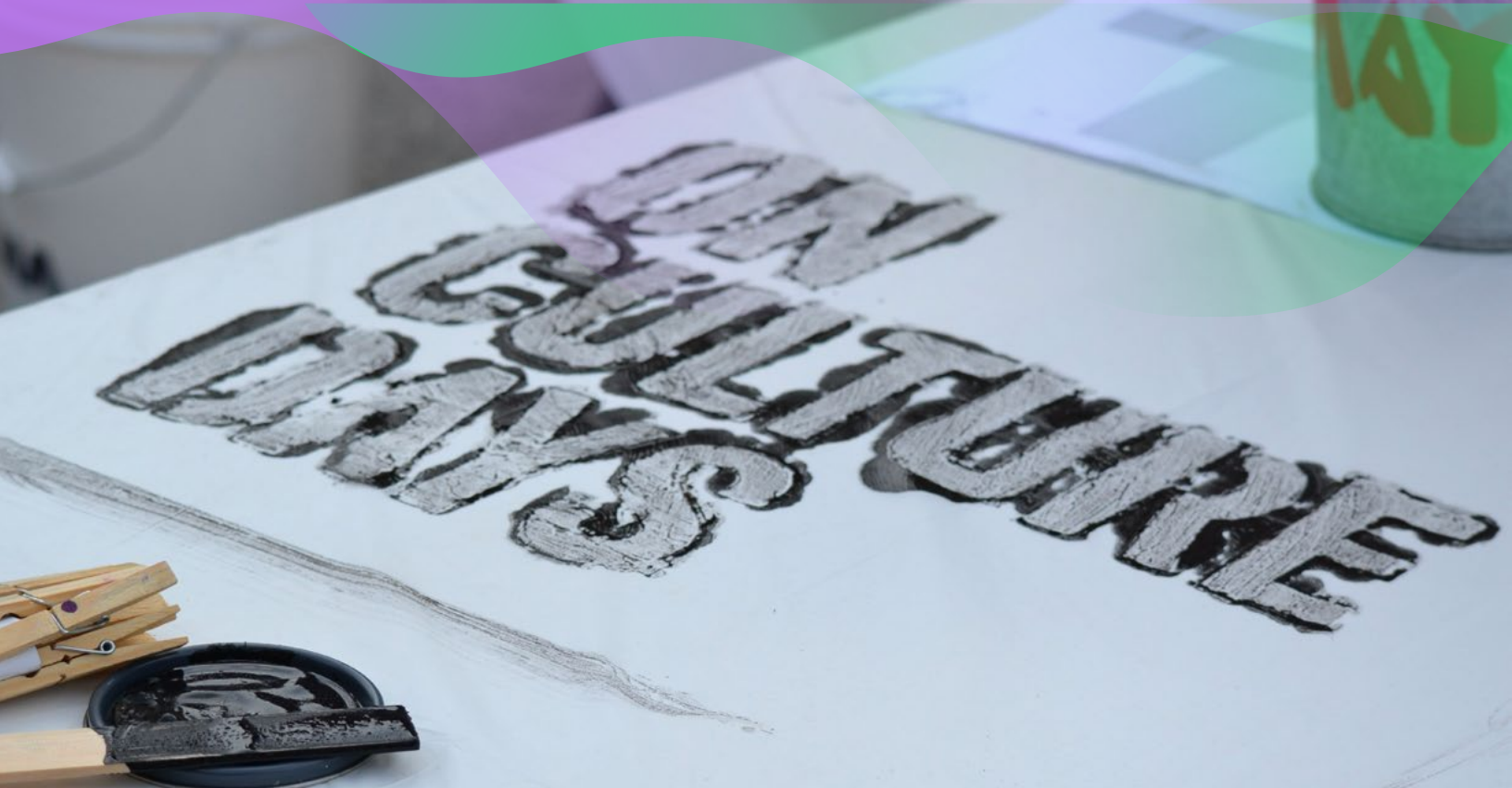
Some popular stories published in 2022 were:

- ▶ [Urban to Semi Rural](#) by Carolyn Bennett
- ▶ [Five Magical Adventures for Family Day](#) by ONCD staff
- ▶ [Investing in Black Futures](#) by Glodeane Brown
- ▶ [Access to the Arts](#) by Lisa Bendall
- ▶ [Celebrating National Indigenous History Month](#) by ONCD staff
- ▶ [Up Close and Intimate](#) by Glodeane Brown

[ONCULTUREDAYS.CA/STORIES-AND-MORE](https://ONCULTUREDAYS.CA/STORIES-AND-MORE)





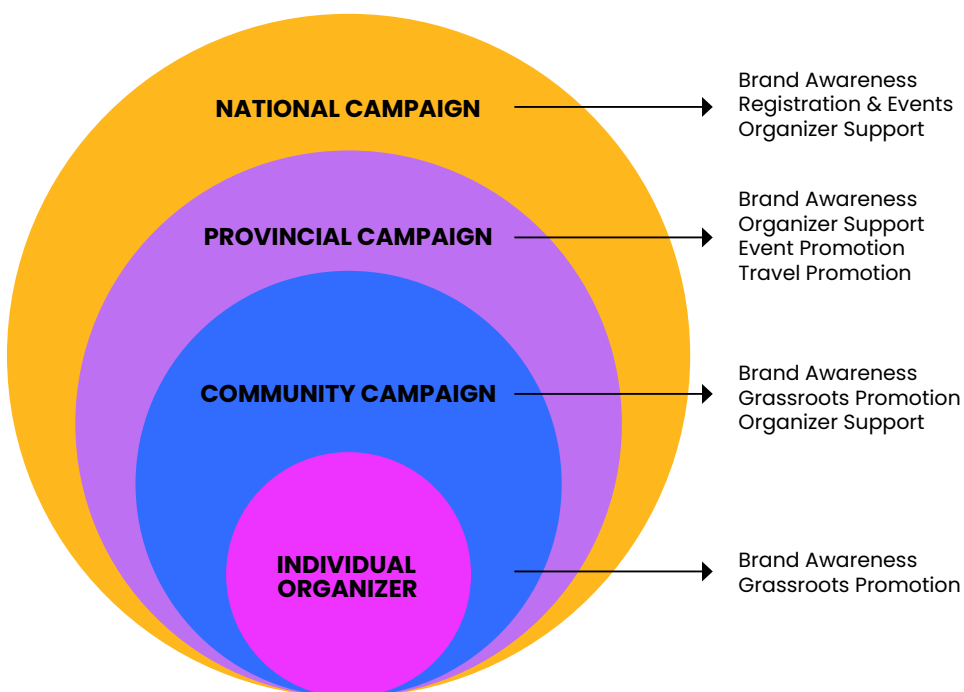


Ontario Culture Days at the Scugog Hub

## Marketing and Communications

Ontario Culture Days participates in and facilitates a tiered marketing strategy coordinated between the national, provincial, and local levels. We leverage long-term advertising partnerships that provide consistent results year-over-year.

### Campaign Tiers

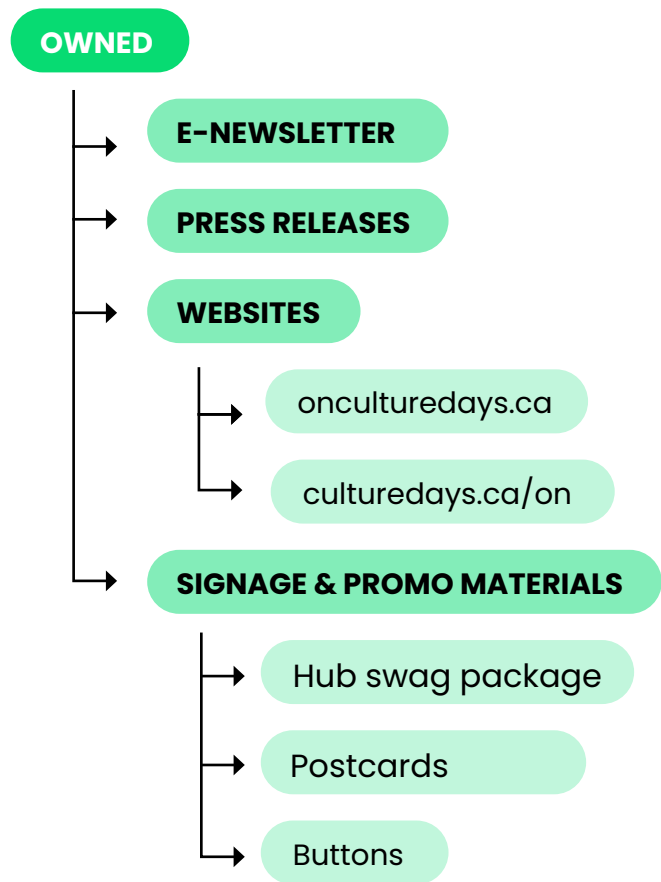
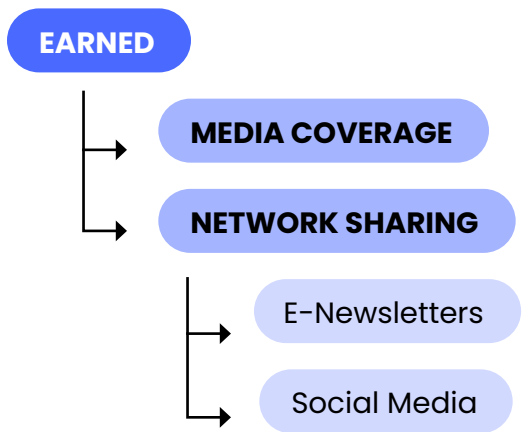
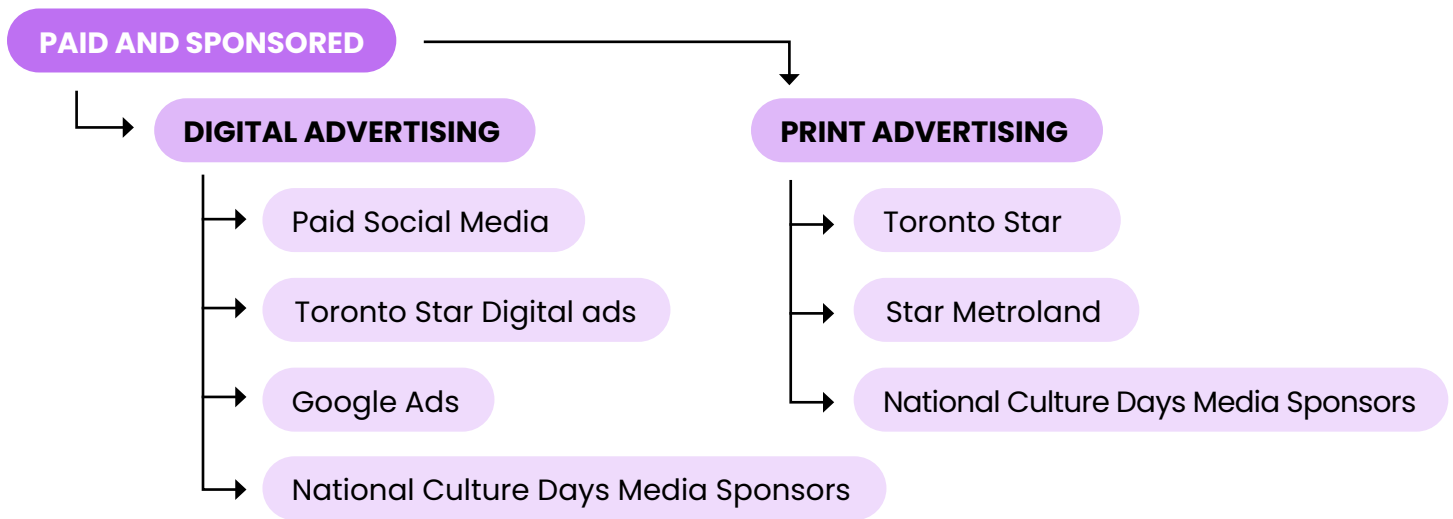


In 2022,  
impressions  
generated  
by ONCD's  
advertising  
campaigns  
rose to  
**99,479,322**  
An increase  
of more than  
13 million over  
the previous year.



# Promotional Strategy

Ontario Culture Days employs paid, sponsored, earned, and owned promotional strategies, including advertising and network partnerships, and utilizes a year round content strategy that drives interest in arts and culture across Ontario.



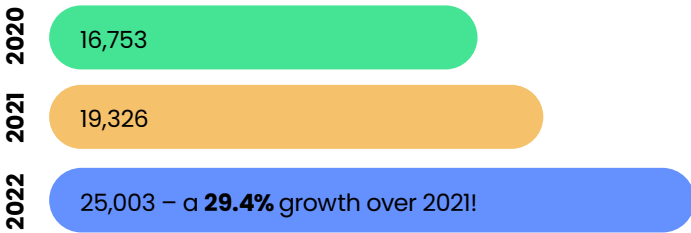


Bilateral Art Creation Workshop, St. Catharines

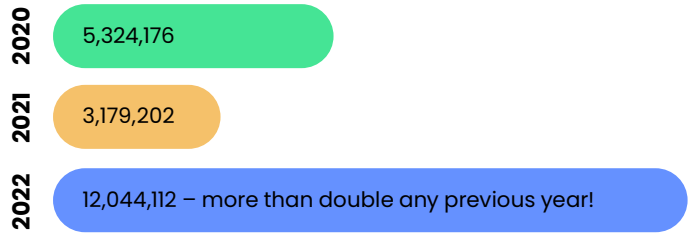
## Marketing & Communications

Ontario Culture Days' year-round arts and culture content strategy, paired with dedicated engagement focused marketing campaigns led to growth across all channels.

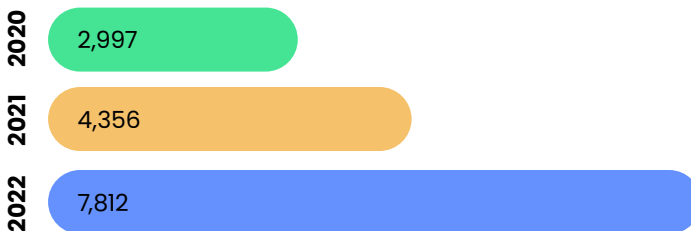
### FOLLOWERS ON SOCIAL MEDIA



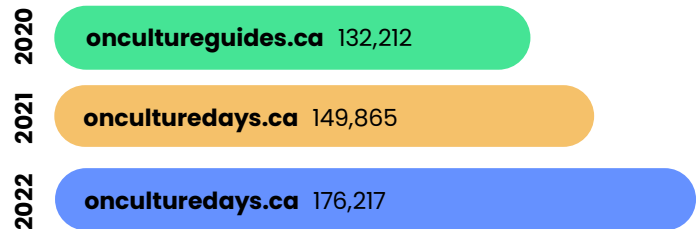
### SOCIAL MEDIA IMPRESSIONS



### EMAIL NEWSLETTER SUBSCRIBERS



### TOTAL WEBSITE PAGEVIEWS





# Media

The Ontario PR campaign generated by ONCD, and our national and municipal Culture Days partners delivered **384 pieces of coverage** resulting in **144,430,304 impressions**, including notable mainstream broadcast, radio, and online news from March 31 – December 9 and A+ coverage in Toronto Star, CBC Arts, and BlogTO.

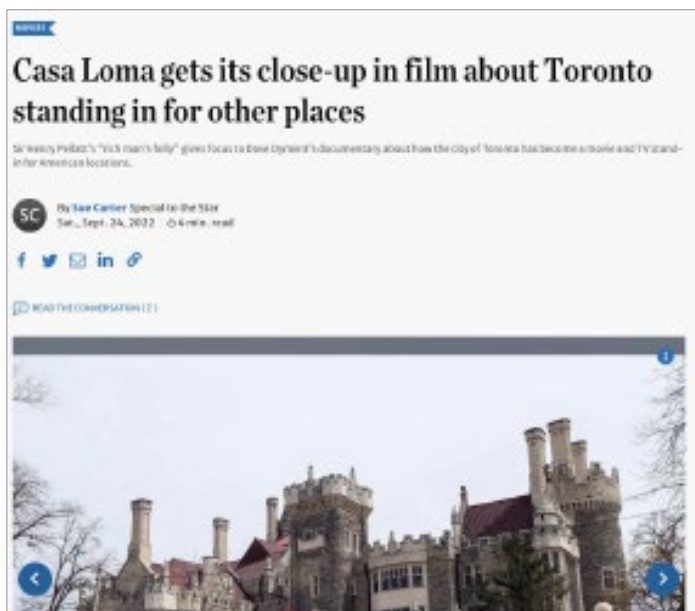
## Notable Media Coverage



Toronto.com:  
Community is at the heart of Ontario Culture Days  
Writer: Norm Nelson Total Impressions: 724,000



Blog.TO: You can watch a freaky film about Casa Loma from inside the castle's basement  
Editor: Mira Miller Total Impressions: 4,890,000



Toronto Star: Casa Loma gets its close-up in film about Toronto standing in for other places  
Editor: Sue Carter Total Impressions: 1,907,156



GuelphToday.com  
Interactive Guelph event wins Culture Days award  
Reporter: Staff Total Impressions: 219,000



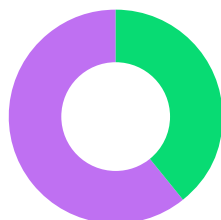
ON-Ramp: New Horizons in Cultural Tourism Symposium



# ON-Ramp: New Horizons in Cultural Tourism

In June 2022, Ontario Culture Days presented its second annual cultural tourism symposium, **ON-Ramp: New Horizons in Cultural Tourism**, –conducted both in-person at the Toronto Reference Library, and online.

The symposium aimed to convene the arts, culture, and tourism industries. It brought together speakers from festivals, cultural destinations, towns, tourism organizations, cultural leaders, researchers, and placemakers, to share perspectives on cultural tourism.



The hybrid format saw **39.4%** of attendees tuning in **virtually** and **60.6%** attending **in-person**

## ATTENDEE SECTORS



## ON-RAMP SPEAKERS AND PRESENTERS

- Heather Bot, *Algoma Kinniwabi Travel Association*
- Ruth Burns, *Executive Director, Ontario Culture Days*
- Isaiah Cada, *musician*
- Carol Caputo, *Northern Partnerships, Destination Ontario*
- Louise-Etienne Dubois, *Toronto Metropolitan University*
- Gordon Duff, *Réseau SPARC Network*
- Stéphanie Filippi, *La Maison de la Culture Francophone du Niagara*
- Kathy Fisher, *Ermatinger-Clergue National Historic Site*
- Carol Greenwood, *Tourism Industry Association of Ontario*
- Christy Haldane, *Artist*
- Janna Hiemstra, *Craft Ontario*
- Donna Hilsinger, *Algoma Fall Festival*
- Sarah Jarvis, *Destination Toronto*
- Tim Jennings, *Shaw Festival*
- Beatrice Johnson Tarbell, *JTservices.ca*
- Jasmina Jovanovic, *Art Gallery of Algoma*

Cont'd on next page

[ONCULTUREDAYS.CA/ON-RAMP](https://ONCULTUREDAYS.CA/ON-RAMP)





ON-Ramp: New Horizons in Cultural Tourism Symposium

The symposium offered attendees from the arts, culture, and tourism sectors an opportunity for meaningful discussion, inspiration, resources, and networking.

Some of the topics discussed were Black tourism, the economic impact of cultural destinations, multi-sectoral collaboration, Indigenous cultural awareness, arts and culture in rural and remote communities, and more. At the end of the symposium, in-person guests were invited to join in walking tour to learn Toronto's urban histories from unique perspectives.



**86.4%** of attendees were attending the ONCD symposium for the first time.



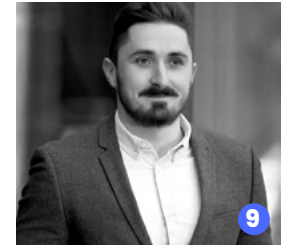
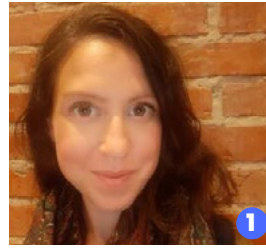
**68.2%** attended the ON-Ramp symposium on both days

## ON-RAMP SPEAKERS AND PRESENTERS

*Cont'd from previous page*

- Jacoba Knaapen, *Toronto Alliance for the Performing Arts*
- Enna Kim, *Let's Hike T.O.*
- Vikas Kohli, *Bollywood Monster Mashup/ MonstrARTity*
- Justin LaFontaine, *Tourism Innovation Lab*
- Jaymie Lathem, *Creative Industries North*
- Nichole Leveck, *dancer*
- David MacLachlan, *Destination Northern Ontario*
- Rachel Marks, *Réseau SPARC Network*
- Shawn Newman, *Research Advisor & Consultant*
- Dr. Jessica Ng, *Tourism Industry Association of Ontario*
- Nazarene Pope, *dancer*
- Jacqueline Scott, *Black Outdoors and University of Toronto*
- Kathleen Sharpe, *Ontario Cultural Attractions Fund*
- Elder Catherine Tàmmaro, *utrihq̓t /Artist, People of the Little (Spotted) Turtle, Wyandot of Anderdon Nation, Wendat Confederacy; Indigenous Arts Program Manager, Toronto Arts Council*

# ON CULTURE DAYS' DEPARTURE LOUNGE



## PODCAST

In 2022, Ontario Culture Days produced **Departure Lounge**, a 5-episode audio course for arts and culture professionals to engage with tourists and the tourism sector. The course is a response to the gap between the tourism and culture sectors, and covers marketing and management strategies, key terms, and emerging ideas.

- ▶ [Episode 1: Introduction](#)
- ▶ [Episode 2: Managing Tourism](#)
- ▶ [Episode 3: Marketing Tourism](#)
- ▶ [Episode 4: Managing \(the relationship between\) Arts, Culture, and Tourism](#)
- ▶ [Episode 5: Marketing \(the relationship between\) Arts, Culture, and Tourism](#)

## GUESTS

1. Tova Arbus, Fringe North
2. Meredith Armstrong, City of Greater Sudbury
3. Tim Jennings, Shaw Festival
4. Kate Monk, Explorers' Edge (RTO12)
5. Janis Monture, Woodland Cultural Centre
6. Beth Potter, Tourism Industry Association of Canada (TIAC)

## HOST

7. Shawn Newman, Consultant, Writer, and Cultural Producer

## COLLABORATORS

8. Frederic Dimanche, Ted Rogers School of Hospitality and Tourism Management, Ryerson University
9. Louis-Etienne Dubois, School of Creative Industries, Ryerson University



# Partners and Affiliates

## SECTOR PARTNERS

Bay of Quinte Regional Marketing Board  
Destination Northern Ontario  
Destination Toronto  
Durham Tourism, Region of Durham  
Explorers' Edge  
Grey County  
Guelph Museums & Culture  
Indigenous Tourism Ontario  
La Société Économique de l'Ontario  
Nanos Research  
Ontario Cultural Attractions Fund  
Owen Sound Tourism  
Quinte Arts Council  
Southwest Ontario Tourism Corporation  
The City of Belleville  
The City of Guelph  
The Heart of Ontario (Hamilton Halton Brant)  
Tourism Industry Association of Ontario  
Tourism Thunder Bay  
Tourism Windsor Essex Pelee Island

## CORPORATE AND MEDIA PARTNERSHIPS

Chicago Title Insurance Company Canada  
Destination Northern Ontario  
Destination Toronto  
Ontario Lottery and Gaming Corporation  
Star Metroland  
Toronto Star  
VIA Rail Canada

## FESTIVAL PARTNERS

Art Gallery of Algoma  
Art Windsor-Essex  
Arts Council Windsor & Region  
Black Creek Community Farm  
Casa Loma  
Deeply Rooted Farmers Market  
Fringe North  
Guelph Museums  
Jackson Park Project  
Jamii Esplanade  
Lincoln Museum & Cultural Centre  
Markham Arts Council  
Ocala Winery & Orchard  
Prescott-Russell Arts Council /  
Conseil des arts Prescott-Russell  
Project Nishin  
Sault Ste Marie Public Library  
Sault Ste. Marie Museum  
Scugog Arts Council  
St Lawrence Market  
Textile Museum of Canada  
The City of Guelph  
The Toronto Biennial of Art  
Theatre on the Ridge  
Toronto Public Library  
Town of Halton Hills  
Windsor Arts Council

## NATIONAL AFFILIATE

Culture Days National

# Our Team

## STAFF

**Kyrstiana Bourdage**, Programs and Operations  
Coordinator and Northern Ontario Lead

**Ruth Burns**, Executive Director

**Noor Khan**, Producer, Artistic Programs

**Keira Park**, Marketing Manager

**Kaitlyn Patience**,

Partnerships & Outreach Manager

**Lejla Pepeljak**, Communications Assistant

**Nawal Salim**, Programs & Operations  
Coordinator

**Eilish Waller**, Communications Coordinator

## BOARD OF DIRECTORS

**Gary Filan**, Chair and President

**Jasmina Jovanovic**, Vice-Chair

**Maria Jurewicz**, Secretary

**Camilo Montoya-Guevara**, Treasurer

**John Rider**, Past Chair

**Warren Garrett**, Past Chair

**Thiva Arumarajah**

**Marnie Lapierre, CTIS**

**Gallant Law**

**Marsha McFadgen**

---

## CONSULTANTS

**Lisa Bendall**, Writer

**Carolyn Bennett**, Writer

**Leni Brem**, Consultant

**Glodeane Brown**, Writer

**D.PE**, Branding

**DM Public**, Media Relations

**Francois Girard**, Translation

**Chris Hampton**, Writer

**HKC Marketing**

**Indigenous Tourism Ontario**

**Ramona Leitao**, Writer

**Lindsey Lickers**, Consultant

**Alexandra Loewen**,

Event Management, ON-Ramp Symposium

**Dr. Shawn Newman, Dr. Louis-Etienne Dubois  
and Dr. Frederic Dimanche**

**Newlight Agency**, Translation

**Rebel Trail**, Website Development

**Li Robbins**, Writer

**Jacqueline L. Scott**, Consultant

**Catherine Tàmmaro**, Consultant



# Our Supporters

## GOVERNMENT FUNDERS

Our work is made possible thanks to:



Federal Economic Development  
Agency for Northern Ontario

Agence fédérale de développement  
économique pour le Nord de l'Ontario

Canada



Canada Council  
for the Arts

Conseil des arts  
du Canada

Ontario



ONTARIO ARTS COUNCIL  
CONSEIL DES ARTS DE L'ONTARIO  
an Ontario government agency  
un organisme du gouvernement de l'Ontario



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



FUNDED BY  
THE CITY OF  
TORONTO

## CORPORATE SUPPORTERS & MEDIA PARTNERS

We are grateful to our corporate and media partners for supporting us in our work, and providing us with the resources to create more impact. They include:



# Photography

<b>Page 2</b>	Mirna Chacin
<b>Page 3</b>	Right: Sara Elizabeth Photography
<b>Page 5</b>	Olivia Brocklehurst
<b>Page 6</b>	Kyrstiana Bourdage
<b>Page 7</b>	Eilish Waller
<b>Page 9</b>	Kaitlyn Patience
<b>Page 10</b>	Sarah Arfan
<b>Page 11</b>	Left: Sarah Arfan. Right: Eilish Waller
<b>Page 12</b>	Kyrstiana Bourdage
<b>Page 13</b>	Left: Noor Khan. Right: Nawal Salim. Lower right: Eilish Waller.
<b>Page 14</b>	Left: courtesy of Sarah Gartshore, Adam Francis Proulx. Right: Kevin Jones. Bottom left: Kaitlyn Patience. Bottom right: Nawal Salim.
<b>Page 15</b>	Left: David Nwodo / Muse Arts. Right: Fatima Puga / Muse Arts. Bottom right: Photo by Zhuoqing Tan.
<b>Page 16</b>	Left: Sarah Arfan. Right: Kaitlyn Patience.
<b>Page 17</b>	Left: Yannis Lobaina. Right: Maren Elliott. Bottom left: courtesy the City of Vaughan.
<b>Page 18</b>	Kyrstiana Bourdage.
<b>Page 19</b>	Right: Justin Soule. Bottom left: Sue Nielson. Bottom right: courtesy of Ocala Winery and Orchards.
<b>Page 20</b>	Top left: Captured by Sage. Top right: Brandon Marsh Photography. Second row left: Peter Baumgarten, Creative Island Photography. Second row right: courtesy of Owen Sound. Tourism. Third row left: courtesy of Peterborough DBIA. Third row right: Mark Burnham, Six Nations Tourism. Bottom row left: courtesy of Tourism Thunder Bay. Bottom row right: courtesy of Tourism Windsor-Essex.
<b>Page 21</b>	Top right: courtesy of Winter Glow. Second row right: Johan Hallberg-Campbell. Third row left: Dan Nostbakken. Third row right: courtesy of Wiikwemkoom Tourism. Bottom left: Hilary Gauld Camilleri. Bottom right: poster by Megan Fildes.
<b>Page 22</b>	Eilish Waller
<b>Page 24</b>	Danny Custodio
<b>Page 26 &amp; 27</b>	Eilish Waller
<b>Page 28</b>	Bottom left: Patricio Munoz



**ONTARIO CULTURE DAYS**

**401 Richmond St W, Suite 350. Toronto, ON M5V 3A8**

**[onculturedays.ca](http://onculturedays.ca)**

**[info@onculturedays.ca](mailto:info@onculturedays.ca)**