



TORONTO

PROGRAM ENHANCEMENT

# The Village at Black Creek Inclusive Programming and Equitable Access



## OVERVIEW

The initiative will enhance heritage, cultural, and community programming during the regular operating season by re-establishing seven-day-per-week programming and full operating hours. It includes the recruitment and hiring of 53 part-time educational staff, seasonal livestock staff, and seasonal gardeners to support expanded operations, along with the development of enhanced exhibits. The initiative will also nurture and grow community partnerships to share stories that reflect the diversity of Toronto, establish equitable access programs to reduce user fees for residents, and deliver targeted outreach activities to local communities. To strengthen engagement and inclusion, a dedicated community outreach ambassador will be recruited and hired.

## OBJECTIVES

Revitalizing Black Creek's programming through expanded staffing, restored operations, and new exhibits will strengthen community engagement and create more inclusive visitor experiences. This investment boosts accessibility, diversifies storytelling, and enriches educational offerings. The objective is to create a fully accessible, community connected cultural destination reflecting Toronto's diverse histories.

## BENEFITING STAKEHOLDERS

- Residents of Toronto and surrounding regions
- Toronto Region tourism
- Indigenous artists, cultural heritage professionals, and community members
- Residents of local Neighbourhood Improvement Areas benefiting from increased use of local services

## EXPECTED IMPACT

- Engage Indigenous and equity-deserving communities in exhibits, programming, and the future of The Village
- Employment opportunities for Indigenous artists, cultural heritage professionals and students
- Increased tourism and visitor spending in an underserved area of Toronto

## BUDGET & FUNDING

**Estimated Total Cost: \$2.2M annually**

### Possible Funding Sources:

- City of Toronto, corporate sponsors, private donors

## OWNERSHIP

TRCA



### KEY PRIORITIES AND ACTIVITIES TO DATE

#### Inclusive Program and Exhibit Development

High Priority



Engage equity-deserving and racialized communities and artists in the creation of programs and exhibits that authentically reflect Toronto’s diversity and lived experiences.

#### Equity, Access, and Participation

High Priority



Remove systemic and financial barriers to participation by prioritizing inclusive engagement practices that support broad community involvement in cultural programming.

#### Community-Led Storytelling and Representation

Medium Priority

Ensure diverse voices are meaningfully represented by centring community perspectives in interpretive content, narratives, and artistic expression.

#### Work to Date

- Installation of interactive exhibits focused on newcomer and queer experience in 1800s.
- Research partnership on Black history in 19th C. North Toronto established with York University and archival research initiated.
- Equity-deserving performing artists regularly animate site.
- Histories of diverse communities incorporated into school and family programs.

### RISKS IF UNFUNDED

**Social:** Outdated exhibits and missing diverse stories reduce community engagement and inclusivity.

**Financial / Economic:** Declining visitation threatens revenue and program sustainability.

**Deferred Action Risk:** Delays worsen inequitable access and further decrease public interest.



### KEY DATES

- Ongoing

### CONTACT INFORMATION:

Wendy Rowney, Senior Manager  
Community Outreach and Education  
[Wendy.Rowney@trca.ca](mailto:Wendy.Rowney@trca.ca)