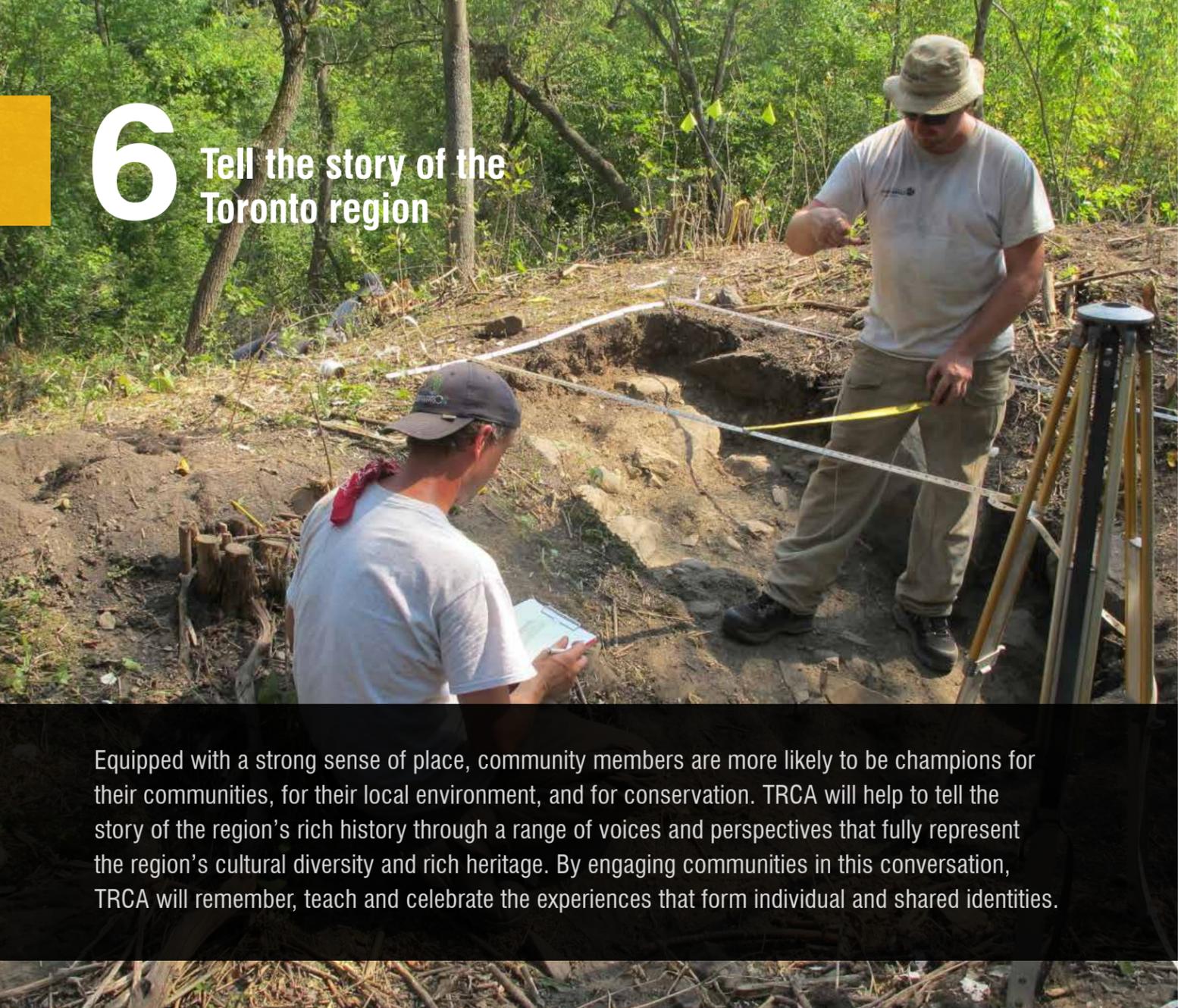


6 Tell the story of the Toronto region



Equipped with a strong sense of place, community members are more likely to be champions for their communities, for their local environment, and for conservation. TRCA will help to tell the story of the region's rich history through a range of voices and perspectives that fully represent the region's cultural diversity and rich heritage. By engaging communities in this conversation, TRCA will remember, teach and celebrate the experiences that form individual and shared identities.

DESIRED OUTCOMES

1. All community members celebrate the natural heritage, cultural heritage and diversity of the Toronto Region.
2. Additional engagement of indigenous communities and a broad range of diverse communities in the design of TRCA's education and stewardship programs.
3. Reflection of the diversity of the region in TRCA programs.
4. Preservation and restoration of historic TRCA assets and the recognition and communication of their cultural significance.

STRATEGIC PRIORITIES

ACCOMPLISHMENTS ACHIEVED (2013 – 2017)

- Established Bolton Camp by purchasing 103 Ha of property and 50 historic buildings in the Town of Caledon, and launched a plan led by TRCA's Education, Training and Outreach team to re-purpose the site as a community cultural hub.
- Preserved and promoted the cultural heritage of European settlement in the region by investing in a new collections management database and environmental control system to ensure that artifacts at Black Creek Pioneer Village will be preserved for future enjoyment and education; and curated Breaking the Silence: Stories of the British Home Children, 1869-1948, an exhibit at Black Creek Pioneer Village that was recognized with the Ontario Museum Association's 2016 Award for Excellence in Exhibitions.
- Repurposed several historic buildings and properties for innovative programming and community activities that have allowed TRCA's cultural heritage to be shared with new audiences.

PROJECTED ACCOMPLISHMENTS (2018 – 2022)

- Develop a clear and consistent identity and corporate brand for TRCA and build TRCA's visibility through formal and informal communication channels.
- Integrate cultural heritage broadly throughout TRCA programming with a focus on fun, learning, and personal stories including those of indigenous community members.
- Continue to engage the region's diverse communities to tell their stories and recognize their contributions, and develop community events that celebrate cultural heritage.
- Update TRCA's Master Plans including our Archaeological Master Plan and Master Plans for specific Conservation Areas with new information obtained from relevant reviews and studies.
- Seek historic designations for TRCA's buildings, as well as new sources of funding for their restoration, re-use, and maintenance, where applicable.
- Focus on developing information that is accessible and engaging using a variety of mediums, including digital technology.

MEASURING PERFORMANCE

TRCA will track its efforts to tell the story of the Toronto region through media analysis including both print and social media. TRCA will continue to track visitor rates for its cultural heritage destinations such as Black Creek Pioneer Village. TRCA will track its progress on addressing costs of heritage buildings through asset management planning. The organization will also apply satisfaction surveys, online reviews and user rates of historic properties.